

**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-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:

**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: PHP360,000.00 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](mailto:citembac@citem.com.ph).



**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)

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

Address: \_\_\_\_\_

Contact No.: \_\_\_\_\_

Date: 30 June 2025RFQ No.: 2025-0179-R1

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: 07 July 2025****Time: 05:00PM****Schedule of Opening of Bids: 08 July 2025****Time: 02:00PM****Venue: ZOOM****Schedule of Bidding in Eastern Daylight Time:****Deadline of Submission of Quotations: 07 July 2025****Time: 05:00AM****Schedule of Opening of Bids: 08 July 2025****Time: 02:00AM****Venue: ZOOM**

QTY	UNIT	ARTICLE / WORK / DESCRIPTION / SPECIFICATION	UNIT PRICE	AMOUNT
1	lot	<p><b>PROCUREMENT OF OVERSEAS EMAIL MARKETING SERVICES (DEDICATED EMAIL BLAST) FOR MANILA FAME 2025 PROMOTION</b></p> <p>APPROVED BUDGET FOR THE CONTRACT: <u>PHP360,000.00 or USD6,000.00</u></p> <p><b>Date Needed / Delivery Date:</b> <u>July 2025</u></p> <p><b><u>Required Services:</u></b> 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"> <li><b>Exclusive Dedicated Email Blast</b> <ul style="list-style-type: none"> <li>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.</li> <li>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.</li> <li>The campaign must include strategic calls-to-action to promote event registration, brand inquiries, or buyer engagement.</li> <li>The provider must demonstrate an active, opt-in subscriber base of at least 35,000 qualified design trade professionals.</li> <li>The email campaign must be executed within July 2025</li> </ul> </li> <li><b>Digital Event Calendar Integration</b> <ul style="list-style-type: none"> <li>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.</li> <li>The calendar must be publicly accessible, search-optimized, and regularly accessed by industry professionals.</li> </ul> </li> <li><b>Platform Credentials and Exclusivity</b> <ul style="list-style-type: none"> <li>The service provider must be exclusive owner or authorized publisher of the digital platform used to execute the campaign and display the event listing.</li> </ul> </li> </ol>		



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

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.

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