

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-2025-0068

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 CREATIVE DIRECTOR FOR THE PHILIPPINE PARTICIPATION IN TOKYO  
INTERNATIONAL GIFT SHOW AUTUMN 2025 AND OSAKA OFFICIAL OUTBOUND  
BUSINESS MISSION**

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

Approved Budget for the Contract	: PHP900,000.00
Deadline of Submission of Eligibility Documents, Financial Bid and Qualitative Evaluation Documents	: 17 March 2025, 05:00PM
Schedule of Opening of Eligibility Documents, Financial Bid and Qualitative Evaluation Documents	: 18 March 2025, 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](mailto: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.*
- Latest Income / Business Tax Return**
- 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.**

*Qualitative Evaluation Documents (3rd Envelope / Compressed Folder)*

- Company Profile / Curriculum Vitae;**
- List of relevant past projects, exhibits, and clientele.**

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](mailto: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](mailto: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](mailto: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: 13 March 2025  
 RFQ No.: 2025-0068

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

Deadline of Submission of Eligibility Documents, Financial Bid, and Qualitative Evaluation Documents: **17 March 2025** Time: **05:00PM**

Schedule of Opening of Eligibility Documents, Financial Bid, and Qualitative Evaluation Documents: **18 March 2025** Time: **02:00PM** Venue: **Zoom**

QTY	UNIT	ARTICLE / WORK / DESCRIPTION / SPECIFICATION	UNIT PRICE	AMOUNT
1	pax	<p><b>HIRING OF CREATIVE DIRECTOR FOR THE PHILIPPINE PARTICIPATION IN TOKYO INTERNATIONAL GIFT SHOW AUTUMN 2025 AND OSAKA OFFICIAL OUTBOUND BUSINESS MISSION</b></p> <p><u>APPROVED BUDGET FOR THE CONTRACT: PHP 900,000.00</u></p> <p>Date Needed / Delivery Date: <u>March to October 2025</u></p> <p><b><u>(Please see attached Terms of Reference for more details.)</u></b></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 FOR THE PROCUREMENT OF  
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**I. Event Brief**

<b>Title</b>	Expanded Market Promotion in Japan – 100 <sup>th</sup> Tokyo International Gift Show Autumn 2025 and Osaka Official Outbound Business Mission
<b>Date</b>	03 – 05 September 2025 (TIGS) ; 07 – 10 September 2025 (Osaka OBBM)
<b>Profile of Exhibitors</b>	10 – 20 manufacturers/traders of home décor, houseware, fashion, and gift items that carry products considered as socially and ecologically sustainable
<b>Budget</b>	Php900,000.00
<b>Period of Engagement</b>	March to October 2025

**II. Show Background**

TIGS is the largest B2B trade show in Japan and one of the largest trade shows for lifestyle and gifts in the world. It has been held twice every year since 1976. In 2024, it brought together more than 220,000 visitors and approximately 2,800 exhibitors from all over Japan and overseas, 30% of which are international companies from 16 countries. It is a platform where brands, designers, and buyers connect and discover a world of inspiration and a place to meet new clients, expand sales channels, and develop new products.

TIGS is attended by qualified buyers only. Majority of its visiting buyer category remains to be retailers, exporters, importers and distributors who usually look for unique and bespoke products. This makes TIGS a good trade fair fit for Philippine exporters looking to do business in Japan as Philippine manufacturers leverage on their products' artisanship and craftsmanship that are distinctly handmade.

TIGS 2025 has three other concurrent trade shows – Life x Design, Gourmet Show, and Living & Design. Life x Design focuses on design and interior crafts, the Gourmet Show gathers premium and local food and beverage, and the Living & Design offers high-quality furniture and home solutions. The co-location of the three shows with TIGS shall provide the Philippine participation more possible exhibit categories and buyer network during event proper.

CITEM returned to the TIGS after 8 years, under the DESIGNPhilippines brand, mounting its own country pavilion and bringing in 19 participating companies, 337 trade buyers and generating a total of USD 325,203.82 in export sales. This year, CITEM continues to strengthen its presence in the Japanese market through its participation in the 100<sup>th</sup> TIGS edition which will be supplemented with an Official Outbound Business Mission with business matching, networking and pop-up display in Osaka, Japan and a market scoping tour to the Expo Osaka 2025 event.

Further, given that Japan is one of the top-ranking buyer countries of Manila FAME, the participation intends to provide not just export promotion but also a platform to campaign Manila FAME 2025 & 2026 among Japanese buyers and potential exhibitors.

To attain this, the Philippine participation will continue to highlight the concept of sustainability through design. The Sustainable Development Goal (SDG) remains to be a

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popular trend among Japanese consumers continuously showing concern about the environment and proper waste prevention and management through conscious purchasing decision. With “DESIGNPhilippines” and “Manila FAME” as the overarching brand. The exhibit shall cover how design champions sustainability through:

- Environmental preservation through use of natural/recycled materials.
- Economic growth through capacitation of local communities.
- Responsible consumption through creation of high-quality functional products.

The concept shall be adhered in all show components from company & product selection, capacity building interventions, participation theme and design building, up to marketing & promotions. In order to provide proper direction and to weave all components together in one unified campaign, a Creative Director will be hired to guide the participation to attain its objectives.

**III. Objectives**

1. To ensure a holistic and cohesive presentation of the Philippine Pavilion in TIGS and the Osaka OBBM pop-up showcase;
2. To provide an overall design direction for the Philippine participation in TIGS and the Osaka OBBM pop-up showcase to serve as reference in all design requirements from exhibition to promotional materials;
3. To provide market knowledge to all participating companies from preparatory until on-site visual merchandising requirements;
4. To provide an expert assessment to each participating company on how to improve their future participations.

**IV. Scope of Work**

The Creative Director will be engaged from March to September 2025 to deliver the following scope of work:

**1. Creative Direction**

- Provide the overall creative design direction for the Philippine participation in TIGS and the Osaka OBBM pop-up showcase in consideration of the concept of sustainability through design;
- Provide an official participation theme and handle anchored on the concept of sustainability through design;
- In cooperation with CITEM, ensure the consistent translation of the design direction and theme in all design requirements such as booth design, collateral designs, and onsite visual merchandising of products.

**2. Booth Design**

- Provide direction for the TIGS Philippine pavilion design to achieve a thematic presentation;
- Develop the general booth and structural design in coordination with the CITEM Exhibition & Design Team;
- Recommend ideal layout assignments for participating companies.

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**3. Exhibitor Selection & Servicing**

- Provide inputs for the final selection of the 10 – 20 participating companies;
- Conduct product development aligned with the approved concept and theme for each of the 10 – 20 participating companies with 1 – 2 product collection/s per company:
  - a. 20 participating companies – 1 product collection with 3 product designs
  - b. 10 participating companies – 2 product collections with 3 product designs per collection (total 6 product designs)
- Conduct final line selection of products from the 10 – 20 participating companies that will be displayed at the Philippine Pavilion;
- Be present during ingress to conduct onsite curation/visual merchandising of product displays;
- Be available during event proper to do minor curatorial edits.

**4. Brand Ambassadorship**

- Act as Brand Ambassador for the Philippine participation in TIGS with the following specific roles:
  - a. Represent the Philippine participation in TIGS in local and international marketing and promotion initiatives which include features and interviews across various media platforms;
  - b. Engage in various activities intended for the promotion of the Philippine participation in TIGS, such as, but not limited to courtesy calls, launches, and press conferences.

**5. Market Specialist & Business Consultant**

- Conduct at least one (1) pre-event seminar / consultation to the participating companies on the topic of Market Trends in Japan for 2026 – 2027;
- Provide post-event assessment for each participating company based on their show performance at TIGS and identify areas for improvements on how they can improve in order to better do business in Japan;
- Recommend other interventions that CITEM may implement to better equip the companies prior event proper.

**6. Osaka OBBM deliverables:**

- Provide design inputs and/or recommendations on the visual merchandising and curation of the pop-up showcase for the business matching and networking sessions

**7. Other Requirements**

- Attend all required meetings with the CITEM Project Team or with the CITEM Management;
- Bear the cost/expenses and facilitate own logistical requirements for the travel to TIGS as well as own personal and incidental expenses to be incurred from the visit.

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**V. Qualifications**

To be considered for qualitative evaluation, the Creative Director should possess the following qualifications:

1. Must have a track record as a Creative Director and/or Consultant / Curator for international trade events / exhibit or any Philippine export company or any Japan-based company for at least eight (8) years;
2. Must have a Japan commercial market expertise and has experience working with a Japan-based company / client in the past five (5) years;
3. Must have at least eight (8) years of experience working with manufacturers or artisans from any of the home décor, fashion accessories, and gifts sectors;
4. Must have experience in designing products that are sustainable / recyclable or using natural materials for the past eight (8) years.

**VI. Qualitative Evaluation**

Qualified participants must undergo qualitative bidding and must submit the following documents along with the financial and legal documents required by the CITEM Bids and Awards Committee (BAC):

1. Company Profile / Curriculum Vitae;
2. List of relevant past projects, exhibits, and clientele;

Bidders will be rated based on the following criteria:

<b>CRITERIA</b>	<b>MAX. POINTS</b>
<b>Track record as a Creative Director and/or Consultant / Curator for international trade events / exhibits / Philippine exporting company / Japan-based company</b> <ul style="list-style-type: none"> <li>• At least eight (8) years of experience (25 points)</li> <li>• 5-7 years of experience (15 points)</li> <li>• 3-4 years of experience (5 points)</li> <li>• Below 3 years of experience (0 points)</li> </ul>	<b>25</b>
<b>Market expertise in the Japan commercial market</b> <ul style="list-style-type: none"> <li>• With at least five (5) years of experience working with Japanese market (30 points)</li> <li>• 3-4 years of experience (10 points)</li> <li>• Less than three (3) years of experience (0 points)</li> </ul>	<b>30</b>
<b>Experience in product development consultancy for the home décor, houseware, fashion, and/or gifts sectors</b> <ul style="list-style-type: none"> <li>• At least 8 years of experience (20 points)</li> <li>• 5-7 years of experience (10 points)</li> <li>• 3-4 years of experience (5 points)</li> <li>• Below 3 years of experience (0 points)</li> </ul>	<b>20</b>
<b>Experience in designing products that are sustainable / recyclable or using natural materials</b> <ul style="list-style-type: none"> <li>• At least eight (8) years of experience (25 points)</li> <li>• 5-7 years of experience (15 points)</li> <li>• 3-4 years of experience (5 points)</li> <li>• Below 3 years of experience (0 points)</li> </ul>	<b>25</b>
<b>TOTAL</b>	<b>100</b>

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Bidders must acquire a score at least **85 points** to proceed to the evaluation of their financial proposal.

**VII. Timeline**

<b>SPECIFICS</b>	<b>TIMELINE</b>
Administrative preparations (c/o CITEM) <ul style="list-style-type: none"> <li>• Procurement period</li> <li>• Logistical preparations</li> </ul>	March 2025
Development of overall design theme, direction, campaign concept and selection of participating companies	March – April 2025
Japan Market Trends 2026 – 2027 talk/seminar	April 2025
Philippine Pavilion design conceptualization and approval (in coordination with CITEM exhibition design team)	April – May 2025
Product development/selection, one-on-one design consultation and prototype inspection	April – July 2025
Product photoshoot (c/o hired photographer)	July 2025
Shipment of items	August 2025
Pre-Departure Briefing	August 2025
TIGS Ingress (Onsite supervision, execution, and visual merchandising)	02 September 2025
TIGS Event Proper	03 – 05 September 2025
Debriefing with participants	05 September 2024
Submission of report and recommendations	October 2025

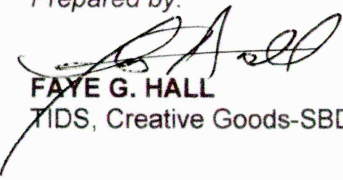
**VIII. Budget and Mode of Payment**

This requirement has a budget of Php900,000.00 inclusive of all travel expenses and applicable taxes. Payment shall be made in the following schedule:

<b>10%</b>	<ul style="list-style-type: none"> <li>• Submission of proposed overall direction / theme for the participation</li> <li>• conceptualization and submission of proposed booth design theme</li> <li>• Selection of final line-up of companies</li> </ul>
<b>50%</b>	<ul style="list-style-type: none"> <li>• Conduct of pre-event market trend seminar to participating companies</li> <li>• Submission of product design renderings to all participating companies</li> <li>• Selection of final line-up of products for all companies</li> </ul>
<b>40%</b>	<ul style="list-style-type: none"> <li>• Finalize product development</li> <li>• Finalize booth layout</li> <li>• Onsite curation</li> <li>• Submission of post-event evaluation report</li> </ul>

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*Prepared by:*

  
**FAYE G. HALL**  
TIDS, Creative Goods-SBD

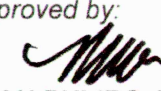
*Noted by:*

  
**ANNA MARIE D. ALZONA**  
Division Chief, Creative Goods-SBD

*Recommending Approval:*

  
**MARJO F. EVIO**  
Department Manager,  
Service Business Department

*Approved by:*

  
**LEAH PULIDO OCAMPO**  
Executive Director