



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:

2024-0368

JO Date

08/28/2024

PAGE

1/3

PR No.:

2024-0368

PR Date:

08/20/2024

CONTRACTOR/SUPPLIER **DE-LUXE CO., LTD.**

ADDRESS **5-11-38-602 Roppongi Minato-ku, Tokyo 106-0032, Japan**

MODE OF PROCUREMENT **Overseas Procurement**

DELIVERY TERM

PAYMENT TERM

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 MARKET PROMOTION AGENT FOR MANILA FAME 2024 FOR THE JAPAN MARKET

PHP 500,000.00

SCOPE OF WORK OF THE MARKET AGENT:

The Market Promotion Agent will be contracted through Overseas Procurement and is expected to be on board upon signing of the JO until end of October 2024. Below are the required deliverables:

1. Arrange B2B meetings for Manila FAME companies joining TIGS and FINOPINAS;
 - Identify and invite appropriate buyers for the Manila FAME participation in TIGS and FINOPINAS;
 - Secure meeting schedules and ensure no disruptive meeting overlaps;
 - Facilitate onsite meetings;
 - Monitor meeting results.
2. Gather buyer feedback
 - Submit report to include buyer testimonials and feedback on Philippine products;
 - Submit database of buyers who attended the B2B meetings;
 - submit list of buyers vis a vis their product of interest/s and the corresponding sales under negotiation;
 - Submit report on Philippine product weaknesses and strengths together with the recommendations on areas for improvement to strengthen demand among Japanese buyers.
3. Bringing of physical buyers to Manila FAME
 - Bring at least 10 potential buyers to bother Manila FAME and FINOPINAS

TOTAL AMOUNT IN WORDS:

Php

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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 Rejected deliveries are to be withdrawn and/or replaced immediately.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. MARPURIG

Acting DM - CSD

CONFORME:

Name & Signature of Contractor/Supplier **Genshi Shigekawa**

30 Aug 2024

BUR No.

MF - 2408 0931

DATE

Aug - 29, 2024

AMOUNT

PHP 500,000

Recommended by:

MARJO F. EVIO

Acting DM - SBD

Approved by:

LEAH PULIDO OCAMPO

Executive Director

Funds Available:

MALERNA C. BUYAO

Chief Controllership

JOB ORDER

CITEM.STR.FR.006



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4. Other Deliverables & Clause

- Shoulder expenses necessary to reach targets and the specified deliverables. This includes, but is not limited to, communication expense/telemarketer and/or additional promotional activities deemed necessary.

QUALIFICATION:

The Market Promotion Agent shall possess the following qualifications:

Document requirements: CV, Portfolio/list of clients

1. Should have at least 15 years of marketing experience.
2. Should have at least 10 years of working experience in the Japanese market.
3. Should have worked with brands and/or companies related to fashion, home decor, gifts, or furniture.

SPECIFICS

TIMELINE

Pre-event	31 August - 03 September 2024
- Buyer invitation	
- Buyer matching	
- B2B scheduling	
Meeting with the Manila FAME companies	03 September 2024
Business Matching Proper	05-13 September 2024
Manila FAME Campaign for buyers	13 September - 16 October 2024
Manila FAME Proper	17-19 October 2024
Post event Manila FAME report submission	20-30 October 2024

TOTAL AMOUNT IN WORDS:

Php

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Acting DM - CSD

CONFORME:

Genshi Shigekawa
 Name & Signature of Contractor/Supplier

30 Aug 2024

Date

BUR No.

MF-24080931

DATE

AUG. 29, 2024

AMOUNT

PHP 500,000 -

Recommended by:

MARJO F. EVIO

Acting DM - SBD

Approved by:

LEAH PULIDO OCAMPO

Executive Director

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Chief Controllership

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<p>HIRING OF MARKET PROMOTION AGENT FOR MANILA FAME 2024 FOR THE JAPAN MARKET</p> <p>AWARDED CONTRACT AMOUNT AND MODE OF PAYMENT:</p> <p>The awarded contract is PHP 500,000.00 (inclusive of applicable taxes) under the Buyer Marketing Agent budget of Manila FAME 2024. Percentage of contract cost shall be made in the following schedule:</p> <p>50% : After completion of business matching event proper 20% : After submission of report and database of Finopinas/TIGS 30% : After successfully sending 10 Japanese buyers to Manila FAME</p>			

TOTAL AMOUNT IN WORDS: **FIVE HUNDRED THOUSAND PESOS**

Php **500,000.00**

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