

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-2022-0115

**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 PROFESSIONAL PHOTOGRAPHY AND VIDEOGRAPHY SERVICE PROVIDER FOR IFEX
PHILIPPINES 2022**

(Please see attached Request for Quotation Form and Terms of Reference for more details.)

Approved Budget for the Contract	: PHP 950,000.00
Deadline of Submission of Eligibility Documents, Financial Bid and Qualitative Evaluation Documents	: 14 September 2022, 12:00PM
Opening of Qualitative Evaluation Documents	: 14 September 2022, 12:00PM
Opening of Eligibility Documents and Financial Bid	: 15 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)

- High Quality Portfolio with a minimum of twenty (20) sample photos for Product photography and Videography in the field of food photography and others through online submission (Google Drive Link).**
- List of equipment with specifications that the photographer/s and Videographer/s or company possess and intend to use in executing CITEM requirements**
- Photographers/Videographer's Company background with a profile of its clients (with contact person) within the last five (5) years. Samples of client usage is highly recommended. Eg. Photos and videos used in publications, print material and digital platform.**

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
 Lease of Real Property and Venue
 Small Value Procurement with ABC of Php 50,001 and above
 Others: _____

Date: 09 September 2022

Company Name: _____

RFQ No.: 2022-0115

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: 14 September 2022	Time: 12:00PM
Schedule of Opening of Qualitative Evaluation Documents: 14 September 2022	Time: 12:00PM
Schedule of Opening of Eligibility Documents and Financial Bid: 15 September 2022	Time: 02:00PM Venue: Zoom

QTY	UNIT	ARTICLE / WORK / DESCRIPTION / SPECIFICATION	UNIT PRICE	AMOUNT
1	lot	<p>HIRING OF PROFESSIONAL PHOTOGRAPHY AND VIDEOGRAPHY SERVICE PROVIDER FOR IFEX PHILIPPINES 2022</p> <p>APPROVED BUDGET FOR THE CONTRACT: <u>PHP 950,000.00</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 PROFESSIONAL PHOTOGRAPHY AND VIDEOGRAPHY
SERVICE PROVIDER FOR IFEX PHILIPPINES 2022
22 – 24 September 2022, World Trade Center Metro Manila

BACKGROUND

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. CITEM enables local companies to become global champions through sustainable export programs and activities that promote Philippine products and service in priority markets.

IFEX Philippines is CITEM's signature event that has been providing food and beverage companies an international platform to promote their products and strengthen linkages with international buyers, importers, and retailers. It is the country's most respected B2B sourcing platform for Asian food, ingredients, and specialty food items. Its overarching goal is to be a one-stop trade platform that provides a wide and diversified array of food and ingredients that's uniquely Asian and that help achieve buyers optimize their sourcing experience.

After launching a special edition in 2019, the 15th edition of annually-held IFEX Philippines to be held on 22-24 September 2022 at the World Trade Center Metro Manila (WTCMM), aims to bring together the future of Asia's food products, flavors and ideas into one special event. The show will host Asian food champions and Philippine food champions that include top Philippine brands, Premium 7 exporters, exporters of the next rising stars in Philippine food, export SME consolidators, and food associations.

Product categories to be featured in the show include: beverages, fine food and specialties, fruits and vegetables, biscuits and confectioneries, snacks and crispy savory food products, meat and poultry, dairy products, cereals, grains and starch, seafood and marine products, organic and natural products, raw materials and food ingredients, and equipment and services.

Every edition essentially requires a full photography and videography coverage specifically, but limited to the following purposes:

Production of marketing and promotional materials (brochures, postcards, banners, billboards, posters, e-cards, etc.) for distribution to foreign and local buyers, Philippine Trade Posts and Embassies, as well as local foreign embassies, etc.; Public relations including publicity and advertisements (press/photo releases, ad copies for broadsheets and magazines both local and international in both print and digital formats); and Online and social media publicity (social media accounts/handles of CITEM and/or IFEX Philippines in Facebook, Instagram, Twitter).

RATIONALE

With the theme: Discover your love affair with Philippine Flavors, the media campaign strategy for this year's IFEX Philippines is to re-introduce the show as an event/platform to discover and showcase the next big thing in Asian food to both the local and international audience through effective content creation and maximizing use of digital media (most especially social media). The current set-up of CITEM under CCSD, however, does not provide the personnel or staff dedicated and capable of providing the full photography and videography requirements including lighting equipment, or a studio to effectively deliver the quality and quantity of images required. With these limitations, there is a need to source a photography and videography service provider aligned with the branding of FOOD Philippines and IFEX Philippines.

SCOPE OF WORK

A. EXHIBITOR/VENUE PHOTOGRAPHY

Professionally shoot, photo document and capture the following:

- exhibitor booths (approx. 350 exhibitors), best angles, preferably without people or minimal distraction in viewing the booth;
- sample products (3 or more items) within each exhibitor booth that best represents the product line of the company;
- all angles, clusters, and details of the special setting/s; and
- all program highlights and activities (registration, opening ceremony, VIP tour, guests, branded sessions/ cooking demos, product sampling, etc)

B. EVENTS PHOTOGRAPHY

Professionally shoot, photo document and capture the following:

- all activities (registration, opening ceremony, exhibit tour, etc.) and special events of IFEX Philippines 15th edition; and
- exhibitor/buyer/visitor/product interaction and presence of all VIP/media/celebrities/guests in attendance during the event.
- all program highlights and activities (registration, opening ceremony, VIP tour, guests, branded sessions/ cooking demos, product sampling, etc)

C. EVENTS VIDEOGRAPHY

- Establishing, registration, major programs and all other side-activities and events;
- Presence of all VIPs, government officials, media and celebrities, among others, in attendance during the event;
- Exhibitors' booths, products, exhibition spaces, talks/seminars, special settings;
- Interactions between exhibitors, buyers and visitors;
- Interviews from buyers and exhibitors;
- all program highlights and activities (registration, opening ceremony, VIP tour, guests,

branded sessions/ cooking demos, product sampling, etc)

- Post production of highlight video (SDE per day for the entire event proper)
- All raw (unedited) videos (in .mp4 format) taken during each day of the event, delivered within 10 working days after the last day of the event.
- Professional-quality, 3-minute full HD same day edit and highlight videos (in .mp4 format) with color corrected footage, title graphics and royalty-free music following the IFEX branding, which should include:
 - A. SDE Day 1 - (1) 1920x1080, (1) 1080x1920
 - B. SDE Day 2 - (1) 1920x1080, (1) 1080x1920
 - C. SDE Day 3 - (1) 1920x1080, (1) 1080x1920
 - D. Opening Ceremony
 - E. VIP Tour
 - F. PH Food Exports Hall (Specialty Food, Healthy and Sustainable, Food Certified!)
 - G. Regional Food Hall (Fruits and Vegetables, Seafood and Marine)
 - H. VFI Food Gallery to Flavor Finds (NXTFOOD PH, On the rise, Exhibitors' New Products)
 - I. Other Exhibit Zones (Consolidators' Zone, International Zone, Enablers' Zone, Allied+ Zone)
 - J. IFEX Connect B2B Lounge
 - K. Food Stage Presentations
 - L. Discovery/Appreciation Sessions
 - M. SSX Presentation (Product Pitching with B2B)
 - N. Market Entry Requirements (Halal, Kosher, Organic, etc.)
 - O. KATHA Awards and Networking Reception
- All correctly labeled raw (unedited) videos including same day edit videos stored and delivered in a portable high-speed (USB 3.0) hard disk drive

Notes:

- scope of work may be changed during Onboarding of the supplier and/or Pre-Production Meeting
- CITEM to provide shot list to be discussed during Pre-Production Meeting

Provide CITEM all raw (unedited) and sorted photos and videos taken after every session, or as required by CITEM, during the event in a 1 Terabyte portable drive. The photos and videos together with the portable drive will be CITEM's property.

Submit to CITEM the clean/edited, color corrected, and properly labelled photos and videos strictly **on or before 15 working days after the last day of the event**

REQUIREMENTS

A. PHOTOGRAPHY

- Equipment/Accessories
- Professional digital SLR camera, with at least 24 megapixel, preferably full frame CMOS sensor;
- A quick transfer system of images/photos from camera to other devices (Mac OS, Android, PC based).
- Standard equipment/accessories of tripod and external off-cam flash/es; and

B. VIDEOGRAPHY

- Professional full-sensor mirrorless cameras capable of, at least, full HD (1980x1080) resolution, 60 frames per second and 3000 ISO.
- Standard professional-grade rigs, stabilizers, lenses, lighting equipment and audio equipment capable of capturing for both portrait and landscape orientations.
- Four (4) videographers capable of documenting two separate areas simultaneously. An additional videographer may be accommodated at the discretion of the service provider.

C. PRODUCTION TEAM

1. PHOTOGRAPHER

- At least four (4) exhibitor/venue photographers, with one assistant each dedicated at shooting and documenting exhibitor booths, sample products within each exhibitor booth, physical arrangements and signage, and special settings.
- At least two (2) event photographers, with at least one assistant dedicated at documenting all activities and special events (registration, opening ceremony, exhibit tour, etc.), and people interaction during the event.
- At least one (1) photographer dedicated to cover photography requirements for CITEMS's social media team.
- Additional photographer or assistants are at the discretion of the service provider

2. VIDEOGRAPHER

- At least four (4) event videographers, with at least one assistant dedicated at documenting all activities and special events (registration, opening ceremony, exhibit tour, etc.), and people interaction during the event.
- Additional videographer or assistants are at the discretion of the service provider

RESPONSIBILITIES OF THE SERVICE PROVIDER

- Efficiently and effectively implement the scope of work/coverage and ensure at least a very satisfactory delivery of the outputs stipulated/required.
- To efficiently and effectively implement the scope of work/coverage and ensure, at least, a very satisfactory delivery of outputs stipulated/required;

- To ensure the availability of all personnel onsite one (1) hour before the start of the event and one (1) hour after the end of the event;
- To ensure the capability in terms of equipment and personnel; and,
- To deliver all the requirements in a timely manner.

RESPONSIBILITIES OF CITEM

- Help the service provider/contractor in facilitating or acquiring easy access to all products and areas identified for coverage.
- Exclusively keep the rights/ownership of all images/concepts created or developed by reason of this engagement/contract.
- Penalize, if deemed necessary, or deduct the contract price if violations are incurred, such as delay in delivery, quality of service, or non-compliance to the project outputs, among others.

TIMELINE OF ACTIVITIES

Onboarding of the Supplier
 Presentation of Production Plan and
 Team

Pre Production Meeting
 Event Proper
 Submission of RAW photos and
 SDE videos per day

Timeline of Activities will be
 based upon issuance of Job
 Order (JO)

Submission of Post – Edited
 and Final artwork

APPROVED BUDGET OF THE CONTRACT (ABC)

Php 950,000.00 – Nine Hundred Fifty Thousand Pesos (Tax-Inclusive)

EVALUATION SYSTEM

1. Interested bidders shall undergo a qualitative mode of procurement. The Qualitative Evaluation (QE) shall be made up by an in-house panel composed of the CITEM division / department representatives.
2. For evaluation, the bidder shall provide the following:
 - i. High quality portfolio with a minimum of (20) sample photos for Product photography and Videography in the field of food and others through online submission.
 - ii. List of equipment with specifications that the photographer/s and Videographer/s or company possess and intend to use in executing CITEM requirements.
 - iii. Photographers/Videographer's Company background with a profile of its clients (with contact person) within the last five (5) years. Samples of client usage is highly recommended. Eg. Photos and videos used in publications, print material and digital platform.

(Bidders who failed to submit portfolio and other requirements, shall not be included in the qualitative evaluation)

3. **Only bidders who passed the qualitative mode of procurement with the score of 85% shall submit the bid documents**

QUALITATIVE EVALUATION

Bidders with an average of 85 and above points in the QE shall qualify for the Financial Bid. The responsive Financial Bid shall be considered the Official Photographer / Videographer for this requirement.

Document Required	Statement of Compliance
TECHNICAL EXECUTION	60 POINTS
<p><u>PORTFOLIO SAMPLES:</u></p> <p>Submit at least twenty (20) sample photos for Product photography, event coverage (including but is not limited to event landscape, photojournalism, etc. and at least five (5) Food Videography and event coverage through online (<i>attach Google drive link</i>) submission. (As proof of expertise of the creatives mostly on Food Photography and videography)</p> <p>Event Coverage Photo and Video 10 POINTS</p> <p>Product Photography (Focal Point, Highlights, Shadows, and Exposure) 10 POINTS</p> <p>Stylized and Action shot (with models) photography (Composition, Clarity, Cleanliness, and Details)10 POINTS</p> <p>Videography (Color Correct, Story line and Final Output quality) 30 POINTS</p>	
MINIMUM EQUIPMENT REQUIREMENTS	20 POINTS
<p>Submit a specs list of equipment their photography and videography teams will use during the location shoot. Must comply minimum requirement:</p> <ol style="list-style-type: none"> 1) Professional Digital SLR cameras, with at least 24-megapixel full frame CMOS sensor; 2) Standard equipment/accessories of tripod and external off-cam flash/es <p>20 POINTS</p>	

CLIENTELE	20 POINTS
Submit a list of clients as proof of expertise in handling projects for local and international audiences. 20 POINTS	
TOTAL:	100 POINTS

Note: CITEM shall attach the Floor Plan of the following Special Settings for reference:

SPECIAL SETTING

- NXTFOOD PH
- On the Rise
- zones (consolidator, international, enablers, allied+)
- food exports hall
- regional food hall

Prepared by:

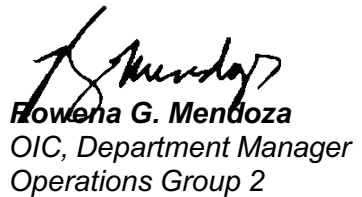


Maria Patricia P. Bagulbagul
Creative Arts Specialist III
CCD, CCSD

Recommending Approval:



Norman D. Bagulbagul
OIC, Department Manager
CCSD



Rowena G. Mendoza
OIC, Department Manager
Operations Group 2

Approved by:



Deputy Executive Director MA. LOURDES D. MEDIRAN
Officer-in-Charge, CITEM