

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-2025-0179

**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 EMAIL MARKETING
SERVICES (DEDICATED EMAIL BLAST) FOR
MANILA FAME 2025 PROMOTION**

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

APPROVED BUDGET FOR THE CONTRACT: PHP334,062.00 OR USD6,000.00

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.

for:


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



REQUEST FOR QUOTATION (OVERSEAS PROCUREMENT)

Company Name: _____

Address: _____

Contact No.: _____

Date: 20 June 2025RFQ No.: 2025-0179

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: 23 June 2025****Time: 05:00PM****Schedule of Opening of Bids: 24 June 2025****Time: 02:00PM****Venue: ZOOM**

QTY	UNIT	ARTICLE / WORK / DESCRIPTION / SPECIFICATION	UNIT PRICE	AMOUNT
1	lot	<p>PROCUREMENT OF OVERSEAS EMAIL MARKETING SERVICES (DEDICATED EMAIL BLAST) FOR MANILA FAME 2025 PROMOTION</p> <p>APPROVED BUDGET FOR THE CONTRACT: <u>PHP334,062.00 or USD6,000.00</u></p> <p>Date Needed / Delivery Date: <u>July 2025</u></p> <p><u>Required Services:</u></p> <p>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:</p> <ol style="list-style-type: none"> 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. The email campaign must be executed within July 2025 Digital Event Calendar Integration <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. Platform Credentials and Exclusivity <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. 		



		<ul style="list-style-type: none">• The platform must have:<ul style="list-style-type: none">○ A minimum of 100,000 monthly users, as verified by independent analytics.○ A documented history of promoting trade shows, product showcases or branded content specifically within the home and interiors industry.		
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Page 2 of 2

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.

for: 
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: _____