

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-2022-0081

**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 OFFICIAL PHOTOGRAPHER FOR HOME AND LIFESTYLE CAMPAIGNS 2022

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

Approved Budget for the Contract	: PHP 995,000.00
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.
- 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)

- **Portfolio (Either online or in print) indicating:**
 - Experience in professional photography, with professional/academic background in arts or advertising**
 - Published works**
 - Experience working with local international brands, preferably in design and advertising**

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.: 2022-0081

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>HIRING OF OFFICIAL PHOTOGRAPHER FOR HOME AND LIFESTYLE CAMPAIGNS 2022</p> <p>APPROVED BUDGET FOR THE CONTRACT: <u>PHP 995,000.00</u></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

Engagement of Professional Photographer
for the Home & Lifestyle Campaigns

I. EVENT BRIEF

Title of Events	Home & Lifestyle Campaigns
Location	(Digital Participation)
Product Sector	Home and Lifestyle
Total budget	PhP 995,000.00 (inc. VAT)

II. BACKGROUND & RATIONALE

The Center for International Trade Expositions and Missions (CITEM) is the export promotions arm of the Department of Trade and Industry. Among the various industries that the agency services are the home, fashion and lifestyle sectors which encompass weavers, furniture designers, artisans, textile entrepreneurs and more. These sectors represent a dynamic industry that continuously evolve based on global design trends that cut across style concepts, sustainability demands and the latest technologies in manufacturing.

CITEM supports these sectors through its DesignPhilippines brand which expands to its Manila FAME exhibition, FAME+ Market Days digital event, FAME+ lead generation and community platform and its various participation in overseas trade fairs and B2B sourcing platforms. In marketing Filipino products and companies from these industries, CITEM collaborates with creative directors who design new collections under the agency's product development program to ensure the competitiveness of exhibitors in the international market.

In preparation for the marketing materials to be produced to promote the collection developed, CITEM will be conducting a series of photoshoots to capture the product and collection images to be used in the varied campaigns of the agency. And for this campaign, CITEM will hire a highly skilled professional photographer, with keen eye for details and experience in capturing high-impact, captivating still images, that can effectively highlight product stories and the uniqueness of materials, and who can effectively execute the art direction of CITEM's creative team.

III. OBJECTIVE/S

To create and capture high-impact images that will attract buyer attention and ultimately generate more interest and buyer leads towards our products and our exhibitors, across multiple B2B platforms.

IV. SCOPE OF WORK AND DELIVERABLES WITH BUDGET & ESTIMATED VALUATION

	% Value in PhP
A. PRE-PRODUCTION	<i>(Inclusive in the delivery of contract)</i>
1. Attend the pre-production planning with the CITEM-hired Art Director, Production Designer and project team: <ul style="list-style-type: none"> • Maison & Objet and MORE (MOM) • FAMEPlus Design Commune • And other H&L Overseas Events 	
2. Provide own equipment (e.g. camera [with at least 24 megapixel full frame CMOS sensor], lens, flash, etc)	

<p>B. PRODUCTION</p> <ol style="list-style-type: none"> 1. Shoot a minimum of 22 vignette layouts featuring a minimum of 67 companies and multiple product focus shots of at least 200 individual product photos, under the creative and art direction of CITEM-hired Digital Content Merchandiser and the CITEM project team, for Home and Lifestyle (Spring/Summer) Phase 2 campaigns, within agreed timeline and schedule; 2. Shoulder own logistics requirements including transportation to and from the studio that will be identified by the Production designer within Metro Manila area; 3. Provide for own personal safety requirements (PPEs, COVID testing, etc) and other personal miscellaneous expenses required throughout the duration of the pictorials; 4. Share all RAW images to CITEM project team after the pictorial (either via shared cloud folder or via hard drive) 	<p>50%</p>	<p>497,500.00</p>
<p>POST- PRODUCTION</p> <ol style="list-style-type: none"> 1. Conduct post-production briefing and final selection of photos with CITEM-hired digital content merchandiser and creative team; 2. Edit and provide necessary touch-ups (Final Artworks) to a total of 200 product focus images selected by the CITEM project and creative team; 3. Submit all edited images to CITEM maximum 10 working days after the pictorial via cloud file or portable hard drive; 4. Give CITEM the full rights and ownership to modify and distribute across multiple online and traditional platforms, including, but not limited to, its own website and social media pages. 	<p>50%</p>	<p>497,500.00</p>
<p>GRAND TOTAL</p>	<p>100%</p>	<p>995,000.00</p>

VI. TERMS OF PAYMENTS

The engagement is valid for three (3) months after the release of JO/Contract. The supplier shall be paid in full amount once they submitted at least 22 vignettes and 200 final edited photos.

In the event that the supplier delivered less than the minimum required items, the payment of the supplier shall be subjected to the following equitable deduction:

TIMELINE	ACTIVITY
4 th Week of July	Pre-prod Meeting
1 st week of August	Shoot Proper
4 th week of August	Submission of at least 22 vignettes and 200 final edited photos
ITEM	DEDUCTION
Vignette Layouts	Minus 2.27% of the contract amount per 1 vignette layout missing
Final Edited Product Shots	Minus 0.25% of the contract amount per 1 final edited product shots

V. EVALUATION

For the Qualitative Evaluation, bidders will be assessed based on the following criteria:

CRITERIA	VALUE POINT
<p>A. Experience in Professional photography, with professional/academic background in arts or advertising is a plus:</p> <ul style="list-style-type: none"> • More than 5 years of experience in professional photography with professional/academic background in arts or advertising; 30 points • More than 5 years of experience in professional photography; 20 points • 4 years, and less, of experience in professional photography; 15 points <p><i>(Contractor to present a Portfolio (either online or in print))</i></p>	30
<p>B. Breadth and quality of published works</p> <ul style="list-style-type: none"> • Advertising + Product + Architecture / Design = 45 points • Architecture / Design + Product = 30 • Product = 20 <p><i>(Contractor to present a Portfolio (either online or in print))</i></p>	45
<p>C. Has experience working with local international brands, preferably in design and advertising</p> <ul style="list-style-type: none"> • Experience working with 5 or more international brands/campaigns; 25 points • Experience working with at least 4 international brands/campaigns; 15 points • Experience working with at least 3 international brands/campaigns; 10 points <p><i>(Contractor to present a Portfolio (either online or in print))</i></p>	25
TOTAL	100

Only those who receive a passing score of **85** 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.

VI. BUDGET

An agency estimate of PhP 995,000 is the maximum approved budget contract (ABC) for this engagement, inclusive of all applicable taxes, to be sourced from 2022 Home and Lifestyle Campaigns budget.

Mode of Procurement: Small Value Procurement

Prepared by:


TIMOTHY ALCANTARA
 Information Officer III

Recommending Approval


NORMAN D. BAGULBAGUL
 OIC-DM – CCSD


Approved by:


PAULINA SUACO-JUAN
 Executive Director