

**Republic of the Philippines**  
Department of Trade and Industry  
**CENTER FOR INTERNATIONAL TRADE EXPOSITIONS AND MISSIONS**  
Golden Shell Pavilion, Roxas Blvd. Cor. Gil Puyat Ave., Pasay City

Solicitation No.: CITEM-2021-0126

**REQUEST FOR QUOTATION**  
**(NEGOTIATED PROCUREMENT – SMALL VALUE PROCUREMENT)**

The Center for International Trade Expositions and Missions (CITEM) invites all interested parties to submit quotation for:

**HIRING OF CREATIVE DIRECTOR FOR CREATE PHILIPPINES 2022**

*(Please see attached Request for Quotation Form for more details.)*

Approved Budget for the Contract	: PHP 990,000.00
Deadline of Submission of Eligibility Documents, Financial Bid and Qualitative Evaluation Documents	: 03 December 2021, 05:00PM
Opening of Qualitative Evaluation Documents	: 03 December 2021, 05:00PM
Opening of Eligibility Documents and Financial Bid	: 07 December 2021, 02:00PM

Conduct of *Opening of Bids* shall be held virtually thru Microsoft Teams or Zoom and shall be open to all prospective bidders. Link of the Opening of Bids may be requested through the BAC Secretariat at [citembac@citem.com.ph](mailto:citembac@citem.com.ph).

The *Notice of Award* shall only be issued to the lowest calculated and responsive bidder who has complied with the following documentary requirements below, submitted in an enclosed, sealed and properly labeled envelope or compressed folder:

*Eligibility Documents (1st Envelope / Compressed Folder)*

- Mayor's Permit for the current year or for individuals, BIR Certificate of Registration**  
*Expired Mayor's permit with Official Receipt of renewal application shall be accepted as alternate document during community quarantine or similar restrictions declared, in accordance with GPPB Resolution 09-2020. However, a valid Business or Mayors permit must be submitted after award of contract but before payment.*
- Valid PhilGEPS Registration Number (evidenced by a certificate or screen shot)**  
*PhilGEPS Certificate of Platinum Membership may be submitted in lieu of Mayor's Permit and PhilGEPS Registration Number.*
- Latest Income/Business Tax Return**
- Notarized Omnibus Sworn Statement**  
*Unnotarized Omnibus Sworn Statement subject to compliance therewith after award of contract before payment shall be accepted as alternate documentary requirement during community quarantine or similar restrictions declared, in accordance with GPPB Resolution 09-2020.*
- Notarized Special Power of Attorney, Notarized Secretary's Certificate or Board/Partnership Resolution for partnership, corporation, cooperative, or joint venture, whichever is applicable**  
*Unnotarized Special Power of Attorney or Unnotarized Secretary's Certificate or Board/Partnership Resolution are likewise accepted in accordance with ARTA Advisory No. 01 series of 2020 on the Advisory for the Adoption of Fast-Track Measures during the COVID-19 State of Calamity.*

*Financial Bid (2nd Envelope / Compressed Folder)*

- **Quotation using the attached Request for Quotation (RFQ) Form duly signed by the authorized representative.**

*Qualitative Evaluation Documents (3rd Envelope / Compressed Folder)*

- **Company or individual profile indicating number of years in the industries of creative and/or project direction, event curation and creative consultancy**
- **Company or individual portfolio indicating list of clients (with project names and dates) from both public and private sectors**
- **List of industry recognitions received related to the Creative Industry**

To encourage the sanctity of the bids, we highly encourage bidders submit these documents separately, on the above stated date and time, either on the following:

- Physical Submission at the CITEM Office, Golden Shell Pavilion, Roxas Blvd. cor. Gil Puyat Ave., Pasay City, or
- As highly encouraged, online submission to the BAC Secretariat through email at [citembac@citem.com.ph](mailto:citembac@citem.com.ph). A password protection maybe inflicted in the compressed folders to ensure security of the documents. The password must be disclosed an hour before the date and time of the Opening of Eligibility Documents, Financial Bid and Qualitative Evaluation Documents as indicated above.

CITEM-BAC reserves the right to reject any or all bids disadvantageous to, waive any formality or accept such bids as may be considered advantageous to the government. Further, CITEM-BAC assumes no obligation whatsoever to compensate or indemnify the bidders for expenses or losses that may be incurred in participating in this bidding.

For inquiries, please contact the CITEM Bids and Awards Committee Secretariat, at telephone no. (02) 8-831-2201 local 309/294 or email at [citembac@citem.com.ph](mailto:citembac@citem.com.ph).

  
**ATTY. ANNA GRACE I. MARPURI**  
Chairman, Bids and Awards Committee



**CENTER FOR INTERNATIONAL TRADE EXPOSITIONS AND MISSIONS**  
Golden Shell Pavilion, Roxas Blvd. Cor. Sen. Gil Puyat Avenue, Pasay City  
Tel.: (632) 8-831-2201 local 309/294 E-mail: [citembac@citem.com.ph](mailto:citembac@citem.com.ph)

## REQUEST FOR QUOTATION

- Shopping with ABC of Php 50,001 and above  
 Lease of Real Property and Venue  
 Small Value Procurement with ABC of Php 50,001 and above  
 Others: \_\_\_\_\_

Date: 25 November 2021

Company Name: \_\_\_\_\_

RFQ No.: 2021-0126

Address: \_\_\_\_\_

Contact No.: \_\_\_\_\_

Gentlemen:

Please quote hereunder your lowest possible price(s) for the following article(s)/work(s) which are urgently needed by this office. It is requested that the quotation be sealed, signed, and stamped in an envelope or compressed folder and submitted to CITEM BAC / [citembac@citem.com.ph](mailto:citembac@citem.com.ph).

<b>Deadline of Submission of Eligibility Documents, Financial Bid, and Qualitative Evaluation Documents:</b> <u>03 December 2021</u> Time: <u>05:00PM</u>
<b>Schedule of Opening of Qualitative Evaluation Documents:</b> <u>03 December 2021</u> Time: <u>05:00PM</u>
<b>Schedule of Opening of Eligibility Documents and Financial Bid:</b> <u>07 December 2021</u> Time: <u>02:00PM</u> Venue: <u>ZOOM</u>

QTY	UNIT	ARTICLE / WORK / DESCRIPTION / SPECIFICATION	UNIT PRICE	AMOUNT
1	Lot	<p><b>HIRING OF CREATIVE DIRECTOR FOR CREATE PHILIPPINES 2022</b></p> <p><i>Please see attached Term of Reference for more details.</i></p> <p><b>APPROVED BUDGET FOR THE CONTRACT: <u>PHP 990,000.00</u></b></p>		

**Terms and Conditions:**

- 1) Delivery period: \_\_\_\_\_ working days upon acceptance of Purchase/Job Order.
- 2) Bid price must be **Inclusive of Value Added Tax**.
- 3) Payment will be processed after receipt of invoice. Other terms of payment will be based on the Contract agreed by the Purchaser and Supplier.
- 4) Any alterations, erasures or overwriting shall be valid only if they are signed or initialed by the bidder or his/her authorized representative.
- 5) Required documents, if any, must be submitted within 3 Days after receipt of notice.

The CITEM-BAC reserves the right to reject any or all bids offer and waive any defects therein and accept bid/s it may consider advantageous to the government.

  
**ATTY. ANNA GRACE I. MARPURI**  
BAC Chairman

TO: CITEM Bids and Awards Committee:

Per your request, I/we have indicated the prices of the above-mentioned article(s)/work(s) on the unit price/amount column above. I/We also certify that we have read, understood, and shall conform with the terms and conditions of this requirement.

\_\_\_\_\_  
Date Submitted

\_\_\_\_\_  
**Signature over printed name of the Authorized Company Representative**

Designation: \_\_\_\_\_

Telephone No(s): \_\_\_\_\_

Email: \_\_\_\_\_

## **TERMS OF REFERENCE**

### Hiring of Creative Director for CREATE Philippines 2022

#### **I. BACKGROUND AND RATIONALE**

The Center for International Trade Expositions and Missions (CITEM) is the export promotion arm of the Philippine Department of Trade and Industry (DTI). CITEM is committed to developing, nurturing, and promoting globally competitive small and medium enterprises (SMEs), exporters, designers, and manufacturers by implementing an Integrated Approach to Export Marketing in partnership with other government and private entities.

For three decades, CITEM has established the country's image as the premier destination for quality export products and services. It continues to set the highest standards of creativity, excellence, and innovation to achieve export competitiveness in the international market.

CITEM first implemented programs supporting the Philippine creative industry from 2009 until 2011. In 2017, CITEM renewed its support for the industry with CREATE Philippines, the trade industry platform that brings together the creative industry for business, networking, and knowledge sharing.

Last June 2021, the 4th edition of CREATE Philippines was held with its flagship event Creative Futures. The 2-day digital conference was packed with a curated line-up of speakers, features, and panel discussions that tackled the future of the creative industry. Notable industry champions in the public sector, business leaders, and key people in the creative industry shared their stories of navigating the "new normal" and offered insight on how they see their industries advancing in the coming years.

Given the success of the event in terms of exceeding the target attendees set internally, and considering the positive feedback received from the audience regarding the digitalized format and content of the conference, CREATE Philippines will stage the 2<sup>nd</sup> edition of Creative Futures in 2022. To achieve the same or even better results for next year, it was deemed necessary to obtain again the expertise, skills and services from a Creative Director who 1) has the credentials and abilities to weave various event components and develop a cohesive program direction for Creative Futures; 2) to connect CITEM to a large network of industry experts, leaders and professionals who may be tapped as partners, speakers, sponsors, etc.; and 3) to weave a consistent message and content direction for CREATE Philippines which will be applied on the website, social media and its digital event/s.

#### **II. SCOPE OF WORK AND DELIVERABLES**

##### **A. The Event (Creative Futures 2022)**

1. Help identify event dates for the Creative Futures in 2022
2. Develop the communication message, content direction and overall theme for the Creative Futures
3. Design the components of the Creative Futures including, but not limited to the program, conference topics and speakers, intermission and/or networking activities, and/or exhibits
4. Connect CITEM to industry experts, leaders and professionals who may be tapped as partners, featured artists, speakers, event attendees, sponsors, etc.
5. Oversee the teams (CITEM and/or outsourced) who will produce the designed program, and ensure that the identified communication message and content direction for the Creative Futures will be implemented on the event
6. Coordinate and conduct meetings with CITEM and the hired Program Producer and Coordinator for Creative Futures, when necessary

## TERMS OF REFERENCE

### Hiring of Creative Director for CREATE Philippines 2022

#### B. The Website

1. Develop the communication message, and content direction for the CREATE Philippines website
2. Oversee the teams (CITEM and/or outsourced) who will develop the website, produce content for the website, and create/mirror content from the website to the social media channels of CREATE Philippines
3. Ensure that the identified communication message and content direction will be implemented on the website and social media channels of CREATE Philippines
4. Coordinate and conduct regular meetings with CITEM and the hired Content Producer/s for the CREATE Philippines website, Website Developers, and Community Manager/s for all social media platforms of CREATE Philippines
5. Update the creative direction, communication message, and content direction, when necessary, in response to the website and social media analytics, and other reports (i.e. surveys, feedback from stakeholders, etc.) provided by CITEM

#### C. Overall Visual/Creative Direction of CREATE Philippines (Event and Website)

1. Develop the overall visual/creative direction of CREATE Philippines, particularly for the event and website, which includes the following:
  - a. Graphic design direction
  - b. Thematic campaign design
  - c. Typography and font selection
  - d. Content production supervision for single page layouts, multipage layouts and digital materials including video and streaming assets
2. Oversee content or materials (i.e. single page layouts, multipage layouts, digital materials including video and streaming assets, etc.) produced by CITEM and/or third-party suppliers to ensure consistency and cohesiveness with the identified overall visual/creative direction, communication message and content direction for the CREATE Philippines' event and website

#### D. Others

1. Represent CITEM in media guesting, interviews, and other events where it is relevant to promote CREATE Philippines
2. Submit post-event report of the Creative Futures 2022 and conduct debriefing session with the CREATE Philippines project team
3. Submit report/evaluation which includes observations, assessments, and recommendations on the implementation of the communication strategy and content direction, work/process flow, chosen platforms and promotional materials for CREATE Philippines, etc. Said report should be submitted to CITEM after the engagement period.

### III. PROPOSED TIMELINE OF DELIVERABLES

The hired Creative Director for CREATE Philippines 2022 should refer and follow the timeline specified below:

Deliverables	Timeline
<ul style="list-style-type: none"><li>• Present event proposal for the Creative Futures in 2022, including the event dates, communication message, content direction, overall theme, and event components (program, conference topics and speakers, intermission and/or networking activities, exhibits, etc.)</li></ul>	One month upon receipt of the Award Notice

## TERMS OF REFERENCE

### Hiring of Creative Director for CREATE Philippines 2022

<ul style="list-style-type: none"> <li>Pitch a communication message and content direction for the website, and social media channels of CREATE Philippines</li> </ul>	
<ul style="list-style-type: none"> <li>Present the overall visual/creative direction of CREATE Philippines (event and website)</li> </ul>	
<ul style="list-style-type: none"> <li>Conduct debriefing session with the CREATE Philippines project team for Creative Futures 2022</li> </ul>	To be scheduled after Creative Futures 2022
<ul style="list-style-type: none"> <li>Submit post-event report of the Creative Futures 2022</li> </ul>	Not more than a month after Creative Futures 2022
<ul style="list-style-type: none"> <li>Submit report/evaluation which includes observations, assessments, and recommendations on the implementation of the communication strategy and content direction, work/process flow, chosen platforms and promotional materials for CREATE Philippines, etc.</li> </ul>	Not more than a month after the engagement period specified in the contract

#### IV. EVALUATION BY THE TECHNICAL WORKING COMMITTEE

Interested bidder/s should undergo Qualitative Evaluation, based on the parameters below. Only those with TWG score of at least **90 points** will proceed to financial bid. Contract shall be awarded to the lowest calculated and responsive bidder.

Qualifications	Points
<p>The company or individual should have at least five (5) years of relevant experience as creative and/or project director, event curator and creative consultant in the fields of Creative Industry such as design, communication design, advertising, film, music, performing arts, animation, game development, visual arts, etc.</p> <ul style="list-style-type: none"> <li>5 years and more - 35 points</li> <li>Below 5 years - 0 points</li> </ul>	35 points
<p>The company or individual should have experience in working and/or is currently working with at least two (2) government agencies and three (3) clients from the private sector within the past two (2) years.</p> <ul style="list-style-type: none"> <li>With 2 or more clients from government agencies, and 3 clients from the private sector - 35 points</li> <li>With less than 2 clients from government agencies, and 3 clients from the private sector - 20 points</li> <li>With no experience - 0 points</li> </ul>	35 points
<p>The company (or a major Project Team member) or individual must have at least two (2) industry recognitions related to the Creative Industry.</p> <ul style="list-style-type: none"> <li>With 2 or more industry recognitions - 30 points</li> <li>With less than 2 industry recognitions - 15 points</li> <li>With no industry recognition - 0 points</li> </ul>	30 points
<b>Total</b>	<b>100 points</b>

Aside from the documents required by the Bids and Awards Committee of CITEM, other documents to be submitted to the project team for the Qualitative Evaluation are as follows:

- Company or individual profile indicating number of years in the industries of creative and/or project direction, event curation and creative consultancy

## TERMS OF REFERENCE

### Hiring of Creative Director for CREATE Philippines 2022

2. Company or individual portfolio indicating list of clients (with project names and dates) from both public and private sectors
3. List of industry recognitions received related to the Creative Industry

## V. PERIOD OF ENGAGEMENT

The Creative Director shall be contracted for a period of **12 months from January 01, 2022 or upon the issuance of the Notice of Award** by CITEM Bids and Awards Committee (BAC), whichever comes later.

## VI. ESTIMATED BUDGET AND PAYMENT TERMS

Estimated budget for the hiring of Creative Director for CREATE Philippines 2022 is **PHP 990,000.00** (inclusive of applicable taxes) and shall be charged to the CREATE Philippines 2021 Budget.

The proposed payment scheme for the project will be billed progressively upon the completion of the following milestones:

Milestone	Payment
After presentation, submission, and approval of the following: <ul style="list-style-type: none"><li>• Event dates, communication message, content direction, overall theme, and event components (program, conference topics and speakers, intermission and/or networking activities, exhibits, etc.) of the Creative Futures 2022</li><li>• Communication message and content direction for the website, and social media channels of CREATE Philippines</li><li>• Overall visual/creative direction of CREATE Philippines (event and website)</li></ul>	50%
After submission of post-event report of the Creative Futures 2022	40%
After submission of final report/evaluation which includes observations, assessments, and recommendations on the implementation of the communication strategy and content direction, work/process flow, chosen platforms and promotional materials for CREATE Philippines, etc.	10%
<b>Total</b>	<b>100%</b>

Prepared by:



**DENNY V. IMSON**

Trade Industry Development Specialist

Signature Events Team, Operations Group 1

Noted by:



**MARJO F. EVIO**

Division Chief

Signature Events Team, Operations Group 1

Recommending Approval:

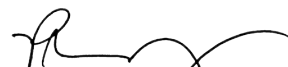


**ATTY. ANNA GRACE I. MARPURI**

OLC-Department Manager

Operations Group 1

Approved by:



**PAULINA SUACO-JUAN**

Executive Director