

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-2021-0029

**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 KEY OPINION LEADERS 2021 FOR FAME+ DIGITAL EVENTS

(Please see attached Term of Reference for more details.)

Approved Budget of the Contract : **PHP 480,000.00**
Deadline of Submission of Eligibility Documents, Financial Bid, and Qualitative Evaluation Documents : **14 May 2021, 12:00NN**
Opening of Bids : **18 May 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)

1. 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.

2. 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.

3. 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.

4. 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 or Set Card indicating:**
 - Relevant work experience with clients including corporations/private companies, brands, government institutions and collaboration with other bars/restaurants/caterers or other influencers
 - Social Media following on Instagram, Facebook and Twitter
- **Profile / Curriculum Vitae indicating:**
 - Relevant jobs held in field of food and beverage, food styling, and design and lifestyle
 - Relevant business owned (bar/restaurant/brewery, food styling and, design and lifestyle)

Bidders shall submit these documents, 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
- 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: 07 May 2021

Company Name: _____
Address: _____
Contact No.: _____

RFQ No.: 2021-0029

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: 18 May 2021 **Time:** 2:00 PM **Venue:** Zoom

QTY	UNIT	ARTICLE / WORK / DESCRIPTION / SPECIFICATION	UNIT PRICE	AMOUNT
1	Lot	HIRING OF KEY OPINION LEADERS 2021 FOR FAME+ DIGITAL EVENTS: <i>Please see attached Term of Reference:</i>		
		A. Philippine Coffee Appreciation and Preparation ABC: Php 120,000.00		
		B. Resort / Island Living ABC: Php 120,000.00		
		C. Pocket Space Decoration ABC: Php 120,000.00		
		D. Home Garden Design ABC: Php 120,000.00		
		APPROVED BUDGET FOR THE CONTRACT: PHP 480,000.00 DEADLINE OF SUBMISSION OF ELIGIBILITY DOCUMENTS, FINANCIAL BID, AND QUALITATIVE EVALUATION DOCUMENTS: <u>14 May 2021, 12:00NN</u>		

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: _____

MEMORANDUM

TO : BIDS AND AWARDS COMMITTEE

THRU : 
MARIC F. EVIO
Chief, SET – OG1

FROM : 
ANTONIO G. AGULTO
STIDS, SET-OG1

DATE : 05 MAY 2021

SUBJECT: REQUEST FOR REPOSTING

This is to request reposting of PR# 2021 – 0077 Hiring of Key Opinion Leaders (KOL) 2021 for FAME+ Digital Events with an Approved Budget Cost of P480,000.00.

Thank you.

**TERMS OF REFERENCE
FAME+ LIFESTYLE EVENTS
HIRING OF KEY OPINION LEADERS PROVIDER 2021**

BACKGROUND AND RATIONALE

Last October 2020, CITEM launched FAME+, Manila FAME's digital trade platform for Filipino brands, products, and artisanship. Designed to complement the future physical tradeshow, FAME+ provides a bigger and better platform for Filipino artisans to reach a wider global audience and expand engagement between exporters and buyers.

With this transition of Manila FAME from the physical to the digital space, CITEM was also in the learning curve on how to optimize the power of social media and the internet in boosting interest and confidence in FAME+ and more effectively promote Philippine products in the digital marketplace.

To increase and boost presence of CITEM's digital platform, engagement of Key Opinion Leaders (KOLs), commonly called Influencers or tastemakers) is necessary. They play an important role through their leadership in active media use and their way of influencing consumer behavior towards brands, products, or services.

The KOL's power lies in their ability to swing perception and opinion of consumers. Their endorsement is natural and organic – not abrasive. They give inspiration and they set aspirations which become effective promotion tools.

As CITEM aims to strengthen its online content development, a strategy that CITEM explores is an active collaboration with KOLs who can generate original digital content, ranging from IGTV videos and stories, to highly curated Instagram image posts for FAME+ Digital Lifestyle Features.

The CITEM FAME+ Team has identified to feature KOLs on the following lifestyle topics that will be shown in the digital platform for 2021, such as but not limited to:

- a. Philippine Coffee Preparation and Appreciation
- b. Resort living / island living
- c. Pocket space decoration
- d. Home garden design

SCOPE OF WORK

1. Provide KOLs who has qualification in any of the fields mentioned, with the following qualifications:
 - a. Having worked with clients including but not limited to corporations/ private companies, brands, or government institutions, or have collaborated with other influencers of the same field;
 - b. Relevant jobs or business held in the field (food and beverage, food styling, food and lifestyle, design and decoration) OR
 - c. A strong following on social media (Instagram, Facebook, Twitter) with at least 10,000 followers in any of the identified platforms with key followers (including artists, designers, creatives, influencers and brands or businesses) relevant to the target audience of FAME

2. Execute social medial promotion through creation of a video, or equivalent formats such as stories and series of photos that will tell a visual narrative of a particular

lifestyle interest that incorporates locally selected home and lifestyle products in a particular mentioned topic

3. Video or Image post should convey the lifestyle topic, mention of the products used and where they can be sourced around the Philippines, and mention of FAME+ as the platform for sourcing well-crafted home lifestyle products from the Philippines.
 - a. Create a video format, production of video with a length between 2-8 minutes running time
 - b. For image format, production of lifestyle vignettes with image size not less than 300dpi resolution and 1920x720 (portrait and landscape).
 - c. Post-production editing for video content subject to approval of the Digital Lifestyle Events Curator and CITEM
 - d. Set design and props – (provide items such as cookware, appliances, and accessories aside from the products from brands/companies pre-identified by CITEM such as products from the FAME+ exhibitors)
 - e. Provide necessary location / set for the execution of the video cleared with the Digital Lifestyle Curator and CITEM
4. Posting of video or images on KOL's social media (Instagram, Facebook) KOL to propose prime time posting to CITEM. KOL and CITEM will agree on posting schedule. Material should be posted between May 1 – November 15, 2021 on specific dates and time agreed between the KOL and CITEM.
5. Mention and promotion of products featured and FAME+ (verbal mentions of products and services in the original video with charges to be added by CITEM for reposting on FAME+ and other social media platforms)
6. Turnover of image and or video file for CITEM distribution in FAME+ as well as its own social media platforms as deemed fit

PROCUREMENT AND QUALITATIVE EVALUATION

The KOLs provider will be hired through Small Value procurement or any appropriate mode of procurement as identified or recommended by the CITEM BAC

Selection shall be based on the recommended KOLs' established reputation in their creative field supported by the following criteria:

<ul style="list-style-type: none"> • Having worked with clients including: corporations/ private companies, brands, or government institutions, or have collaborated with other bars/restaurants/caterers or other influencers • 7 or more clients (30%) • Below 7 clients (20%) 	30%
<ul style="list-style-type: none"> • Relevant jobs held in the field (food and beverage, food styling, and design and lifestyle) OR • Relevant businesses owned (bar/restaurant/brewery, food styling and, design and lifestyle) (all or nothing) 	35%
<ul style="list-style-type: none"> • A strong following on social media (Instagram, Facebook, Twitter) with at least 10,000 followers in any of the identified platforms with key followers 	35%

(including artists, designers, creatives, influencers and brands or businesses) relevant to the target audience of FAME+ (below prescribed number of social media following) 6,000 – 9,999 followers (30%) 4,000 – 5,999 followers (20%) 2,000 – 3,999 followers (10%)	
TOTAL	100%

Qualitative Evaluation Documents required:

1. Portfolio or Set Card indicating:
 - Relevant work experience with clients including corporations/private companies, brands, government institutions and collaboration with other
 - bars/restaurants/caterers or other influencers
 - Social Media following on Instagram, Facebook and Twitter

2. Profile / Curriculum Vitae indicating:
 - Relevant jobs held in field of food and beverage, food styling, and design and lifestyle
 - Relevant business owned (bar/restaurant/brewery, food styling and, design and lifestyle)

To be submitted in a sealed envelope or via electronically compressed folder

Bidder with a minimum score of **85 points** shall be eligible for the financial bid.

PERIOD OF ENGAGEMENT

The KOLs provider shall be engaged to come up with lifestyle videos to be aired between May 1 – November 15, 2021.

Proposed timeline for posting of content subject to changes as agreed between CITEM and the Digital Lifestyle Curator:

Philippine Coffee Preparation and Appreciation	MAY 2021
Resort Living / Island Living	MAY 2021
Home Garden Design	JULY 2021
Pocket Spaces Decoration	SEPTEMBER 2021

BUDGET AND MODE OF PAYMENT

Budget for this project is **PHP 480,000 inclusive of all taxes** to cover in providing four (4) KOLs to be charged to CITEM budget for Manila FAME 2021.

Budget broken down as follows:

Philippine Coffee Preparation and Appreciation	120,000
Resort Living / Island Living	120,000
Home Garden Design	120,000
Pocket Spaces Decoration	120,000

Payment shall be made in the following schedule:

50% upon submission of video outline and selection of products from exhibitors

50% upon full delivery and turnover of the final version of the lifestyle video

The KOL provider can bid on a per line item basis. This will not further prevent the bidder from taking interest to bid in all other line items.

DEDUCTIONS, PENALTIES AND TERMINATION OF CONTRACT

1. Bidder shall work on an agreed timeline and schedule unless a different timeline is set by CITEM.
2. Payment shall be based on a per line-item or based on the output delivered by the Provider/ bidder
3. CITEM shall recommend for a maximum of 40% deduction from the contract price should the video output or images be below the standard of the Digital Lifestyle Events Curator and CITEM or should the video be delivered beyond the agreed dates of posting.
4. CITEM reserves the right to terminate, cancel or discontinue the contract should it deem necessary and shall compensate the provider according to the delivered services.

Prepared by:



ANTONIO AGULTO
STIDS, Signature Events Team
Operation Group 1

Noted by:



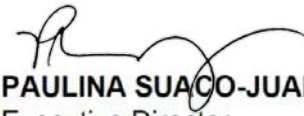
MARJO F. EVIO
Division Chief
Operations Group 1

Recommending Approval:



ATTY. ANNA GRACE I. MARPURI
OIC-DM, Operations Group 1

Approved by:



PAULINA SUACO-JUAN
Executive Director

