

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-2025-0071-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 INTERNATIONAL PROGRAM DIRECTOR
FOR FASHIONPHILIPPINES FELLOWSHIP
PROGRAM IN MILAN, ITALY**

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

APPROVED BUDGET FOR THE CONTRACT: PHP6,300,000.00 or EUR100,000.00

Hiring of International Program Director:

1. Facilitate the participant screening, vetting, and selection process
2. Oversee the onboarding and payment process for three (3) Europe based fashion experts, who will also serve as jury members and mentors
3. Lead the planning and execution of the onsite mentoring sessions in Milan, Italy including module development and scheduling
4. Implement a three (3) day exhibition as a culmination of the program at the The Gallery at Fondazione Sozanni, Milan, Italy
5. Submit Curriculum Vitae as Requirement

Qualifications:

1. Proven expertise in the European fashion industry including managing international fashion exhibitions, mentorship programs and industry collaborations.
2. Experience in working with international Fashion councils, and major industry stakeholders in Europe
3. Proven track record in mentoring and developing emerging fashion brands for the global market
4. Background as a speaker, panelist, or resource person at international fashion events and conferences
5. Experience in marketing, media relations, and securing PR opportunities for fashion designers and exhibitions

Documents to be submitted:

1. Portfolio or Curriculum Vitae

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.



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



REQUEST FOR QUOTATION (OVERSEAS PROCUREMENT)

Date: **24 March 2025**

Company Name: _____

RFQ No.: **2025-0071-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.

| | | |
|--|----------------------|--------------------|
| Schedule of Bidding in Philippine Standard Time: | | |
| Deadline of Submission of Quotations: 25 March 2025 | Time: 01:00PM | |
| Schedule of Opening of Bids: 25 March 2025 | Time: 02:00PM | Venue: ZOOM |

| | | |
|--|----------------------|--------------------|
| Schedule of Bidding in Central European Time: | | |
| Deadline of Submission of Quotations: 25 March 2025 | Time: 06:00AM | |
| Schedule of Opening of Bids: 25 March 2025 | Time: 07:00AM | Venue: ZOOM |

| QTY | UNIT | ARTICLE / WORK / DESCRIPTION / SPECIFICATION | UNIT PRICE | AMOUNT |
|-----|------|---|------------|--------|
| 1 | pax | <p style="text-align: center;">HIRING OF INTERNATIONAL PROGRAM DIRECTOR FOR FASHIONPHILIPPINES FELLOWSHIP PROGRAM IN MILAN, ITALY</p> <p style="text-align: center;">APPROVED BUDGET FOR THE CONTRACT: <u>PHP6,300,000.00 or EUR100,000.00</u></p> <p>Date Needed / Delivery Date: 26 March 2025</p> <p>Hiring of International Program Director:</p> <ol style="list-style-type: none"> 1. Facilitate the participant screening, vetting, and selection process 2. Oversee the onboarding and payment process for three (3) Europe-based fashion experts, who will also serve as jury members and mentors; 3. Lead the planning and execution of the onsite mentoring sessions in Milan, Italy including module development and scheduling 4. Implement a three (3) day exhibition as a culmination of the program at the <i>The Gallery at Fondazione Sozanni, Milan, Italy</i> 5. Submit Curriculum Vitae as Requirement <p>Qualifications:</p> <ol style="list-style-type: none"> 1. Proven expertise in the European fashion industry including managing international fashion exhibitions, mentorship programs and industry collaborations. 2. Experience in working with international Fashion councils, and major industry stakeholders in Europe 3. Proven track record in mentoring and developing emerging fashion brands for the global market 4. Background as a speaker, panelist, or resource person at international fashion events and conferences 5. Experience in marketing, media relations, and securing PR opportunities for fashion designers and exhibitions | | |



| | | | |
|--|--|--|--|
| | <p>Documents to be submitted:</p> <p>1. Portfolio or Curriculum Vitae</p> <p><i>(Please see attached Terms of Reference for more details)</i></p> <p><i>Page 2 of 2</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.

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 (TOR) FOR THE ENGAGEMENT OF AN
INTERNATIONAL PROGRAM DIRECTOR FOR FASHIONPHILIPPINES
MENTORSHIP PROGRAM IN MILAN 2025**

I. OVERVIEW

| | |
|-----------------------------|---|
| Requirement | Engagement of an International Program Director for FASHIONPhilippines Mentorship Program in Milan 2025 |
| Product Sector | Fashion |
| Total budget | €100,000 (PHP 6,300,000) |
| Period of Engagement | March to September 2025 |

*EUR 1.00 = PHP 63

II. BACKGROUND AND RATIONALE

The FASHIONPhilippines Mentorship Program in Milan 2025 is a fashion development program of CITEM in collaboration with the Philippine Fashion Coalition (PFC) to feature 10-15 Filipino fashion designers or brands. Participants will undergo one-on-one mentoring sessions with a 7-member panel of Europe-based fashion industry professionals to enhance their skills, knowledge, and competitiveness in the global fashion arena during the 3-day exhibition in Milan, Italy as the culmination of the program.

The program also includes a 3-day curated showcase/exhibit at The Gallery Milan, Italy. This showcase will highlight Filipino design and craftsmanship by featuring the collections of participating designers.

To ensure the highest caliber of participants, they will undergo a comprehensive screening and selection process led by CITEM and PFC for pre-selection and vetting.

III. OBJECTIVES

The FASHIONPhilippines Mentorship Program in Milan 2025 aims to:

1. Expose Filipino fashion to the global market by connecting them with the right audience, industry professionals, and stakeholders;
2. Build greater awareness and interest in Philippine fashion, highlighting the creativity and talent of Filipino designers while offering new products and services.
3. Drive business opportunities for Filipino designers by engaging with international sales showrooms, buyers, and key players in the global fashion industry.
4. Create pathways for Filipino designers to participate in prestigious international fashion competitions such as the LVMH Prize or the International Woolmark Prize.

IV. SCOPE OF WORK AND DELIVERABLES

CITEM shall engage the services of a reputable International Program Director based in Milan, Italy to oversee the successful execution of the FASHIONPhilippines Milan exhibition under a comprehensive Mentorship Program. The International Program Director will work with a notable Industry Specialist and the CITEM Project Management Team. The scope of work and deliverables include the following:

A. Participant Screening and Selection

- Collaborate with CITEM, the Industry Specialist, and the Philippine Fashion Coalition (PFC) to facilitate the participant screening, vetting, and selection process, ensuring that the most qualified fashion brands and designers are chosen for the program;
- Establish criteria for participant evaluation with the PFC and Industry Specialist;
- Oversee the onboarding and payment process for 3 Europe-based fashion experts, who will also serve as jury members and mentors.

B. Onsite Mentoring Sessions

- Lead the planning and execution of the onsite mentoring sessions in Milan, Italy, ensuring that the participating designers gain valuable insights and guidance;
- Develop a course/module which includes but is not limited to portfolio and collection reviews, branding, market positioning and storytelling targeted to the European market;
- Schedule one-on-one consultation meetings between the participating designers and the mentors in Milan;
- Provide a curated itinerary for the participants for an immersion activity during the Milan Fashion Week.

C. Exhibition Planning and Implementation in Milan

- Implement a 3-day exhibition as a culmination of the program at *The Gallery at Fondazione Sozzani*, Milan, Italy;
- Secure the *Gallery at Fondazione Sozzani* including its payment for rental space, equipment and materials such as mannequins, clothes racks, hangers, full length mirrors, display counter and utilities;
- Ensure that all exhibition elements align with the program's creative direction and brand positioning;
- Assign staff to manage the daily operations throughout the exhibition.

D. Marketing and Promotion

- Promote the exhibition including inviting the media & fashion stakeholders & personalities from the various sectors of the industry to increase audience reach;
- Assist in securing press coverage and interviews with participating designers;
- Facilitate networking opportunities with potential European buyers.

V. TERMS OF PAYMENT

For the services rendered, the International Program Director shall receive the amount of the awarded bid contract. CITEM will pay the International Program Director in four tranches upon submission of the following deliverables:

| Activities | Percentage | Deliverables |
|--|------------|---|
| Pre-planning and Participants' Selection | 20% | Upon submission and approval of the program proposal for the Mentorship and Exhibition in Milan which shall include: <ul style="list-style-type: none"> • Mentorship module/s • List and CV of the 3 jury-mentors |
| | 30% | List of the selected 10-15 participants for the program |
| Mentoring Sessions | 30% | Upon submission and approval of the Mentorship Schedule and the PR plan |
| Exhibition Proper | 20% | Upon the completion of the 3-day exhibition in The Gallery at Fondazione Sozanni |

VI. QUALITATIVE EVALUATION

This engagement is open to individual professionals or companies/firms, and will be assessed based on the following criteria:

| CRITERIA | VALUE POINT | DOCUMENT/S SUBMITTED |
|--|---|-------------------------------|
| Proven expertise in the European fashion industry including managing international fashion exhibitions, mentorship programs, and industry collaborations. (30 points) | Length of relevant experience: <ul style="list-style-type: none"> • 20 years and more (30 points) • 10 - 19 years (20 points) • 5 - 9 years (10 points) • Below 5 years (0 points) | Portfolio or Curriculum Vitae |
| Experience in working with international fashion councils, and major industry stakeholders in Europe. (20 points) | Industry affiliation/connection: <ul style="list-style-type: none"> • Strong affiliations with at least 3 major fashion institutions, councils, or industry stakeholders (20 points) • Affiliated with 1 to 2 recognized fashion institutions, councils, or stakeholders (10 points) • No industry affiliations (0 points) | Portfolio or Curriculum Vitae |

| | | |
|---|---|--------------------------------------|
| <p>Proven track record in mentoring and developing emerging fashion brands for the global market.</p> <p>(20 points)</p> | <p>Number of emerging designers/brands mentored:</p> <ul style="list-style-type: none"> • Successfully mentored 10 or more designers/brands for international expansion (20 points) • Mentored 5-9 designers/brands (15 points) • Mentored 1-4 designers/brands (10 points) • No prior mentorship experience (0 points) | <p>Portfolio or Curriculum Vitae</p> |
| <p>Background as a speaker, panelist, or resource person at international fashion events and conferences.</p> <p>(20 points)</p> | <p>Number of speaking engagements for an international fashion event:</p> <ul style="list-style-type: none"> • Speaker or panelist in 3 or more international fashion industry events (20 points) • Speaker or panelist in 1-2 international fashion industry events (10 points) • No speaking engagements (0 points) | <p>Portfolio or Curriculum Vitae</p> |
| <p>Experience in marketing, media relations, and securing PR opportunities for fashion designers and exhibitions</p> <p>(10 points)</p> | <p>Number of secured media coverage:</p> <ul style="list-style-type: none"> • Secured media coverage/PR placements for at least 3 international fashion events or designers (10 points) • Assisted in media promotions for 1-2 international fashion events or designers (5 points) • No experience in media promotions or PR (0 points) | <p>Portfolio or Curriculum Vitae</p> |

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.

VII. APPROVED AGENCY ESTIMATE

A total of €100,000 is earmarked for this engagement to be sourced from the FashionPhilippines Mentorship Program in Milan 2025 Budget.

Mode of Procurement: Overseas Procurement

Prepared by:


DANIELLE PURZUELO
Senior Marketing Specialist
Creative Goods Division

Noted by:


ANNA MARIE ALZONA
Division Chief, CGD

Recommending Approval:


MARJO F. EVIO
Department Manager, SBD

Approved by:


LEAH PULIDO OCAMPO
Executive Director