

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-2022-0100-R1

**NOTICE TO CONDUCT PROCUREMENT OF GOODS
AND SERVICES, INFRASTRUCTURE PROJECTS, AND CONSULTING
SERVICES TO BE PROCURED AND PERFORMED OVERSEAS**

Pursuant to GPPB-Resolution No. 28-2017 dated 31 July 2017, the Center for International Trade Expositions and Missions (CITEM), through its Bids and Awards Committee (BAC), hereby issues this Notice for:

**ENGAGEMENT OF FAME+ PROFESSIONAL BRAND AGENT FOR
MIDDLE EAST**

(Please see attached RFQ for more details)

Approved Budget of the Contract: PHP 500,000.00

Submit below documents for Qualitative Evaluation:

1. Portfolio or Curriculum Vitae indicating:
 - a. Length of relevant experience as a marketing and communication expert in the GCG
 - b. List of luxury clientele across lifestyle, hospitality, and trade
 - c. Experience in mounting and/or promoting high-profile brand activations/events

For inquiries, please contact the CITEM Bids and Awards Committee Secretariat, at telephone no. 8312201 local 309/218 or fax no. 834-0177/8331284 or e-mail at citembac@citem.com.ph.



ATTY. ANNA GRACE I. MARPURI
Chairman, CITEM-BAC



**REQUEST FOR QUOTATION
 (OVERSEAS PROCUREMENT)**

Date: 08 September 2022

Company Name: _____

RFQ No.: 2022-0100-R1

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.

| | |
|--|---|
| Deadline of Submission of Eligibility Documents, Financial Bid, and Qualitative Evaluation Documents: 12 September 2022 | Time: 12:00PM |
| Schedule of Opening of Qualitative Evaluation Documents: 12 September 2022 | Time: 12:00PM |
| Schedule of Opening of Eligibility Documents and Financial Bid: 13 September 2022 | Time: 02:00PM Venue: ZOOM |

| QTY | UNIT | ARTICLE / WORK / DESCRIPTION / SPECIFICATION | UNIT PRICE | AMOUNT |
|-----|------|---|------------|--------|
| 1 | Lot | <p>ENGAGEMENT OF FAME+ PROFESSIONAL BRAND AGENT FOR MIDDLE EAST</p> <p><i>(Please see attached Term of Reference for more details)</i></p> <p>APPROVED BUDGET FOR THE CONTRACT: <u>PHP 500,000.00</u></p> <p>Product Sector: Home and Lifestyle Period of Engagement: Minimum of Three (3) Months from the signing of Job Order.</p> <p><u>Submit below documents for Qualitative Evaluation:</u></p> <ol style="list-style-type: none"> 1. <i>Portfolio or Curriculum Vitae indicating:</i> <ol style="list-style-type: none"> a. <i>Length of relevant experience as a marketing and communication expert in the GCG</i> b. <i>List of luxury clientele across lifestyle, hospitality, and trade</i> c. <i>Experience in mounting and/or promoting high-profile brand activations/events</i> | | |

Terms and Conditions:

- 1) The above-quoted prices must be inclusive of all costs and applicable taxes. Prices shall be quoted in Philippine Peso or US Dollar.
- 2) Payment will be processed after receipt of invoice. Other terms of payment will be based on the Contract agreed by CITEM and Supplier.
- 3) Any alterations, erasures or overwriting shall be valid only if they are signed or initialed by the bidder or his/her authorized representative.

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 L. 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

Engagement of a professional Brand Agent for the Middle East



I. OVERVIEW

| | |
|-----------------------------|--|
| Requirement | Engagement of professional Brand Agent for the Middle East |
| Product Sector | Home and Lifestyle |
| Total budget | PhP 500,000.00. (inc. VAT) |
| Period of Engagement | Min. of (3) months from the signing of Job Order |

II. BACKGROUND AND RATIONALE

By 2023, CITEM envisions to be a globally recognized export promotion agency that brings Philippine products to key markets overseas, through increased stakeholder awareness and accelerated growth and development for SMEs.

With our non-competitive price range, the Middle East is one of the key markets that hold highest potential for the Philippine home and lifestyle products. In 2022, the luxury furniture market in the UAE generated USD 3.72bn and is projected to grow 4.09 per cent annually over the next four years. With the growing tourism in the region following Expo 2020 in Dubai, continuous increase in the demand for this sector is likewise projected.

The rise in hospitality, residential and commercial interior projects as well as the influx in population and demand for furniture and furnishing products also attest to the vast market opportunities and unrealized potential for Philippine design in the region. The challenge, however, lies in terms of positioning Design Philippines alongside global luxury brands, and bringing awareness to our design excellence and artistry.

The role of a professional Brand Agent who will be responsible in amplifying our presence in the region will be crucial in gaining a foothold and positioning Design Philippines in the luxury furniture and furnishing market in this region.

III. OBJECTIVES

The engagement of a professional brand agent for the Middle East aim to strategically amplify our presence in the region and create opportunities for maximum exposure for Design Philippines through:

- Public relations by creating and distributing compelling and creative narratives among key media players in the GCC; and
- Buyer conversion through digital marketing, strategic web and social media content creation and distribution;

IV. SCOPE OF WORK & DELIVERABLES WITH VALUATION

| Scope and deliverables | % | Value in PhP |
|--|-----|--------------|
| I. <u>Public Relation</u> <ul style="list-style-type: none">• Generate a minimum of US\$ 60,000 PR value for Design Philippines in the Gulf Cooperation Council (GCC) region, every month, through:<ul style="list-style-type: none">- Crafting and distribution of press release and media kits, to a minimum of top 50 media titles, either online, print and broadcast media. Minimum of 1 Press Release (in English and Arabic), distributed every month for 3 months; | 40% | 200,000 |

TERMS OF REFERENCE

Engagement of a professional Brand Agent for the Middle East



| | | |
|--|-----|------------|
| <p>II. <u>Digital Marketing</u></p> <ul style="list-style-type: none"> • Craft and release 1 newsletter, monthly, to minimum of 50,000 contacts, with backlinks to FAME+; • Develop and distribute social media content (could be a combination of original and re-shared contents), with minimum of 8 to 10 posts per month, with backlinks to FAME+; and • <u>Buyer Conversion</u> Secure a minimum of 100 Unique Buyer Registration for FAME+ and FAME+ Market Days throughout the duration of the engagement | 60% | 300,000.00 |
|--|-----|------------|

VI. TERMS OF PAYMENT

A total of Five Hundred Thousand Pesos, Php 500,000.00, is earmarked for this engagement, broken down as follows:

| Activities | Requirement for payment | % of Payment |
|---|---|-----------------|
| Multi-media and event planning | Approved multi-media content, distribution, and overall activation/event plan | 30% of contract |
| Content Development, Distribution, and Monitoring | Submission of overall media coverage report with 100 buyers converted and PR valuation, with clippings and links to articles. | 70% of contract |

The engagement will run for minimum of three (3) months from signing of Job Order. The remaining 70% payment shall only take effect upon complete and satisfactory delivery of all outputs, as supported by the issuance of Certificate of satisfactory of services delivered.

VII. QUALITATIVE EVALUATION

This engagement is open for bidding of either individual professionals or companies/firms, and will be assessed based on the following criteria:

| Criteria | Value Point | Document/s submitted |
|---|--|-------------------------------|
| A recognized marketing and communication expert with proven track record at least 12 years of experience in the GCC | Length of relevant experience <ul style="list-style-type: none"> • 12 years and more (45 points) • 7 - 11 years (30 points) • 5 – 6 years (15 points) • below 5 years (0 points) | Portfolio or Curriculum Vitae |
| Extensive list of luxury clientele across lifestyle, hospitality, and trade | <ul style="list-style-type: none"> • 5 or more luxury client (30 points) • 3 - 4 luxury client (20 points) • 1- 2 luxury client (10 points) • 0 luxury client (0 point) | Portfolio or Curriculum Vitae |
| Proven experience in mounting and/or promoting high-profile brand activations/events | <ul style="list-style-type: none"> • 5 or more high profile events (25 points) • 3 – 4 high profile events (10 points) • 1 - 2 high profile events (5 points) • 0 high profile event (0 point) | Portfolio or Curriculum Vitae |

TERMS OF REFERENCE

Engagement of a professional Brand Agent for the Middle East




Only those who receive a passing score of **90** shall proceed to the opening of financial bid. The lowest calculated and most responsive bidder shall be declared the winner of the contract, subject to post-qualification, if required.

V. BUDGET

A total of Five Hundred Thousand Pesos (PhP 500,000.00) is earmarked for this engagement (inclusive of all applicable taxes), to be sourced from Manila FAME budget. (See above budget vis a vis scope of deliverables).

Mode of Procurement: Overseas Procurement

Prepared by:


Windy P. Añonuevo
Senior – TIDS

Noted by:


Anna Marie R. Alzona
Division Chief, OTF

Recommending Approval:


Marjo F. Evio
OIC – Department Manager

Approved by:


Deputy Executive Director Ma. Lourdes D. Mediran
Officer-in-Charge, CITEM