

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-2021-0135

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 FAME+ 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	: 20 December 2021, 12:00NN
Opening of Qualitative Evaluation Documents	: 20 December 2021, 12:00NN
Opening of Eligibility Documents and Financial Bid	: 21 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.

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 design community contributions (e.g. publications, collaborations or tie-ups, speaking engagement)**

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:

- a. Physical Submission at the CITEM Office, Golden Shell Pavilion, Roxas Blvd. cor. Gil Puyat Ave., Pasay City, or
- b. As highly encouraged, online submission to the BAC Secretariat through email at 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.


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

REQUEST FOR QUOTATION

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

Date: 15 December 2021

Company Name: _____

RFQ No.: 2021-0135

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.

Deadline of Submission of Eligibility Documents, Financial Bid, and Qualitative Evaluation Documents: <u>20 December 2021</u>	Time: <u>12:00NN</u>
Schedule of Opening of Qualitative Evaluation Documents: <u>20 December 2021</u>	Time: <u>12:00NN</u>
Schedule of Opening of Eligibility Documents and Financial Bid: <u>21 December 2021</u>	Time: <u>02:00PM</u> Venue: <u>ZOOM</u>

QTY	UNIT	ARTICLE / WORK / DESCRIPTION / SPECIFICATION	UNIT PRICE	AMOUNT
1	Lot	<p align="center">HIRING OF CREATIVE DIRECTOR FOR FAME+ 2022</p> <p align="center"><i>Please see attached Term of Reference for more details.</i></p> <p align="center">APPROVED BUDGET FOR THE CONTRACT: <u>PHP 990,000.00</u></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 J. 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 FAME+ 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 started drawing a stronger digital marketing strategy in 2018. This allowed us to launch fameplus.com in 2020 as the pandemic caused big events including trade fairs to be cancelled. FAME+ is a digital trade and community platform that offers promotion, lead generation and business matching. The heart of FAME+ is the CATALOGUE section where one can find the exhibitors' digital storefronts. The storefronts give buyers access to each company's profile, product catalogue and descriptions. It also provides direct access to exhibitors. The CATALOGUE is supported by TOUCHPOINT where we tell the stories behind the products, companies, designers, PH raw materials and PH ingenuity.

Digital—or FAME+ for that matter will be the constant medium for CITEM (and trade promotions in general), while physical shows will continue to be special events.

In 2021, fameplus.com continued to guarantee sustained presence of Philippine Home, Fashion and Lifestyle products in traditional markets while opening-up new markets.

To achieve the same or even better results on fameplus.com's 2nd year, it was deemed necessary to obtain again the expertise, skills and services from a Creative Director who has the credentials and abilities to weave a consistent message and content direction for FAME+ which will be applied on the website, social media and its digital event/s.

II. SCOPE OF WORK AND DELIVERABLES

A. Overall Visual/Creative Direction of FAME+ (Website and Digital Event)

1. Assess the previous messaging of FAME+
2. Based on the assessment, prescribe the overall visual/creative direction of FAME+, particularly for the website and digital event, 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, and overall experience
3. 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

TERMS OF REFERENCE

Hiring of Creative Director for FAME+ 2022

overall visual/creative direction, communication message and content direction for the FAME+'s website and digital event

B. The Event (FAME+ Market Days 2022)

1. Develop the communication message, content direction and overall theme for FAME+ Market Days
2. Design the components of the FAME+ Market Days including, but not limited to the program, topics and speakers, intermission and/or networking activities, and/or exhibits
3. 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 FAME+ Market Days will be implemented on the event
4. Coordinate and conduct meetings with CITEM and the hired Program Producer and Coordinator for FAME+ Market Days, when necessary

C. The Website (www.fameplus.com)

1. Develop the communication message, and content direction for FAME+
2. Meet with FAME+ Product Development Creative Director to collaborate and develop themes to best present the newly developed products in FAME+
3. Develop content guides for, provide insights and feedback on the proposals and/or output of all third-party suppliers that will produce content for FAME+ including but not limited to:
 - a. Touchpoint editorial team
 - b. Community Managers
 - c. Web Developers (such as IPG)
 - d. Any other incoming creative supplier for FAME+
4. Oversee the teams (CITEM and/or outsourced) who will produce content for the website, and create/mirror content from the website to the social media channels of FAME+
5. Ensure that the identified communication message and content direction will be implemented on the website and social media channels of FAME+
6. Coordinate and conduct regular meetings with CITEM and the hired Content Producer/s for the FAME+ website, Website Developers, and Community Manager/s for all social media platforms of FAME+
7. 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

D. Others

1. Represent CITEM in media gisting, interviews, and other events where it is relevant to promote FAME+.
2. Submit post-event report of the FAME+ Market Days and conduct debriefing session with the project team, when necessary

TERMS OF REFERENCE

Hiring of Creative Director for FAME+ 2022

III. PROPOSED TIMELINE OF DELIVERABLES

The hired Creative Director for FAME+ 2022 should refer and follow the timeline specified below:

Deliverables	Timeline
<ul style="list-style-type: none">• Presentation of initial concept for the website key messaging	One month upon receipt of the Award Notice
<ul style="list-style-type: none">• Curation of Components of FAME+ 2022 (Website and Digital Event)	February to October 2022
<ul style="list-style-type: none">• Submission of main artwork, themes and content guide based on approved key messaging• Presentation of initial Digital Event concept	May 2022
<ul style="list-style-type: none">• Submit evaluation report and conduct debriefing with the CITEM team	November-December 2022

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 **85 points** will proceed to financial bid. Contract shall be awarded to the lowest calculated and responsive bidder.

Qualifications	Points
The company or its main representative (e.g. Creative Director) should have relevant experience in creative direction in the fields of home, fashion and lifestyle;	
<ul style="list-style-type: none">• 15 years and more - 35 points• 10 - 14 years - 30 points• 6 - 9 years - 25 points• 3 - 5 years - 20 points• Less than 3 years - 0 point	35 points

TERMS OF REFERENCE

Hiring of Creative Director for FAME+ 2022

The company or its main representative (e.g. Creative Director) should have had experience as creative consultant, editor or director of brands/installations/events in the fields of home, fashion and lifestyle; <ul style="list-style-type: none">• 10 brands/installations/events and above - 35 points• 5 - 9 brands/installations/events - 25 points• 2 - 4 brands/installations/events - 15 points• 0 - 1 brand/installation/event - 0 point	35 points
The company or its main representative (e.g. Creative Director) should have relevant contributions to the design community (e.g. publications, collaborations or tie-ups, speaking engagements). <ul style="list-style-type: none">• With 4 or more design community contributions - 30 points• With less than 4 design community contributions - 15 points• With no contribution - 0 points	30 points
Total	100 points

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:

1. Company or individual profile indicating number of years in the industries of creative and/or project direction, event curation and creative consultancy
2. Company or individual portfolio indicating list of clients (with project names and dates) from both public and private sectors
3. List of design community contributions (e.g. publications, collaborations or tie-ups, speaking engagements)

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 FAME+ 2022 is **PHP 990,000.00** (inclusive of applicable taxes) and shall be charged to the Manila FAME 2021 Budget.

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

TERMS OF REFERENCE

Hiring of Creative Director for FAME+ 2022

Milestone	Payment
After presentation, submission, and approval of the overall creative direction of FAME+	50%
After submission of main artwork, themes and content guide based on approved key messaging	40%
After submission of final report/evaluation which includes observation assessments, and recommendations on the implementation of the communication strategy and content direction, work/process flow, chosen platforms and promotional materials for FAME+, etc.	10%
Total	100%

Prepared by:

Noted by:


JHASY R. OSTIAS-VENTIC
Sr. Trade Industry Development Specialist
Signature Events Team, Operations Group 1


MARIO F. EVIO
Division Chief
Signature Events Team, Operations Group 1

Recommending Approval:

Approved by:


ATTY. ANNA GRACE I. MARPURI
OIC-Department Manager
Operations Group 1


PAULINA SUACO-JUAN
Executive Director 