

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-2019-0278

**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 DESIGN DIRECTOR FOR THE
PHILIPPINE PARTICIPATION IN AMBIENTE 2020”**

Approved Budget	: PHP 800,000.00
Pre-Bid Conference	: 22 October 2019, 02:00PM
Deadline of Submission of Eligibility Documents, Financial Bid and Documentary Requirements for the Qualitative Evaluation	: 25 October 2019, 05:00PM
Opening of Bid	: 29 October 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 (1st 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 (2nd Envelope)

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

Qualitative Evaluation Documents (3rd Envelope)

1. Company Profile / Curriculum Vitae
2. List of brief profiles of relevant past projects and clientele
3. Supporting documents pertaining to affiliations and publications, and recognition received
4. Project Plan based on the Terms of Reference

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. (02) 8-831-2201 local 309/294 or email at citembac@citem.com.ph.


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

I. Event Brief

Title	Ambiente 2020
Date	07-11 February 2020
Profile of Exhibitors	Manufacturers/traders of home décor, houseware, seasonal décor and gift items that are currently serving the German and European market and/or want to expand their business to the said market.
Budget	Php800,000.00

II. Show Background

Ambiente is the world's largest trade fair for consumer goods and is considered to be the annual meeting point for suppliers and trade buyers of this industry. The fair covers three sectors: Dining (kitchenware), Giving (gift items) and Living (furniture, lighting, home accessories, seasonal decor).

In 2019, Philippines marked its fourth year of continued participation in Ambiente carrying the Lifestyle Philippines brand. It is yet the most successful of all the previous editions by far. This success was highly attributed to the right mix of products presented, innovativeness and relevance of design, and cohesiveness of the aesthetic value that gave the Lifestyle Philippines its unique brand character.

On its fifth year, the Philippines returns with the challenge of presenting a stronger Lifestyle Philippines brand by carrying a bigger delegation. With the intent of positioning Philippines as a viable source of high-quality and design-forward home and gifts products in the German and European market, Philippines is to showcase its growing export sector, sophisticated design, and rich craftsmanship.

To sustain the good practices of the past edition, it is crucial for the Philippines to again engage the services of a Design Director who will orchestrate the overall design direction for the whole participation.

III. Objectives

1. To ensure a holistic and cohesive presentation of the Lifestyle Philippines pavilion in Ambiente 2020;
2. To provide an overall design direction for the Philippine participation in Ambiente to serve as reference in all design requirements from exhibition to promotional materials;
3. To provide market knowledge to all participating companies from preparatory until on-site visual merchandising requirements;
4. To guide and mentor the hired product designer and ensure the quality of designs for the product development program for participation companies;
5. To provide an expert assessment on each participating company on how to improve their future participations.

IV. Scope of Work

The Design Director for the Philippine Participation in Ambiente 2020 will be engaged from September 2019 to March 2020 to deliver the following scope of work:

<p>I. Design Direction</p>	<ol style="list-style-type: none"> 1. Provide the overall creative design direction for the Philippine participation in Ambiente 2020 in consideration with the theme identified by the project team; 2. In cooperation with CITEM, ensure the consistent translation of the design direction in all design requirements such as booth design, product development designs, collateral designs, and visual merchandising of products. 3. Lead the CITEM Team and the participants in the set-up of the Philippine pavilion in Ambiente 2020.
<p>II. Booth Design</p>	<ol style="list-style-type: none"> 1. Provide concept of the Pavilion design to achieve a thematic presentation of the Philippine participation to Ambiente; 2. Develop the general booth and structural design for the Philippine participation in Ambiente 2020 in coordination with the assigned CITEM Exhibition Team.
<p>III. Product Development, Selection, and Curation</p>	<ol style="list-style-type: none"> 1. Meet with the hired Product Designer in a regular basis to approve every design proposal prior submission to companies and to ensure compliance of the designs according to the overall design direction provided. 2. Lead the conduct of the final line selection, inspection, and mock-up presentation for each participating company prior to product shipment with the assistance of the hired Product Designer. 3. Be present at Ambiente 2020 during ingress to conduct onsite curation / visual merchandising of product displays. 4. Where necessary, enter into a separate agreement with companies regarding intellectual property, ownership, royalties, and/or special agreements on the companies' outputs. 5. Will not hold CITEM responsible for any issue that may arise pertaining to said agreements with companies.
<p>IV. Brand Ambassadorship</p>	<ol style="list-style-type: none"> 1. Act as Brand Ambassador of the Philippine participation in Ambiente 2020, with the following specific roles: <ol style="list-style-type: none"> a. Represent the Philippine participation in Ambiente 2020 in local and international marketing and promotion initiatives which include features and interview across various media platforms; b. Engage in various activities intended for the promotion of the

<p>Specialist & Business Consultant</p>	<p>companies on topic of Market Trends;</p> <ol style="list-style-type: none"> 2. Provide assessment for each participating company based on their show performance at Ambiente and identify areas for improvements on how they can improve their succeeding participation in international fairs. 3. Conduct a design tour in Ambiente focused on trend spotting and market sensing for the participants of the learning activity targeted to the following: <ul style="list-style-type: none"> • Companies who intend to target Germany as a market; • Developing companies looking for platforms to grow their export business; • LGUs who intend to learn more about the foreign market to strengthen their local exports.
<p>VI. Other Requirements</p>	<ol style="list-style-type: none"> 1. Attend all required meetings with the CITEM Project Team for Ambiente 2020 or the CITEM Management. 2. Bear the cost/expenses and facilitate own logistical requirements of the trip to Ambiente as well as own personal and incidental expenses to be incurred from the trip.

V. Qualification

To be considered for qualitative evaluation, the Design Director should possess the following qualifications:

1. Must have a track record as a Creative Consultant / Curator for international trade events;
2. Must have European commercial market expertise;
3. Must have at least 10 years of experience in product development consultancy for manufacturers or artisans from home décor, houseware, and gifts sectors.

VI. Qualitative Evaluation

Qualified participants must undergo qualitative bidding and must submit the following documents along with the financial and legal documents required by the CITEM Bids and Awards Committee (BAC):

1. Company Profile / Curriculum Vitae;
2. List and brief profiles of relevant past projects and clientele;
3. Supporting documents pertaining to affiliations and publications, and recognition received;
4. Project Plan based on the terms of Reference.

The documents must be submitted to the CITEM BAC within five (5) working days after the pre-bid conference. Bidders will be rated based on the following criteria:

CRITERIA	POINTS
Track record as a Creative Consultant / Curator for international trade events <ul style="list-style-type: none"> Managed at least (10) international trade events/exhibitions (20 points) Managed at least five (5) international trade events/exhibitions (10 points) Additional five points for designer with at least three (3) German trade events / exhibitions 	20
Market expertise in the European commercial market <ul style="list-style-type: none"> At least five (5) years of experience with European hotels/restaurants, distributors, and/or retailers (20 points) At least two (2) years of experience with European hotels/restaurants, distributors, and/or retailers (10 points) Additional five points for designer with at least one (1) year experience specific with German commercial market 	20
Experience in product development consultancy for the home décor, houseware and gifts sectors <ul style="list-style-type: none"> At least ten years of experience with at least 100 manufacturers (20 points) Additional ten points for designer with experience with the use of natural, sustainable, renewable, and/or agri-based materials 	20
Reputation, influence and impact in the global design community <ul style="list-style-type: none"> Exposure international publications and speaking engagements (10 points for at least 10 exposure) 	10
Quality of Project Plan <ul style="list-style-type: none"> Exhibits a new and innovative perspective / concept () Capitalizes on Philippine strength in materials and hand craft while exploring nontraditional interpretations and applications 	30
TOTAL	100

Bidders must acquire a score at least **90 points** in order to proceed to the evaluation of their financial proposal.

VII. Timeline

Administrative Preparations (c/o CITEM) <ul style="list-style-type: none"> Procurement period Identification of participating companies Logistical preparations 	September 2019
Development of Creative Direction <ul style="list-style-type: none"> Downloading of the creative direction with the 	September 2019

**TERMS OF REFERENCE FOR THE PROCUREMENT OF
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ambiente

project team and the hired Product Designer	
Product Development and Selection	1 st round : 4 th week of Sept. 2019 2 nd round : November 2019
Pre-event seminar to participating companies	October 2019
Pavilion Design Conceptualization and Approval • Engagement of official contractor	November 2019
Shipment of items (MNL – FRA)	December 2019
Ingress • Onsite supervision, execution, and visual merchandising	05-06 February 2019
Event Proper • Conduct design tour for the purpose of trend spotting and market sensing	07-11 February 2019
Egress and evaluation	11 February 2019

VIII. Budget and Mode of Payment

This requirement has a budget of Php800,000.00 inclusive of all travel expenses and applicable taxes. Payment shall be made in the following schedule:

- 4
- 15% - Upon submission and approval of proposed overall direction / theme
 - 50% - Upon submission of proposed pre-event seminar plan
 - 35% - Upon submission of post-event evaluation report

Prepared by:


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Noted by:


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OIC – Fashion Lifestyle

Recommending Approval


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