

**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-2025-0054-R1**

**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:

**HIRING OF US MARKET SPECIALIST FOR HIGH POINT  
MARKET 2025**

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

Qualifications:

1. Recognition as a US Market expert with proven track record of working in design and lifestyle industry
2. Affiliation and connection with relevant industry stakeholders and/or associations, specifically in the US Market
3. Experience as a resource person / event speaker on the US home and interior market
4. Experience as a Consultant for product / design or business development for international brands / artisans

Documents to be submitted:

1. Curriculum Vitae
2. Portfolio / List of Events Participated
3. List of Clients

**APPROVED BUDGET FOR THE CONTRACT: PHP500,000.00 or USD8,000.00**

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](mailto: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](mailto:citembac@citem.com.ph)



## REQUEST FOR QUOTATION (OVERSEAS PROCUREMENT)

Date: 20 February 2025

Company Name: \_\_\_\_\_

RFQ No.: 2025-0054-R1

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.

<b>Schedule of Bidding in Philippine Standard Time:</b>		
Deadline of Submission of Quotations: <b>24 February 2025</b>		Time: <b>05:00PM</b>
Schedule of Opening of Bids: <b>25 February 2025</b>	Time: <b>02:00PM</b>	Venue: <b>ZOOM</b>

QTY	UNIT	ARTICLE / WORK / DESCRIPTION / SPECIFICATION	UNIT PRICE	AMOUNT
1	pax	<p><b>HIRING OF US MARKET SPECIALIST FOR HIGH POINT MARKET 2025</b></p> <p>APPROVED BUDGET FOR THE CONTRACT: <b><u>PHP500,000.00 or USD8,000.00</u></b></p> <p>Date Needed/Delivery Date: 28 February 2025</p> <p><i>(Please see attached Terms of Reference for more details)</i></p>		

**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: \_\_\_\_\_

**TERMS OF REFERENCE**

<b>Title</b>	Hiring of US Market Specialist for High Point Market 2025
<b>Project, if applicable</b>	High Point Market 2025
<b>Period of Engagement / Date of Delivery or Date Needed</b>	February to May 2025
<b>Approved Budget for the Contract</b>	USD8,000 or PHP500,000
<b>Documents Attached</b>	APP, Budget Breakdown

**I. Rationale/Objective**

The Outbound Business Mission to High Point Market represents a strategic initiative to bolster Philippine exports within the lucrative US furniture and furnishings sector.

High Point Market, held biannually in High Point, North Carolina (every April and October), stands as the world's largest home furnishings trade show, drawing a global audience of buyers, manufacturers, designers, and industry professionals. This event encompasses a vast array of product categories, including furniture (residential and commercial), rugs, carpets, lighting, textiles, bedding, decorative accessories, and outdoor furnishings, showcased across multiple venues such as the High Point Market Authority Building, the International Home Furnishings Center, and surrounding showrooms and exhibition spaces.

The United States remains a pivotal market for Philippine furniture and furnishings, exhibiting consistent demand and offering favorable trade conditions. The International Trade Center's Export Potential Map reinforces this assessment, projecting continued high demand and ease of trade with the US through 2026. This projection provides a stable and promising environment for Philippine businesses to expand their presence in the US market. The Philippines has already established a notable position within the US market, and this mission aims to capitalize on this existing foundation to achieve further growth in the coming years.

Since CITEM has not previously participated in the High Point, NC Furniture Market, this business mission will prioritize facilitating business-to-business connections and assessing the potential for future participation. To maximize the delegation's opportunities, it is recommended to engage a U.S. market specialist with extensive knowledge of the Furniture Market and strong industry relationships.

**II. Detailed Scope of Work**

The US Market Specialist for High Point Market will be engaged from **February to April 2025** to deliver the following scope of work:

<p>I. Itinerary Development</p>	<ul style="list-style-type: none"> <li>Identify specific showrooms to tour and visit throughout the duration of the mission. The showrooms should resonate with the participating companies' products and target buyers.</li> <li>Identify panel discussions, talks, and events that are relevant to the Philippine delegation members.</li> </ul>
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	<ul style="list-style-type: none"> <li>• Conduct a briefing to discuss the delegation of the layout of the city of High Point and the Market overview prior to the visit.</li> </ul>
II. Venue Scoping	<ul style="list-style-type: none"> <li>• Identify at least 3 possible venues for the mission activities, conduct ocular activities, and attend meetings with venue managers.</li> <li>• Provide recommendation of the most suitable space within the budget of CITEM.</li> <li>• Secure space approved by CITEM to serve as venue for the delegation for meetings, networking, and other possible activities.</li> </ul>
III. Business-to-Business Meetings	<ul style="list-style-type: none"> <li>• Review lineup of participating companies.</li> <li>• Identify not less than ten (10) buyers / showrooms and arrange and schedule B2B meetings with participating companies of the Philippine delegation.</li> </ul>

### III. Mode of Procurement

This requirement will follow the guidelines under the procurement of goods and services, infrastructure projects, and consulting services to be procured and performed **overseas**.

### IV. Qualitative Evaluation REQUIRED / NOT REQUIRED

The bidders shall be evaluated based on the following criteria:

CRITERIA	VALUE POINT	REQUIRED DOCUMENTS
Recognition as a US Market expert with proven track record of working in design and lifestyle industry  <b>(30 points)</b>	Length of relevant experience <ul style="list-style-type: none"> <li>• 20 years and more (30 points)</li> <li>• 10 - 19 years (20 points)</li> <li>• 5 - 9 years (10 points)</li> <li>• below 5 years (5 points)</li> </ul>	Curriculum Vitae
Affiliation and connection with relevant industry stakeholders and/or associations, specifically in the US market  Note: Membership in, and acknowledgement from, prestigious entities or associations, is a plus	Industry Affiliation/connection: <ul style="list-style-type: none"> <li>• 3 or more affiliation/ industry connections (30 points, plus 5 points if bidder is/was directly affiliated with the High Point Market)</li> <li>• 1 to 2 affiliations/industry connection (15 points)</li> </ul>	Curriculum Vitae

<b>(30 points)</b>		
Experience as a resource person / event speaker on the US home and interior market <b>(20 points)</b>	<ul style="list-style-type: none"> <li>• Speaking engagement in more than 10 events (20 points)</li> <li>• Speaking engagement in 5-9 events (10 points)</li> </ul> Speaking engagement in less than 5 events (0 points)	Portfolio / List of Events Participated
Experience as a Consultant for product / design or business development for international brands / artisans <b>(20 points)</b>	Served as a Consultant / have worked with: <ul style="list-style-type: none"> <li>• More than 10 international clients (20 points)</li> <li>• 5-9 international clients (10 points)</li> <li>• Less than 5 international clients (0 points)</li> </ul>	List of Clients
<b>TOTAL</b>	<b>100 points</b>	

Passing Score: 90 points

The bidder that passes the score of 90 points with the lowest calculated bid will be duly awarded for this project requirement.

#### V. Terms of Payment

Milestones	Deliverable	% of Payment
<ul style="list-style-type: none"> <li>• Business Mission Itinerary</li> <li>• List of Showroom Owners / Buyers</li> </ul>	Upon submission and approval of the proposed itinerary and the list of target showroom owners / buyers participating in the B2B activities	50%
<ul style="list-style-type: none"> <li>• Business Mission Proper</li> </ul>	Upon completion of the deliverables for the business mission and the submission of report	50%

#### VI. Risk Protection and Management

The inability of the US Market Specialist to provide the services/ deliverables shall correspond to deductions from the total amount of payment equivalent to at least 10%.

Incidental:

If the activity is cancelled due to unforeseen circumstances or force majeure, the contract may be extended until the next participation where the same approved deliverables will be implemented, or the contract shall be paid prorated based on the accomplished deliverables stipulated in terms of payment. Extension of contract shall not incur any additional payment to the hired US Market Specialist.

implemented, or the contract shall be paid prorated based on the accomplished deliverables stipulated in terms of payment. Extension of contract shall not incur any additional payment to the hired US Market Specialist.


Prepared by:

  
**MA. PAMELA PARRA**  
STIDS, Creative Goods Division – SBD

Noted by:

  
**ANNA MARIE ALZONA**  
DC, Service Business Department

Approved by:

  
**LEAH PULIDO OCAMPO**  
Executive Director