

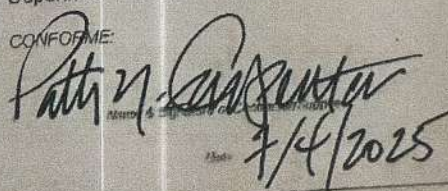


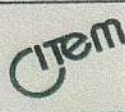

JOB ORDER

CITEM STR. FR. 006

 CENTER FOR INTERNATIONAL TRADE EXPOSITIONS AND MISSIONS Golden Shell Pavilion, Roxas Boulevard corner San Gil J. Puyat Avenue 1300 Pasay City, Metro Manila, Philippines Tel: (632) 831-2201 to 09 ext. 218 Fax: (632) 831-1368, 832-3985 Email: info@citem.com.ph Website: www.citem.com.ph			JO Number: 2025-0420	JO Date: 06/26/2025	PAGE 1 of 6
PR No.: 2025-0420		PR Date: 06/17/2025			
CONTRACTOR/SUPPLIER PATTI CARPENTER ADDRESS New York City, New York U.S.A. MODE OF PROCUREMENT HIGHLY TECHNICAL CONSULTANT		DELIVERY TERM PAYMENT TERM 30 days PLACE OF DELIVERY DATE OF DELIVERY			
Please provide/furnish this office the requirements listed below subject to the terms and conditions contained herein. Address all correspondence to the Center for International Trade Expositions and Missions (CITEM).					
DESCRIPTION		QTY/UNIT	UNIT PRICE	AMOUNT	
HIRING OF AN INTERNATIONAL ARTISAN DEVELOPMENT AND TRAINING EXPERT FOR MANILA FAME ARTISANS VILLAGE 2025 Period of Engagement: Upon signing of JO to November 2025 DETAILED SCOPE OF WORK: CITEM shall engage the services of an internationally recognized industry expert to conduct Artisan Development, trend forecasting, and global product design direction for participating artisans/MSMEs of the Artisans Village in home, fashion, and lifestyle sectors, with focus on the US Market. Below are the scope and deliverables: I. Artisan Development A. Assessment 1. Conduct a comprehensive competency expert assessment of participating artisans and MSMEs 2. Evaluate key product indicators such as quality, technical craftsmanship design innovation, and scalable production capabilities 3. Conduct orientation session to align expectations and provide an overview of the program and gather initial feedback from participants.				PHP 1,900,000.00	
TOTAL AMOUNT IN WORDS:				Php 1.9M	
This order is placed subject to the following terms and conditions: The delivery must be made only during office hours to CITEM or as may be specified. Delivery is subject to the acceptance of CITEM's duly authorized representative/official and inspection by CITEM-Management Inspection Team and/or the Commission on Audit. Rejected deliveries are to be withdrawn and/or replaced immediately. Delay in the delivery is subject to the PENALTY of 1/10 of 1% of the TOTAL VALUE of this ORDER for EACH DAY OF DELAY in case the contractor/supplier does not deliver within the due date, s/he shall be considered in default and will be liable to pay LIQUIDATED DAMAGES in the amount of _____ of the TOTAL AMOUNT unless the contractor/supplier requested and CITEM granted an extension. The contractor/supplier authorizes CITEM to deduct the amount of undelivered portion and to deduct the penalty and liquidated damages from any of its receivables from CITEM. The contractor/supplier must present a Delivery Receipt and Invoice or Official Receipt with the Purchase Order upon delivery.					
Very truly yours, ATTY. ANNA GRACE I. MABPURI Department Manager III, CSD		BUR No. MF-25070974 DATE JULY 03, 2025 AMOUNT PHP 1,900,000.00		Recommended by MA. LOURDES D. MEDIRAN Deputy Executive Director Approved by ROMLEAH JULIET P. OCAMPO Executive Director	
CONFORME:  Patti Carpenter Attorney at Law 7/4/2025		Funds Available: WILMA G. DULAY Chief, Chief of Administration			

JOB ORDER

CITEM STR.FR.006

 CENTER FOR INTERNATIONAL TRADE EXPOSITIONS AND MISSIONS Golden Shell Pavilion, Roxas Boulevard corner Sen. Gil J. Puyat Avenue 1300 Pasay City, Metro Manila, Philippines (632) 831-2201 to 09 ext. 216 • (632) 831-1368, 832-3965 info@citem.com.ph • www.citem.com.ph		JO Number: 2025-0420	JO0316 06/26/2025	PAGE 2 of 6
	PR No.: 2025-0420	PR Date: 06/17/2025		





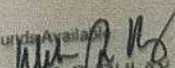
CONTRACTOR/SUPPLIER PATTI CARPENTER ADDRESS New York City, New York U.S.A.	DELIVERY TERM PAYMENT TERM 30 days PLACE OF DELIVERY DATE OF DELIVERY
MODE OF PROCUREMENT HIGHLY TECHNICAL CONSULTANT	

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DESCRIPTION	QTY/UNIT	UNIT PRICE	AMOUNT
<p>4. Output and results of the assessment will form as the basis for the development of strategic interventions.</p> <p>B. Analysis of Core Competencies of exporting participant:</p> <p>1. Identification and analysis of the core competencies and unique value propositions of each participating artisan and MSME.</p> <p>2. Evaluation of readiness and competitive advantages and capacity for innovation</p> <p>C. Matching of Core Competencies and Training Program</p> <p>1. Design and deliver a structured virtual training and seminar program spanning 4-5 weekly sessions, each running 1.5 to 2 hours.</p> <p>2. Provide and develop training / seminar modules that will match participants' core competencies against identified US home décor market trends and buyer expectations.</p> <p>D. Consultation and Mentorship:</p> <p>1. Conduct one-on-one coaching/consultation session with each participating MSME after the completion of the training session.</p> <p>2. Sessions should be tailored feedback, address specific product and/or business challenges, and identify actionable steps.</p>			
TOTAL AMOUNT IN WORDS:			Php

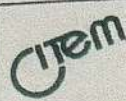
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Very truly yours,  ATTY. ANNA GRACE I. MARPURI Department Manager III, CSD I	BUR No. WF-25040914 DATE JUL 03, 2025 AMOUNT PHP 1,900,000.00	Recommended by:  MA LOURDES D. MEDIRAN Deputy Executive Director Approved by:  ROMLEAH JULIET P. OCAMPO Executive Director
CONFORME:  Patti Carpenter Date: 7/4/2025	Funds Available:  WINA G. DULAY OIC-Chief Controlling Officer	

JOB ORDER

CITEM STR.FR.006



CENTER FOR INTERNATIONAL TRADE EXPOSITIONS AND MISSIONS
Golden Shell Pavilion, Roxas Boulevard corner Sen. Gil J. Puyat Avenue
1300 Pasay City, Metro Manila, Philippines
(632) 831-2201 to 218 ext. 218 = (632) 831-1368, 832-3965
info@citem.com.ph @ www.citem.com.ph



JO Number:	JODate:	PAGE
2025-0420	06/26/2025	3 of 6
PR No.:	PR Date:	
2025-0420	06/17/2025	

CONTRACTOR/SUPPLIER PATTI CARPENTER	DELIVERY TERM
ADDRESS New York City, New York U.S.A.	PAYMENT TERM 30 days
MODE OF PROCUREMENT HIGHLY TECHNICAL CONSULTANT	PLACE OF DELIVERY
	DATE OF DELIVERY

Please provide/furnish this office the requirements listed below subject to the terms and conditions contained herein. Address all correspondence to the Center for International Trade Expositions and Missions (CITEM).

DESCRIPTION	QTY/UNIT	UNIT PRICE	AMOUNT
<p>3. Mentorship shall focus on market entry strategies, product positioning, and business development paths fitted to each artisan's strengths and goals.</p> <p>II. Trend forecasting</p> <p>1. Conduct trend forecasting analysis to aligned with the current and emerging market trends and will generate trend-informed insights.</p> <p>2. Facilitate market access by introducing and connecting the brand to U.S.-based designers, market platforms, showrooms, brands, and industry professionals to support international market exposure and potential collaborations</p> <p>3. Make actionable recommendations to enhance product development, refine design direction and strengthen market relevance.</p> <p>4. Provide analysis that will serve as a foundation for capacity-building initiatives</p> <p>5. Make analysis of mix of trend briefings, market research/entry planning and positioning, and product development strategies. this method ensures progressive learning, practical application and direct engagement.</p> <p>III. Global product design direction</p> <p>a. Design strategies. Develop design strategies that align the unique strengths of the artisans and producers with market opportunities emphasizing the connection between creative innovation and business objectives – bridging small scale</p>			

TOTAL AMOUNT IN WORDS:	Php
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Very truly yours,
ATTY. ANNA GRACE I. MARPURI
 Department Manager III, CSD

CONFORME:
Patti N. Carpenter
 Name & Signature of Contractor/supplier
 Date: **7/4/2025**

BUR No. **MF-25090914**
 DATE **JULY 02, 2025**
 AMOUNT **PHP 1,900,000.00**

Funds Available:
WILMA C. DULAY
 OIC-Chief, Controllorship



Recommended by:
Chelymes
MA. LOURDES D. MEDIRAN
 Deputy Executive Director

Approved by:
MARJO F. ENJOY
 Department Manager III, SDO

ROMLEAH JULIET P. OCAMPO
 Executive Director

JOB ORDER

CITEM STR.FR.006

 CENTER FOR INTERNATIONAL TRADE EXPOSITIONS AND MISSIONS Golden Shell Pavilion, Roxas Boulevard corner Sen. Gil J. Puyat Avenue 1300 Pasay City, Metro Manila, Philippines Tel: (832) 831-201 to 08 ext. 218 Fax: (832) 831-1368, 832-3955 Email: info@citem.com.ph www.citem.com.ph		JO Number: 2025-0420	JO Date: 06/26/2025	PAGE 4 of 6
		PR No. 2025-0420	PR Date: 06/17/2025	

CONTRACTOR/SUPPLIER PATTI CARPENTER ADDRESS New York City, New York U.S.A. MODE OF PROCUREMENT HIGHLY TECHNICAL CONSULTANT	DELIVERY TERM PAYMENT TERM 30 days PLACE OF DELIVERY DATE OF DELIVERY
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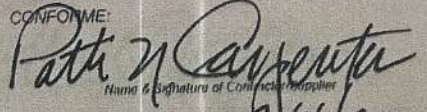

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DESCRIPTION	QTY/UNIT	UNIT PRICE	AMOUNT
<p>manufacturing with market-driven design. Integrate research, analysis, brand strategy, innovation, and product development into a cohesive framework, ensuring all design and development processes are guided by principles of cultural preservation, environmental sustainability and social responsibility</p> <p>1. Conduct product line analysis, evaluating design coherence, craftsmanship, material usage, and marketability. Develop pricing strategies tailored to the US market, taking into account cost structures, perceived value, competitive benchmarks, and distribution channel requirements.</p> <p>2. Assess the unique strengths, techniques, and design sensibilities of each artisan or MSME, and map these attributes to current and emerging trends in the U.S.</p> <p>3. Curate and refine the product collections to ensure consistency with global quality standards and aesthetic expectations, while maintaining the integrity and cultural significance of the artisanal work.</p> <p>4. Select final line-up of products of each participating MSMEs while taking into consideration marketability and equal product representation for the Artisans Village booth.</p> <p>b. Market Intelligence</p> <p>1. Provide analysis on consumer preferences, particularly on increasing demand for</p>			

TOTAL AMOUNT IN WORDS:	Php
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Very truly yours, ATTY. ANNA GRACE I. MARPURI Department Manager III, CSD	BUR No. MF-25070974 DATE JUN 03, 2025 AMOUNT PHP 1,900,000.00	Recommended by:  MA. LOURDES D. MEDIRAN Deputy Executive Director Approved by:  ROMLEAH J. OCAMPO Executive Director
CONFIRME:  Name & Signature of Contractor/Supplier Date 6/4/2025	Funds Available:  WILMA G. DULIO OIC-Chief Controlling Officer	

JOB ORDER

CITEM STR.FR.003

 CENTER FOR INTERNATIONAL TRADE EXPOSITIONS AND MISSIONS Golden Shell Pavilion, Roxas Boulevard corner Sen. Gil J. Puyat Avenue 1300 Pasay City, Metro Manila, Philippines Tel: (832) 631-2201 to 218 ext. 218 Fax: (832) 631-1368, 832-3965 Email: info@citem.com.ph www.citem.com.ph		JO Number: 2025-0420	JO Date: 06/26/2025	PAGE 5 of 6
		PR No.: 2025-0420	PR Date: 06/17/2025	
CONTRACTOR/SUPPLIER PATTI CARPENTER ADDRESS New York City, New York U.S.A.		DELIVERY TERM PAYMENT TERM 30 days PLACE OF DELIVERY DATE OF DELIVERY		
MODE OF PROCUREMENT HIGHLY TECHNICAL CONSULTANT				

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DESCRIPTION	QTY/UNIT	UNIT PRICE	AMOUNT
<p>sustainability, storytelling, and social responsibility in high-quality goods. These insights will inform position strategies and highlight the business advantage of aligning with these values.</p> <p>2 Translate market insights into actionable strategies that enhance brand appeal and competitiveness. This includes identifying emerging trends, relevant cultural narratives, and value-based purchasing behaviors that resonate with target audience.</p> <p>3 Utilize established industry connections – including US based showrooms, market platforms, and brands – to support market access and identify potential collaborations, brand advocates, or distribution partners.</p>			

TERMS OF PAYMENT:

Payment shall be made upon the issuance of a statement of account and the submission of deliverables. The International Business Development Expert shall cover all international travel expenses, including airfare and applicable taxes.

DELIVERABLES	REQUIREMENT	% OF CONTRACT PRICE
Training and Mentorship	Upon submission of: * Training modules and/or deck * Conclusion of Training Sessions and Consultation/ Mentorship Meetings	45%
Business Development	Upon submission of: * Individual company assessment & recommendation * Identification of product collection	45%
Post Event Evaluation	Upon submission of: * Manila FAME October 2025 post-event evaluation report * Engaged in any CITEM Manila FAME brand ambassadorship initiatives	10%
		100%

TOTAL AMOUNT IN WORDS:

Php

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Very truly yours,

ATTY. ANNA GRACE I. MARPURI
Department Manager III, CSD

CONFORME

Patti Carpenter
Patti Carpenter
7/4/2025

BUR No. MF-25070974

DATE JULY 03, 2025

AMOUNT PHP 1,900,000.00

Funds Available
WILMAG PULAY
CIC Chief Controlship

Recommended by:

MA. LOURDES D. MEDIRAN
Deputy Executive Director

MARJOR EVIO
Department Manager III, SSO

Approved by:
ROMLEAH J. P. OCAMPO
Executive Director

JOB ORDER

CITEM.STR.FR.006



CENTER FOR INTERNATIONAL TRADE EXPOSITIONS AND MISSIONS
Golden Shell Pavilion, Roxas Boulevard corner Sen. Gil J. Puyat Avenue
1300 Pasay City, Metro Manila, Philippines
(632) 831-2201 to 09 ext. 218 (632) 831-1368, 832-3965
info@citem.com.ph www.citem.com.ph



JO Number:

2025-0420

JO Date:

06/26/2025

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PR No.:

2025-0420

PR Date:

06/17/2025

CONTRACTOR/SUPPLIER **PATTI CARPENTER**

ADDRESS **New York City, New York U.S.A.**

MODE OF PROCUREMENT **HIGHLY TECHNICAL CONSULTANT**

DELIVERY TERM

PAYMENT TERM **30 days**

PLACE OF DELIVERY

DATE OF DELIVERY

Please provide/furnish this office the requirements listed below subject to the terms and conditions contained herein. Address all correspondence to the Center for International Trade Expositions and Missions (CITEM).

DESCRIPTION	QTY/UNIT	UNIT PRICE	AMOUNT
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RISK MANAGEMENT

1. Should the hired Artisan Development and Training Expert be unable to serve the sector/market he/she is assigned to due to unforeseen circumstances or force majeure, and other factors beyond his/her control (e.g. no applicants), he/she shall inform CITEM through its assigned project coordinator, and shall discuss alternate deliverables, if necessary.

Below are the alternative deliverables that may be suggested or negotiated with the Artisan Development and Training Expert should there be any unforeseen circumstances that will arise which will hinder the successful delivery of the project/s:

CONDITIONS	ACTIONS	REMARKS
Inability of the Artisan Development and Training Expert to provide assistance to the approved number of MSMEs engaged	Corresponds to deductions from the total amount of payment	Total value of deductions will be computed based on the disparity between the actual number of companies assisted and approved number of companies

2. Incidental

If the event is cancelled due to unforeseen circumstances or force majeure, the contract may be extended until the next event when the same approved concept shall be implemented, or the contract shall be paid pro-rated based on the accomplished deliverables stipulated in the terms of payment. Extension of the contract shall not incur any additional payment to hire an Artisan Development and Training Expert.

TOTAL AMOUNT IN WORDS: **ONE MILLION NINE HUNDRED THOUSAND PESOS**

Php 1,900,000.00

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Very truly yours,

ATTY. ANNA GRACE I. MARPURI

Department Manager III, CSD

CONFIRME:

Patti Carpenter
Name & Signature of Contractor/Supplier

7/4/2025

BUR No. **MF-25070974**

DATE **JULY 03, 2025**

AMOUNT **PHP 1,900,000.00**

Funds Available:

W. M. G. D. L. A. Y.
DIE-Chief Controllership

Recommended by:

Chelymes
MA. LOURDES D. MEDIRAN
Deputy Executive Director

MA. LOURDES D. MEDIRAN
Department Manager III, SBD


ROMLEAH P. OCAMPO
Executive Director

MEMORANDUM

For :  ED Leah Pulido Ocampo

Thru :  DM Marjo Evio

From :  DC Anna Marie Alzona

Date : 04 July 2025 

Subject: **PERIOD OF ENGAGEMENT OF HIGHLY TECHNICAL CONSULTANT FOR
INTERNATIONAL ARTISAN DEVELOPMENT AND TRAINING EXPERT FOR
MANILA FAME 2025 ARTISANS VILLAGE**

May we request your approval to revise the period of engagement indicated in PR No. 2025-0420 of Patti Carpenter, as follows:

From : June – November 2025

To : 04 July 2025 – 30 November 2025

This adjustment is being made upon the recommendation of the Bids and Awards Committee (BAC) Secretariat, who advised that the exact engagement period be specified prior to posting.

For your approval, please.

Thank you.