

**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-2025-0072-R2**

**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 Notice for:

**HIRING OF AN INTERNATIONAL FASHION  
INDUSTRY SPECIALIST FOR THE  
FASHIONPHILIPPINES MENTORSHIP PROGRAM IN  
MILAN 2025**

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

**APPROVED BUDGET FOR THE CONTRACT: PHP1,953,000.00 OR A TOTAL OF EUR31,000.00**

**Documents to be submitted:**

1. Portfolio or Curriculum Vitae
2. List of affiliates/connections from the fashion industry
3. Features/articles in local or international publications (printed or online) for the last five (5) years

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



**ATTY. ANNA GRACE I. MARPURI**  
Chairman, CITEM-BAC



**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 (OVERSEAS PROCUREMENT)

Date: **11 April 2025**RFQ No.: **2025-0072-R2**

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

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.

**Schedule of Bidding in Philippine Standard Time:**Deadline of Submission of Quotations: **14 April 2025**Time: **05:00PM**Schedule of Opening of Bids: **15 April 2025**Time: **02:00PM**Venue: **ZOOM****Schedule of Bidding in Central European Time:**Deadline of Submission of Quotations: **14 April 2025**Time: **10:00AM**Schedule of Opening of Bids: **15 April 2025**Time: **07:00AM**Venue: **ZOOM**

QTY	UNIT	ARTICLE / WORK / DESCRIPTION / SPECIFICATION	UNIT PRICE	AMOUNT
1	lot	<p style="text-align: center;"><b>HIRING OF AN INTERNATIONAL FASHION INDUSTRY SPECIALIST FOR THE FASHIONPHILIPPINES MENTORSHIP PROGRAM IN MILAN 2025</b></p> <p style="text-align: center;">APPROVED BUDGET FOR THE CONTRACT: <u>PHP1,953,000.00 OR A TOTAL OF EUR31,000.00</u></p> <p>Date Needed / Delivery Date: March to October 2025</p> <p><b>Qualifications:</b></p> <ul style="list-style-type: none"> <li>- Proven track record as a consultant/organizer for international fashion events, exhibits, and mentorship programs</li> <li>- Proven expertise in the international fashion industry/market</li> <li>- Experience in marketing and media/PR relations in international fashion events/exhibits</li> <li>- Reputable and influential in the fashion industry</li> <li>- Submit CV as requirement</li> </ul> <p><b>Documents to be submitted:</b></p> <ol style="list-style-type: none"> <li>1. Portfolio or Curriculum Vitae</li> <li>2. List of affiliates/connections from the fashion industry</li> <li>3. Features/articles in local or international publications (printed or online) for the last five (5) years</li> </ol> <p style="text-align: center;"><b>(Please see attached Terms of Reference for more details)</b></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 (TOR) FOR THE ENGAGEMENT OF AN INTERNATIONAL FASHION INDUSTRY SPECIALIST FOR THE FASHIONPHILIPPINES MENTORSHIP PROGRAM IN MILAN 2025

## I. OVERVIEW

<b>Requirement</b>	Engagement of an International Fashion Industry Specialist for the FASHIONPhilippines Mentorship Program in Milan 2025
<b>Product Sector</b>	Fashion
<b>Total budget</b>	EUR 31,000 (PHP 1,953,000) <i>mw</i>
<b>Period of Engagement</b>	March to October 2025

\*EUR 1.00 = PHP 63

## II. BACKGROUND AND RATIONALE

The FASHIONPhilippines Mentorship Program in Milan 2025 is a fashion development program of CITEM in collaboration with the Philippine Fashion Coalition (PFC) to feature 10-15 Filipino fashion designers or brands. Participants will undergo one-on-one mentoring sessions with a 7-member panel of Europe-based fashion industry professionals to enhance their skills, knowledge, and competitiveness in the global fashion arena during the 3-day exhibition in Milan, Italy as the culmination of the program.

The program also includes a 3-day curated showcase/exhibit at The Gallery Milan, Italy. This showcase will highlight Filipino design and craftsmanship by featuring the collections of participating designers or brands.

To ensure the highest caliber of participants, the participants will undergo a comprehensive screening and selection process led by CITEM and PFC for pre-selection and vetting.

## III. OBJECTIVES

The FASHIONPhilippines Mentorship Program in Milan 2025 aims to:

1. Expose Filipino fashion to the global market by connecting them with the right audience, industry professionals, and stakeholders;
2. Build greater awareness and interest in Philippine fashion, highlighting the creativity and talent of Filipino designers while offering new products and services.
3. Drive business opportunities for Filipino designers by engaging with international sales showrooms, buyers, and key players in the global fashion industry.
4. Create pathways for Filipino designers to participate in prestigious international fashion competitions such as the LVMH Prize or the International Woolmark Prize.

## IV. SCOPE OF WORK AND DELIVERABLES

CITEM shall engage the services of an International Fashion Industry Specialist in collaboration with PFC to oversee and ensure smooth execution of all project components and serve as liaison between the CITEM Project Management Team, the hired International Program Director, mentors and the participating fashion brands/designers. The scope of work and deliverables shall include the following:

- a) Participant Campaign and Screening
  - Assist in the campaign/call for participation to all fashion industry networks in coordination with PFC;



## **TERMS OF REFERENCE (TOR) FOR THE ENGAGEMENT OF AN INTERNATIONAL FASHION INDUSTRY SPECIALIST FOR THE FASHIONPHILIPPINES MENTORSHIP PROGRAM IN MILAN 2025**

- Conduct initial screening and vetting of fashion brand/designer applicants and endorse pre-qualified applicants to CITEM in coordination with PFC.
- b) **Mentorship Program**
  - Provide professional inputs on the course module to be developed by PFC for the 1<sup>st</sup> phase of the mentorship program;
  - Ensure the market-readiness of the 10-15 participating fashion brands/designers by assisting them in the preparation of their product line sheet, pricing & costing, brand portfolio and other documentary requirements necessary to conduct business/negotiation with international buyers;
  - Assist and provide inputs in the development of the participating brand/designer's product collection by establishing an overall theme and/or design direction;
  - Attend (as needed) scheduled online and/or physical mentorship meetings with the participating fashion brands/designers in coordination with PFC;
  - Conduct inspections and review the development of each participating fashion brand/designer's product collection, line sheet, brand portfolio and other requirements prior to the Milan exhibition;
  - Lend his/her professional expertise in the product installation, including the integration of space décor and enhancements based on the approved space design;
  - Onboard three (3) international fashion industry experts to serve as jury/mentors for the participants;
  - Schedule the consultation and mentorship sessions between the hired international jury/mentors and the participants.
- c) **Buyer Marketing and Promotion**
  - Promote and invite potential European buyers and other international fashion industry stakeholders to the 3-day exhibit in Milan, Italy;
  - Assist with potential business-matching sessions between the buyers and the participating fashion brands/designers.
- d) **Liaison and Coordinator**
  - Facilitate all communication between the International Program Director, hired jury/mentors and the CITEM Project Management Team;
  - Under the direction of CITEM, ensure smooth execution of the designated project components (e.g. campaign, promotion, screening/vetting process, mentorship program, and exhibition in Milan) in coordination with the International Program Director and the CITEM Project Management Team;
  - Attend/be present during the set-up/ingress, mentorship sessions and the 3-day exhibit proper in Milan, Italy;
  - Report updates and progress of the project components to the CITEM Project Management Team.
- e) **Report Writing**
  - Provide assessment and identify next steps by submitting a Post-Event Terminal Report detailing delivered undertakings (with documentation photos and/or articles from promotion activities), observations and recommendations. The terminal report should be submitted no later than one month after the exhibit.

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## V. QUALITATIVE EVALUATION

This engagement is open to individual professionals or companies/firms, and will be assessed based on the following criteria:

CRITERIA	VALUE POINT
<p>Proven track record as a consultant / organizer for international fashion events, exhibits and mentorship programs</p> <p>Document/s required:</p> <ul style="list-style-type: none"> <li>Portfolio or Curriculum Vitae</li> </ul>	<p>Experience as a consultant and/or organizer for international fashion events, exhibits and/or mentorship programs:</p> <ul style="list-style-type: none"> <li>15 events/exhibits/mentorship programs and above (30 points)</li> <li>14 – 10 events/exhibits/mentorship programs (20 points)</li> <li>9 – 5 events/exhibits/mentorship programs (10 points)</li> <li>Below 5 events/exhibits/mentorship programs (0 points)</li> </ul>
<p>Proven expertise in the international fashion industry/market.</p> <p>Document/s required:</p> <ul style="list-style-type: none"> <li>Portfolio or Curriculum Vitae</li> </ul>	<p>Length of relevant experience:</p> <ul style="list-style-type: none"> <li>At least 20 years of experience (25 points)</li> <li>19 – 10 years (15 points)</li> <li>9 – 5 years (5 points)</li> <li>Below 5 years (0 points)</li> </ul>
<p>Experience in marketing, media/PR relations in international fashion events/exhibits</p>	<p>Number of articles and/or PR/media coverage (physical or online) released:</p> <ul style="list-style-type: none"> <li>At least 5 articles/PR/media coverage (25 points)</li> <li>4 – 3 articles/PR/media coverage (10 points)</li> <li>Below 3 articles/PR/media coverage (0 points)</li> </ul>
<p>Reputable and influential in the fashion industry.</p> <p>Document/s required:</p> <ul style="list-style-type: none"> <li>Portfolio or Curriculum Vitae</li> <li>List of affiliates/connections from the fashion industry</li> <li>Features/articles in local or international publications (printed or online) for the last 5 years</li> </ul>	<p>Relevant contributions to the fashion community (e.g. publications, international speaking engagements, significant involvement in fashion events/exhibitions and/or mentorship programs) (20 points)</p>

Bidders must acquire a score of at least **85 points** to proceed to the evaluation of their financial proposal

## VI. TIMELINE

SPECIFICS	TIMELINE
Procurement/hiring period (c/o CITEM).	March 2025



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Official media launch in Manila of the FASHIONPhilippines Mentorship Program in Milan.	March 2025
Approval of mentorship curriculum/module, design theme/direction and list of international jury/mentors.	March – April 2025
Call for participation and screening/vetting of applicants.	March – May 2025
Endorsement of the vetted/pre-qualified applicants to the hired international program director and jury/mentors.	May – June 2025
<ul style="list-style-type: none"> <li>Selection of fashion brand/designer finalists</li> <li>Official announcement of the 10-15 selected fashion brands/designers</li> </ul>	June 2025
1 <sup>st</sup> phase of the mentorship program with the 10-15 participating fashion brands/designers	June – August 2025
Announcement of the 3-day exhibition in Milan, Italy.	July 2025
Photoshoot and lookbook layout of the product collections.	July 2025
Sending of lookbook to partners and potential buyers.	July – August 2025
Participant's pre-departure briefing.	September 2025
Set-up/ingress at the gallery in Milan, Italy	20 – 21 September 2025
Exhibit proper and mentoring sessions (2 <sup>nd</sup> phase) with international program director and jury/mentors in Milan, Italy.	22 – 25 September 2025
Submission of post-event report and documentation.	October 2025

### VII. TERMS OF PAYMENT

For the services rendered, the International Fashion Industry Specialist shall receive a total of One Million and Nine Hundred Fifty-Three Thousand Pesos (PHP 1,953,000.00). CITEM will pay the International Fashion Industry Specialist in three tranches upon submission of the following deliverables:

Activities	Percentage/Amount	Deliverable/s
Participant Campaign and Screening	40%	Upon submission of the list of vetted and pre-qualified fashion brands/designers.
Mentorship Program	50%	Upon submission and approval of the following: <ul style="list-style-type: none"> <li>Product collection theme and/or design direction</li> <li>Final line-up of hired 3 international jury/mentors</li> </ul>
Documentation and Reporting	10%	Upon submission of the post-event/terminal report with photo documentation

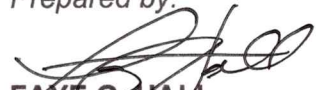
### VIII. APPROVED AGENCY ESTIMATE

A total of EUR 31,000 <sup>Amo</sup> is earmarked for this engagement to be sourced from the FASHIONPhilippines Mentorship Program in Milan 2025 Budget.

**Mode of Procurement:** Overseas Procurement

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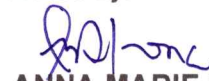
*Prepared by:*



**FAYE G. HALL**

TIDS, Creative Goods-SBD

*Noted by:*



**ANNA MARIE D. ALZONA**

Division Chief, Creative Goods-SBD

*Recommending Approval:*



**MARJO F. EVIO**

Department Manager,  
Service Business Department

*Approved by:*



**LEAH PULIDO OCAMPO**

Executive Director