

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-2022-0108

**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 IFEX PHILIPPINES 2022

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

Approved Budget for the Contract	: PHP 800,000.00
Deadline of Submission of Eligibility Documents, Financial Bid and Qualitative Evaluation Documents	: 12 September 2022, 12:00PM
Opening of Qualitative Evaluation Documents	: 12 September 2022, 12:00PM
Opening of Eligibility Documents and Financial Bid	: 13 September 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)

- **Company Profile indicating experience in creative directorship / engagements to lead and manage international food event or show and creative culinary or export food products and services**
- **Proof of food related program / event with a government agency**
- **Proof of active or present involvements or affiliations with organization or companies in food and/or creative industry-related organizations.**

To encourage the sanctity of the bids, bidders must 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. Online submission to the BAC Secretariat through email at citembac@citem.com.ph. A password protection may be 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: 07 September 2022

Company Name: _____

RFQ No.: 2022-0108

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: 12 September 2022	Time: 12:00PM	Venue: Zoom
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>HIRING OF CREATIVE DIRECTOR FOR IFEX PHILIPPINES 2022</p> <p>APPROVED BUDGET FOR THE CONTRACT: <u>PHP 800,000.00</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
Hiring of the Creative Director for
IFEXPhilippines 2022

I. Background and Rationale

The Center for International Trade Expositions and Missions (CITEM) is mandated to market and promote the Philippines as a reliable source of quality export products and services in the global market through trade fairs and missions and other export promotional programs. For this purpose, the agency organizes professionally managed, locally held signature events, and participates in international trade fairs. Adapting to the global trends of digitalization and online community building, CITEM is adapting a more aggressive digital initiative. With the current global pandemic, on-site events are faced with logistics and safety issues. In order to continue fulfilling its mandate, CITEM aims to further enhance its programs and platforms through enhanced online presence, community building, and cohesive branding and communication strategies.

From among CITEM's programs and platforms, IFEX Philippines (**IFEX**) and FoodPhilippines (**FoodPH**) are geared towards the promotion of the Philippines' food sector while the Value Food Innovation Program or VFIP (**NXTFOODPH**) aims to develop the most relevant and innovative food products. **IFEX Philippines** is CITEM's locally held international signature event while **FoodPhilippines** is the flagship banner of the country in international food exhibitions and trade-related events. Two new digital platforms were also launched in 2021 to sustain the promotions for the food sector. **IFEXConnect.com** is the digital sourcing platform for premium quality and unique Philippine and global food and ingredients while **FoodPhilippines.com** is a content and community platform that spotlights the country's rich food culture and culinary landscape to build awareness and develop conversations about Philippine food products.

In 2022, CITEM is set to stage the physical edition of IFEX Philippines marking its return to the trade show floor. With the launch of IFEXConnect.com and Foodphilippines.com, these platforms extend the visibility and accessibility of the show and its relevant information useful for CITEM's stakeholders. To continue this, it is imperative that digital platforms are weaved seamlessly with the messaging of the "on-site" event and making each compelling for the relevant stakeholders to participate in IFEX. Thus, it is necessary to engage the services of a Communications and Content Director and Producer who will deliver engaging and relevant experiences and content and achieve cohesiveness of these components or fronts to stage an impactful IFEX Philippines.

II. Objectives

1. Create connections between audiences and Filipino food/ingredients through impactful stories or content and engaging programs or activities for the staging of IFEX.
2. Develop a narrative engrained in the existing IFEX and FoodPH branding and market strategies (Market strategies refer to Premium 7, Rising Stars, Halal, Natural/Healthy/Organic, Specialty) which will serve as the foundation for the creative execution.
3. Work closely with inhouse and outsourced content and creative producers/suppliers to organize different contents and align them with the brand identities of IFEX.

III. Qualification Requirements

CRITERIA	VALUE POINT
<p>Has experience in creative directorship / engagements to lead and manage international food event or show and creative culinary or export food products and services.</p> <p>8 years and above (40 points) 4-7 years of experience (30 points) 3 years and below (20 points)</p> <p><i>Documentary Requirement: Company Profile</i></p>	40
<p>Has experience working with any government agency for a food related program/ event and or campaign.</p> <p><i>Documentary Requirement: Proof of food related program/event with a government agency</i></p>	40
<p>Has active or present involvements or affiliations with organization or companies in food and/or creative industry- related organizations.</p> <p><i>Documentary Requirement: Proof of active or present involvements or affiliations with organization or companies in food and/or creative industry- related organizations.</i></p>	20
TOTAL	100

IV. Scope of Work of the Creative Director (CD)

A. Development of Key Messaging and Creative Execution

1. Develop key messaging based from the previous event for the IFEX Philippines and post event activities.
2. Ensure seamless translation of the creative direction to the key messaging in both IFEXConnect and FoodPhilippines digital platforms.
3. Provide inputs or recommendations on the event components such as but not limited to its program, topics, speakers, special features.

B. Curation of Components

1. Ensure seamless translation of the creative direction of IFEX to the key messaging of both IFEXConnect and FoodPhilippines digital platforms.
2. Provide inputs and recommendations on materials created by CITEM for IFEX to ensure consistency in the implementation of the creative direction
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 IFEX and its components or related programs or activities such as the Community Managers, Web Developers, Content Editorial Team, and the like
4. Recommend components, strategies, or content in response to insights and/or analytics provided by CITEM. These recommendations will be used should there be a need to adjust in the direction in response to the performance of IFEX, FoodPH, and NXTFOOD PH.

C. *Other Responsibilities*

1. The key messaging must at least cover the Thematic Concept, Overall Look and Feel, and Creative Treatment of IFEX materials
2. The concept, experience, and programs to be curated and orchestrated must contribute to the objectives and targets of IFEX.
3. Inputs on Digital components including but not limited to, CITEM assets— IFEX and FOODPH websites, social media channels, Zoom, Hopin, etc.
4. The CD shall ensure quality control of concept treatment and implementation by CITEM and/or its suppliers.
5. The CD shall adhere to agreed timelines of the projects and shall give utmost importance to budget allocation for project components when proposing concepts and activities
6. As deemed required and necessary, the CD must be in attendance, in coordination meetings and presentations with CITEM, DTI Main Office, or partner agencies, and suppliers.
7. Conduct debriefing session/s with the CITEM team and submit final/terminal report after the engagement
8. The CD must comply with precautionary and safety measures (Complete PPE, swab testing, social distancing) if physical presence or coordination is deemed necessary.

V. **Period of Engagement**

The Creative Director will be engaged from the issuance of the Job Order until December 2022 to cover post event activities and campaigns.

VI. **Budget**

The Approved Budget of the Contract (ABC) is **Eight Hundred Thousand Pesos (PHP 800,000)** inclusive of taxes and other applicable charges (e.g. bank charges, etc.). It shall also cover all other incidental costs to be incurred in the implementation of its services (e.g. meeting expenses, communication expenses, health safety protocols expense, etc.)

VII. **Terms and Conditions**

1. All creative concepts and original materials formulated and designed in relation with this engagement shall be exclusively owned by CITEM, and with full exercise of discretion and rights on future use.
2. The Creative Director can cite this engagement for portfolio purposes.
3. Should the Creative Director be unable to serve a total of 100% of the deliverables due to unforeseen circumstances or *force majeure*, and other factors beyond their control, CITEM shall pay an amount based on the total services rendered.
4. Should CITEM deem the services of the Creative Director unsatisfactory and fails to produce or deliver a satisfactory alternative or replacement or revision within the prescribed timeline, or the supplier violates any of the agreed upon terms anytime within the duration of the contract, the following shall be applied based on the equitable value of each deliverable as indicated in the budget percentage above:
 - a. Non-Delivery: Full percentage deduction per undelivered requirement
 - b. Unsatisfactory delivery of service but accepted nonetheless: 50% deduction
 - c. In case of delay/s in the delivery of services, corresponding deductions will be based on the provisions indicated in the CITEM Job Order.
5. CITEM shall inform the supplier of any changes or adjustments in the schedule and line-up of programs for the supplier's information and calendar.

Prepared by:



Norman D. Bagulbagul
OIC – Department Manager, CCSD

Noted by:



Rowena G. Mendoza
OIC – Department Manager, OG2

Approved by:



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