

JOB ORDER

CITEM.STR.FR.006



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:	2025-0425 R1	JO Date:	07/08/2025	PAGE
PR No.:	2025-0425 R1	PR Date:	06/27/2025	1 of 2

CONTRACTOR/SUPPLIER **RECURRENT VENTURES, INC.**
on behalf of **BUSINESS OF HOME**
ADDRESS **701 Brickell Ave., Ste 1550, Miami, Florida, USA**
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
PROCUREMENT OF OVERSEAS EMAIL MARKETING SERVICES (DEDICATED EMAIL BLAST) FOR MANILA FAME 2025 PROMOTION Required Services: The service provider must be an established U.S.-based international trade media platform with verified global reach in the home, lifestyle and interior design industries. The provider must have the capability to deliver the following specialized services: 1. Exclusive Dedicated Email Blast <ul style="list-style-type: none"> Develop and disseminate one (1) dedicated email marketing campaign targeting a curated list of design professionals, trade buyers and industry decision-makers with a primary focus on North America and Europe. The email must highlight select Philippine home and lifestyle brands, include compelling visual and editorial content, and provide direct links to Manila FAME 2025 web pages or brand showcases. The campaign must include strategic calls-to-action to promote event registration, brand inquiries, or buyer engagement. The provider must demonstrate an active, opt-in subscriber base of at least 35,000 qualified design trade professionals. 			USD6,000.00 or a total of PHP339,552.00

TOTAL AMOUNT IN WORDS:

Php

This order is placed subject to the following terms and conditions:

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 Rejected deliveries are to be withdrawn and/or replaced immediately.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. MARPURI
Department Manager III, CSD

CONFORME:

Kimberly Trepanier

Kim Trepanier, Business Director, Business of Home

July 28, 2025

BUR No.

1P. compcom - 25671071

DATE

July 15, 2025

AMOUNT

₱339,552-

Recommended by:

for
JOSEPH D. BERNAL
Department Manager III, CCSD

Approved by:

for
ROMLEAH JULIET P. OCAMPO
Executive Director

Funds Available:

WMA G. DELAY
OIC-Chief Controllorship

JOB ORDER

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<ul style="list-style-type: none"> The email campaign must be executed within July 2025 <p>2. Digital Event Calendar Integration</p> <ul style="list-style-type: none"> Provide inclusion of Manila FAME 2025 in the platform's online trade event calendar, with details such as event name, schedule, short description, and hyperlink to the official website. The calendar must be publicly accessible, search-optimized, and regularly accessed by industry professionals. <p>3. Platform Credentials and Exclusivity</p> <ul style="list-style-type: none"> The service provider must be exclusive owner or authorized publisher of the digital platform used to execute the campaign and display the event listing. * The platform must have: <ul style="list-style-type: none"> o A minimum of 100,000 monthly users, as verified by independent analytics. o A documented history of promoting trade shows, product showcases or branded content specifically within the home and interiors industry. 			
SIX THOUSAND US DOLLARS			USD6,000.00

TOTAL AMOUNT IN WORDS: THREE HUNDRED THIRTY-NINE THOUSAND FIVE HUNDRED FIFTY-TWO PESOS Php **339,552.00**

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Very truly yours,
ATTY. ANNA GRACE I. MARPURI
Department Manager III, CSD

BUR No. 1P-Comprom-25071071
DATE JULY 15, 2025
AMOUNT ₱ 339,552-

Recommended by:
JOSEPH D. BERNAT
Department Manager III, CCSD

CONFORME: **Kimberly Trepanier**
Kim Trepanier, Business Director, Business of Home

Funds Available:
WILMA G. DULAY
OIC-Chief Controllorship


Approved by: **ROMLEAH JULIET P. OCAMPO**
Executive Director

Name & Signature of Contractor/Supplier
July 28, 2025
Date

MEMORANDUM

FOR : 
LEAH PULIDO OCAMPO
Executive Director

Copy : Procurement Unit
Bids and Awards Committee

FROM : 
JOSEPH D. BERNAT
Department Manager III, CCSD

DATE : 04 August 2025

SUBJECT : **Request Approval of Adjustment of the Period of Hiring Overseas Email Marketing Services (Dedicated Email Blast) for Manila FAME 2025 Promotion**

This memorandum seeks approval for the adjustment of period of engagement of hiring of Business of Home (BoH) for overseas email marketing services (dedicated email blast) for Manila FAME 2025 promotion.

The original publication date was set in July 2025 and will be adjusted within the month of August 2025 instead.

This was caused by a previous failed bid and delay in routing their materials, which has led to scheduling challenges.

Thank you for your kind consideration.