

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-2021-0037

**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 PROGRAM PRODUCER AND COORDINATOR**  
**CONFERENCE DAY 1: CREATIVE GOVERNANCE TRACK**  
*(Please see attached Request for Quotation Form for more details.)*

Approved Budget	: PHP 950,000.00
Deadline of Submission of Eligibility Documents, Financial Bid and Qualitative Evaluation Documents	: 31 May 2021, 12:00NN
Opening of Qualitative Evaluation Documents	: 31 May 2021, 12:00NN
Opening of Eligibility Documents and Financial Bid	: 01 June 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](mailto: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)*

- **Company Profile indicating:**
  - Proof of years of experience in producing and managing major events involving the creative industries
  - List of Company Portfolio and Clients (with project names indicated) from both public and private sectors
  - List of past and current relationships / industry affiliations with key players and influential personalities in the local and international Filipino creative community
  - List and profiles of proposed speakers for the requirement as indicated in Section IV.1 of the Terms of Reference.
  - Proof of past projects or initial communication with the proposed speakers

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](mailto: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 Eligibility Documents, Financial Bid and Qualitative Evaluation Documents as 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](mailto: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](mailto: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: 26 May 2021

Company Name: \_\_\_\_\_

RFQ No.: 2021-0037

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](mailto:citembac@citem.com.ph).

<b>Deadline of Submission of Eligibility Documents, Financial Bid, and Qualitative Evaluation Documents:</b>	<u>31 May 2021</u>	<b>Time:</b>	<u>12:00NN</u>
<b>Schedule of Opening of Qualitative Evaluation Documents:</b>	<u>31 May 2021</u>	<b>Time:</b>	<u>12:00NN</u>
<b>Schedule of Opening of Eligibility Documents and Financial Bid:</b>	<u>01 June 2021</u>	<b>Time:</b>	<u>2:00PM</u>
		<b>Venue:</b>	<u>ZOOM</u>

QTY	UNIT	ARTICLE / WORK / DESCRIPTION / SPECIFICATION	UNIT PRICE	AMOUNT
1	Lot	<p><b>HIRING OF PROGRAM PRODUCER AND COORDINATOR CONFERENCE DAY 1: CREATIVE GOVERNANCE TRACK</b></p> <p><i>Please see attached Term of Reference for more detailed requirements and scope of responsibility.</i></p> <p><b>APPROVED BUDGET FOR THE CONTRACT: <u>PHP 950,000.00</u></b></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 CREATE Philippines 2021**

### **Hiring of Program Producer and Coordinator Conference Day 1: Creative Governance Track**

#### **I. Background**

The Center for International Trade Expositions and Missions (CITEM) is the export promotion arm of the Philippine Department of Trade and Industry (DTI). CITEM is committed to developing, nurturing, and promoting globally competitive small and medium enterprises (SMEs), exporters, designers, and manufacturers by implementing an Integrated Approach to Export Marketing in partnership with other government and private entities.

For three decades, CITEM has established the country's image as the premier destination for quality export products and services. It continues to set the highest standards of creativity, excellence and innovation to achieve export competitiveness in the international market.

CITEM first implemented programs supporting the Philippine creative industry from 2009 until 2011. In 2017, CITEM renewed its support for the industry with CREATE Philippines, the trade industry platform that brings together the creative industry for business, networking, and knowledge sharing.

This year, CREATE Philippines' flagship event is **Creative Futures**, a 2-day online conference which aims to gather the Filipino creative community and establish a path towards the future of the Philippine creative economy. The conference will focus on the current state of the creative economy and the future of the industry.

#### **II. Rationale**

With the aim of bringing together the different creative industries in the country, Creative Futures will feature a full range of speakers, panelists, and moderators from a variety of sectors such as animation, game development, illustration, architecture, design, and film. Day 1 of the conference will be centered on the theme of **A Shared Economy**, which explores the role of creative governance, particularly in the areas of urban planning and intellectual property.

The series of talks and discussions on Day 1 aim to spark conversation on the Creative Industries Act, foster collaboration between the public sector and the creative industries, and spur both sides into action. As such, it is necessary to secure a diverse panel of speakers and panelists who are well-versed experts in the subject matter and are key figures in their respective industries. Likewise, the moderators and facilitators of the discussions must also be highly engaging and knowledgeable in the creative industries.

#### **III. Objective**

To ensure the desired quality of speakers and level of discussions during the event, it would prove beneficial for CITEM to hire a reputable **Program Producer and Coordinator** who is able to secure the engagement of specific artists and key figures in the creative industries. The Program Producer and Coordinator must be intimately acquainted with both the public sector and the creative industries and can coordinate and produce an engaging and impactful program on Day 1 of the conference.

#### IV. Scope of Work and Deliverables

1. Scout for, invite, and assign speakers, panelists, and moderators of the conference based on the initial inputs of the hired Communications and Content Director and Producer, and subject to the following specific requirements\*:

<b>Presentation on the State of the Creative Economy</b>	
<b>Deliverables of the Producer</b>	<ul style="list-style-type: none"> <li>▪ Produce a 30-45 minute pre-recorded presentation by a Resource Person on the State of the Philippine Creative Economy</li> <li>▪ Produce a 30-45 minute pre-recorded presentation by a Resource Person on the Creative Industries Act</li> </ul>
<b>Target profile of Resource Person/s</b>	<p><u>Presenters</u></p> <ul style="list-style-type: none"> <li>▪ Must be well-respected in the creative industry, and recognized specifically for their work in creative economy mapping or creative industry-related policy, as substantiated by:               <ul style="list-style-type: none"> <li>○ their body of work / work experience;</li> <li>○ recognition from relevant local publications; or</li> <li>○ endorsements from the relevant industry associations or key industry figures</li> </ul> </li> </ul>
<b>Target Resource Person/s</b>	<p><u>Presenters</u></p> <ul style="list-style-type: none"> <li>▪ Mr. Paolo Mercado President, Creative Economy Council of the Philippines</li> <li>▪ Hon. Christopher de Venecia Chairperson, Arts &amp; Culture and Creative Industries Bloc (ACCIB), House of Representatives</li> </ul>

<b>Presentation on Experience Design and Urban Planning</b>	
<b>Deliverables of the Producer</b>	<ul style="list-style-type: none"> <li>▪ Produce a 15-minute AVP on the “Paalalabas” initiative by the Design Center of the Philippines and the Intramuros Administration</li> <li>▪ Produce a 30 – 45 minute pre-recorded video presentation by the Resource Person/s on experience design and urban planning</li> <li>▪ Organize a 15 – 20 -minute long roundtable discussion among the Resource Persons on the above topic</li> </ul>
<b>Target profile of Resource Person/s</b>	<p><u>Presenters/Panelists</u></p> <ul style="list-style-type: none"> <li>▪ Must be well-respected in the creative industry, and recognized specifically for their work in architecture, space design, experience design, communication design, or urban planning and administration, as substantiated by:               <ul style="list-style-type: none"> <li>○ their body of work / work experience;</li> <li>○ recognition from relevant local publications; or</li> <li>○ endorsements from the relevant industry associations or key industry figures</li> </ul> </li> </ul>

	<p><u>Moderator / Session Facilitator</u></p> <ul style="list-style-type: none"> <li>▪ Must have at least five (5) years of experience in hosting or organizing conferences and events in the creative sectors, preferably architecture, space design, experience design, communication design, or urban planning</li> </ul>
<b>Target Resource Person/s</b>	<p><u>Presenters/Panelists</u></p> <ul style="list-style-type: none"> <li>▪ Mr. Dan Matutina Vice President, Communication Design Association of the Philippines Founding Partner, Plus63 Design Co.</li> <li>▪ Atty. Guiller Asido Administrator, Intramuros Administration</li> <li>▪ Executive Director Rhea Matute Design Center of the Philippines</li> </ul> <p><u>Moderator / Session Facilitator</u></p> <ul style="list-style-type: none"> <li>▪ Ms. Angel Guerrero Founder, President, and Editor in Chief, adobo Magazine, organizer of adobo Design Conference</li> </ul>

<b>Presentation on Intellectual Property: Illustration and Animation</b>	
<b>Deliverables of the Producer</b>	<ul style="list-style-type: none"> <li>▪ Produce a 30 – 45 minute pre-recorded video presentation by the Main Speaker and select Presenters on illustration and animation, and the importance of pushing for local intellectual property in the global market</li> <li>▪ Organize two 15 – 20 -minute breakout sessions with Panelists/Presenters on intellectual property and original content, specifically in the above sectors</li> </ul>
<b>Target profile of Resource Person/s</b>	<p><u>Main Speaker</u></p> <ul style="list-style-type: none"> <li>• Must have at least ten (10) years of experience in creating original content and body of work in illustration, graphic arts or animation;</li> <li>▪ Must be a highly influential and well-respected figure in the field of illustration, graphic arts, animation, or media, as substantiated by: <ul style="list-style-type: none"> <li>○ their body of work / work experience;</li> <li>○ recognition from relevant local and international publications and award-giving bodies</li> </ul> </li> </ul> <p><u>Presenters/Panelists</u></p> <ul style="list-style-type: none"> <li>• Must be well-respected in the creative industry, and recognized specifically for their work in illustration, graphic arts, animation, media or intellectual property, as substantiated by: <ul style="list-style-type: none"> <li>○ their body of work / work experience;</li> <li>○ recognition from relevant local publications; or</li> </ul> </li> </ul>

	<ul style="list-style-type: none"> <li>○ endorsements from the relevant industry associations or key industry figures</li> </ul>
<b>Target Resource Person/s</b>	<p><u>Main Speaker</u></p> <ul style="list-style-type: none"> <li>● Mr. Budjette Tan Co-creator of internationally acclaimed Trese Comics</li> </ul> <p><u>Presenters/Panelists</u></p> <ul style="list-style-type: none"> <li>▪ Mr. Jay Oliva Los Angeles-based Fil-Am film director, producer, and storyboard artist</li> </ul>

*\*lineup subject to minor modifications*

2. Provide updates on the status of engagement with the speakers, panelists, and moderators, as may be required by CITEM/Project Team;
3. Produce requirements from said speakers, panelists and moderators, such as, but not limited to: pre-recorded video presentations, speaker profiles and photos, advanced copy of slides, and other resource materials prior to the conference;
  - a. Ensure the appropriateness of content that will be used in presentation materials and videos from resource speakers, panelists, and moderators;
  - b. Ensure the high quality of videos and presentations that will be used during the event and apply the necessary editing/post-processing;
4. Facilitate communication and coordination with the speakers, panelists, and moderators regarding technical rehearsals, and other event-related information;
5. Represent the speakers, panelists, and moderators in scheduled meetings with CITEM/Project Team;
6. Ensure the attendance and work with CITEM/Project Team in the management of the speakers, panelists, and moderators during the event proper;
7. Pay the necessary fees and/or honoraria to the speakers, panelists, and moderators.

## V. Period of Engagement and Timeline

The **Program Producer and Coordinator for Day 1** shall be engaged upon receipt of Notice to Proceed until 15 July 2021, with the following timeline:

<b>SPECIFIC ACTIVITIES &amp; DELIVERABLES</b>	<b>INCLUSIVE DATES</b>
Onboarding and coordination meetings with the CREATE Philippines Project Team and the hired Communications and Content Director and Producer	One week after receipt of Notice to Proceed
Submission of Confirmed Lineup of Speakers	11 June 2021
Technical Rehearsal	Week of 21 – 25 June 2021
Conference Proper	28 – 29 June 2021
Report writing	30 June – 15 July 2021

## VI. Mode of Procurement

In accordance with R.A. 9184, the hiring of the Program Producer and Coordinator for Day 1 of the CREATE Philippines Conference shall be conducted through **Small Value Procurement**.

Bidders shall be required to submit a Qualitative Bid and Financial Bid.

### A. Qualitative Evaluation

Bidders will be evaluated by an in-house Technical Working Group (TWG), based on the following documents to be submitted, and according to the below criteria:

CRITERIA	DOCUMENTS TO BE SUBMITTED	POINTS
<p>Minimum five (5) years of experience in producing and managing major events involving the creative industries;</p> <ul style="list-style-type: none"> <li>▪ More than 5 years experience -20.</li> <li>▪ 5 years experience – 25</li> <li>▪ Below 5 years - 0</li> </ul>	Company Profile	<b>20</b>
<p>Experience in working and/or is currently working with at least two (2) government agencies and three (3) clients from the creative sector within the past two (2) years;</p> <ul style="list-style-type: none"> <li>▪ Meets the above requirement -20</li> <li>▪ Below requirement - 15</li> <li>▪ No experience working with government agencies or clients from creative sector - 0</li> </ul>	List of Company Portfolio and Clients (with project names indicated) from both public and private sectors;	<b>20</b>
<p>Significant influence and connections to key institutions and industry figures in the local and international Filipino creative community.</p> <ul style="list-style-type: none"> <li>▪ Highly influential network - 30</li> <li>▪ Quality of network does not meet the requirement – 15</li> <li>▪ No industry network - 0</li> </ul>	List of past and current relationships / industry affiliations with key players and influential personalities in the local and international Filipino creative community.	<b>30</b>
<p>Capability to secure the engagement of CITEM's target speakers or must be able to provide suitable alternatives.</p> <ul style="list-style-type: none"> <li>▪ List of proposed speakers contains the target speakers and/or meets the target profiles as specified in Section IV of this document – 30</li> <li>▪ List of proposed speakers does not meet the target requirements - 0</li> </ul>	<ul style="list-style-type: none"> <li>▪ List and profiles of proposed speakers for the requirement as indicated in Section IV.1 of this document.</li> <li>▪ Proof of past projects or initial communication with the proposed speakers</li> </ul>	<b>30</b>
	<b>TOTAL</b>	<b>100</b>

## B. Financial Bid

Only bidders who receive a minimum score of 85 in the Qualitative Evaluation shall proceed to the opening of the financial bid. Bidders shall provide a line-item breakdown of their financial bid, with Section VII as reference.

The lowest calculated and responsive bid shall be eligible to be awarded the contract.

## VII. Budget and Breakdown

Maximum budget allotment for the project is **Nine Hundred Fifty Thousand Pesos (Php 950,000.00)** inclusive of all applicable taxes, broken down as follows:

<b>PARTICULARS</b>	<b>ESTIMATED COST</b>
Honoraria for Speakers 1 Main Speaker 6 Presenters/Panelists 1 Moderator / Session Facilitator	850,000.00
Production Cost 3 pre-recorded videos / AVPs, inclusive of post-processing	100,000.00
<b>TOTAL</b>	<b>Php 950,000.00</b>

The above expense shall be charged to the **CREATE Philippines Budget for 2021**.

## VIII. Schedule of Payment

The expected outputs (deliverables) of project and the corresponding payment schedule are as follows:

<b>Output/Milestone</b>	<b>Expected Date of Delivery</b>	<b>% (percentage)</b>
Upon submission of confirmed lineup of speakers	2 <sup>nd</sup> week of June 2021	50%
After submission of post-event report	15 July 2021	50%

## IX. Agreement Between Parties

### 1. Taxes and Fees

The Agency-estimated Approved Budget of Contract (ABC) of Nine Hundred Fifty Thousand Pesos (Php 950,000.00) for the project is inclusive of all applicable taxes and other fees as may be incurred in the process;



2. **Assessment**

The bidder shall be subject to the assessment by CITEM according to the effectiveness of delivery of any part or phase of the project;

3. **Deduction / Penalties**

CITEM reserves the right to make the necessary deductions and/or penalties from the total payment in the event of:

- a. Inability of the Program Producer and Coordinator to meet the required number of speakers, moderators and panelists as prescribed by CITEM/Project Team;
- b. Non-appearance of any of the speakers, moderators or panelists during the event;
  - i. In case of emergencies, a suitable replacement/proxy speaker may be recommended, subject to the approval of CITEM;
  - ii. Should the replacement/proxy speaker be approved by CITEM, no deductions/penalties shall be incurred.
- c. Deductions/penalties shall be made according to the breakdown of the contract price provided by the Program Producer and Coordinator.

Prepared by:



KATHERINE V. DELA CRUZ  
TIDS, OG1-Signature Events

Noted by:



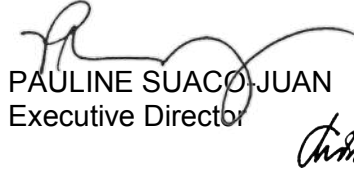
MARJO F. EVIO  
Division Chief, OG1-Signature Events

Recommending Approval:



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

Approved by:



PAULINE SUACO-JUAN  
Executive Director