

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-2024-0017

**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 **Early Procurement Activity (EPA)** Notice for:

**HIRING OF MARKET IMMERSION FACILITATOR FOR
GULFOOD 2024 MARKET RECONNAISSANCE**

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

Qualitative Evaluation Document to be submitted:

1. Company Profile
2. Proposed itinerary of structured exhibition tour
3. Proposed seminars to attend in Gulfood
4. Proposed Cultural (gastronomy) / city tour related to the food sector

Qualifications:

1. Five years of track record of international market experience in the food industry, hospitality and FMCG experience is a plus
2. Has strong network from the supermarket industry in Dubai
3. Has strong network from the Halal industry in MEA
4. Has strong network from the Dubai Municipality

Approved Budget for the Contract: PHP 475,000.00

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: **12 January 2024**

Company Name: _____

RFQ No.: **2024-0017**

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.

<i>Deadline of Submission of Quotations and Qualitative Evaluation Documents: 15 January 2024</i>	<i>Time: 05:00PM</i>
<i>Schedule of Opening of Qualitative Evaluation Documents: 15 January 2024</i>	<i>Time: 05:00PM</i>
<i>Schedule of Opening of Quotations: 16 January 2024</i>	<i>Time: 02:00PM Venue: ZOOM</i>

QTY	UNIT	ARTICLE / WORK / DESCRIPTION / SPECIFICATION	UNIT PRICE	AMOUNT
1	lot	<p style="text-align: center;">HIRING OF MARKET IMMERSION FACILITATOR FOR GULFOOD 2024 MARKET RECONNAISSANCE</p> <p style="text-align: center;">APPROVED BUDGET FOR THE CONTRACT: <u>PHP 475,000.00</u></p> <p><u>Qualitative Evaluation Document to be submitted:</u></p> <ol style="list-style-type: none"> 1. Company Profile 2. Proposed itinerary of structured exhibition tour 3. Proposed seminars to attend in Gulfood 4. Proposed Cultural (gastronomy) / city tour related to the food sector <p><u>Qualifications:</u></p> <ol style="list-style-type: none"> 1. Five years of track record of international market experience in the food industry, hospitality and FMCG experience is a plus 2. Has strong network from the supermarket industry in Dubai 3. Has strong network from the Halal industry in MEA 4. Has strong network from the Dubai Municipality <p style="text-align: center;"><i>(Please see attached Terms of Reference for more details.)</i></p>		

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: _____

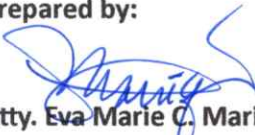
TERMS OF REFERENCE
HIRING OF SERVICE PROVIDER AS MARKET IMMERSION ORGANIZER FOR GULFOOD 2024

PROJECT TITLE	GULFOOD 2024 MARKET RECONNAISSANCE
EVENT DATES	17-21 FEBRUARY 2024
VENUE	DUBAI, UAE
BUDGET	PhP460,000 or its equivalent in AED
REQUIREMENT TO BE PROCURED	SERVICE PROVIDER AS MARKET IMMERSION ORGANIZER FOR GULFOOD 2024 MARKET RECONNAISSANCE
QUALIFICATIONS	<ul style="list-style-type: none"> • Five years of track record of international market experience in the food industry, hospitality and FMCG experience is a plus • Has strong network from the supermarket industry in Dubai • Has strong network from the Halal Industry in MEA • Has strong network from the Dubai Municipality <p>Documents to be presented:</p> <ol style="list-style-type: none"> 1. Company profile 2. Proposed itinerary of structured exhibition tour 3. Proposed seminars to attend in Gulfood 4. Proposed Cultural (gastronomy)/ city tour related to the food sector
SCOPE OF WORK	<p>A. Coordinate and Facilitate Online Market Briefings The service provider will organize the online market briefings (2 half-day sessions). The provider will coordinate and liaise with invited speakers to ensure they are briefed with their sessions and manage the online briefings;</p> <p>B. Coordinate and liaise with different types/levels of supermarkets and with distributors, and other site visits relevant for the group (Central Processing Units or Food Production Facilities in Dubai);</p> <p>C. Development of a structured exhibition tour at Gulfood 2024 The service provider will propose an exhibition itinerary to visit pavilions which feature exhibitors in Gulfood 2024 that will provide market insights to participants. This exhibition itinerary will include a visit to ASEAN country pavilions, notable brands and exhibitors with similar product lines with Philippine exhibitors;</p> <p>D. Development of seminar itinerary in Gulfood 2024 for participants The service provider will propose appropriate seminars for the participants on the afternoon of 19 February and morning of 20 February which the participants should attend in order to complement the online market briefing learnings as well as the practical learnings from the immersion in site and supermarket visits and meetings with key stakeholders in MEA;</p> <p>E. Recommendation of cultural (gastronomy) or city itinerary for the participants The service provider will propose a cultural or city itinerary for participants. The participants will pay the corresponding fees for entrance and other related expenses. The service provider will accompany the participants to the tour;</p>


	<p>F. Provision of shuttle service for participants: airport transfers, hotel shuttle service to and from venue, and service to and from the hotel and site visits and meetings of participants; and,</p> <p>G. Dedicated Market Immersion LOs (2 pax) for the participants (17-21 February 2024)</p> <p>H. Liaise and coordinate with hotel for the accommodation of the participants</p>
ENGAGEMENT PERIOD	19 January 2024 to 24 February 2024
TIMELINE	<p>19-20 January 2024 – Finalization of the structured exhibition tour, seminars to attend in Gulfood and cultural / city tour related to the food sector</p> <p>23 January 2024 – tentative date for the first half day online seminar</p> <p>30 January 2024 – tentative date for the 2nd half day online seminar</p> <p>02 February 2024 – Final briefing with the exhibitors</p> <p>17 Feb 2024- ETD MNL (participants leave for Manila)</p> <p>18 Feb 2024 – Supermarket visits/ meetings with distributors</p> <p>19 Feb 2024 – Gulfood first day / Structured tour of the exhibition / Seminars</p> <p>20 Feb 2024 – Seminars at Gulfood 2024 / Half Day cultural/city tour</p> <p>21 Feb 2024 – Debriefing with participants / ETD Dubai (participants leave for Manila)</p>
RATING SCALE	<p>A. Proposal: 50 points</p> <ul style="list-style-type: none"> - Itinerary for structured exhibition itinerary, seminars and Cultural (gastronomy)/ city tour itinerary. <p>B. Track Record:</p> <ul style="list-style-type: none"> - Five years: 20 points - 3-4 years : 10 points - 2 years :5 points - 1 year: 0 point <p>C. Strong network from the Supermarket industry</p> <ul style="list-style-type: none"> - Work experience with more than 1 supermarket chain : 10 points - Work experience with 1 supermarket chain: 5 points - No experience: 0 point <p>D. Strong network from Halal Industry</p> <ul style="list-style-type: none"> - Work experience with more than 1 Halal association: 10 points - Work with 1 Halal association: 5 points - No work experience: 0 point <p>E. Strong network from Dubai Municipality</p> <ul style="list-style-type: none"> - Work experience with more than 1 project with Dubai government or food-related business organizations: 10 points - Work experience with 1 project with Dubai government or food-related business organizations: 5 points - No work experience: 0 point

	*Only those who will hurdle the rating of 85 points will proceed to financial bid.
MODE of payment	<ul style="list-style-type: none"> - 50 % - upon submission of final program for the online briefings, Itinerary for supermarkets, meetings and food production sites, exhibition itinerary, Proposed seminars to attend in Gulfood, and Cultural (gastronomy)/ city tour itinerary. - 50 % upon completion of the deliverables and submission of recommendations to improve the market reconnaissance in Gulfood 2024.

Prepared by:


Atty. Eva Marie C. Mariquina
 OIC-DC, OTF and Buyer Campaign Division
 Operations Group 2

Recommending Approval:


Rowena G. Mendoza
 OIC-DM, Operations Group 2

Approved by:


DED Ma. Lourdes D. Mediran
 Supervising Deputy Executive Director

Dr. Edward L. Ferreira, P.h.D
 Executive Director