

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-2024-0218

**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 PHOTOGRAPHY WITH VIDEOGRAPHY AND STYLING SERVICES FOR THE PROMOTIONS OF  
THE DESIGN PHILIPPINE PARTICIPATION IN EUROPEAN DESIGN TRADE FAIRS MAISON&OBJET AND  
AMBIENTE 2025**

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

Approved Budget for the Contract	: <b>PHP700,000.00</b>
Deadline of Submission of Eligibility Documents, Financial Bid and Qualitative Evaluation Documents	: <b>21 October 2024, 05:00PM</b>
Schedule of Opening of Eligibility Documents, Financial Bid and Qualitative Evaluation Documents	: <b>22 October 2024, 02:00PM</b>

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)*

- Company Profile**
- Curriculum Vitae of all team members**
- Portfolio**
- List of clients and campaigns**

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 and Financial Bid 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: 17 October 2024  
 RFQ No.: 2024-0218

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).

Deadline of Submission of Eligibility Documents, Financial Bid, and Qualification Documents: <b>21 October 2024</b>	Time: <b>05:00PM</b>
Schedule of Opening of Eligibility Documents, Financial Bid, and Qualification Documents: <b>22 October 2024</b>	Time: <b>02:00PM</b> Venue: <b>Zoom</b>

QTY	UNIT	ARTICLE / WORK / DESCRIPTION / SPECIFICATION	UNIT PRICE	AMOUNT
1	lot	<p align="center"><b>HIRING OF PHOTOGRAPHY WITH VIDEOGRAPHY AND STYLING SERVICES FOR THE PROMOTIONS OF THE DESIGN PHILIPPINE PARTICIPATION IN EUROPEAN DESIGN TRADE FAIRS MAISON&amp;OBJET AND AMBIENTE 2025</b></p> <p align="center"><u>APPROVED BUDGET FOR THE CONTRACT:</u>  <u>PHP 700,000.00</u></p> <p align="center"><i>(Please see attached Terms of Reference for more details.)</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 Photography with Videography and Styling Services for the promotions of the Design Philippine participation in European design trade fairs Maison&Objet and Ambiente 2025

### I. BACKGROUND & RATIONALE

The Center for International Trade Expositions and Missions (CITEM) will once again organize the Philippine participation in two top European design trade fairs: Maison&Objet in Paris, France on 16-20 January 2025 and Ambiente in Frankfurt, Germany on 7-11 February 2025. These events are highly anticipated by international buyers, media, and design enthusiasts to discover new products and brands in furniture, home and lifestyle sectors. As such, they offer a crucial opportunity to spotlight the Philippine manufacturers and brands from the sectors and to strengthen the reputation of the Philippines as a source destination of high-quality design and unique craftsmanship.

To maximize the impact of the Philippine delegation at these trade shows, CITEM plans to launch a robust pre-event marketing campaign. This effort is aimed at generating interest, creating buzz, and positioning the Philippines as an exhibitor to watch out for even before the events take place. Central to this strategy is the creation of high-quality visuals and promotional content that can be distributed across various marketing channels, including social media, microsites, press materials, printed brochures, and buyer communications.

With the intense competition among exhibitors at these global events, it is important to capture the attention of buyers, media, and potential partners before they even step onto the trade show floor. Engaging and visually compelling content will play a key role in achieving this goal, enabling CITEM to communicate Philippine design and craftsmanship to a wider audience. In line with this, CITEM seeks to engage professional photography, videography, and styling services to create content that will be utilized in pre-event promotional efforts.

By investing in high-quality photography, videography, and styling services, CITEM will be able to present a polished and professional image of the *DesignPHILIPPINES* brand. This approach will help establish the Philippines as a design destination for international buyers, ultimately driving more traffic to the Philippine booths in these events and increasing the chances of securing meaningful business engagements during the trade fairs.

### II. OBJECTIVES

By engaging professional photography, videography, and styling services, CITEM aims to:

1. **Produce visually captivating and strategically styled images** that showcase the craftsmanship, quality, and innovation of Philippine products, generating excitement and anticipation around the country's participation in Maison&Objet and Ambiente 2025;



2. **Maximize visibility and engagement through pre-event promotional content** by leveraging high-quality media across digital platforms, social media, press channels, and buyer communications; and
3. **Produce a comprehensive library of visual assets** that can be utilized for future marketing campaigns and promotional activities to promote the home and lifestyle sectors globally.

### III. SCOPE OF WORK

DELIVERABLES	%
<p><b>A. PRE-PRODUCTION</b></p> <p>1. Propose creative concepts based on the direction provided by CITEM.</p> <p>2. Submit proposed set designs (with provisions for hanging products and other home accessories, e.g. lamps, tabletops) based on the approved creative concept.</p> <p><i>Condition:</i> Attend pre-production meetings and present proposal options on stage styling and design.</p>	20%
<p><b>B. PRODUCTION</b></p> <p>1. Venue rental</p> <p>1.1 Set Design and Creative Direction</p> <p>1.2 Fabricate and install approved set design based on materials presented during pre-production.</p> <p>1.3 Provide props, if necessary.</p> <p>1.4 Execute onsite creative and editorial direction</p> <p>2. Photography</p> <p>2.1 A total of 100-120 stylized images for products and product collections for Ambiente</p> <p>2.2 A total of 100-120 stylized images for products and product collections for Maison&amp;Objet</p> <p>3. Videography</p> <p>3.1 Two (2) 30-second videos featuring products for Ambiente</p> <p>3.2 Two (2) 30-second videos featuring products for Maison&amp;Objet</p> <p>Provide own equipment:</p> <p><i>For photography:</i></p> <ul style="list-style-type: none"> <li>• Equipment/Accessories</li> <li>• Professional digital SLR camera, with at least 24 megapixel, preferably full-frame, CMOS sensor</li> <li>• A quick transfer system of images/photos from camera to other devices (Mac OS, Android, PC based); and</li> </ul>	60%

<ul style="list-style-type: none"> <li>• Standard equipment/accessories of tripod and external off-camera flash/es.</li> </ul> <p><i>For videography:</i></p> <ul style="list-style-type: none"> <li>• Professional full-sensor mirrorless cameras capable of, at least, full HD (1980x1080) resolution, 60 frames per second and 3000 ISO</li> <li>• Standard professional-grade rigs, stabilizers, lenses, lighting equip</li> </ul> <p>4. Share all RAW images to CITEM project team after the pictorial (either via shared cloud folder or via hard drive)</p> <p><i>Conditions:</i></p> <ul style="list-style-type: none"> <li>• Shoulder own logistical requirements of personnel and from the venue.</li> <li>• Provide for personal safety requirements and other personal miscellaneous expenses required throughout the pictorials.</li> </ul>	
<p><b>C. POST-PRODUCTION</b></p> <p>1. Conduct post-production briefing and final selection of photos with creative and project team;</p> <p>2. Edit and provide necessary touch-ups (Final Artworks / digital renders) to a total of 200-240 stylized images for products and product collections;</p> <p>3. Submit all edited, properly labeled (with company names) images (in jpg format), to CITEM within a maximum of 10 working days after the pictorial. in the following formats:</p> <ul style="list-style-type: none"> <li>• A cloud-based platform</li> <li>• 1TB hard drive</li> <li>• (Printed) Contact sheets</li> </ul> <p><i>Condition:</i> Grant CITEM the full and perpetual rights and ownership to modify, distribute, and use all images (RAW and EDITED) in all of its campaigns, across multiple online and print platforms, including but not limited to its own website and social media pages.</p>	20%
<p><b>TOTAL</b></p>	<p><b>100%</b></p>

**IV. TIMELINE AND PAYMENTS**

The engagement is valid from release of Job Order to end of November 2024 or upon satisfactory and complete delivery of the requirements.

Activities	Requirement for payment	% of payment
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Pre-production: concept submission and approval of Project Team	Submission of RAW images for selection of Project Team	75% of contract cost
Production proper (between October 26-30, 2024)		
Post-production: editing and submission of final artworks (November 1 – 8, 2024)	Submission of 200-240 edited images (FA and contact sheet format) and 4 30-second videos	25% of contract cost
November 9 to 15, 2024	Submission of further revisions	
	Total of 200-240 final edited photos and 4 30-second videos	100%

## V. QUALIFICATIONS AND EVALUATION

For the qualitative evaluation, bidders will be assessed based on the following criteria:

CRITERIA	VALUE POINT
<p>A. Experience in professional photography and creative direction / styling; academic / professional background in arts or advertising is a plus:</p> <ul style="list-style-type: none"> <li>• 10+ years of experience in professional photography; with professional / academic background in arts or advertising: 30points</li> <li>• 5-10 years of experience in professional photography: 20</li> <li>• Less than 5 years of experience in professional photography: 10</li> </ul> <p><i>Document required: Company Profile</i></p>	30 points
<p>B. Team Composition and Roles:</p> <ul style="list-style-type: none"> <li>• Team includes a dedicated creative director, stylist, photographer(s), and videographer with specified experience levels: 20 points</li> <li>• Team includes most required roles but may lack one or two key positions or experience: 10 points</li> </ul> <p><i>Document required: CV of all team members</i></p>	20 points
<p>C. Portfolio Quality and Diversity</p> <ul style="list-style-type: none"> <li>• Portfolio includes a range of home, design, architecture, lifestyle and product photography with innovative styling: 30 points</li> <li>• Portfolio includes home, design, architecture, lifestyle and product photography with innovative styling but lacks diversity: 30 points</li> </ul>	30 points



<ul style="list-style-type: none"> <li>Portfolio is limited or not relevant to the desired genres: 10 points</li> </ul> <p><i>Document required: Portfolio</i></p>	
<p><b>D. Experience with Local and International Brands</b></p> <ul style="list-style-type: none"> <li>Over 20 brands/clients and campaigns: 20</li> <li>10-20 brands/clients and campaigns: 10</li> <li>Less than 10 brands/clients and campaigns: 0</li> </ul> <p><i>Document required: List of clients and campaigns</i></p>	20 points
	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.

#### IV. BUDGET

A total of **Seven Hundred Thousand Pesos (PHP 700,000.00)** is the approved budget contract (ABC) for this requirement (inclusive of all applicable taxes), to be sourced from **Ambiente 2025 Pre-Op** budget.


**Prepared by:**

  
**Ma. Pamela Parra**  
 Senior TIDS, Creative Goods Division

**Noted by:**

  
**Anna Marie Alzona**  
 Chief, Creative Goods Division

**Recommending Approval:**

  
**Marjo Eyo**  
 Department Manager, Service Business

**Approved by:**

  
**Leah Pulido Ocampo**  
 Executive Director