

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-2024-0152

**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 MARKET PROMOTION AGENT FOR MANILA FAME 2024 FOR THE JAPAN MARKET

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

Qualifications:

- Should have at least 15 years of marketing experience
- Should have at least 10 years of working experience in the Japanese Market
- Should have worked with brands and/or companies related to fashion, home décor, gifts, or furniture

Documents to be submitted:

- Curriculum Vitae/Portfolio
- List of Clients

APPROVED BUDGET FOR THE CONTRACT: PHP500,000.00

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.



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: **20 August 2024**

Company Name: _____

RFQ No.: **2024-0152**

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.

<i>Deadline of Submission of Quotations:</i> 22 August 2024	<i>Time:</i> 01:00PM
<i>Schedule of Opening of Bids:</i> 22 August 2024	<i>Time:</i> 02:00PM <i>Venue:</i> ZOOM

QTY	UNIT	ARTICLE / WORK / DESCRIPTION / SPECIFICATION	UNIT PRICE	AMOUNT
1	lot	<p>HIRING OF MARKET PROMOTION AGENT FOR MANILA FAME 2024 FOR THE JAPAN MARKET</p> <p>APPROVED BUDGET FOR THE CONTRACT: <u>PHP500,000.00</u></p> <p><u>Qualifications:</u></p> <ul style="list-style-type: none"> Should have at least 15 years of marketing experience Should have at least 10 years of working experience in the Japanese Market Should have worked with brands and/or companies related to fashion, home décor, gifts, or furniture <p><u>Documents to be submitted:</u></p> <ul style="list-style-type: none"> - Curriculum Vitae / Portfolio - List of Clients <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.

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

Hiring of Market Promotion Agent for Manila FAME 2024
for the Japan Market

I. BACKGROUND AND RATIONALE

Manila FAME is the Philippines' premier trade show for quality home, fashion, and lifestyle products.

As we promote Manila FAME and encourage foreign and local buyers to choose Philippines as their sourcing destination of choice, cross promotion of Manila FAME with other CITEM organized related trade fairs is also being practiced. In this regard, one of the main agendas of CITEM for its participation in the upcoming Tokyo International Gift Show (TIGS) and FINOPINAS on September 2024 is to be able to recruit buyers to visit Manila FAME.

To aid in achieving this goal, a Japan Market Promotion Agent shall be hired to assist CITEM in creating more mileage to its participation. This shall be covered by the Buyer Recruitment Program of Manila FAME as it shares a similar intent – bringing buyers to Manila FAME, but a Japan Market Promotion Agent shall require more activities to ensure buyer conversion. Such activities will be timed in time with TIGS and FINOPINAS 2024 targeting the Japanese buyers which ranks as one of the top visiting countries of Manila FAME.

II. OBJECTIVES

To hire a Japan Market Promotion Agent to attain the ff:

1. To promote Manila FAME among Japanese buyers;
2. To secure B2B meetings for Manila FAME companies during their visit in Japan;
3. To gather buyer feedback re. Philippine manufacturers;
4. To bring Japanese buyers to Manila FAME 2024.

III. SCOPE OF WORK OF THE MARKET AGENT

The Market Promotion Agent will be contracted through Overseas Procurement and is expected to be on board upon signing of the JO until end of October 2024. Below are the required deliverables:

1. Arrange B2B meetings for Manila FAME companies joining TIGS and FINOPINAS;
 - Identify and invite appropriate buyers for the Manila FAME participation in TIGS and FINOPINAS;
 - Secure meeting schedules and ensure no disruptive meeting overlaps;
 - Facilitate onsite meetings;
 - Monitor meeting results.
2. Gather buyer feedback
 - Submit report to include buyer testimonials and feedback on Philippine products;
 - Submit database of buyers who attended the B2B meetings;
 - Submit list of buyers vis a vis their product of interest/s and the corresponding sales under negotiation;
 - Submit report on Philippine product weaknesses and strengths together with the recommendations on areas for improvement to strengthen demand among Japanese buyers.
3. Bringing of physical buyers to Manila FAME
 - Bring at least 10 potential buyers to both Manila FAME and FINOPINAS

4. Other Deliverables & Clause

- Shoulder expenses necessary to reach targets and the specified deliverables. This includes, but is not limited to, communication expense / telemarketer and/or additional promotional activities deemed necessary.

IV. QUALIFICATION

The Market Promotion Agent shall possess the following qualifications:

Document requirements: CV, Portfolio / list of clients

1. Should have at least 15 years of marketing experience.
2. Should have at least 10 years of working experience in the Japanese market.
3. Should have worked with brands and/or companies related to fashion, home décor, gifts, or furniture.

V. TIMELINE

SPECIFICS	TIMELINE
Pre-event <ul style="list-style-type: none">- Buyer invitation- Buyer matching- B2B scheduling	31 August - 03 September 2024
Meeting with the Manila FAME companies	03 September 2024
Business Matching Proper	05-13 September 2024
Manila FAME Campaign for buyers	13 September – 16 October 2024
Manila FAME Proper	17-19 October 2024
Post event Manila FAME report submission	20-30 October 2024

VI. BUDGET AND MODE OF PAYMENT

This requirement has a budget of Php500,000.00 (inclusive of applicable taxes) under the Buyer Marketing Agent budget of Manila FAME 2024. Percentage of contract cost shall be made in the following schedule:

- 50% : After completion of business matching event proper
- 20% : After submission of report and database of Finopinas/TIGS
- 30% : After successfully sending 10 Japanese buyers to Manila FAME

Prepared by:



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STIDS, Service Business Department

Noted by:


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DC, Creative Goods - SBD


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