

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-2025-0070

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 IFEX PHILIPPINES X SSX PHOTOGRAPHER FOR THE THEMATIC  
PHOTOSHOOT**

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

Approved Budget for the Contract	: PHP750,000.00
Schedule of Pre-Bid Conference	: 18 March 2025, 02:00PM
Deadline of Submission of Eligibility Documents, Financial Bid and Qualitative Evaluation Documents	: 24 March 2025, 05:00PM
Schedule of Opening of Eligibility Documents, Financial Bid and Qualitative Evaluation Documents	: 25 March 2025, 02:00PM

Conduct of Opening of Bids shall be held virtually thru Microsoft Teams or 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)*

- 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.*
- 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.*
- Latest Income / Business Tax Return**
- Notarized Omnibus Sworn Statement**
- 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)*

- Portfolio samples with extensive experience in food photography**
  - Submit at least three (3) Food Product Photography samples – soft copy via Google Drive (as proof of expertise of the creatives in the food sector)
- Submit a specs list of equipment their photography teams will use during the photoshoot to assure they will deliver a high-quality photo**
  - The assigned manpower/teams should have an expertise in food photography
- Proof of engagement with government agencies and private companies handling food photography and videography projects for an international audience or for local and international publication purposes.**

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

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

CITEM.BAC.FR.009  
 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: \_\_\_\_\_

Date: 14 March 2025  
 RFQ No.: 2025-0070

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

Pre-Bid Conference: <b>18 March 2025</b>	Time: <b>02:00PM</b>	Venue: <b>Zoom</b>
Deadline of Submission of Eligibility Documents, Financial Bid, and Qualitative Evaluation Documents: <b>24 March 2025</b>	Time: <b>05:00PM</b>	
Schedule of Opening of Eligibility Documents, Financial Bid, and Qualitative Evaluation Documents: <b>25 March 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 IFEX PHILIPPINES X SSX PHOTOGRAPHER FOR THE THEMATIC PHOTOSHOOT</b></p> <p><u>APPROVED BUDGET FOR THE CONTRACT: PHP 750,000.00</u></p> <p>Date Needed / Delivery Date: <u>1st Week of April 2025</u></p> <p><b><u>(Please see attached Terms of Reference and Shot list for more details.)</u></b></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>	HIRING OF IFEX PHILIPPINES x SSX PHOTOGRAPHER FOR THE THEMATIC PHOTOSHOOT
<b>Project, if applicable</b>	<i>IFEX Philippines 2025</i>
<b>Approved Budget for the Contract</b>	<i>Php 750,000.00</i>
<b>Documents Attached</b>	APP, Shotlist

### I. Rationale/Objective

As the Philippines' biggest international trade show for food, beverages, and ingredients, IFEX Philippines in its 18<sup>th</sup> edition shall continue to provide a global trade platform for the development and promotion of Philippine food MSMEs (micro, small, and medium enterprises) and uphold the country's positioning as a choice destination for quality food products and services.

Following the success of the 2024 edition, IFEX Philippines shall once again showcase a bigger selection of the top and innovative food products, flavors, and ideas from the Philippines and Asia. As the physical iteration of its digital counterpart, IFEXConnect.com, retains the position of IFEX to its international stature, and featuring its newest signature event on sustainability- Sustainability Solutions Exchange (SSX), IFEX PH is necessary that the photographer conforms to international standards and requirements for such an event.

### II. Detailed Scope of Work

Photography services of up to **thirty-five (35) layouts** (25 IFEX Philippines, 10 SSX)

#### Pre-production

1. Provide Production deck containing a reference guide and mood board
2. Present Creative and Production Calendar
3. Submit list of creative teams for CITEM's approval

#### Production

Shoot **stylized photos** with minimum of 3 to maximum of 5 angles per by end-product.  
(See attached shotlist)

#### Post-production

Submit the Final artworks (FAs) of photos, including raw files and outtakes with proper labelling. See details below:

- a. Catalog stylized photography of up to 35 layouts with up to maximum of 5 angles per by end-product
- b. With a resolution of **300dpi** each photo
- c. **PRINTED Thumbnail of all edited photos** (Contact Sheet min. 9 thumbnail per page)

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

1. Provide studio rental for the duration of the shoot
2. **Manpower Requirements**
  - a. Production/Project Manager: Supervise, schedule, direct, and coordinate with the onsite production crew
  - b. The Creative Team will execute and attend to the creative requirements in coordination with CITEM and will be composed of the ff:
    1. Art Director
    2. Photographers
    3. Photography Assistants
    4. Food Stylist/Creative Stylist
    5. Post-production Team (for FAs and photo sharing to transfer photos to CITEM via online cloud)
    6. Logistics Team
3. Provide props and backdrop for the photoshoot

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

1. Onboard the Photographer according to the deliverables and timelines

2. Review all submitted materials and communicate with the Photographer all feedback and revisions needed on the submitted output.
3. Provide shotlist and raw materials for the shoot

**V. Mode of Procurement**  
Small Value Procurement

**VI. 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 financial bid. The contract shall be awarded to the **Lowest Calculated Responsive Bid (LCRB)**.

Criteria/s	Document/s to be submitted	Points
<b>TECHNICAL EXECUTION</b> <b>Lighting</b> (Focal Point, Highlights, Shadows, and Exposure) <b>Quality</b> (Composition, Clarity, Cleanliness, and Details)	Portfolio samples with extensive experience in food photography. Submit at least three (3) Food Product Photography samples – soft copy via <b>Google Drive</b> (as proof of expertise of the creatives in the food sector).	50 points
<b>TECHNICAL AND MANPOWER REQUIREMENTS</b> <b>TECHNICAL REQUIREMENTS</b> <ul style="list-style-type: none"> <li>• Professional Digital SLR cameras, with at least 24-megapixel full frame CMOS sensor;</li> <li>• Standard equipment/accessories of tripod and external off-camflash/es</li> <li>• Creative and Production Plan and Timetable</li> </ul> <b>MANPOWER REQUIREMENTS</b> Organizational structure and list of manpower/assigned teams per studio location (include profiles of assigned manpower/teams). See manpower requirements under Section III.	Submit a specs list of equipment their photography teams will use during the photoshoot to assure they will deliver a high-quality photo.  The assigned manpower/teams should have an expertise in food photography.	25 points
<b>CLIENTELE</b> <ul style="list-style-type: none"> <li>• 5 and above companies/agencies/institutions – 25 points</li> <li>• 1-4 companies/agencies/institutions - 10 points</li> </ul>	Proof of engagement with government agencies and private companies handling food photography and videography projects for an international audience or for local and international publication purposes.	25 pts.
<b>TOTAL</b>		<b>100 points</b>

Note: For online submissions, the awarded photographer will provide and submit the drive link, hard drives, etc. to CITEM.

**The proposed Technical Working Group (TWG) members should seek advice from food photographers' experts to get in-depth analysis, and guidance on complex matters within their area of expertise:**

Chairman: Norman D. Bagulbagul  
 Member 1 and 2: Ana Katrina Alzona, JB Entereso  
 Focal Person: Maria Patricia P. Bagulbagul

**VII. 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	(see scope of work – Pre production, Production, Post production under Section II.)	100%

the approved materials in a hard disk drive (HDD) and provide a cloud storage link wherein the digital files are stored.		
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**VIII. Risk Protection and Management** (i.e. off-setting, penalties, or deductions)

Penalize, if deemed necessary, or deduct 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

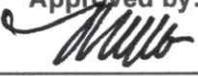
  
**Renzy Jay Losdoc**  
 Brand Marketing Specialist, VDD

**Recommending Approval:**

  
**Joseph D. Bernat**  
 Department Manager III, CCSD

  
**Rowena G. Mendoza**  
 Department Manager III, CBD

**Approved by:**

  
 \_\_\_\_\_  
**LEAH PULIDO-OCAMPO**  
 Executive Director

**ANNEX: SHOTLIST****IFEX Philippines (25 layouts)**

#	NAME	DESCRIPTION	ORIENTATION	LOCATION	TIME	PROPS
1	Fruits  (Pomelo, Durian, Mango, Banana)	Calamansi (drinks, condiments, flavoring, bakery products, ingredients-culinary)  Coconut Sport (Macapuno Strings) and Nata de Coco  Banana Flour	portrait	studio	5 mins max	Pomelo, Durian, Mango, Banana
2	Vegetables  (Okra, Gabi/Taro, Malunggay)	Ube (powder, jam, coloring, flavor, ingredients-bakery)  Frozen Banana and Cassava	portrait	studio	5 mins max	leafy greens, Okra, Gabi/Taro, Malunggay
3	Grains	Brown and Red Rice	portrait	studio	5 mins max	oats, wheat, corn, barley
4	Pili Nuts and Cashew Nuts		portrait	studio	5 minx max	Pili Nuts and Cashew Nuts
	<b>Plant- Based Alternatives</b>					
5	Vegetables	Kang Kong (kangkong King)  Mushrooms  Soya	portrait	studio	5 mins max	coconut
6	Seafood  (Crab, Shrimp, Fish)	Crab from Buguey	portrait	studio	5 mins max	Crab, Shrimp, Fish
7	Sea Vegetable	Seaweeds	portrait	studio	5 mins max	Seaweeds

**SSX Philippines (10 layouts)**

#	NAME	DESCRIPTION	ORIENTATION	LOCATION	TIME	PROPS
	<b>Organic Food</b>					
1	Fruits	Flat lay (trying to mimic a certain illustration/design)	portrait	studio	5 mins max	bananas, berries, mangoes, papaya, etc
2	Vegetables	Flat lay (trying to mimic a certain illustration/design)	portrait	studio	5 mins max	leafy greens, carrots, tomatoes, etc
3	Grains	Flat lay (trying to mimic a certain illustration/design)	portrait	studio	5 mins max	oats, wheat, corn, barley

	<b>Plant-Based Alternatives</b>					
4	Coconut	3/4 angle (diagonal view showcasing a combination of the front and side of the product, highlighting depth)	portrait	studio	5 mins max	coconut
	<b>Natural/ Herbs</b>					
5	Basil	Flat lay (trying to mimic a certain illustration/design)	portrait	studio	5 mins max	(all herbs can be merge in one layout)
6	Oregano	Flat lay (trying to mimic a certain illustration/design)	portrait	studio	5 mins max	
7	Chamomile, etc	Flat lay (trying to mimic a certain illustration/design)	portrait	studio	5 mins max	
	<b>Food Packaging</b>					
8	Boxes	Straight-on (frontal view of the product, showcasing the design elements and details)	portrait	studio	5 mins max	different size of boxes
9	Glass	Straight-on (frontal view of the product, showcasing the design elements and details)	portrait	studio	5 mins max	jars, bottles, etc
10	Bioplastics	Straight-on (frontal view of the product, showcasing the design elements and details)	portrait	studio	5 mins max	biodegradable tupperwares, cups, etc