

**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-2025-0178-R1**

**NOTICE TO CONDUCT PROCUREMENT OF GOODS  
AND SERVICES, INFRASTRUCTURE PROJECTS, AND CONSULTING  
SERVICES TO BE PROCURED AND PERFORMED OVERSEAS**

Pursuant to GPPB-Resolution No. 28-2017 dated 31 July 2017, the Center for International Trade Expositions and Missions (CITEM), through its Bids and Awards Committee (BAC), hereby issues this Notice for:

**PROCUREMENT OF OVERSEAS DIGITAL  
ADVERTISING SERVICES (NEWSLETTER BANNER  
ADS AND EVENT FLYERS) FOR MANILA FAME 2025  
PROMOTION**

*(Please see attached Request for Quotation Form for more details.)*

**APPROVED BUDGET FOR THE CONTRACT: PHP315,900.00 OR USD5,265.00**

For inquiries, please contact the CITEM Bids and Awards Committee Secretariat, at telephone no. 8312201 local 309/218 or fax no. 834-0177/8331284 or e-mail at [citembac@citem.com.ph](mailto:citembac@citem.com.ph).



**ATTY. ANNA GRACE I. MARPURI**  
Chairman, CITEM-BAC



**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)



## REQUEST FOR QUOTATION (OVERSEAS PROCUREMENT)

Date: 30 June 2025RFQ No.: 2025-0178-R1

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.

**Schedule of Bidding in Philippine Standard Time:**Deadline of Submission of Quotations: 07 July 2025Time: 05:00PMSchedule of Opening of Bids: 08 July 2025Time: 02:00PMVenue: ZOOM**Schedule of Bidding in Eastern Daylight Time:**Deadline of Submission of Quotations: 07 July 2025Time: 05:00AMSchedule of Opening of Bids: 08 July 2025Time: 02:00AMVenue: ZOOM

QTY	UNIT	ARTICLE / WORK / DESCRIPTION / SPECIFICATION	UNIT PRICE	AMOUNT
1	lot	<p><b>PROCUREMENT OF OVERSEAS DIGITAL ADVERTISING SERVICES (NEWSLETTER BANNER ADS AND EVENT FLYERS) FOR MANILA FAME 2025 PROMOTION</b></p> <p>APPROVED BUDGET FOR THE CONTRACT: <u>PHP315,900.00 or USD5,265.00</u></p> <p>Date Needed / Delivery Date: <u>July 2025</u></p> <p><b>Required Services:</b> The service provider must be an established U.S-based international trade publication and digital marketing platform, preferably backed by a recognized industry association with verified global reach and a demonstrated niche in the fashion, lifestyle and accessories industries and must have the capability to deliver the following specialized services:</p> <p><b>1. Banner Advertisements in Weekly Newsletter</b></p> <ul style="list-style-type: none"> <li>Placement of twelve (12) banner advertisements in a high-engagement digital newsletter, distributed to a curated global audience of fashion, retail and lifestyle professionals.</li> <li>Banner ads must feature Philippine home and fashion lifestyle brands, include clickable links directing readers to Manila FAME 2025 and be presented in a format optimized for both desktop and mobile reading</li> <li>Ads must be published over a 12-week campaign period between July and October 2025.</li> <li>The service provider must demonstrate a newsletter subscriber base of at least 50,000, with historical performance data showing high open rates and click-through rates.</li> </ul> <p><b>2. Digital Flyers in Weekly Newsletter</b></p> <ul style="list-style-type: none"> <li>Integration of event-specific flyers in the same weekly newsletter issues, providing information on Manila FAME 2025, including event highlights, schedule or featured exhibitors.</li> <li>Flyers must appear alongside editorial or commercial content in shoppable or browsable format that appeals to trend-focused international buyers.</li> </ul>		



		<p><b>3. Platform Reach and Audience Profile</b></p> <ul style="list-style-type: none"> <li>The digital media platform must: <ul style="list-style-type: none"> <li>Maintain at least 130,000 unique monthly users</li> <li>Target an international readership of fashion buyers, accessories retailers, trade show visitors and brand scouts.</li> </ul> </li> </ul> <p><b>4. Platform Credentials and Exclusivity</b></p> <ul style="list-style-type: none"> <li>The provider must be exclusive owner or authorized publisher of the digital platform where the banners and flyers will be placed.</li> <li>The platform must have a documented history of supporting trade event visibility; brand promotion and emerging product showcases in the fashion and lifestyle industries.</li> </ul>		
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**Terms and Conditions:**

- 1) The above-quoted prices must be inclusive of all costs and applicable taxes. Prices shall be quoted in Philippine Peso or US Dollar.
- 2) Payment will be processed after receipt of invoice. Other terms of payment will be based on the Contract agreed by CITEM and Supplier.
- 3) Any alterations, erasures or overwriting shall be valid only if they are signed or initialed by the bidder or his/her authorized representative.

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: \_\_\_\_\_