

# 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: <b>2024-0506</b>	JO Date: <b>11/08/2024</b>	PAGE <b>1 of 5</b>
PR No.: <b>2024-0506</b>	PR Date: <b>10/12/2024</b>	

CONTRACTOR/SUPPLIER <b>FASHION DESIGN TRADE &amp; EXHIBIT, INC.</b>	DELIVERY TERM _____
ADDRESS <b>Muntinlupa, Metro Manila</b>	PAYMENT TERM <b>30 days</b>
MODE OF PROCUREMENT <b>Small Value Procurement</b>	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
<b>HIRING OF CONTENT PRODUCER FOR THE PHILIPPINE PARTICIPATION IN ASIA-PACIFIC TEXTILE AND APPAREL SUPPLY CHAIN EXPOSITION AND SUMMIT 2024 (APTEXPO2024)</b> Event Name : APTEXPO 2024 Event Dates : 13-15 November 2024 Venue/Location : Marina Bay Sands Expo & Convention Centre, Singapore  <b>CONTENT PRODUCER RESPONSIBILITIES AND DELIVERABLES</b> The content producer's responsibilities and deliverables for the Philippine participation at APTEXPO 2024 include the following: 1. Video Production * Omnibus Video - a 3 to 5-minute introductory video showcasing the Philippines' fashion and textile industries, the theme of the Philippine participation, and an introduction of the participating designers. * Teaser Video - a 30-second to 1-minute teaser video promoting the Philippine participation, to be used for pre-event promotions on various platforms. 2. Lookbook/Catalogue Content Creation The content producer is responsible for developing assets for the			<b>Php750,000.00</b>
<b>TOTAL AMOUNT IN WORDS:</b>			<b>Php</b>

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Very truly yours,  
**ATTY. MARY JANE DIAGRO-GERONIMO**  
 Procurement, Unit Head

BUR No. **T-APTEXPO-24110055**  
 DATE **NOV 18, 2024**  
 AMOUNT **₱ 750,000**

Recommended by  
  
**MARJOT. EVIO**  
 Department Manager III, SBD

CONFORME:  
  
**CARMELA S. MALERNA**  
 Head & Director of Contracting Office  
 FOR FASH

Funds Available:  
  
**MALERNA B. BUYAO**

Approved by  
  
**LEAH PULIDO OCAMPO**  
 Executive Director



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2024-0506

JO Date:  
11/08/2024

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PR No.:  
2024-0506

PR Date:  
10/12/2024

CONTRACTOR/SUPPLIER FASHION DESIGN TRADE & EXHIBIT, INC.  
 ADDRESS Muntinlupa, Metro Manila  
 MODE OF PROCUREMENT Small Value Procurement

DELIVERY TERM \_\_\_\_\_  
 PAYMENT TERM 30 days  
 PLACE OF DELIVERY \_\_\_\_\_  
 DATE OF DELIVERY \_\_\_\_\_

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DESCRIPTION	QTY/UNIT	UNIT PRICE	AMOUNT
Fashion PHILIPPINES lookbook, which may also be used by individual brands. This includes: * Conceptualizing creative ideas for the lookbook * Hiring models and assisting designers in styling the collections * Coordinating photoshoots and conducting photography (total of 72 looks and 213 final artworks) and videography services * Layout and design of the lookbook, including copywriting for each collection and designer profile * Copywriting of individual collections, designer profiles, and collective description of the participation 3. Social Media Templates Develop cohesive social media templates to be used for promoting the designers, collections, and overall Philippine participation in the event. 4. Project Coordination Assign a point person to act as the primary liaison between the content production team, CITEM, its partners, and the participating designers. This person will ensure regular communication and project updates.			

TOTAL AMOUNT IN WORDS:

Php

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Very truly yours,  
 ATTY. MARY JANE DIAGRO-GERONIMO  
 Procurement Unit Head

BUR No. T-PROP/PO-24110055  
 DATE NOV. 18, 2024  
 AMOUNT ₱ 750,000 -

Recommended by:  
 MARJO F. EVIO  
 Department Manager III, SBD

CONFORME:  
  
 MARJO F. EVIO  
 Director of Procurement Services  
 FOR FASHX

Funds available:  
  
 MALERNA C. BUYAO

Approved by:  
  
 LEAH PULIDO OCAMPO  
 Executive Director



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JO Number:	2024-0506	JO Date:	11/08/2024	PAGE 3 of 5
PR No.:	2024-0506	PR Date:	10/12/2024	

CONTRACTOR/SUPPLIER: FASHION DESIGN TRADE & EXHIBIT, INC.  
 ADDRESS: Muntinlupa, Metro Manila  
 MODE OF PROCUREMENT: Small Value Procurement

DELIVERY TERM: \_\_\_\_\_  
 PAYMENT TERM: 30 days  
 PLACE OF DELIVERY: \_\_\_\_\_  
 DATE OF DELIVERY: \_\_\_\_\_

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DESCRIPTION	QTY/UNIT	UNIT PRICE	AMOUNT
<p>5. Content Turnover</p> <p>Provide CITEM with all produced content, including interviews, photos, videos, and other multimedia assets, in digital format (e.g., hard drive), ensuring proper organization and labeling for future use.</p> <p>Condition: All logistical and manpower requirements, including but not limited to venue rental, stage setup and transportation of goods, to conduct the above deliverables shall be on the expense of the content producer.</p> <p><b>RESPONSIBILITIES OF CITEM</b></p> <p>CITEM shall adhere to the following responsibilities:</p> <ol style="list-style-type: none"> <li>1. Provide Comprehensive Project Information Supply all relevant data, materials, and insights necessary for the content producer to fully understand the project's objectives, target audience, and creative direction.</li> <li>2. Facilitate Introductions and Partnerships Endorse the content producer to key stakeholders and participating designers, to ensure smooth collaboration and access to necessary resources.</li> <li>3. Establish and Monitor Timelines Develop and communicate a clear timeline for content production, providing milestones and deadlines. CITEM will regularly monitor progress to ensure that the</li> </ol>			

TOTAL AMOUNT IN WORDS:

Php

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Very truly yours,

ATTY. MARY JANE DIAGRO-GERONIMO  
 Procurement, Unit Head

CONFORME:

*(Handwritten signature)*  
 CARMINA S. CACERES  
 For FASH

BUR No. T- MV EXPO - 2411055

DATE NOV. 18, 2024

AMOUNT 750,000 -

Fund Available: *(Handwritten signature)*  
 MALERNA C. BUYAO

Recommended by:

*(Handwritten signature)*  
 MARJO F. EVIO  
 Department Manager III, SBD

Approved by:

*(Handwritten signature)*  
 LEAH PULIDO OCAMPO  
 Executive Director



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JO Number: 2024-0506	JO Date: 11/08/2024	PAGE 4 of 5
PR No.: 2024-0506	PR Date: 10/12/2024	

CONTRACTOR/SUPPLIER <b>FASHION DESIGN TRADE &amp; EXHIBIT, INC.</b>	DELIVERY TERM _____
ADDRESS <b>Muntinlupa, Metro Manila</b>	PAYMENT TERM <b>30 days</b>
MODE OF PROCUREMENT <b>Small Value Procurement</b>	PLACE OF DELIVERY _____
	DATE OF DELIVERY _____

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DESCRIPTION	QTY/UNIT	UNIT PRICE	AMOUNT
deliverables are met on schedule.			
<b>4. Content Review and Approval</b>			
Conduct a thorough review of all content produced, ensuring alignment with the project's goals and quality standards, and provide timely feedback or approvals to the content producer for revisions or finalization.			
<b>PERIOD OF ENGAGEMENT</b>			
The content developer shall be contracted upon awarding of bid by CITEM Bids and Awards Committee (BAC) until the conclusion of the project.			
<b>TIMELINE OF DELIVERABLES</b>			
Upon receipt of the Notice of Award, the hired Content Production team should refer and follow the timeline specified below.			
<b>DELIVERABLE</b>	<b>DEADLINE</b>		
Pitch concept and approval for the lookbook	October 24, 2024		
Production for the lookbook and videos	October 25-27, 2024		
Submission of final lookbook / catalogue	November 4, 2024		
Submission of FA (final artworks) for photos	November 6, 2024		
Submission of visual templates for social media	November 6, 2024		
Submission of videos	November 9, 2024		

TOTAL AMOUNT IN WORDS: \_\_\_\_\_ Php

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Very truly yours,  
  
**ATTY. MARY JANE DIABRO-GERONIMO**  
 Procurement Unit Head  
 CONFORME:  
  
 LEAH PULIDO OCAMPO  
 Executive Director



BUR No. T-APTEXPO-24110055  
 DATE NOV-18, 2024  
 AMOUNT ₱ 750,000 -  
 Funds available:  
  
**MALERNA C. BUYAO**

Recommended by:  
  
**MARJO F. EWIO**  
 Department Manager III, SBD  
 Approved by:  
  
**LEAH PULIDO OCAMPO**  
 Executive Director



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		PR No.:	2024-0506	PR Date:	10/12/2024	
CONTRACTOR/SUPPLIER <b>FASHION DESIGN TRADE &amp; EXHIBIT, INC.</b> ADDRESS <b>Muntinlupa, Metro Manila</b> MODE OF PROCUREMENT <b>Small Value Procurement</b>		DELIVERY TERM _____ PAYMENT TERM <b>30 days</b> PLACE OF DELIVERY _____ DATE OF DELIVERY _____				

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DESCRIPTION	QTY/UNIT	UNIT PRICE	AMOUNT			
<b>AWARDED AMOUNT AND PAYMENT TERMS</b> The awarded amount for this requirement is SEVEN HUNDRED FIFTY THOUSAND PESOS inclusive of all applicable taxes and shall be paid in two tranches: * 40% of contract cost upon submission of FA (final artworks) for photos * Remaining balance or 60% of contract cost upon the submission of the rest of the deliverables including: final catalogue / lookbook, visual templates, and videos <b>AGREEMENT BETWEEN PARTIES</b> In addition to stipulations within the contract, it is understood that the content developer agrees on the following upon his/her submission of proposal/bid to CITEM: that There is a Non-Disclosure Agreement between CITEM and the contracted party; that all materials/content created or developed by reason of this engagement/contract will form part of CITEM's content library and will be exclusively owned by CITEM; that the content provider will ensure that no copyright infringement will occur in the implementation of the project; and CITEM reserves the right to impose penalty if performance is unsatisfactory, if work/output is incomplete, not delivered or failed to meet deadline/s set.						

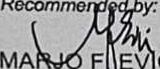
TOTAL AMOUNT IN WORDS: **SEVEN HUNDRED FIFTY THOUSAND PESOS** Php 750,000.00

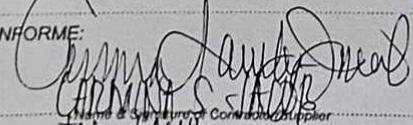
This order is placed subject to the following terms and conditions:

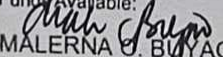
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Very truly yours,  
**ATTY. MARY JANE DIAGO-GERONIMO**  
 Procurement, Unit Head

BUR No. **F-ARTEXP 00-2411 0055**  
 DATE **NOV. 18, 2024**  
 AMOUNT **₱ 750,000.00**


Recommended by:  
  
**MARJO F. EVIO**  
 Department Manager III, SBD

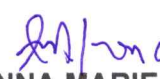

CONFORME:  
  
 Name & Signature of Contractor/Supplier  
**FOR FASHIX**

Funds Available:  
  
**MALERNA B. BUGAO**

Approved by:  
  
**LEAH PULIDO OCAMPO**  
 Executive Director

**MEMORANDUM**

For :  **LEAH PULIDO OCAMPO**  
Executive Director

From :   **ANNA MARIE ALZONA**  
Chief, Creative Goods Division

Date : 08 November 2024

Subject : **Request to Adjust Timeline of Deliverables of the Content Producer for the Philippine Participation in APTEXPO**

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Due to the initial failure of bidding for the Hiring of a Content Producer for the Philippine Participation in the Asia-Pacific Textile and Apparel Supply Chain Expo & Summit (AP-TEXPO) 2024, we respectfully request adjustments to the deliverables on the Terms of Reference to align with the updated timelines. These adjustments are necessary to ensure the seamless execution of the project while maintaining the quality of outputs.

Below are the proposed revisions to the deliverable deadlines for the reference of the awarded supplier:

<b>Deliverable</b>	<b>Deadline on the TOR</b>	<b>New Deadline</b>
Pitch concept and approval for the lookbook	October 24, 2024	November 9, 2024
Production for the lookbook and videos	October 25-27, 2024	November 10, 2024
Submission of final lookbook / catalogue	November 4, 2024	November 11, 2024
Submission of FA (final artworks) for photos	November 6, 2024	November 11, 2024
Submission of visual templates for social media	November 6, 2024	November 11, 2024
Submission of videos	November 9, 2024	November 11, 2024

These adjustments aim to accommodate the delays resulting from the procurement process while ensuring that all deliverables are completed prior to the event.

Thank you for your consideration.