

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-2019-0188

**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 INDEX DUBAI 2019”**

Approved Budget	:	PHP 600,000.00
Pre-Bid Conference	:	30 July 2019, 02:00PM
Deadline of Submission of Eligibility Documents, Financial Bid and Documentary Requirements for the Qualitative Evaluation	:	02 August 2019, 05:00PM
Opening of Bid	:	06 August 2019, 02:00PM

The Notice of Award shall only be issued to the lowest calculated bidder who has complied with the following documentary requirements below, enclosed on a sealed and properly labeled envelope:

*Eligibility Documents (1<sup>st</sup> Envelope)*

1. Mayor's Permit for the current year or for individuals, BIR Certificate of Registration
2. 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.*

3. Latest Income or Business Tax Return stamped and received by BIR
4. Notarized Omnibus Sworn Statement
5. 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 (2<sup>nd</sup> Envelope)*

- Quotation using the attached Request for Quotation (RFQ) Form duly signed by the authorized representative.

*Qualitative Evaluation Documents (3<sup>rd</sup> Envelope)*


1. Curriculum Vitae that includes the following:
  - a. Length of relevant experience in creative direction and product development;
  - b. List of experiences as creative consultant or director of brands/installations/events in home and fashion lifestyle;
  - c. List of past and current relationship/industry affiliations with key players or influential international personalities as well as exposure through publications, relevant contributions to the design community (in the form of publications/speaking engagements/involvement in design/trade exhibition) and copy of articles where the creative director or his/her work were featured.
2. Project Plan / Creative Brief

Kindly submit these documents to the BAC Secretariat, CITEM, Golden Shell Pavilion, Roxas Blvd. cor. Gil Puyat Ave., Pasay City on the above stated date and time.

**A payment of non-refundable fee of Five Hundred Pesos (Php 500.00) may be paid at the CITEM Cashier Office for the bidding documents.**

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. 8312201 local 309 or email at [citembac@citem.com.ph](mailto:citembac@citem.com.ph).

  
**ATTY. ANNA GRACE I. MARPURI**  
Chairman, Bids and Awards Committee

PTTC - del  
PHILEXPORT H  
CITEM Jg



## 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: 23-Jul-19

RFQ No: 2019-07-0200

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 and submitted to CITEM BAC.

Schedule of Pre-Bid Conference:	<u>30 July 2019</u>	Time:	<u>2:00PM</u>	Venue:	<u>Meeting Room 1</u>
Schedule of Opening of Bids:	<u>06 August 2019</u>	Time:	<u>2:00PM</u>	Venue:	<u>Meeting Room 1</u>

QUANTITY	UNIT	ARTICLE / WORK / DESCRIPTION / SPECIFICATION	UNIT PRICE	AMOUNT
		Hiring of Creative Director for INDEX Dubai 2019		
		<i>Please see attached Terms of Reference for more details.</i>		
		Approved Budget : Php 600,000.00		
		Deadline of Submission of Eligibility Documents, Financial Bid and Qualitative Eval. Document. : 02 August 2019, 05:00PM		

**Terms and Condition:**

- 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 overwritings 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) \_\_\_\_\_  
 E-mail: \_\_\_\_\_



**TERMS OF REFERENCE**  
**Hiring of Creative Director for the Philippine Participation**  
**in INDEX Dubai 2019**

**RATIONALE**

In its bid to achieve a global reputation as the Philippines's leading export promotion authority with an end goal of promoting the country, CITEM through various international exhibitions and trade shows spearheads a collective of creative enterprises to represent what the Philippines has to offer.

This September 2019, CITEM returns to INDEX Dubai 2019 to re-establish the Philippine's presence in one of the most important trade shows for furniture and interior design in the Middle East and to pave the way for a stronger Philippine presence in Dubai's contract market. INDEX continues to be an effective platform for our exporters to promote in what is considered as a high-end and high-spending market. Also, this is an opportunity to capitalize on the on-going preparations for the upcoming Dubai Expo 2020.

For this year, the Philippines presentation shall therefore again ensure that the companies are strategically aligned to this direction for an optimum participation. The services of an expert Creative Director who will orchestrate the entire collective and arrange all the elements together to form a harmonious whole while attaining optimum business results and impressionable presentation, is deemed crucial for this purpose.

**OBJECTIVES**

1. To provide an overall creative/thematic direction for the Philippine participation in INDEX Dubai 2019 in Dubai, UAE;
2. To provide product development/selection services and curatorial services for the participating manufacturers to ensure marketability to the Middle East market; and
3. To attract/promote to key industry figures and relevant buyers to visit the Philippine pavilion in INDEX Dubai in Dubai, UAE.

**SCOPE OF WORK**

**I. Design Direction**

1. Provide overall theme and creative design direction for the Philippine participation in INDEX Dubai 2019;
2. In cooperation with CITEM, guarantee the consistent translation and application of the approved creative/thematic direction in the critical components of the participation specifically in the product selection/development / merchandising / collateral and Philippine pavilion;



## **II. Space Planning**

1. Provide curatorial/exhibition services for the participating companies.
2. Guarantee *total design/look* in the space planning/booth design of the Philippine booth.
3. Work with CITEM in developing the booth design for the Philippine pavilion in INDEX Dubai 2019.
4. Lead the CITEM Team in the set-up/visual merchandising of the Philippine Pavilion in INDEX Dubai September 2019, in Dubai, UAE.

## **III. Product Development/Selection/Curation**

1. Together with CITEM, identify product category and suggest companies for showcase in INDEX Dubai 2019;
2. Lead the creative collaboration/product development/selection/curation of 10 companies within the work calendar/engagement and through the appropriate CITEM Project Officer.
  - a. Furniture: 1 collection, 3 products per collection
  - b. Home Accessories/Fashion Wearables/Accessories: 2 collections, 3 products per collection
3. Conduct final line selection, inspection, and mock-up presentation prior the product shipment.
4. Where necessary, enter into a separate agreement with companies regarding intellectual property, ownership, royalties and/or other special agreements on the companies' outputs;

Will not hold CITEM responsible for any issue that may arise pertaining to agreements with companies regarding intellectual property, ownership, royalties and/or other special agreements.

## **IV. Brand Ambassadorship**

1. Act as INDEX Dubai Philippine Ambassador with the following specific roles:
  - c. Uphold the image of Philippine design and craftsmanship among local and international buyers as well as other partners and stakeholders both from public and private sectors;
  - d. Headline the Philippines, CITEM and INDEX Dubai in local and international marketing and promotion initiatives which include features, interviews and portraits across various media platforms;
  - e. Engage in various activities intended for the promotion of INDEX Dubai and CITEM, such as but are not limited to courtesy calls, launches, and press conferences; and



- f. If any, diligently attend all Philippines special events in relation to the participation in INDEX Dubai 2019.

**V. Report writing and other requirements:**

- a. Submit design concepts and/or any additional documents in support of payments made by CITEM;
- b. Provide assessment and identify next steps by submitting a comprehensive post-event terminal report detailing delivered undertakings, observations, and recommendations for succeeding INDEX DUBAI participation. The terminal report should be submitted no later than one month after the show; and
- c. Bear the cost/expenses and facilitate own logistical requirements of local travels and the trip to INDEX Dubai in Dubai, UAE as well as own personal and incidental expenses to be incurred from the trip.

**TIMELINE**

ACTIVITY	DATE
<b>Administrative Preparations</b> <ul style="list-style-type: none"> <li>Procurement period</li> <li>Identification of participating companies</li> <li>Logistical preparations</li> </ul>	July 2019
<b>Product development/ selection and curation</b> <ul style="list-style-type: none"> <li>Meeting and visit with the companies for product selection/ consultation</li> </ul>	August 2019
<b>Pavilion design conceptualization and approval</b> <ul style="list-style-type: none"> <li>Engagement of official contractor</li> <li>Finalization of onsite orders and requirements</li> </ul>	August 2019
<b>Line inspection / finalization and mock-up</b>	August 2019
<b>Ingress</b> Onsite supervision, execution, and visual merchandising	15 -16 September 2019
<b>Fair Proper</b>	17-19 September 2019
<b>Egress and Evaluation</b>	19 September – 19 October 2019

*\*This is just the proposed timeline subject to adjustment due to unforeseen factors or events.*

**QUALIFICATIONS**

- Should have a proven track record of at least 15 years of experience in international trade exhibition / creative direction and consultancy / exhibition curatorship / product development;
- Should have had experience in an international trade event as creative consultant or director;
- Should be highly influential in the design and sourcing community; *and*
- Should have won awards and recognition from prestigious international or local award-giving bodies.

**EVALUATION BY THE TECHNICAL WORKING GROUP**

**I. Technical Proposal**

Bidders will be rated according to the following criteria:

<b>Qualifications</b>	
Relevant experience in creative direction and product development; <ul style="list-style-type: none"> <li>▪ Length of relevant experience                             <ul style="list-style-type: none"> <li>○ 15 years and more (35 points)</li> <li>○ 10 -14 years (30 points)</li> <li>○ 9 -13 years (25 points)</li> <li>○ below 9 years (20 points)</li> </ul> </li> </ul> *Submit Curriculum Vitae listed are the above experiences.	35 points
Should have had experience as creative consultant or director of brands/installations/events in home and fashion lifestyle; <ul style="list-style-type: none"> <li>○ 8 or more brands/installation/events and above (30 points)</li> <li>○ 7 brands/installation/events and below (25 points)</li> </ul> *Submit Curriculum Vitae listed are the above experiences.	30 points
Reputation, influence and impact in the global design community <ul style="list-style-type: none"> <li>▪ Past and current relationship/industry affiliations with key players/ influential international personalities as well as exposure through publications (5 points)</li> <li>▪ Relevant contributions to the design community (e.g. publications, speaking engagements, significant involvement in design/trade exhibitions) (10 points)</li> </ul> *Submit Curriculum Vitae listed are the above affiliations, relevant contributions to the design community (in the form of publications/speaking engagements/ involvement in design/trade exhibitions) and copy of articles where the creative director or his/her work were featured.	15 points
<b>Project Plan</b>	
Approach/concept exhibits proper understanding of the project background and the primary objectives. <ul style="list-style-type: none"> <li>▪ Exhibits an innovative perspective/concept for product selection/curation to tell the story of the brands and the Philippines. (20 points)</li> </ul> *Submit Project Plan/Creative Brief.	20 points
<b>TOTAL</b>	<b>100 points</b>

\*90% is the passing score.

**II. Financial Proposal**

Only those who passed the 90% passing mark shall be considered to submit the financial bid.

**PERIOD OF ENGAGEMENT**

The Creative Director will be engaged from the issuance of the Notice of Award to October 2019. The deliverables is output based and not time bound.

## BUDGET AND MODE OF PAYMENT

### I. Professional Fee

Total budgetary requirement is PhP 600,000.00 (inclusive of all applicable taxes, and local and international transportation necessary) charged to the INDEX Dubai 2019 funds. See attached valuation. Payment shall be made in the following schedule:

- 40% - upon approval of creative brief/concept and space planning for companies joining INDEX Dubai 2019.

**Deliverables:** submission of creative brief/concept and space planning for companies joining INDEX Dubai 2019.

- 40% - upon identification and line finalization of products with companies joining INDEX Dubai 2019.

**Deliverables:** submission of final product line-up of companies joining INDEX Dubai 2019.

- 20% - upon submission of INDEX Dubai 2019 post-event evaluation report and photos of final output.

Prepared by:



**Marie Dominique M. Rustia**  
Senior Trade Industry  
Development Specialist

Noted by:



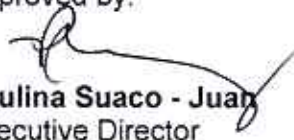
**Anna Marie D. Alzona**  
OIC, Division Chief

Recommending Approval:



**Atty. Anna Grace I. Marpuri**  
OIC -Department Manager

Approved by:



**Paulina Suaco - Juan**  
Executive Director