

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-2022-0067

**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 AN INTERNATIONAL BUSINESS
DEVELOPMENT SPECIALIST FOR THE US MARKET**
(Please see attached RFQ for more details)

Approved Budget of the Contract: PHP 900,000.00

Submit below documents for Qualitative Evaluation:

1. Portfolio or Curriculum Vitae indicating:
 - 1.1. That the bidder is a Market Expert with length of relevant experience in design and lifestyle.
 - 1.2. Affiliation and connection with relevant industry stakeholders and/or associations, membership to acknowledgment from prestigious entities or associations (a plus).
 - 1.3. Experience as Resource Persons/Event Speakership

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: 13 June 2022

Company Name: _____

RFQ No.: 2022-0067

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 Qualitative Evaluation Documents and Financial Bid: <u>17 June 2022</u>	Time: <u>12:00PM</u>
Schedule of Opening of Qualitative Evaluation Documents: <u>17 June 2022</u>	Time: <u>12:00PM</u>
Schedule of Opening of Bids: <u>21 June 2022</u>	Time: <u>02:00PM</u> Venue: <u>ZOOM</u>

QTY	UNIT	ARTICLE / WORK / DESCRIPTION / SPECIFICATION	UNIT PRICE	AMOUNT
1	Lot	<p>ENGAGEMENT OF AN INTERNATIONAL BUSINESS DEVELOPMENT SPECIALIST FOR THE US MARKET <i>(Please see attached Term of Reference for more details.)</i></p> <p>APPROVED BUDGET FOR THE CONTRACT: <u>PHP 900,000.00</u></p> <p><i>Period of Engagement: Upon release of Job Order until December 2022.</i></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"> 1.1. <i>That the bidder is a Market Expert with length of relevant experience in design and lifestyle.</i> 1.2. <i>Affiliation and connection with relevant industry stakeholders and/or associations, membership to acknowledgment from prestigious entities or associations (a plus).</i> 1.3. <i>Experience as Resource Persons/Event Speakership</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 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

Engagement of an International Business Development Specialist for the US Market



I. OVERVIEW

Requirement	Engagement of an International Business Development Specialist for the US Market
Product Sector	Home and Lifestyle
Total budget	PhP 900,000. (inc. VAT)
Period of Engagement	Upon release of Job Order until December 2022

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.

United States remain to be one of our most important markets, across most home lifestyle sectors, with International Trade Center Export Potential Map showing it will continue to yield the highest demand while also providing much needed ease of trade until 2026. In fact, in 2021, the Foreign Buyers Association reported \$280 Million worth of new orders with \$80 Million worth of reinstated cancelled orders from mostly leading importers in the US --- a clear indication of the market's strong pandemic recovery and potential for Philippine products.

Exhibition organizers and associations have also managed to bring live events back early this year. While digital is never going away, this revival of on-site exhibitions further heightens the competition and overshadows the initial leverages we've so far initiated for Design Philippines in the US market, notwithstanding our non-participation to any on-site fair anytime this year.

This calls for a continuing effort to connect with the US market. An international expert who can assist in creating opportunities for strategic connections with key prospects for Philippine SMEs in the US market will play a vital role in ensuring our continuous support to the industry and helping in accelerating the growth of our SMEs through business development and exposure in this market.

III. OBJECTIVES

The overall goal of the program is to leverage on the strong potential of the US Market and ultimately accelerate the growth of select Philippine SMEs by:

- Creating opportunities for market and business connection in the US;
- Leveraging content and strategic distribution to amplify market exposure; and
- Enhance market access and readiness of participating brands.

IV. SCOPE OF WORK & DELIVERABLES WITH VALUATION

Scope and deliverables	%	Value in PhP
I. <u>Buyer Introduction</u> <ul style="list-style-type: none">• Facilitate the introduction to a total twenty (20) FAME+ brands, with select group of key buyer prospects based in the United States (min. of 5 unique buyers), for the purpose of export promotion and securing business connections and/or transactions for the participating brands;• Encourage buyer contacts to sign up as trade buyer to FAME+ to discover more Philippine Brands;• Conduct minimum of 2 coaching/consultation sessions (either by group or one-on-one) with the participating brands for final line selection for the buyer introduction.	40%	360,000.00

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Engagement of an International Business Development Specialist for the US Market



<ul style="list-style-type: none"> Provide feedback and buyer/market insights to FAME+ for guidance in future collection development 		
<p>II. <u>Media Introduction</u></p> <ul style="list-style-type: none"> Provide media introductions for FAME+ to various media outlets, with stronger focused on applicable Trade Publications, including but not limited to: <ul style="list-style-type: none"> Home Furnishings Today, Gifts and Decorative Accessories, Furniture World, Home Accents Today, Rug News Today, or other similar relevant trade publications; Shelter publications such as but not limited to Designers Today, Furniture, Lighting and Décor, Elle Décor, Architectural Digest, or other similar applicable media titles (i.e. Country Living, House Beautiful, Veranda, Dwell, Covete, Conde Nast: House & Garden, The World of Interiors, HGTV magazine etc.) <p>as deemed fit, to amplify the exposure of participating products or brands.</p> <ul style="list-style-type: none"> Provide insights and guidance to FAME+ Content Production and Editorial team in crafting suitable content and materials for distribution to media outlets; Provide insights and guidance to the Creative Team, including to the Art Director and production team of FAME+ Home and Lifestyle Campaign pictorial; Facilitate the distribution of applicable FAME+ contents and materials to relevant media titles. Minimum of 5 media outlets. 	30%	270,000.00
<p>III. <u>Event Speakership</u></p> <ul style="list-style-type: none"> Conduct a masterclass presentation on global color and trend report for FAME+ Market Days, in October 2022 	30%	270,000.00
GRAND TOTAL	100%	900,000.00

VI. TERMS OF PAYMENT

A total of Nine Hundred Ninety Thousand Pesos, PhP 900,000.00, is earmarked for this engagement, broken down as follows:

Activities	Requirement for payment	% of Payment
Buyer Introduction	Submission of report on Buyer Introductions conducted and made for all 20 participating brands	40%
Media Introduction	Submission of list of relevant media titles endorsed to FAME+ team. Minimum of 5 media titles with direct contact details.	30%
Event Speakership	Copy of Presentation deck/materials and recording of concluded event	30%
		100%

The engagement is valid from release of Job Order to December 2022, or upon satisfactory completion of deliverables.

VII. QUALITATIVE EVALUATION

TERMS OF REFERENCE

Engagement of an International Business Development Specialist for the US Market



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 Market expert with proven track record of at least 20+ years of relevant experience in design and lifestyle	Length of relevant experience <ul style="list-style-type: none"> • 20 years and more (45 points) • 10 - 19 years (30 points) • 5 - 9years (15 points) • below 5 years (0 points) 	Portfolio or Curriculum Vitae
Affiliation and connection with relevant industry stakeholders and/or associations, membership to acknowledgement from prestigious entities or associations, is a plus	Industry Affiliation/connection: <ul style="list-style-type: none"> • 3 or more affiliation/ industry connections (20 points, plus 5 points if from prestigious entities/association) • 1 to 2 affiliations/industry connection (10 points) • 0 affiliation / industry connection (0 points) 	Portfolio or Curriculum Vitae
Experience as Resource Persons/ Event speakership	<ul style="list-style-type: none"> • Speaking engagement in 3 to 4 international events for design/ lifestyle (35 points) • Speaking engagement in 1 to 2 international events for design/lifestyle (15 points) 	Portfolio or Curriculum Vitae

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 PHP 900,000 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: NPO

Prepared by:


Windy P. Anonuevo
 Senior – TIDS

Noted by:


Anna Marie R. Alzona
 Division Chief, OTF

Recommending Approval:


Marjo F. Evio
 OIC – Department Manager

Approved by:


Paulina Suaco-Juan
 Executive Director