

**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-2025-0204**

**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 DROPOUT STUDIO PHOTOGRAPHER FOR IFEX PHILIPPINES DIGITAL CATALOG**

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

|   |                                |
|---|--------------------------------|
| Approved Budget for the Contract  | : <b>PHP950,000.00</b>         |
| Deadline of Submission of Eligibility Documents, Financial Bid and Qualitative Evaluation Documents | : <b>21 July 2025, 05:00PM</b> |
| Schedule of Opening of Eligibility Documents, Financial Bid and Qualitative Evaluation Documents    | : <b>22 July 2025, 02:00PM</b> |

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](mailto: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. **At least fifty (50) Product Photography samples (as proof of expertise of the creatives, mostly on Food Photography) which the bidder will subcontract during the project implementation**
- ii. **Specs list of equipment photography teams will use during the photoshoot**
- iii. **List of clients as proof of expertise in handling projects for local and international audiences**

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

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REV 1



## REQUEST FOR QUOTATION

- ☐ Shopping with ABC of Php 50,001 and above ☒ Small Value Procurement with ABC of Php 50,001 and above  
☐ Lease of Real Property and Venue ☐ Others: \_\_\_\_\_

Company Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
Contact No.: \_\_\_\_\_

Date: 16 July 2025  
RFQ No.: 2025-0204

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

|   |   |
|---|---|
| Deadline of Submission of Eligibility Documents, Financial Bid, and Qualitative Evaluation Documents: <b>21 July 2025</b> | Time: <b>05:00PM</b>                    |
| Schedule of Opening of Eligibility Documents, Financial Bid, and Qualitative Evaluation Documents: <b>22 July 2025</b>    | Time: <b>02:00PM</b> Venue: <b>Zoom</b> |

| QTY | UNIT | ARTICLE / WORK / DESCRIPTION / SPECIFICATION  | UNIT PRICE | AMOUNT |
|-----|------|---|------------|--------|
| 1   | lot  | <p><b>HIRING OF DROPOUT STUDIO<br/>PHOTOGRAPHER FOR IFEX PHILIPPINES<br/>DIGITAL CATALOG</b></p> <p><u>APPROVED BUDGET FOR THE CONTRACT: PHP950,000.00</u></p> <p><u>Delivery Date: Three (3) months from issuance of Job Order or<br/>Contract (November 2025)</u></p> <p><u><b>(Please see attached Terms of Reference for more details.)</b></u></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

|   |  |
|---|--|
| <b>Title</b>                            | <b>CONTENT AMELIORATION PROGRAM</b><br>HIRING OF DROPOUT STUDIO PHOTOGRAPHER<br>FOR THE IFEX PHILIPPINES DIGITAL CATALOG |
| <b>Project if applicable</b>            |  |
| <b>Approved Budget for the Contract</b> | PhP 950,000.00 (Inclusive of all taxes)  |
| <b>Documents Attached</b>               | 2025 CCSD APP  |

## I. Rationale/Objective

IFEX Philippine, organized by Center for International Trade Expositions and Missions (CITEM), the export-promotion arm of the Department of Trade and Industry, has evolved into the country's premier international business-to-business (B2B) trade event for food, beverage, and ingredients, serving as a banner sourcing platform for both Philippine and global exporters.

Through the annual physical staging of IFEX Philippines and sustained participation in international trade fairs, CITEM plays a critical role in enabling local micro, small, and medium enterprises (MSMEs) to penetrate global markets and grow their export capacity.

With recent advancements in technology and evolving global trade patterns, traditional trade show circuits are rapidly transforming into hybrid sourcing ecosystems. Recognizing this shift, CITEM has strengthened its digital presence through IFEXConnect, an interactive online community and digital marketplace that complements the physical event by providing a seamless year-round platform for exhibitors and international trade buyers to connect, transact, and share market insights.

As part of this enhanced digital strategy, **CITEM's Content Amelioration Program** aims to strengthen the quality of exhibitors' digital presence by providing extensive product photography support through managed studio sessions and professional post-production services. By assisting exhibitors in producing high-quality visual content for a range of their export products, the program enables them to present clear, compelling, and globally competitive product images in the IFEX Philippines Digital Storefront. In turn, this enhances each exhibitor's online profile, helping Filipino food exporters maintain a credible and attractive impression among international buyers within a dynamic digital sourcing environment.

This program underscores CITEM's commitment to treat content not merely as a promotional add-on but as a core function of export promotion — bridging the physical and digital dimensions of IFEX Philippines to support MSMEs, optimize buyer sourcing experiences, and position the Philippines as a dynamic and reliable food sourcing destination in the global marketplace.

## II. OBJECTIVES

To accomplish this, CITEM will engage a **specialized creative Content Producer** who will mobilize local photography teams and organize managed studio photography sessions for up to 150 exhibitors. Supported by a dedicated production team, the contractor will deliver all required high-resolution product photos and related digital assets needed to complete and enhance exhibitor profile pages in the IFEXConnect, in line with CITEM's standards for quality content generation.

## I. Detailed Scope of Work

### A. STUDIO PHOTOGRAPHY MANAGEMENT

Identify, organize, and activate simultaneous Studio Photography sessions and work with various suppliers. **Consumer Business Department (CBD)** will provide a list of **150 exhibitors** assigned to the Supplier.

### B. PRE-PRODUCTION MEETING

- Align action plans, deadlines, and target dates of deliverables with the Content Producer
- Finalize Schedule and Shoot Assignments of the **150 IFEX PHILIPPINES** Exhibitors together with IFEX PHILIPPINES Team and the Visual Design Division
- Submit a final timetable of activities to CITEM and to the Content Producer

### C. LOGISTICS & DROPOUT STUDIO PHOTOGRAPHY SESSIONS

- Cater to One Hundred Fifty (150) companies with minimum of 1 product to a maximum of 15 products (2 layouts each with minimal styling) per brand.
- Decide on the need to book **Studio Rentals (inclusion of storage area and freezer for raw and fresh produce products)** based on the approved Production calendar.
- Professionally shoot selected products of all product sectors.
- Produce (150) Exhibitor Folders in the Cloud Drive **and** 1TB HD with the following contents:
  - minimum of 1 product and maximum of 15 products
  - An Excel Sheet of Product Thumbnail, Product Names, Product Description, etc.

### D. POST-PRODUCTION

- Ensure the return of the products to exhibitors.
- Ensure proper labelling of Photos
- Post edit of the photos – Final Artwork
- **Submission of 300dpi resolution JPEG files**
- 

## II. Roles/Responsibilities of the Contractor/Supplier/Service Provider

1. Reports directly to Visual Design Division.
2. Efficiently and effectively implement the scope of work/coverage and ensure at least a very satisfactory delivery of the outputs stipulated/required.
3. Ensure the capability (in terms of equipment and personnel) to deliver the requirements.
4. Ensure the timely delivery of digital assets and be present during the digital ingress period.
5. Attend and organize coordination meetings or assign a contact person to represent at physical meetings.
6. Ensure that the products submitted by the exhibitors are properly returned depending on the logistical arrangement.
7. Ensure that all revisions coordinated by the Visual Design Division are addressed.

### III. Roles/Responsibilities of Center for International Trade Expositions and Missions

#### VISUAL DESIGN DIVISION

1. Organize coordination meetings between the Supplier, Operations Group, and Office of the Executive Director.
2. Assist in the Project Activation and Operational Requirements from Pre-Production down to Project Implementation.
3. Ensures the timely delivery of each Project Milestone.
4. Assists in the processing of payments in coordination with the Accounting Division.
5. Exclusively keep the rights/ownership of all images/videos/concepts created or developed by reason of this engagement/contract.
6. Penalize, if deemed necessary, or deduct the contract price if violations are incurred, such as delay in delivery, quality of service, or non-compliance to the project outputs, among others.
7. Assist in Quality Control of all Materials.

#### CONSUMER BUSINESS DEPARTMENT

1. Assist in the completion of the Content Production Plan.
2. Provide the necessary exhibitor information required by the Supplier.
3. Participate in all coordination meetings with the Supplier.
4. Assist supplier in communicating with 150 nominated exhibitors.  
To act as Accounts Managers serving as the conduit between the creative requirements of our clients and their assigned content developers.
5. Responsible for communicating the program initiatives and securing the commitment as well as the compliance of the 150 exhibitors.
6. Exclusively keep the rights/ownership of all images/videos/concepts created or developed by reason of this engagement/contract.
7. Penalize, if deemed necessary, or deduct the contract price if violations are incurred, such as delay in delivery, quality of service, or non-compliance to the project outputs, among others.
8. Assist in Quality Control of all Materials.
9. Must be present during the Digital Ingress and photoshoot proper.

### IV. Mode of Procurement

Negotiated Procurement - Small Value Procurement

**V. Qualitative Evaluation** ☒ REQUIRED / ☐ NOT REQUIRED

Interested bidder/s will undergo Qualitative Evaluation, based on the parameters below. Only those with a TWG score of at least 90 points will proceed to the opening of the financial bid. The contract shall be awarded to the supplier with the lowest calculated responsive bid.

**CONTENT AMELIORATION PROGRAM**  
**QUALITATIVE DOCUMENTS FOR EVALUATION FOR DROPOUT STUDIO PHOTOGRAPHER**  
**FOR IFEX PHILIPPINES**

| Document Required   | Points            |
|---|-------------------|
| <b>TECHNICAL EXECUTION</b>  | <b>60 POINTS</b>  |
| Portfolio Samples:<br>Submit at least <b>fifty (50) Product Photography samples</b> (as proof of expertise of the creatives, mostly on Food Photography) which the bidder will subcontract during the project implementation. Samples will be evaluated according to:   |                   |
| Lighting (Focal Point, Highlights, Shadows, and Exposure)<br><b>30 POINTS</b>   |                   |
| Drop out photography<br>(Composition, Clarity, Cleanliness, and Details)<br><b>30 POINTS</b>  |                   |
| <b>MINIMUM EQUIPMENT REQUIREMENTS</b>   | <b>20 POINTS</b>  |
| Submit a <b>specs list of equipment</b> their photography teams will use during the photoshoot. Must comply minimum requirement:<br>1) Professional <b>Digital SLR cameras</b> , with at least 24-megapixel full frame CMOS sensor;<br>2) Standard <b>equipment/accessories of tripod and external off-cam flash/es</b><br><b>20 POINTS</b> |                   |
| <b>CLIENTELE</b>  | <b>20 POINTS</b>  |
| <b>Submit a list of clients</b> as proof of expertise in handling projects for local and international audiences.<br><b>15 or more clients - 20 points</b><br><b>10-14 clients - 15 points</b><br><b>Below 10 clients – 5 points</b>  |                   |
| <b>GRAND TOTAL</b>  | <b>100 POINTS</b> |

**Proposed Technical Working Group TWG members**

Chairman: Norman D. Bagulbagul

Member 1 and 2: Ana Katrina Alzona and JB Entereso

Focal Person: Renzy Jay Losdoc

**VI. Terms of Payment (may include tranches and milestones with timelines)**

| Milestones   | Deliverable   | % of Payment |
|--|---|--------------|
| The proposed payment scheme for the project will be billed upon the completion of the project. To process the payment, the supplier must submit the approved materials in a hard disk drive (HDD) and provide a cloud storage link wherein the digital files are stored. | (See scope of work – Preproduction, Production, Postproduction)<br><br><i>Note: Payment shall be on a number of completed companies basis indicated in the Terms of Reference (TOR)</i> | 100%         |

**VII. Project Duration**

**3 months from the issuance of Notice of Award (NOA) and or contract**

**VIII. Approved Budget Contract**

**Php 950,000.00 or Nine Hundred Fifty Thousand Pesos (inclusive of all taxes)**

**IX. Risk Protection and Management (i.e. off-setting, penalties, or deductions)**

Penalize, if deemed necessary, or deduct 10% from the contract price if violations are incurred, such as delay in the delivery, quality of service, or non-compliance to the project output, among others.

**Prepared by:**



**Maria Patricia P. Bagulbagul**  
CAS III, Unit Head, VDD

**Recommending Approval:**



**JOSEPH D. BERNAT**  
Department Manager, CCSD



**ROWENA G. MEDOZA**  
Department Manager, CBD

**Approved by:**



**LEAH PULIDO OCAMPO**  
Executive Director