

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-2025-0186

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 PUBLIC RELATIONS (PR) AGENCY FOR CITEM INSTITUTIONAL PROMOTION
AND ITS SIGNATURE EVENTS**

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

Approved Budget for the Contract	: PHP850,000.00
Deadline of Submission of Eligibility Documents, Financial Bid and Qualitative Evaluation Documents	: 30 June 2025, 05:00PM
Schedule of Opening of Eligibility Documents, Financial Bid and Qualitative Evaluation Documents	: 01 July 2025, 02:00PM

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. 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. **DTI/SEC Registration**
- ii. **Company Profile**
- iii. **Portfolio and Client List**
- iv. **Media List and sample coverages**

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. 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.



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

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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: 26 June 2025
RFQ No.: 2025-0186

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.

Deadline of Submission of Eligibility Documents, Financial Bid, and Qualitative Evaluation Documents: 30 June 2025	Time: 05:00PM
Schedule of Opening of Eligibility Documents, Financial Bid, and Qualitative Evaluation Documents: 01 July 2025	Time: 02:00PM Venue: Zoom

QTY	UNIT	ARTICLE / WORK / DESCRIPTION / SPECIFICATION	UNIT PRICE	AMOUNT
1	lot	<p>HIRING OF PUBLIC RELATIONS (PR) AGENCY FOR CITEM INSTITUTIONAL PROMOTION AND ITS SIGNATURE EVENTS</p> <p><u>APPROVED BUDGET FOR THE CONTRACT: PHP850,000.00</u></p> <p>Date Needed / Delivery Date: <u>July 2025</u></p> <p><u>(Please see attached Terms of Reference for more details.)</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

Title	Hiring of a Public Relations (PR) Agency for CITEM Institutional Promotion and its Signature Events
Project, if applicable	CITEM and Signature Events
Period of Engagement / Date of Delivery or Date Needed	Six-month engagement starting from July 2025
Approved Budget for the Contract	Php 850,000.00, inclusive of VAT and other applicable taxes
Documents Attached	CCSD APP 2025

I. Rationale/Objective

The Center for International Trade Expositions and Missions (CITEM) is the export promotion arm of the Department of Trade and Industry (DTI). It is mandated to position the country as a reliable and competitive source of high-quality export products and services in the global marketplace. CITEM fulfills this mandate by organizing world-class trade fairs and missions, both locally and internationally, and by implementing strategic marketing initiatives.

For over four decades, CITEM has played a key role in nurturing and promoting globally competitive small and medium enterprises (SMEs), exporters, and manufacturers. As part of its core trade promotion function, the agency regularly produces a wide array of marketing and advertising materials—including press releases, photo releases, advertorials, and digital content—for dissemination to local and international media platforms.

In support of its ongoing initiatives to reach and engage global audiences through content-driven marketing, CITEM acknowledges the critical need for a well-structured and expertly executed media relations campaign.

To amplify the agency's brand and sector-specific promotions, particularly in priority international markets, it is imperative to partner with a professional Public Relations (PR) agency. The PR agency will help craft and implement a media strategy that targets top-tier publications and industry platforms aligned with CITEM's export sectors. This engagement will ensure the agency's messages are effectively communicated, its value propositions are clearly articulated, and its reach is maximized across both traditional and digital media channels.

While CITEM has an in-house Public Relations (PR) team that manages day-to-day communications and media relations, the increasing complexity and scope of the agency's promotional efforts necessitate the engagement of specialized external expertise.

Augmenting the internal team with the support of a professional PR agency will bring added value through:

- Access to an expanded network of media contacts and influencers.
- Deep experience in media relations and reputation management.

II. Detailed Scope of Work

Engagement of a Public Relations Agency

CITEM seeks to procure the services of an experienced Public Relations Agency that will be responsible for the development, preparation, and implementation of a PR communications campaign for the institutional promotion of CITEM, the upcoming signature event, Manila FAME 2025, and other targeted overseas trade fairs (OTFs).

The scope of work includes:

1. Writing, editing, and strategic seeding of publicity materials
2. Media Invitation and management to event/exhibition
3. Set exclusive interviews

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

The PR agency shall be responsible for the following:

1. Draft and seed/distribute at least five (5) press releases throughout the duration of the engagement for pre-agreed story angles to appropriate and relevant media outlets.

The firm is expected to leverage its established media network to maximize media pick-up and editorial interest, with the aim of securing earned media placements (print, online, or broadcast) that visibly support the positioning and visibility of the client.

2. Media invitation and management for at least two CITEM-organized events with a minimum of 15 media guests per event
 - a. One (1) media roundtable/press briefing
 - b. One (1) CITEM signature event
3. Preparation of talk points and possible Q&A for representatives
4. Pitching and coordination of schedules of at least five (5) exclusive interviews to strategic media outlets in print, online, and TV
5. Media Escort to interviews
6. Reporting and Media Monitoring
 - a. Submission of PR pickups as they are published/posted
 - b. Submission of a monthly digital summary report of publicity containing all the digital press clippings generated with corresponding equivalent media and PR values.
 - c. Submission of a digital summary report of publicity containing all the digital press clippings generated with corresponding equivalent media and PR values at the end of the engagement.
7. Fielding and coordination of follow-ups, inquiries, and requests, and partnership in brand engagement opportunities from the media
8. Strategic and general counseling in handling public relations

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

To ensure the successful implementation of the engagement, CITEM shall undertake the following responsibilities:

1. Overall Coordination
 - a. Designate a project lead to serve as the primary liaison with the PR agency.
 - b. Provide guidance and timely approvals on campaign strategies, messaging, and outputs.
2. Provision of Information and Materials - Supply relevant background information, branding guidelines, sectoral data, event calendars, and marketing assets necessary for the development of PR content.
3. Review and Approval
 - a. Review and provide feedback on drafts and media content produced by the PR agency.
 - b. Approve finalized materials prior to distribution to media or publication platforms.
4. Organize media-related events to ensure the timely execution of PR activities, such as press briefings, media tours, or trade show coverage.
5. Monitoring and Evaluation
 - a. Collaborate with the PR agency in tracking and evaluating campaign outcomes and media placements.
 - b. Provide feedback and inputs for reporting, assessment, and improvement of strategies.

V. Mode of Procurement

The mode of procurement for this project shall be Small Value Procurement in accordance with Section 53.9 of the Revised IRR of R.A. 9184.

VI. Qualitative Evaluation ☒ REQUIRED / ☐ NOT REQUIRED

Interested bidders will undergo a Qualitative Evaluation based on the parameters below. Only those with a TWG score of at least **85 points** will proceed to the opening of the financial bid. The contract shall be awarded to the supplier with the lowest calculated responsive bid.

Criteria	Document/s to be submitted	Points
Relevant Experience and Track Record <ul style="list-style-type: none"> • At least 10 years of business experience – 30 pts. • With 5-9 years of experience – 20 pts. • With 1-4 years of experience – 10 pts. 	DTI/SEC Registration Company Profile	30
List of private and government clients with successful handling of publicity and campaigns.	Portfolio and Client List	30

<ul style="list-style-type: none"> • With 5 or more clients, including government contracts. 30pts. • With 3 to 4 clients, including government contracts. 20 pts. • With 1 to 2 client/s, including government contracts. 10 pts. 		
Media Network and Influence Highlight established relationships with publications and journalists.	Media List and sample coverages	40
TOTAL		100 points

Proposed Technical Working Group TWG members

Chairman: Elmer Harold Grande

Member 1 and 2: Luz Soriano and Dani Purzuelo

Focal Person: Pia Lorraine Yater-Dalmazo

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

Milestones	Deliverable	% of Payment
Submission of PR Plan (Month 1)	Submission and approval of the PR plan	15%
Partial Completion payment (Months 1 to 3)	Submission of a three-month digital summary report of publicity containing all the digital press clippings generated with corresponding equivalent media and PR values.	40%
Partial Completion payment (Months 4 to 5)	Submission of a two-month Accomplishment Report	30%
Final post-campaign report (Month 6)	<ul style="list-style-type: none"> • Submission of a digital summary report of publicity containing all the digital press clippings generated with corresponding equivalent media and PR values at the end of the engagement. • A comprehensive analysis of campaign performance such as media values generated and other relevant recommendations. 	15%

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

- In case of non-performance, partial performance, or failure to deliver agreed outputs (e.g., incomplete interview schedules, late submissions, no-shows during event activities), CITEM reserves the right to **offset payments** or **deduct corresponding amounts** from the contract price based on the value of the undelivered services.

Penalties for Delays or Non-Compliance

- A penalty shall be imposed for every day of delay in the delivery of approved outputs beyond the specified deadlines, consistent with government procurement policies.
- Repeated failure to meet milestones or standards may result in the termination of the contract.

Prepared by:

PIA LORRAINE YATER-DALMAZO
Information Officer IV

Recommended by:

JOSEPH D. BERNAT
Department Manager, CCSD

Approved by:

LEAH PULIDO-OCAMPO
Executive Director