

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-2024-0214

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 CONTENT PRODUCER FOR THE PHILIPPINE PARTICIPATION IN ASIA-PACIFIC TEXTILE AND APPAREL SUPPLY CHAIN EXPOSITION AND SUMMIT 2024 (APTEXPO 2024)

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

Approved Budget for the Contract	: PHP 750,000.00
Deadline of Submission of Eligibility Documents, Financial Bid, and Qualitative Evaluation Documents	: 16 October 2024, 05:00PM
Opening of Eligibility Documents, Financial Bid, and Qualitative Evaluation Documents	: 17 October 2024, 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)

1. **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.
2. **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.
3. **Latest Income / Business Tax Return**
4. **Notarized Omnibus Sworn Statement**
5. **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)

- i. **Company profile with list of clients and portfolio**
- ii. **Composition of Editorial team with main functions and responsibilities**
- iii. **Curriculum Vitae of each assigned personnel**

To encourage the sanctity of the bids, bidders must submit these documents separately, on the above stated date and time, either on the following:

- a. Physical Submission at the CITEM Office, Golden Shell Pavilion, Roxas Blvd. cor. Gil Puyat Ave., Pasay City, or
- b. 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



REQUEST FOR QUOTATION

- | | |
|---|--|
| <input type="checkbox"/> Shopping with ABC of Php 50,001 and above
<input type="checkbox"/> Lease of Real Property and Venue | <input checked="" type="checkbox"/> Small Value Procurement with ABC of Php 50,001 and above
<input type="checkbox"/> Others: _____ |
|---|--|

Date: 12 October 2024
RFQ No.: 2024-0214

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 / citembac@citem.com.ph.

Deadline of Submission of Eligibility Documents, Financial Bid, and Qualitative Evaluation Documents: 16 October 2024	Time: 05:00PM
Schedule of Opening of Eligibility Documents, Financial Bid, and Qualitative Evaluation Documents: 17 October 2024	Time: 02:00PM Venue: Zoom

QTY	UNIT	ARTICLE / WORK / DESCRIPTION / SPECIFICATION	UNIT PRICE	AMOUNT
1	lot	<p>HIRING OF CONTENT PRODUCER FOR THE PHILIPPINE PARTICIPATION IN ASIA-PACIFIC TEXTILE AND APPAREL SUPPLY CHAIN EXPOSITION AND SUMMIT 2024 (APTEXPO 2024)</p> <p><u>APPROVED BUDGET FOR THE CONTRACT: PHP 750,000.00</u></p> <p><i><u>(Please see attached Terms of Reference for more details.)</u></i></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

Hiring of Content Producer for the Philippine Participation in the Asia-Pacific Textile and Apparel Supply Chain Expo & Summit (AP-TEXPO) 2024

I. BACKGROUND

The Philippines' participation in the Asia-Pacific Textile and Apparel Supply Chain Expo and Summit 2024 (APTEXPO 2024) aims to position the country as a key player in the global fashion supply chain. This initiative proposed by the Philippine Fashion Coalition (PFC) is part of the broader strategy to promote the Philippines as a creative and culture-based fashion hub in Asia, aligned with the goals of the Malikhaling Pinoy Program (MPP) and the Philippine Creative Industries Development Act (PCIDA).

The approved proposal supports the showcasing of *Luxe Resort* collections by at least 12 distinguished Filipino designers from Luzon, Visayas, and Mindanao. These designers will present resort and tropical-themed collections that highlight the Philippines' rich heritage of textile craftsmanship, celebrating the country's diverse and vibrant culture. By featuring these collections at APTEXPO 2024, the Philippines not only showcases the creativity and artistry of its fashion industry but also promotes sustainable fashion in contrast to the fast fashion model.

APTEXPO 2024, in its inaugural edition, will cover the entire textile and apparel supply chain, fostering collaboration, innovation, and market expansion. This platform positions the Philippines as a sustainable and resilient alternative for fashion supply chains. In addition to presenting their collections, participating designers will also promote their services, offering buyers the opportunity to collaborate on bespoke and artisanal projects, further solidifying the Philippines' reputation as a creative and ethical fashion hub.

II. RATIONALE

The Philippines' participation at APTEXPO 2024 under the theme *Luxe Resort* presents a unique opportunity to strengthen the country's presence in the global fashion landscape, promoting it as a creative and culture-based fashion hub in Asia. The collections of 12 Filipino fashion designers will emphasize resort and tropical themes, integrating sustainable practices through the use of Philippine textiles and craftsmanship.

Given the international scope and significance of the event, it is essential to ensure that the Philippines' participation is communicated effectively to a global audience. To achieve this, the hiring of a professional content producer is critical. The content producer will develop compelling multimedia content, including a collective lookbook or catalogue, videos, and social media assets, which will showcase the collections and elevate the profile of the participating designers. This

content will serve to amplify the visibility of the Philippines' fashion industry across digital and traditional platforms.

In conclusion, hiring a content producer is an essential investment to ensure that the Philippines' participation in APTEXPO 2024 is communicated effectively to a global audience. The content produced will not only elevate the profile of participating designers but also strengthen the country's positioning as a leading hub for creative and fashion excellence in Asia.

Given the tight deadlines and simultaneous projects being implemented by CITEM, its Communications and Creative Services Department (CCSD) does not have the personnel capable of providing the full content requirements of the project, hence hiring a professional team dedicated for the project is crucial. The hired content production team shall have the capacity to tap a wide pool of talents that are fashion-oriented and renowned in fields not limited to copywriting, photography and video editing.

III. OBJECTIVES

1. To engage a reputable content production team with a strong track record in fashion, capable of producing high-quality, culturally resonant content that generates buzz and maximizes the visibility of the Philippine participation at APTEXPO 2024;
2. To leverage the expertise of a content production team specializing in fashion to deliver compelling multimedia content (photos, videos, graphics, and text) that effectively promotes the *FashionPHILIPPINES* brand, highlights the designers' work, and showcases the country's fashion industry to international audiences; and
3. To develop a comprehensive suite of content assets that not only serve immediate promotional needs of APTEXPO but can also be repurposed for future marketing initiatives, positioning the Philippines as a leader in sustainable, innovative, and competitive fashion within the global supply chain.

IV. CONTENT PRODUCER RESPONSIBILITIES AND DELIVERABLES

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 FashionPHILIPPINES 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.

5. Content Turnover

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.

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.

V. RESPONSIBILITIES OF CITEM

CITEM shall adhere to the following responsibilities:

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.

2. Facilitate Introductions and Partnerships

Endorse the content producer to key stakeholders and participating designers, to ensure smooth collaboration and access to necessary resources.

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 deliverables are met on schedule.

4. Content Review and Approval

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.

VI. PERIOD OF ENGAGEMENT

The content developer shall be contracted upon awarding of bid by CITEM Bids and Awards Committee (BAC) until the conclusion of the project.

VII. QUALITATIVE BID AND TECHNICAL EVALUATION

CITEM will conduct a procurement process per Republic Act (RA) 9184. To fully satisfy and not compromise the requirements, a qualitative evaluation is necessary in the selection process. A Technical Working Group will be assigned to evaluate the interested bidders using the following criteria:

Qualification	Score
<p>Proof of expertise in the respective fields of photography, video production, content writing, and fashion styling:</p> <ul style="list-style-type: none"> ▪ Sample of published works, such as editorial content, digital content, events, and other related content + 25 Points ▪ List of clients and projects + 25 Points <p><i>Documentary requirements: Company Profile with list of clients and portfolio</i></p>	50 points
<p>Propose a Project Management Editorial Team - composed of, but not limited to, an editor, copywriter, photographer, videographer, and graphic designer - that outlines the roles and assigned staff that will handle the project requirements.</p> <ul style="list-style-type: none"> ▪ Complete and concise presentation of the editorial team with experience and expertise in the home, fashion, and lifestyle sector + 30 Points <p><i>Documentary Requirements: 1. Composition of Editorial team with main functions and responsibilities, 2. Curriculum Vitae of each assigned personnel</i></p>	30 points
<p>Has been in the line of fashion and lifestyle for more than (10) years and with a good track record with clientele.</p> <ul style="list-style-type: none"> ▪ 8-10 years of experience in the lifestyle industry + 20 Points ▪ 6-7 years of experience in the lifestyle industry + 10 Points ▪ 5 years of experience in the lifestyle industry + 5 Points 	20 points

<i>Documentary Requirement: Same as above</i>	
TOTAL	100 points

Only those who receive a passing score of 85 shall proceed to the opening of financial bid. The lowest calculated and most responsive bidder shall be declared the winner of the contract, subject to post-qualification, if required.

VIII. TIMELINE OF DELIVERABLES

Upon receipt of the Notice of Award, the hired Content Production team should refer and follow the timeline specified below.

Deliverable	Deadline
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

IX. BUDGET AND PAYMENT TERMS


A total of **Seven Hundred Fifty Thousand Pesos (PHP 750,000.00)** is the approved budget contract (ABC) for this requirement (inclusive of all applicable taxes), to be sourced from **APTEXPO 2025** budget 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


X. AGREEMENT BETWEEN PARTIES

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.


Ma. Pamela Parra
Senior TIDS, Creative Goods Division


Anna Marie Alzona
Chief, Creative Goods Division

Recommending Approval:


Marjo Ejio
Department Manager, Service Business

Approved by:


Leah Pulido Ocampo
Executive Director

*Order NTP &
- contract approval is
subject to
release of funds
to CITEM (by CG.)*