

JOB ORDER

CITEM.STR.FR.006



CENTER FOR INTERNATIONAL TRADE EXPOSITIONS AND MISSIONS

Golden Shell Pavilion, Roxas Boulevard corner Sen. Gil J. Puyat Avenue
1300 Pasay City, Metro Manila, Philippines
(632) 831-2201 to 09 ext. 218 (632) 831-1368, 832-3965
info@citem.com.ph www.citem.com.ph



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2025-0181

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03/25/2025

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2025-0181

PR Date:

03/11/2025

CONTRACTOR/SUPPLIER **MASAEKO, INC.**

ADDRESS **Indang, Cavite**

MODE OF PROCUREMENT **Small Value Procurement**

DELIVERY TERM

PAYMENT TERM **30 days**

PLACE OF DELIVERY

DATE OF DELIVERY

Please provide/furnish this office the requirements listed below subject to the terms and conditions contained herein. Address all correspondence to the Center for International Trade Expositions and Missions (CITEM).

DESCRIPTION	QTY/UNIT	UNIT PRICE	AMOUNT
HIRING OF CREATIVE DIRECTOR FOR THE PHILIPPINE PARTICIPATION IN TOKYO INTERNATIONAL GIFT SHOW AUTUMN 2025 AND OSAKA OFFICIAL OUTBOUND BUSINESS MISSION			PHP900,000.00
I. 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			

TOTAL AMOUNT IN WORDS:

Php

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Very truly yours,

ATTY. ANNA GRACE I. MARBURI
Department Manager III, CSD

CONFORME:

Wataru Sakuma
Name & Signature of Contractor/Supplier

BUR No. **7165-25040532**

DATE **April 8, 2025**

AMOUNT **7900,000.00**

Funds Available:

WILMA G. DULAY
OIC-Chief Controllorship

Recommended by:

MARJO F. EVIO
Department Manager III, SBD

Approved by **ROMLEAH JULIET P. OCAMPO**
Executive Director

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CONTRACTOR/SUPPLIER **MASAECO, INC.**

ADDRESS **Indang, Cavite**

MODE OF PROCUREMENT **Small Value Procurement**

DELIVERY TERM

PAYMENT TERM **30 days**

PLACE OF DELIVERY

DATE OF DELIVERY

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DESCRIPTION	QTY/UNIT	UNIT PRICE	AMOUNT
<p>presentation;</p> <ul style="list-style-type: none"> * Develop the general booth and structural design in coordination with the CITEM Exhibition and Design Team; * Recommend ideal layout assignments for participating companies. <p>3. Exhibitor Selection & Servicing</p> <ul style="list-style-type: none"> * 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: <ul style="list-style-type: none"> 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. 			

TOTAL AMOUNT IN WORDS:

Php

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Very truly yours,

ATTY. ANNA GRACE I. MARPURI
Department Manager III, CSD

CONFORME:

Name & Signature of Contractor/Supplier

Date

BUR No. **7165-25040532**

DATE **April 8, 2025**

AMOUNT **9900,00.00**

Funds Available:

WILMA G. DULAY

OIC-Chief Controllorship

Recommended by:

MARJOE F. EVIO
Department Manager III, SBD

Approved by:

ROMLEAH JULIET P. OCAMPO
Executive Director

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CONTRACTOR/SUPPLIER **MASAECO, INC.**

ADDRESS **Indang, Cavite**

MODE OF PROCUREMENT **Small Value Procurement**

DELIVERY TERM

PAYMENT TERM

PLACE OF DELIVERY

DATE OF DELIVERY

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DESCRIPTION	QTY/UNIT	UNIT PRICE	AMOUNT
<p>4. Brand Ambassadorship</p> <ul style="list-style-type: none"> * Act as Brand Ambassador for the Philippine participation in TIGS with the following specific roles: <ul style="list-style-type: none"> 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 Phil. participation in TIGS, such as, but not limited to courtesy calls, launches, and press conferences. <p>5. Market Specialist & Business Consultant</p> <ul style="list-style-type: none"> * 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. <p>6. Osaka OBBM deliverables:</p> <ul style="list-style-type: none"> * Provide design inputs and/or recommendations on the visual merchandising 			

TOTAL AMOUNT IN WORDS:

Php

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Very truly yours,

ATTY. ANNA GRACE I. MARPURI
Department Manager III, CSD

CONFORME:

Wataru Sakuma
Name & Signature of Contractor/Supplier

Date

BUR No. **716S-25042532**

DATE **April 8, 2025**

AMOUNT **P900,000.00**

Funds Available:

WILMA G. DULAY
OIC-Chief Controllorship

Recommended by:

MARJO F. EVIO
Department Manager III, SBD

Approved by:

ROMLEAH JULIET P. OCAMPO
Executive Director

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CONTRACTOR/SUPPLIER **MASAECO, INC.**
ADDRESS **Indang, Cavite**
MODE OF PROCUREMENT **Small Value Procurement**

DELIVERY TERM
PAYMENT TERM **30 days**
PLACE OF DELIVERY
DATE OF DELIVERY

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DESCRIPTION	QTY/UNIT	UNIT PRICE	AMOUNT
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.			
MODE OF PAYMENT:			
10% - Submission of proposed overall direction/theme for the participation			
- Conceptualization and submission of proposed booth design theme			
- Selection of final line-up of companies			
50% - Conduct of pre-event market trend seminar to participating companies			
- Submission of product design renderings to all participating companies			
- Selection of final line-up of products for all companies			
40% - Finalize product development			
- Finalize booth layout			
- Onsite curation			
- Submission of post-event evaluation report			

TOTAL AMOUNT IN WORDS:

Php

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Very truly yours,
ATTY. ANNA GRACE I. MARPURI
Department Manager III, CSD

CONFORME:

Wataru Sakuma
Name & Signature of Contractor/Supplier

BUR No. **716-25040522**

DATE **April 8, 2025**

AMOUNT **₱ 900,000.00**

Recommended by:

MARJOF EVIO
Department Manager III, SBD

Approved by: **ROMLEAH JULIET P. OCAMPO**
Executive Director

Funds Available:
WILMA G. DULAY
OIC-Chief Controllorship

Date

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CONTRACTOR/SUPPLIER **MASAEKO INC.**

ADDRESS **Indang, Cavite**

MODE OF PROCUREMENT **Small Value Procurement**

DELIVERY TERM _____

PAYMENT TERM **30 days**

PLACE OF DELIVERY _____

DATE OF DELIVERY _____

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II. TIMELINE

SPECIFICS	TIMELINE
Administrative preparations (c/o CITEM) • Procurement period • Logistical preparations	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 2025
Submission of report and recommendations	October 2025

TOTAL AMOUNT IN WORDS: **NINE HUNDRED THOUSAND PESOS**

Php 900,000.00

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Very truly yours,
ATTY. ANNA GRACE I. MARPURI
Department Manager III, CSD

CONFORME: **Wataru Sakuma**

Name & Signature of Contractor/Supplier

Date

BUR No. **7765-23040532**

DATE **April 8, 2025**

AMOUNT **900,000.00**

Funds Available

WILMA G. DULAY

OIC-Chief Controllorship

Recommended by:

MARJO F. EVIO

Department Manager III, SBD

Approved by:

ROMLEAH JULIET P. OCAMPO

Executive Director

MEMORANDUM

FOR : 
EXECUTIVE DIRECTOR LEAH PULIDO OCAMPO

FROM : 
MARJO H. EVIO
Department Manager, SBD

SUBJECT : TIGS & OSAKA OBBM CREATIVE DIRECTOR PERIOD OF
ENGAGEMENT

DATE : 21 April 2025

May we request approval of the period of engagement below for the Hiring of Creative Director for the Philippine Participation in Tokyo International Gift Show Autumn 2025 and Osaka Outbound Business Mission:

Engagement Period		
	From	To
Start	March 2025	25 March 2025 *based on issued Notice of Acceptance (NOA-2025-0073)
End	October 2025	31 October 2025

This memo is made in accordance to the requirement of BAC Secretariat to indicate the specific date of engagement.

For your consideration please.