



**CENTER FOR INTERNATIONAL TRADE EXPOSITIONS AND MISSIONS**  
 Golden Shell Pavilion, Roosan Boulevard corner Sen. Gil J. Puyat Avenue  
 1300 Pasay City, Metro Manila, Philippines  
 ☎ (02) 831-2201 to 08 ext. 218 ☎ (02) 831-1300, 832-3565  
 ✉ info@citem.com.ph @ www.citem.com.ph



JO Number:

2020-0079

PR No.:

2020-0277

JO Date:

10/16/2020

PR Date:

09/21/2020

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**CONTRACTOR/SUPPLIER** H30 FASHION BUREAU  
**ADDRESS** Japan, 〒107-0062 Tokyo, Minato City,  
 Minamioyama, 6 Chome-7-5 ドミール南青山 908号  
**MODE OF PROCUREMENT** OVERSEAS PROCUREMENT

**DELIVERY TERM** \_\_\_\_\_  
**PAYMENT TERM** \_\_\_\_\_  
**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
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**HIRING OF SALES AGENT AND MARKETING SPECIALIST FOR THE IMPLEMENTATION OF PHX TOKYO 2020 - 2021**

Php4,928,582.00

OR

JPY10,705,000.00

**OBJECTIVES**

The objectives for hiring a sales agent & market specialist for the implementation of the program are:

1. To capacitate and create awareness among select ten (10) Philippine fashion brands and designers on Japan market background, behavior and preferences and to equip them with strategies on how to penetrate the Japan fashion market through mentoring sessions;
2. To expand exposure of Philippine fashion brands and designers to the increasingly growing Japan market and to benchmark market opportunities in the Japan fashion industry;
3. To increase awareness of Philippine fashion brands, designers, and artists and their rich design, artistry, and innovation among the Japan fashion scene through media exposure; and
4. To leverage on the brand of a notable agency who has the knowledge and experience in the international fashion design market, specifically in Japan, to effectively reach out to the target buyers.

**SCOPE OF WORK AND DELIVERABLES**

To meet the above objectives, CITEM is engaging a Japan-based firm as a sales agent & market specialist for the PHX Tokyo 2020-2021 program. Below are the components of the program and the specific deliverables of the sales agent & market specialist.

**A. Mentorship, Management and Consultancy**

The Contracted Firm, as experts on the Japan fashion industry, will conduct mentoring sessions and provide consultancy to equip the ten participants brands with both basic and advanced knowledge and skills design- and business-wise.

TOTAL AMOUNT IN WORDS:

Php

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Very truly yours,

BUR No. PHX-20100682

Recommended by:

*Jaime Sandoval*  
**JAIME ANTONIO S. SANDOVAL**  
 Chief, STREDO & Procurement Division

DATE Oct 27, 2020

*Anna Grace I. Marpuri*  
**ATTY. ANNA GRACE I. MARPURI**  
 OIC-DM, Operations Group 1

CONFORME:

AMOUNT Php 4,928,582.00

Approved by:

*Malerna C. Buyao*  
 (Name & Signature of Contractor/Supplier)  
Oct 30th, 2020  
 Date

Funds Available:  
*Malerna C. Buyao*  
**MALERNA C. BUYAO**  
 Chief, Controllership Division

*Paulina Suazo-Juan*  
**PAULINA SUAZO-JUAN**  
 Executive Director

# JOB ORDER

CITEM.STR.FR.006



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**Deliverables:**

**1. Participant Recommendation (October 2020)**

The Contracted Firm must scout on its own, select, and recommend young and emerging Filipino fashion brands and designers to participate in the program. Each brand/designer will be required to submit their company profile, brand story, and portfolio. The requirements will be qualitatively reviewed and assessed by the Contracted Firm, as the expert on the market, based on the appropriateness of their brands and products to the target buyers. However, the recommended participants are still subject to CITEM's approval. The Firm must complete a total of ten (10) CITEM-approved fashion brands and designers to participate in the program.

**2. Mentoring Sessions (October 2020 – May 2021)**

- a. The Contracted Firm must come up with a **mentoring module** that includes the topics to be covered, format, as well as the timeline. The mentoring module shall be approved by CITEM, and any changes and modifications recommended by CITEM should be applied.
- b. The Contracted Firm will conduct at least **three (3) pre-scheduled one-on-one online coaching with each brand/designer** or a total of thirty (30) one-on-one sessions to discuss the creation and progress of the brand collections; at least **two (2) group lectures** to discuss market background including consumer behavior and preferences, creating line sheets, and proper etiquette in dealing with buyers; and **consultations** from the beginning of engagement until the exhibition slated on 7-9 July 2021, upon the request of the participant.

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Very truly yours,  
  
**JAIME ANTONIO S. SANDOVAL**  
 Chief, STREDO & Procurement Division

BUR No. PHX-20100682  
 DATE Oct 23, 2020  
 AMOUNT Php 4,928,582.00

Recommended by:  
  
**ATTY. ANNA GRACE I. MARPURI**  
 OIC-DM, Operations Group 1

Name & Signature of Contractor/Supplier  
Oct 30th, 2020  
 Date

Funds Available:  
  
**MALERNA C. BUYAO**  
 Chief, Controllership Division

Approved by:  
  
**PAULINA SUACO JUAN**  
 Executive Director



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<b>HIRING OF SALES AGENT AND MARKETING SPECIALIST FOR THE IMPLEMENTATION OF PHX TOKYO 2020 – 2021</b>  <b>3. Mentoring Sessions Report (May 2021)</b>  The Contracted Firm will prepare a report on the mentoring sessions conducted upon completion.  <b>4. Product Collection Direction (October 2020 – May 2021)</b> The Contracted Firm will work with each participant to produce a complete collection for the exhibition. The Contracted Firm may require the participants to make use of existing products and designs, tweak them, or produce new ones based on the overall creative direction of the collection in accordance to the target market's preference.  The Contracted Firm will assist each participating brand/designer to create a full collection: 15 full looks for clothing brands composed of 25-40 apparel pieces, and 25-40 pieces for accessories.  <b>B. Content Creation for FAME+</b>  The Contracted Firm shall create a content for FAME+, Manila FAME's digital trade platform that will be launched in October 2020, in relation to the PHX Tokyo Program.  <b>Deliverables:</b>  <b>1. Content Plan and Calendar (October 2020)</b> The Contracted Firm will submit a proposed content plan for FAME+ to be approved by CITEM. The plan must include one content per month, from October 2020 to June 2021. The content plan should include the topic, format, length, and schedule.			

TOTAL AMOUNT IN WORDS:	Php
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Very truly yours,  
**JAIME ANTONIO S. SANDOVAL**  
 Chief, STREDO & Procurement Division  
 CONFORME

*Signature of Contractor/Supplier*  
**Hiroyuki Suzuki**  
 Name & Signature of Contractor/Supplier  
 OCT 30th, 2020  
 Date

BUR No. PHX-20100682  
 DATE Oct. 27, 2020  
 AMOUNT Php 4,928,582.00

Funds available  
**MALERNA C. BUYAO**  
 Chief, Controllorship Division

Recommended by:  
**ATTY. ANNA GRACE I. MARPURI**  
 OIC-DM, Operations Group 1

Approved by:  
**PAULINA SUAGO-JUAN**  
 Executive Director





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ADDRESS **Japan, 〒107-0062 Tokyo, Minato City,**

**Minamiaoyama, 6 Chome-7-5 ドミール南青山 906号**

MODE OF PROCUREMENT **OVERSEAS PROCUREMENT**

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**2. Production of Content (October 2020 – May 2021)**

Once approved, the content, which will follow a variety of formats,  from live webinars, prerecorded lectures, and blog posts  should be produced by the Contracted Firm. CITEM will provide any necessary technical requirements and platforms as part of Special Events, but the Contracted Firm will be in charge of assigning resource persons without additional cost to CITEM.

**C. Showroom Exhibition**

As a culminating activity, the Contracted Firm must be able to organize a 3-day showroom presentation, on 7-9 July 2021, in Tokyo, Japan, where each of the participants will have a dedicated space for their collection.

**Deliverables:**

**1. Exhibition Plan (November – December 2020)**

The Contracted Firm must present an exhibition plan that includes the proposed location of the exhibition, exhibition concept, space layout and design, and overall creative direction of the collection presentation to be approved by CITEM.

**2. Location (December 2020)**

The Contracted Firm must secure a space of approximately 200sqm located within the Tokyo Metropolitan district. The space should be accessible and spacious.

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Very truly yours,

BUR No. PHX-20100682

Recommended by:

*Jaime Sandoval*  
**JAIME ANTONIO S. SANDOVAL**  
 Chief, STREDO & Procurement Division

DATE Oct 27, 2020

*Anna Marpuri*  
**ATTY. ANNA GRACE I. MARPURI**  
 OIC-DM, Operations Group

CONFORME:

AMOUNT Php 4,928,582.00

Approved by:

*Paulina Suaco Juan*  
**PAULINA SUACO JUAN**  
 Executive Director

*Shirleyo Suzabe*  
 Name & Signature of Contractor/Supplier

Funds available  
*Malerna C. Buyao*  
**MALERNA C. BUYAO**  
 Chief, Controllorship Division

Oct 30th, 2020  
 Date



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<p>HIRING OF SALES AGENT AND MARKETING SPECIALIST FOR THE IMPLEMENTATION OF PHX TOKYO 2020 – 2021</p> <p><b>3. Exhibition Design and Construction (June – July 2021)</b></p> <p>The Firm is responsible for designing and arranging the space based on the approved concept. Construction and renovation of space, if necessary, shall also be carried out by the Contracted Firm without additional costs to CITEM.</p> <p><b>4. Product Curation and Direction (June – July 2021)</b></p> <p>The Contracted Firm must be able to weave the collections of the different brands/designers into a comprehensive and cohesive story within the space. Each participant must have a dedicated space to showcase the entire collection that is produced: 15 full looks for clothing brands composed of 25-40 apparel pieces, and 25-40 pieces for accessories.</p> <p><b>D. Collection Launch Event</b></p> <p>To create buzz about the event, the Contracted Firm must organize a launch party on the first day of the 3-day exhibition. The collection launch will be held where the showroom presentation is set up within the Tokyo Metropolitan area.</p> <p><b>Deliverables:</b></p> <p><b>1. Invitation (May – June 2021)</b></p> <p>To ensure the quality of the attendees, the Contracted Firm must invite at least 100 notable fashion buyers, press, and key opinion leaders or influencers to the launch. The design, preparation, and distribution of invites should also be included.</p>			

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Very truly yours,

 BUR No. PHX-20100682

Recommended by:

*Jaime Antonio S. Sandoval*  
**JAIME ANTONIO S. SANDOVAL**  
 Chief, STREDO & Procurement Division

 DATE Oct. 27, 2020

*Atty. Anna Grace I. Marpur*  
**ATTY. ANNA GRACE I. MARPURI**  
 OIC-DM, Operations Group

CONFORME:

 AMOUNT Php 4,928,582.00

Approved by:

*Chieko Suzukawa*  
 Name & Signature of Contractor/Supplier  
Oct. 30th, 2020  
 Date

Funds Available  
*Malerna C. Buyao*  
**MALERNA C. BUYAO**  
 Chief, Controllership Division

*Paulina Suaco Juan*  
**PAULINA SUACO JUAN**  
 Executive Director



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**2. Program (April - May 2021)**

The Contracted Firm must be responsible for the program, if any, and format of the launch party.

**3. Sales Pitch (July 2021)**

During the launch, the Contracted Firm will act as salespeople and introduce the collections of the Philippine brands to the audience, whether the designers or brand representatives of the companies are able to travel to Tokyo, Japan or not.

**4. Catering (July 2021)**

The Contracted Firm will provide food and drinks good for at least 100 people during the launch. Any guidelines imposed by the Japan government for the conduct of such events should be strictly followed.

**E. Media Exposure**

The Contracted Firm must ensure that the collection showcase and exhibition will generate awareness of the Philippine fashion brands among members of the press in Japan.

**Deliverables:**

**a. Media Tie-up (January - March 2021)**

The Contracted Firm must secure a media partnership with a reputable online media outlet. The partnership must entail a one full-page feature on the project, including the lineup of Filipino companies and designers.

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BUR No. PHX-20100682

Recommended by:

*Jaime Antonio S. Sandoval*  
**JAIME ANTONIO S. SANDOVAL**  
 Chief, STREDO & Procurement Division

DATE Oct. 27, 2020

*Atty. Anna Grace I. Marpuri*  
**ATTY. ANNA GRACE I. MARPURI**  
 OIC-DM, Operations Group 1

CONFORME:

AMOUNT Php 4,928,582.00

Approved by:

*Mirahito Suzulie*  
 Name & Signature of Contractor/Supplier  
Oct. 30th, 2020  
 Date

Funds Available  
*Malerna C. Buyao*  
**MALERNA C. BUYAO**  
 Chief, Controllership Division

*Paulina Suaco Juan*  
**PAULINA SUACO JUAN**  
 Executive Director





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**b. Media Interviews (June – July 2021)**

The Contracted Firm will also be responsible for arranging interviews with the participants as requested by press attending the showroom presentation.

**c. Press Release (June – July 2021)**

The Contracted Firm will send out an official press release to approximately 40 online news and fashion websites prior to the sales showroom presentation for an estimated media value of at least JPY 5,000,000.

**F. After Sales Care**

All orders made during and up to a week after the showroom presentation shall be handled by the Contracted Firm, including the shipment of items from Manila to Tokyo, provided that shipment to Japan will be made not later than December 15, 2021.

Once products are received from the companies, the Contracted Firm shall be in charge of: warehousing, quality control check, product scanning, washing translation and tagging, coordination of shipments to individual retailers within Japan, and constant communication with buyers.

**G. Assessment**

The Contracted Firm must submit a post-event report detailing the results of the project, including orders placed and to be completed with the help of the Firm as well as the orders that are under negotiation, within 30 days after the showroom exhibition.

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Very truly yours,

*Jaime Antonio S. Sandoval*  
**JAIME ANTONIO S. SANDOVAL**  
 Chief, STREDO & Procurement Division

CONFORME:

*Ulrichiro Suzuki*  
 Name & Signature of Contractor/Supplier  
**OCT 30th, 2020**

BUR No. PHX-20100682

DATE Oct. 27, 2020

AMOUNT Php 4,928,582.00

Funds Available:  
*Malya Buyao*  
**MALERNA C. BUYAO**  
 Chief, Controllership Division

Recommended by:

*Anna Grace I. Marpur*  
**ATTY. ANNA GRACE I. MARPUR**  
 OIC-DM, Operations Group 1

Approved by:

*Paulina Suaco Juan*  
**PAULINA SUACO JUAN**  
 Executive Director



**CENTER FOR INTERNATIONAL TRADE EXPOSITIONS AND MISSIONS**  
 Golden Shell Pavilion, Roxas Boulevard corner San. Orla, Puyat Avenue  
 1300 Pasay City, Metro Manila, Philippines  
 T. (832) 831-2201 to 09 ext. 215 F. (832) 831-1388, 832-2065  
 E. info@citem.com.ph W. www.citem.com.ph



JO Number:

2020-0079

PR No.:

2020-0277

JO Date:

10/16/2020

PR Date:

09/21/2020

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**CONTRACTOR/SUPPLIER** H30 FASHION BUREAU  
**ADDRESS** Japan, 〒107-0062 Tokyo, Minato City,  
 Minamioyama, 6 Chome-7-5 ドミール南青山 906号  
**MODE OF PROCUREMENT** OVERSEAS PROCUREMENT

**DELIVERY TERM** \_\_\_\_\_

**PAYMENT TERM** \_\_\_\_\_

**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 SALES AGENT AND MARKETING SPECIALIST FOR THE  
 IMPLEMENTATION OF PHX TOKYO 2020 - 2021

### PERIOD OF ENGAGEMENT

The contracted market specialist / sales agent will be engaged from the issuance of Notice of Award to July 2021.

A separate contract between the Firm and each of the participants shall be drawn to ensure that both parties perform duties after CITEM's engagement with the Firm including after-sales. It is recommended that the terms of the contract be reviewed and approved by CITEM.

### BUDGET

The awarded amount for this project is **Php 4,928,582.00** or **JPY 10,705,000.00** inclusive of all taxes to be charged to CITEM budget for PHX Tokyo 2020-2021.

Conversion: 1 USD = PHP48.556

1 JPY = PHP0.4604

### CONDITIONS OF PAYMENT

Payment shall be processed based on the following terms:

- 40% upon submission of Mentoring Module and conduct of at least one individual mentoring session for each of the participants and one group mentoring session; submission of FAME+ Content Plan and Calendar and publishing of at least two content for FAME+; submission of the Exhibition Plan; and shortlist of possible locations;

**TOTAL AMOUNT IN WORDS:**

Php

This order is placed subject to the following terms and conditions:

The delivery must be made only during office hours to CITEM or as may be specified. Delivery is subject to the acceptance of CITEM's duly authorized representative/official and inspection by CITEM Management Inspection Team and/or the Commission on Audit. Rejected deliveries are to be withdrawn and/or replaced immediately. Delay in the delivery is subject to the PENALTY of 1% OF 1% of the TOTAL VALUE of this ORDER for EACH DAY OF DELAY. In case the contractor/supplier does not deliver within the due date, after that be considered in default and will be liable to pay LIQUIDATED DAMAGES in the amount of \_\_\_\_\_ of the TOTAL AMOUNT unless the contractor/supplier requested and CITEM granted an extension. The contractor/supplier authorizes CITEM to deduct the amount of undelivered portion and to deduct the penalty and liquidated damages from any of its receivables from CITEM. The contractor/supplier must present a Delivery Receipt and Invoice or Official Receipt with the Job Order upon delivery.

Very truly yours,

*Jaime Antonio S. Sandoval*  
**JAIME ANTONIO S. SANDOVAL**  
 Chief, STREDO & Procurement Division

CONFORME:

 BUR No. PHX-20100682

 DATE Oct 27, 2020

 AMOUNT Php 4,928,582.00

Recommended by:

*Atty. Anna Grace I. Marpuri*  
**ATTY. ANNA GRACE I. MARPURI**  
 OIC-DM, Operations Group 1

Approved by:

*Paulina Suaco Juan*  
**PAULINA SUACO JUAN**  
 Executive Director

Funds Available:

*Malerna G. Buyao*  
**MALERNA G. BUYAO**  
 Chief, Controllership Division

*Keisijiro Suzuker*  
 Name & Signature of Contractor/Supplier  
Oct 30th, 2020  
 Date



# JOB ORDER

CITEM.BTR.FR.006



**CENTER FOR INTERNATIONAL TRADE EXPOSITIONS AND MISSIONS**  
 Coltan Shell Pavilion, Roxas Boulevard corner Sen. Gil J. Puyat Avenue  
 1305 Pasay City, Metro Manila, Philippines  
 T: (632) 831-2291 to 09 ext. 216 F: (632) 831-1368, 832-3265  
 E: info@citem.com.ph www.citem.com.ph



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 Minamiaoyama, 6 Chome-7-5 ドミール南青山 906号  
 MODE OF PROCUREMENT **OVERSEAS PROCUREMENT**

DELIVERY TERM \_\_\_\_\_  
 PAYMENT TERM \_\_\_\_\_  
 PLACE OF DELIVERY \_\_\_\_\_  
 DATE OF DELIVERY \_\_\_\_\_

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DESCRIPTION	QTY/UNIT	UNIT PRICE	AMOUNT
<b>HIRING OF SALES AGENT AND MARKETING SPECIALIST FOR THE IMPLEMENTATION OF PHX TOKYO 2020 – 2021</b> <ul style="list-style-type: none"> <li>30% upon the completion of the mentoring sessions and submission of the Mentoring Sessions Report; publishing of 80% of FAME+ content; reservation of space location; and finalization of media file-up;</li> <li>30% upon completion of the project and submission of the post-event report within 30 days after the event launch.</li> </ul>			
Ten Million Seven Hundred and Five Thousand Japanese Yen			JPY10,705,000.00 or

TOTAL AMOUNT IN WORDS: **Four Million Nine Hundred Twenty Eight Thousand Five Hundred Eighty Two Pesos** Php4,928,582.00

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Very truly yours,  
  
**JAIME ANTONIO S. SANDOVAL**  
 Chief, STREDO & Procurement Division  
 CONFORME:

Name & Signature of Contractor/Supplier  
Oct 30th, 2020  
 Date

BUR No. PHX-20100682  
 DATE Oct. 27, 2020  
 AMOUNT Php 4,928,582.00

Funds Available  
  
**MALERNA C. BUYAO**  
 Chief, Controllership Division

Recommended by:  
  
**ATTY. ANNA GRACE I. MARPURI**  
 OIC-DM, Operations Group 1  
 Approved by:  
  
**PAULINA SUACO-JUAN**  
 Executive Director