

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-2025-0142

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 SERVICES PROVIDER
FOR IFEX PHILIPPINES 2025**

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

Approved Budget for the Contract	: PHP850,000.00
Deadline of Submission of Eligibility Documents, Financial Bid and Qualitative Evaluation Documents	: 13 May 2025, 05:00PM
Schedule of Opening of Eligibility Documents, Financial Bid and Qualitative Evaluation Documents	: 14 May 2025, 02:00PM

Conduct of Opening of Bids shall be held virtually thru 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 link will be released on the actual day of the procurement activity.

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 exercising a profession, BIR Certificate of Registration**
Expired Mayor's permit with Official Receipt of renewal application shall be accepted provided that the renewed permit shall be submitted before the award of the contract.
- 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**
- Notarized Special Power of Attorney, Notarized Secretary's Certificate or Board/Partnership Resolution for partnership, corporation, cooperative, or joint venture, whichever is applicable**

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)

- 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) most recent event videos through online submission (as proof of expertise of the creatives on but not limited to Food Photography and Videography)**
- At Submit a list of equipment with specifications that the photography and videography team will use during the location shoot**
- List of Client**

Note: For online submissions, state clearly what will be used for the submission i.e drive link, hard drives, etc. and who will provide this CITEM or the bidder.

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

CITEM.BAC.FR.009
REV 1



REQUEST FOR QUOTATION

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

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

Date: 09 May 2025
RFQ No.: 2025-0142

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: 13 May 2025	Time: 05:00PM
Schedule of Opening of Eligibility Documents, Financial Bid, and Qualitative Evaluation Documents: 14 May 2025	Time: 02:00PM Venue: Zoom

QTY	UNIT	ARTICLE / WORK / DESCRIPTION / SPECIFICATION	UNIT PRICE	AMOUNT
1	lot	<p>HIRING OF PROFESSIONAL PHOTOGRAPHY AND VIDEOGRAPHY SERVICES PROVIDER FOR IFEX PHILIPPINES 2025</p> <p><u>APPROVED BUDGET FOR THE CONTRACT: PHP850,000.00</u></p> <p>Date Needed / Delivery Date: <u>22 May 2025</u></p> <p><u>(Please see attached Terms of Reference for more details.)</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

FOR THE HIRING OF PROFESSIONAL PHOTOGRAPHY AND VIDEOGRAPHY SERVICE PROVIDER FOR IFEX PHILIPPINES 2025

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 products and services 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 both local and international buyers, importers, and retailers. It is the country's most respected business-to-business (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 to help buyers optimize their sourcing experience.

The 18th edition of IFEX Philippines to be held on 22-24 May 2025 at the World Trade Center Metro Manila (WTCMM), aims to bring together the future of Asia's food products, flavors and ideas into one functional and nutraceutical event. The show will host Philippine and international food champions including top Philippine manufacturers, exporters, 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 for 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 local and international broadsheets and magazines both in print and digital formats); and Online and social media publicity (social media accounts of CITEM and/or IFEX Philippines).

RATIONALE

Now in its 18th year, IFEX Philippines aims to further cement the country's reputation as a reliable source of premium-quality food and ingredients that is not only capable of meeting global demands but also offers some of the most distinct and innovative products on the market.

In order to effectively showcase a wide and diverse range of products, brands and activities, a dedicated team capable of providing a full photo and video event coverage is needed. However, CITEM's Communications and Creative Services Department (CCSD) cannot provide the required production team and professional equipment to effectively deliver the quality and quantity of outputs. With these limitations, there is a need to source for a Photography and Videography Service Provider to support CITEM in its content creation and promotional efforts.

SCOPE OF WORK

A. EXHIBITOR/VENUE PHOTOGRAPHY

Professionally shoot, photo document and capture the following:

- All special settings and partner pavilions/booths; top view of the exhibits; shots of well-designed booths; and
- Venue façade, signages, registration area, etc.

B. EVENTS PHOTOGRAPHY

Professionally shoot, photo document and capture the following:

- All activities and special events of IFEX Philippines 2025 (registration, opening ceremony, VIP tour, guests, branded sessions, cooking demos at the IFEX Kitchen (celebrity chefs only), product sampling, buyer's lounge, talks and seminars, etc.);
- Exhibitor, buyer, visitor and product interactions; and
- Presence of all event partners, VIP, media, celebrities and guests in attendance during the event.

C. EVENTS VIDEOGRAPHY

Professionally shoot and capture the following on video:

- Registration, opening ceremonies, SSX Conference, major programs and all other side-activities and events;
- Presence of all event partners, VIPs, government officials, media and celebrities, among others, in attendance during the event;
- Exhibitors' booths, products, exhibition spaces, talks and seminars and special settings;
- Interactions between exhibitors, buyers and visitors;
- Buyer and exhibitor interviews; and
- All program highlights and activities (registration, opening ceremony, VIP tour, guests, branded sessions, cooking demos at the IFEX Kitchen (celebrity chefs only), product sampling, buyer's lounge, etc.).

Assign a separate team to cover onsite buyer and exhibitor interviews together with the Communications and Content Team. The team must at least have one (1) videographer, one (1) audio recordist and one (1) coordinator. A complete shot list will be provided by CITEM during the pre-production meeting.

D. POST PRODUCTION

1. Produce professional-quality same-day-edits (SDEs) of the following:

- Day 1 90s 16:9 (H.265, mp4, 1080p, color-corrected, copyright-free music, IFEX branding);
- Day 1 15s 9:16 (H.265, mp4, 1080p, color-corrected, copyright-free music, IFEX branding);
- Day 2 90s 16:9 (H.265, mp4, 1080p, color-corrected, copyright-free music, IFEX branding);
- Day 2 15s 9:16 (H.265, mp4, 1080p, color-corrected, copyright-free music, IFEX branding);
- Day 3 90s 16:9 (H.265, mp4, 1080p, color-corrected, copyright-free music, IFEX branding); and
- Day 3 15s 9:16 (H.265, mp4, 1080p, color-corrected, copyright-free music, IFEX branding).

2. Produce professional-quality 90-second highlight videos of the following:

- KATHA Awards for Food winners;
- Flavor Finds;
- IFEX Kitchen;
- CREATELab;
- Gmart; and
- SSX Conference and Exhibition.

All outputs must be exported in this format: 16:9. H.265. mp4, 1080p, color-corrected, with copyright-free music and IFEX branding.

E. TURNOVER

1. Provide one (1) 1TB portable solid state drive and submit the following **during the event**:
 - Raw (unedited) photos taken for the social media team after each session or as required by CITEM; and
 - Two (2) SDES (90s and 15s) at the end of each day for three (3) days.
2. Submit two (2) 4TB portable hard drives to CITEM on or before **five (5) working days** after the event.
 - One (1) portable hard drive should include all raw (unedited) photos.
 - One (1) portable hard drive should include all raw videos.
3. Provide one (1) portable hard drive and submit the following on or before **thirty (30) working days** after the event:
 - All edited photos organized into specifically labeled and sorted folders; and
 - All edited 90-second highlight videos.

CITEM shall assign an officer from the Operations Team to assist with the sorting and labeling.

All photos and videos taken, together with all portable drives shall be owned by CITEM.

REQUIREMENTS

A. PHOTOGRAPHY EQUIPMENT

- 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); and
- Standard equipment/accessories of tripod and external off-camera flash/es.

B. VIDEOGRAPHY EQUIPMENT

- 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.

C. PRODUCTION TEAM

1. Photographers

- At least four (4) exhibitor/venue photographers, with one assistant each dedicated to shoot and document 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 to document all activities, special events (registration, opening ceremony, exhibit tour, etc.), and interactions during the event.
- At least one (1) photographer dedicated to cover photography requirements for CITEM's social media team.
- Additional photographers or assistants are at the discretion of the service provider.

2. Videographers

- At least two (2) event videographers, with at least one assistant dedicated to document all major activities, special settings, products, interactions and other exhibit halls.
- At least two (2) event videographers, with at least one assistant dedicated to cover talks and seminars, cooking demonstrations, food tasting activities and product presentations.
- At least one event videographer with audio equipment dedicated to cover exhibitor and buyer interviews.
- Additional videographers or assistants are at the discretion of the service provider.

RESPONSIBILITIES OF THE SERVICE PROVIDER

During and after the event, the service provider shall:

- Efficiently and effectively implement the scope of work/coverage and ensure at least a very satisfactory delivery of the outputs stipulated/required;
- 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;
- Ensure the capability in terms of equipment and personnel; and,
- Deliver all the requirements in a timely manner.

RESPONSIBILITIES OF CITEM

During and after the event, the service provider shall:

- 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

Pre-production Meeting	May 19, 2025
Event Proper	May 22-24, 2025
Submission of raw photos (for social media) and SDEs per day	May 22-24, 2025
Submission of all raw photos and videos	May 29, 2025
Final submission of all edited photos	June 16, 2025

APPROVED BUDGET OF THE CONTRACT (ABC)

Php 850,000.00 - Eight Hundred Fifty Thousand Pesos (Tax-Inclusive)

EVALUATION SYSTEM

- A. Interested bidder/s will undergo Qualitative Evaluation, based on the parameters below. Only those with a TWG score of at least **85 points** will proceed to the opening of the financial bid. The contract shall be awarded to the **Lowest Calculated Responsive Bid (LCRB)**.
- B. For evaluation, the bidder shall provide soft copies of the following documents through an online drive link as proof for the Qualitative Evaluation Matrix on Page 5 of this document:

- C. High quality portfolio with a minimum of (20) samples of Product or Food Photography and Videography and Event Photography and Videography through online submission.
- D. List of available equipment with specifications that the photographer/s and videographer/s or company possess and intends to use in executing CITEM's requirements.
- E. Photographers/Videographer's company background with a profile of its clients (with contact person/s) within the last five (5) years. Samples of client usage are highly recommended. (Eg. photos and videos used in publications, print material and digital platforms.)

Bidders who fail to submit their portfolio and other requirements through an online drive link shall not be included in the qualitative evaluation.

QUALITATIVE EVALUATION MATRIX

Document Required	Statement of Compliance
<p>TECHNICAL EXECUTION</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) most recent event videos through online submission (as proof of expertise of the creatives on but not limited to Food Photography and Videography) which the bidder will subcontract during the project implementation.</p> <p>Samples will be evaluated according to:</p> <ol style="list-style-type: none"> 1. Photo and Video Event Coverage. 20 POINTS 2. Product Photography (Focal Point, Highlights, Shadows, and Exposure) 10 POINTS 3. Stylized and Action Shots (Composition, Clarity, Cleanliness, and Details) 10 POINTS 4. Videography and Editing (Storyline, Framing, Editing, Grading, and Final Output Quality) 20 POINTS 	<p>60 POINTS</p>
<p>MINIMUM EQUIPMENT REQUIREMENTS</p> <p>Submit a list of equipment with specifications that the photography and videography team will use during the location shoot.</p> <p>Bidders must comply with the following minimum requirements:</p> <ol style="list-style-type: none"> 1. Professional mirrorless cameras with at least 24-megapixel full frame CMOS sensor, lenses and stabilizers. 2. Standard equipment/accessories such as tripods and external off-camera flash/es. 3. Professional audio equipment for interviews and audio recordings. 4. Video editing equipment suitable to deliver same-day edits <p>Submitted list- 10 points Nothing – 0 point</p>	<p>10 POINTS</p>
<p>CLIENTELE</p> <ul style="list-style-type: none"> • 5 and above companies/agencies/institutions – 30 points • 1-4 companies/agencies/institutions - 15 points 	<p>30 POINTS</p>

Note: For online submissions, state clearly what will be used for the submission i.e. drive link, hard drives, etc. and who will provide this CITEM or the bidder.

Proposed Technical Working Group TWG members:

Chairman: Joseph Bernat

Member 1 and 2: Rianna Custodio, Ana Katrina Alzona

Focal Person: Maria Patricia P. Bagulbagul

TOTAL :

100 POINTS


TERMS OF PAYMENT (may include tranches and milestones with timelines)

Milestones	Deliverable	% of Payment
The proposed payment scheme for the project will be billed upon the completion of the project. To process the payment, the supplier must submit the approved materials in a hard disk drive (HDD) and provide a cloud storage link wherein the digital files are stored.	(See scope of work – Preproduction, Production, Postproduction)	100%

RISK PROTECTION AND MANAGEMENT (i.e. off-setting, penalties, or deductions)

Penalize, if deemed necessary, or deduct 10% from the contract price if violations are incurred, such as delay in the delivery, quality of service, or non-compliance to the project output, among others.

Prepared by:


RENZY JAY B. LOSDOC
Brand Marketing Specialist, VDD


MARIA PATRICIA P. BAGULBAGUL
CAS III, Unit Head, VDD, CCSD

Recommending Approval:


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Approved by:


LEAH PULIDO-OCAMPO
Executive Director, CITEM