

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-2022-0077

**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:

**PROCUREMENT OF DIGITAL CONTENT PROVIDER FOR CHINA INTERNATIONAL FAIR
FOR TRADE IN SERVICES (CIFTIS) 2022**

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

| | |
|---|-------------------------|
| Approved Budget for the Contract | : PHP 400,000.00 |
| Deadline of Submission of Eligibility Documents, Financial Bid and Qualitative Evaluation Documents | : 13 July 2022, 12:00PM |
| Opening of Qualitative Evaluation Documents | : 13 July 2022, 12:00PM |
| Opening of Eligibility Documents and Financial Bid | : 14 July 2022, 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.
- 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)

- **Curriculum Vitae / Portfolio indicating:**
 - Length of year of service in in brand development, campaigns, storytelling, and marketing consultation
 - List of brands previously worked with and experience working with digital service companies preferably those that belong to or an auxiliary of the priority sectors for the participation
- **List of Clients**

To encourage the sanctity of the bids, bidders must 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
- 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 on or before the date and time of the Opening of Eligibility Documents, Financial Bid and Qualitative Evaluation Documents as indicated above. Failure to disclose the password during the opening of bids may result to non-responsiveness of the bid.

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: 08 July 2022

Company Name: _____

RFQ No.: 2022-0077

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>13 July 2022</u> | Time: <u>12:00PM</u> |
| Schedule of Opening of Qualitative Evaluation Documents: <u>13 July 2022</u> | Time: <u>12:00PM</u> |
| Schedule of Opening of Eligibility Documents and Financial Bid: <u>14 July 2022</u> | Time: <u>02:00PM</u> Venue: <u>ZOOM</u> |

| QTY | UNIT | ARTICLE / WORK / DESCRIPTION / SPECIFICATION | UNIT PRICE | AMOUNT |
|-----|------|--|------------|--------|
| 1 | Lot | <p>PROCUREMENT OF DIGITAL CONTENT PROVIDER FOR CHINA INTERNATIONAL FAIR FOR TRADE IN SERVICES (CIFTIS) 2022</p> <p>APPROVED BUDGET FOR THE CONTRACT: <u>PHP 400,000.00</u></p> <p><u>Delivery Date:</u> Upon signing of Job Order until four (4) months after or until 31 November 2022 whichever comes first.</p> <p><i>(Please see attached Term of Reference for more details)</i></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

Digital Content Provider for CIFTIS 2022

I. BACKGROUND

CIFTIS or the China International Fair for Trade in Services happens every first week of September and is considered as the largest comprehensive exhibition in the field of global trade in services and the leading exhibition in the field of trade in services in China. It is one of the three (3) major exhibition platforms in China together with China Import and Export Fair (Canton Fair) and China International Import Expo (CIIE). Co-organized by the China Ministry of Trade and the City of Beijing, it is also supported by some of the important international organization such as WTO, UNCTAD, OECD, WIPO, and ITC.

For this year's edition, the Philippines, through CITEM, PTIC Beijing, and EMB, will again be bringing the digital service industry in CIFTIS. The digital service industry is now considered as a global driver and is seen to have a huge potential in the China market as enterprises globalize and the need for talents that are with experience and with English proficiency now increased. It is recommended for Philippines to again feature the **ITBPM** industry, focus on a new breed of outsourced digital services like animation, game development, software development and health services to showcase the diverse services Philippines could offer on top of voice support and call center hubs. It is also recommended to feature the new service areas considered with potential and need for stronger promotional support. These are the startups, access to talents, data center sites, and smart cities.

The participation is again purely digital similar with the past two (2) editions and will still adapt a two tiered participation: one digital booth for industry level (Philippine Pavilion) and several micro level booths (company booths).

II. RATIONALE

To strengthen the Philippine participation in this year's edition of CIFTIS, CITEM is to hire a Digital Content Provider to aid the team with unified content that could connect different companies from different industries into one promotion narrative for the Philippine Pavilion. The Content Provider should also ensure the theme of the Philippine Pavilion is reflected in each of the company booths and that each of the participating companies are properly represented in the Philippine Pavilion.

This intervention is essential to ensure that the Philippines and its representatives tell one theme and call to action. This is crucial as the Philippine participation covers multiple sectors not totally related to each other and targets different buyer market. With the facilitation of a Content Provider it is expected that the stand of the Philippines participation will be clear, consistent, and concise in all of the promotion material may it be text or graphic and will be visible in the digital booth assets.

III. OBJECTIVES

- To tap a content production company or individual who can strategically create content that will unify multiple sectors and effectively create buzz for the Philippine participation in CIFTIS;
- To maximize online engagement and attract buyers to visit the Philippine Pavilion in CIFTIS;
- To leverage on the advantages of hiring a content provider with expertise on the digital service industry and can publish multimedia content (photos, videos, graphics, and text) about the different sectors covered.

IV. SCOPE OF WORK

The Digital Content Provider will be contracted for 4 months from the issuance of Job Order / Contract and is expected to perform the following duties:

1. Content Planning & Development

For Promotion:

- Develop content strategy and concepts that will respond to and carry out CITEM's objectives for CIFTIS;
- Submit a Content Plan detailing the proposal on the strategic approach to content for the campaign period of 3 months as follows:

| SCHEDULE | CONTENT OBJECTIVES | FREQUENCY OF CAMPAIGN |
|--|--|--|
| Last week of July to first week of August | General announcement of the participation | At least 2 materials |
| 2 nd to 4 th week of August | Company and sector features to target possible stakeholders for B2B | At least 2 material per week |
| 1 st week of September | CIFTIS show proper | At least 4 materials for the entire week |
| 2 nd to 4 th week of September | Show highlights to translate leads to actual sales and/or to encourage leads to visit the CREATEPhilippines platform | At least 3 materials |

The **Content Plan should include:**

- Overall content strategy / approach;
- Detailed project timeline on the line-up of backend/preparatory activities (i.e. interviews) necessary to deliver the objectives;
- Content types and formats to be produced which includes, but not limited to articles, e-newsletters, non-static promotion materials. These should be supported by corresponding production timeline and target publication dates.

For the digital booth:

- Develop content theme and narrative for the Philippine Pavilion based on the sectors covered and participating companies.

2. Content Production

For Promotion:

- Production of at least two (2) original main visuals/artworks and of actual promotion materials in **English** based on the submitted Content Plan and timeline;

For the digital booth:

- Production of text content (English) requirement for the Philippine Pavilion;
- Develop menu of services for the Philippine Pavilion in English. Pertinent data/information about the participating sectors and companies will be provided by CITEM;
- Editing of at least three (3) company / sector existing AVP videos to include Chinese subtitles.
- Provide creative direction to around 10 individual companies should assistance be needed.

3. Others

- Shoulder all the necessary logistics and administrative expenses needed to accomplish the deliverables at no additional cost to CITEM;
- Assign a primary contact person for CITEM to touch base with for follow up, concerns, and queries;
- All materials must be approved by CITEM and the hired Content Provider must be willing to allow revisions should CITEM require them to;
Turnover all coverage reports, data, interviews, photos, videos, and all other multimedia materials gathered from the purpose of this contract in a hard drive;
- Recommend actions and solutions on how to improve future promotion efforts for CIFTIS.

V. RESPONSIBILITIES OF CITEM

CITEM shall adhere to the following responsibilities:

1. Assign a point person from CITEM to coordinate relevant information and serve as a coordinator for any questions and concerns;
2. Provide available data, information, and materials (photo, videos, text write-up) from the industry associations covered and from the participating companies that could be of use;
3. Distribution of all promotion materials to be produced by the Digital Content Provider will be c/o CITEM;
4. Share data and analytics of all content released and tracked by CITEM;
5. Assist in routing for review and approval of all content submitted by the Content Provider before releasing/publishing.

VI. QUALIFICATION

Interested bidders should undergo Qualitative Evaluation through a Small Value Procurement (SVP), based on the parameters below. A minimum score of 85 points is required to be considered for the financial bid.

| QUALIFICATION | VALUE POINT |
|---|---|
| <p>Must be a production company or individual that specializes in brand development, campaigns, storytelling, and marketing consultation.</p> <p>Document Required: CV, company profile</p> | <p>Length of year of service</p> <ul style="list-style-type: none"> • 10 years and up (40 pts) • 9-7 years (30 pts) • 6-4 years (20 pts) • 3 years and below (10 pts) |
| <p>Must have experience working with multi-sectoral brands and companies. Experience working with digital service companies is preferred particularly those that belong to or an auxiliary of to the priority sectors for the participation</p> | <p>Number of previous clientele:</p> <ul style="list-style-type: none"> • At least 10 brands previously worked with (40 pts) |

| | |
|--|--|
| Document Required: Portfolio / List of brands previously worked with | <ul style="list-style-type: none"> • 5-9 brands previously worked with (15 pts) • Below 5 brands previously worked with (10 pts) |
| With experience working with government organization or agency Document Required: List of Clients | <ul style="list-style-type: none"> • With experience (20 pts) • Without experience (0 pts) |
| Maximum Number of Points | 100 points |

VII. BUDGET & PAYMENT TERMS

Total Budget: Php400,000.00

Budget Source: CIFTIS 2022

Payment for the hired Digital Content Provider shall be made in the following schedule:

| PAYMENT | PROPOSED DELIVERABLES |
|---|--|
| 40% of the contract price (July) | Submission of Content Plan |
| 40% of the contract price (August) | <ul style="list-style-type: none"> • Submission of booth digital asset requirements for the Philippine Pavilion • Submission of produced materials for approval |
| 20% of the contract price (September/October) | <ul style="list-style-type: none"> • Submission of produced materials for approval (Other 50% of the actual promotional materials based on the submitted Content Plan and timeline) • Turnover all coverage reports, data, interviews, photos, videos, and all other multimedia materials • Report submission on how to improve future promotion efforts for CIFTIS. |

Prepared by:


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 STIDS, OG1-OTF


Noted by:


ANNA MARIE ALZONA
 DC, OG1-OTF

Recommending Approval:


MARJO F. EVIO
 OIC, OG1

Approved by:


PAULINA SUACO-JUAN
 Executive Director 