

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-2021-0013

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 PRODUCTION DESIGNER FOR 2021 HOME AND LIFESTYLE CAMPAIGNS
(FALL/WINTER) PHASE 1

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

Approved Budget	: PHP 620,000.00
Deadline of Submission of Eligibility Documents, Financial Bid and Qualitative Evaluation Documents	: 10 March 2021, 05:00PM
Opening of Bids	: 16 March 2021, 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 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 documentary 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 indicating:**
 - i. List of relevant work experience in set design and execution of campaigns with list of clients and/or publication, for which they were used.

Bidders shall submit these documents, 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. As highly encouraged, 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 an hour before the date and time of the Opening of Bids indicated above.

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: 03 March 2021

Company Name: _____

RFQ No.: 2021-0013

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 and submitted to CITEM BAC.

Schedule of Opening of Bids: 16 March 2021 **Time:** 2:00PM **Venue:** ZOOM

QTY	UNIT	ARTICLE / WORK / DESCRIPTION / SPECIFICATION	UNIT PRICE	AMOUNT
		<p>HIRING OF PRODUCTION DESIGNER FOR 2021 HOME AND LIFESTYLE CAMPAIGNS (FALL/WINTER) PHASE 1</p> <p><i>Please see attached Terms of Reference for more details.</i></p> <p>APPROVED BUDGET FOR THE CONTRACT: <u>PHP 620,000.00</u></p> <p>DEADLINE OF SUBMISSION OF ELIGIBILITY DOCUMENTS, FINANCIAL BID, AND QUALITATIVE EVALUATION DOCUMENTS: <u>10 March 2021, 05:00PM</u></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 Production Designer for 2021 Home and Lifestyle (Fall/Winter) Phase 1 Campaigns



I. EVENT BRIEF

Title of Project	2021 Home and Lifestyle (Fall/Winter) Phase 1 campaigns
Location	(Digital Participations)
Product Sector	Home and Lifestyle
Total budget	PhP 620,000.00 (inc. VAT)
Period of Engagement	From release of NOA to April 2021

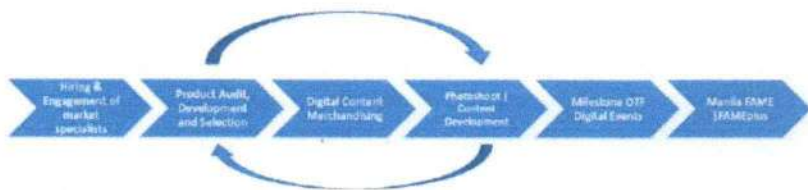
II. RATIONALE

Online, content remains as king. We've seen this firsthand when in 2020, the campaigns we launched in Maison & Objet Digital resulted to over \$3.183 million reported sales from our exhibitors, which is 179% of our target, and over 780 inquiries. This also paved the way for our companies to be featured in multiple local and international media platforms. We were featured prominently on the cover, and in 4 out of 8 trends by WGSN, the global authority on consumer design trends and have received feature request for another Global trend authority, Pantone, for 2022.

We aim to replicate this success across multiple online trade platforms in 2021. To do this more effectively, we are re rolling out a holistic integrated product-development-to-market strategy in two phases Phase 1 (Fall/Winter Market) and Phase 2 (Spring/Summer market). See 2021 Process Framework below.

This framework aims to 1) reduce time-to-market cycle for our exhibitors; 2) implement cost-efficient product development and content production; and 3) optimize our efforts and our resources by serving up the right content and inspiration, to the right people, at the right time.

2021 Process Framework



2021 will feature a continuous product audit, selection, development, and production shoots integrated with fameplus product development —the results of which will form part of our campaigns for off digital events, in two 'seasons' or phases.

The average attention span of an online user has been found to lasts for only 12 seconds. Within that period, our virtual show windows, must be able to highlight our value proposition.

Competition has entirely shifted from pavilion sizes into thumbnail-size product windows, where algorithms reward good content with more discoverability. Good content demands equally good production and execution to bring to life the creative team's ideas.

The engagement of a skilled production designer who will work closely CITEM-hired digital content producer to execute a seamless and impactful set design that will effectively convey and highlight our product stories, and has necessary manpower and logistics, to make the execution of the campaign possible, is crucial for this purpose.

III. OBJECTIVES

To engage a production designer who will work closely and execute the creative direction of the CITEM-hired digital content merchandiser by:

- Designing and creating editorial set design/s for the 2021 home & lifestyle campaign phase 1 shoot
- Providing necessary manpower and logistics for the campaign shoot
- Providing the most appropriate venue / studio for the shoot

IV. SCOPE OF WORK AND DELIVERABLES WITH BUDGET & VALUATION

A. PRE-PRODUCTION	%	Value in PhP
<ol style="list-style-type: none"> 1. Craft the overall set design based on CITEM's approved art direction for 2021 Home and Lifestyle Phase 1 (Fall/Winter) Campaigns, including but not limited to: <ul style="list-style-type: none"> - scale drawings / design board - design ideas for lighting and props 2. Identify and shoulder the cost for location/ studio rental (within Metro Manila) 3. Craft production plan and timeline for reference of the companies and the production team 4. Hire, engage, and provide for all the expenses required by own production department/team including set design builders (i.e. carpenters, painters, electrician) to execute and build the approved set design 	30%	124,000.00
B. PRODUCTION PROPER		
<ol style="list-style-type: none"> 1. Obtain necessary permits and ensure the onsite production team's compliance to health protocols including PPEs, facemask, antigen testing, etc. 2. Provide meals for the production staff throughout the duration of the Shoot, in compliance to standard health protocols, as well as necessary transportation and logistics that will be required for its production team; 3. Construct set design (lease / rental basis) and provide necessary props and lighting requirements, within agreed timeline with the CITEM-hired digital content merchandiser, the official photographer, and CITEM project team. Rental and disposal of materials and equipment used shall be sole responsible of the contractor. 	70%	434,000.00
GRAND TOTAL	100%	620,000.00

VI. TIMELINE & PAYMENTS

The engagement is valid upon release of NOA until April 2021, or upon satisfactory completion of all deliverables.

Activities	Requirement for payment	% of payment
Conceptualization, approval of art direction, Pre-production	<ul style="list-style-type: none"> • Approved set design and production plan 	30% of contract cost
Production proper	<ul style="list-style-type: none"> • Photo documentation of fully constructed set design with the list and 	70% of contract cost

	corresponding designation of creatives and manpower engaged <ul style="list-style-type: none"> • Proof of validation / inspection of CITEM representative of the set design/set-up. 	
		100%

V. EVALUATION

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

CRITERIA	VALUE POINT
I. Experience with any government agency in work related content creation/production, publication. <ul style="list-style-type: none"> i. With government experience - 15 points ii. With no government experience - 5 points (Document required: Portfolio indicating relevant work experience in set design and execution of campaigns with list of clients and/or publication, for which they were used)	15
II. Experience in designing and building production set for editorial or creative campaigns in media or commercial industry (experience with home, fashion and lifestyle campaign is an advantage): <ul style="list-style-type: none"> i. 5 and above previous set designs executed for media or commercial industry with experience in home, fashion, and lifestyle – 40pts. ii. 3 – 5 previous set designs executed for media or commercial industry without experience in international home, fashion and lifestyle – 25 pts. iii. 2- 3 previous set designs executed for media or commercial industry – 10pts. (Document required: Portfolio indicating relevant work experience in set design and execution of campaigns with list of clients and/or publication, for which they were used)	40
III. Quality of set design produced and for which clientele <ul style="list-style-type: none"> • Leverage on concept, props, and lighting execution • Impactful aesthetics that effectively convey product stories / editorial message • International clientele is an advantage (Document required: Portfolio indicating relevant work experience in set design and execution of campaigns and for which client and/or publication)	25
IV. Experience working with multiple creative teams in media or commercial industry (experience with home, fashion and lifestyle campaign is an advantage) - (Document required: Portfolio indicating relevant work experience in set design and execution of campaigns and for which client and/or publication)	20
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.

V. BUDGET

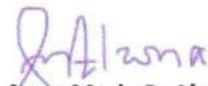
A total of PhP 620,000 is the approved budget for the contract (ABC) of this requirement (inclusive of all applicable taxes), to be sourced from 2021 Home and Lifestyle Campaigns budget. (See above budget vis a vis scope of deliverables).

Mode of Procurement: **Small Value Procurement**

Prepared by:


Windy P. Añonuevo
Senior – TIDS

Noted by:


Anna Marie R. Alzona
Division Chief, OTF

Recommending Approval:


Atty. Anna Grace Marpuri
OIC – Department Manager

Approved by:


Paulina Suaco-Juan
Executive Director 