

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-2024-0209-R3

**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:

**PROCUREMENT OF INFLUENCER MARKETING KIT FOR MANILA FAME 2024/2025
PROMOTIONS**

(Please see attached Request for Quotation Form, Project Details and Annex A for more details.)

Approved Budget for the Contract	: PHP250,000.00
Deadline of Submission of Eligibility Documents and Financial Bid	: 02 December 2024, 05:00PM
Opening of Bid	: 03 December 2024, 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. 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.
- 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.**

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. A password protection may be 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.

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

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: 28 November 2024
 RFQ No.: 2024-0209-R3

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.

Deadline of Submission of Eligibility Documents, Financial Bid: **02 December 2024**

Time: 05:00PM

Schedule of Opening of Eligibility Documents, Financial Bid: **03 December 2024**

Time: 02:00PM

Venue: Zoom

QTY	UNIT	ARTICLE / WORK / DESCRIPTION / SPECIFICATION	UNIT PRICE	AMOUNT
50	sets	<p align="center">PROCUREMENT OF INFLUENCER MARKETING KIT FOR MANILA FAME 2024/2025 PROMOTIONS</p> <p align="center"><u>APPROVED BUDGET FOR THE CONTRACT:</u> PHP 250,000.00</p> <p align="center"><u>(Please see attached Project Details and Annex A 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: _____

PROJECT: MANILA FAME INFLUENCER MARKETING KIT 2024/2025

I. Background and Rationale:

Influencer marketing proved to be an invaluable strategy in promoting Manila FAME 2024 and 2025. By collaborating with carefully selected influencers, we successfully amplified brand visibility and created meaningful connections with potential buyers and event attendees.

The credibility these influencers hold within their specific niches played a critical role. Their endorsements not only increased awareness but also drove meaningful engagement, as their followers viewed these recommendations as genuine and trustworthy. This strategic partnership fostered a positive reception and contributed to the event's overall success, setting the stage for future growth and wider audience reach.

II. Objectives:

- To build awareness and brand image of CITEM and Manila FAME
- To produce positive word-of-mouth recommendations on the Philippines being a sourcing destination of high-quality products.
- To incentivize and reiterate appreciation to the influencers who contributed to the notable increase in social engagement and interactions of relevant CITEM social media accounts and pages; and
- To maximize the content produced by influencers and attendees that provided an invaluable resource for future promotional efforts, enriching our media library and reinforcing our brand storytelling.

III. Strategies

Given the above-mentioned objectives, strategies in implementing the program will include:

1. Identification and qualification of influencers who attended the 2024 edition of Manila FAME and will be invited to Manila FAME 2025.

Criteria for Selecting Influencers for the Program:

- Expertise and Niche Focus:

The influencer must be a recognized authority or possess significant knowledge in one or more of the following sectors: design and culture, arts and crafts, fashion, architecture, real estate, or home and lifestyle. We prioritize influencers with a specialized focus rather than generalists.

- Audience Reach:

The influencer should be categorized as a micro, macro, or mega influencer:

Micro Influencers: 1,000 - 50,000 followers

Macro Influencers: 50,000 - 500,000 followers

Mega Influencers: 500,000+ followers

Their audience should demonstrate active engagement and a strong interest in the influencer's area of expertise.

- Geographical Relevance:

The influencer should either be based in or have a significant following within CITEM's priority markets: Asia Pacific, the US, UK, Japan, and the Middle East.

- Brand Affiliation:

The influencer may represent a brand, publication, or organization that aligns with the above qualifications, further extending the reach and impact of their content.

2. Influencer Engagement: Manila FAME Kit Distribution

The Manila FAME Kit, curated to highlight Filipino artistry and innovation in home, fashion, and lifestyle products, will extend the post-event conversation and sustain the buzz around Manila FAME 2024. This collection embodies the artisanal excellence that defines the event and will be presented as exclusive gifts to select influencers who attended Manila FAME 2024 and will be invited to Manila FAME 2025.

3. Influencer Posts and Analytics

Through our media monitoring tools, we will identify influencers who attended and contributed significantly to the event's engagement. These influencers will be eligible to receive the kit. Detailed social media analytics will track the reach and engagement generated by their posts, ensuring the continued effectiveness of our campaign.

IV. Estimated Budget and Payment Terms

The total budget for the curation and creation of the Manila FAME Influencer Kit is PHP 250,000.00 or Two Hundred Fifty Thousand Pesos under the Annual Procurement Plan for FY 2024 is inclusive of professional fee, applicable taxes, and other incidental expenses to be incurred to complete the delivery of the service. The services will be paid in full after the delivery of the 50 sets of Influencer Kits to CITEM.

V. Mode of Procurement of the Manila FAME Kit

The mode of procurement shall be Small Value Procurement.

Prepared by:



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Information Officer IV
CCD

Noted by:



Elmer Harold Grande
Information Officer V
CCD

Recommending Approval:



Norman Bagulbagul
Acting Department Manager
CCSD

Approved by:



Leah Pulido Ocampo
Executive Director

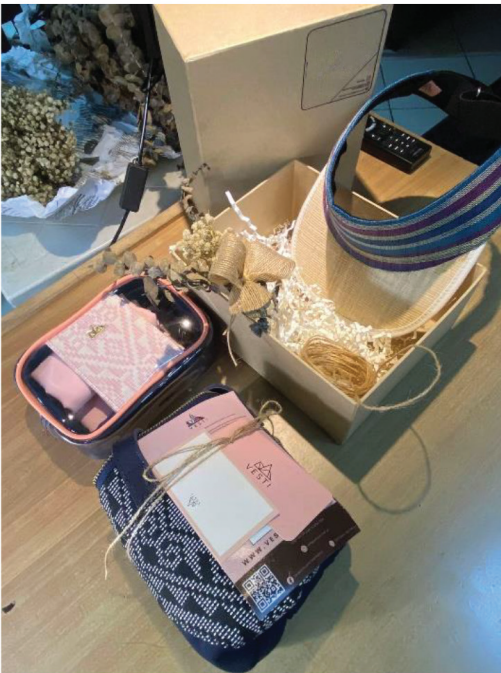


Annex A

Below are the contents of the Influencer Marketing Kit to be delivered to invited Knowledge Opinion Leaders (KOLs) to attend and promote Manila FAME. Curated tokens must be functional fashion items that clearly represent Filipino craftsmanship.

1. Plastic pouch with Yakan fabric detail (7in x 5in x 2in)
2. Visor with woven Abaca (free size)
3. Laptop envelope with leather handle, denim with Yakan fabric detail (14in x 10in)
4. Packaging Box with Label

Sample products:



Sample packaging:

