

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-2019-0277

**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 MEDIA DATABASE AND KNOWLEDGE MANAGEMENT  
SYSTEM PROVIDER FOR THREE (3) MONTHS**

(Please see attached *Terms of Reference* for more details)

Approved Budget	: PHP 75,000.00
Deadline of Submission of Eligibility Documents and Financial Bid	: 21 October 2019, 05:00PM
Opening of Bid	: 22 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 (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. Notarized Omnibus Sworn Statement
4. Notarized Special Power of Attorney, Notarized Secretary's Certificate or Board/Partnership Resolution for partnership, corporation, cooperative, or joint venture, whichever is applicable
5. Company Profile indicating years of experience
6. Number of print, radio, TV and online platforms / channels monitored by the firm from the Philippines, China, Japan, Singapore, USA, Germany, France, Qatar, and UAE
7. Hard copy of sample daily media updates
8. List of Clients
9. On-site software demonstration

*Financial Bid (2<sup>nd</sup> Envelope)*

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

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.

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. 8-831-2201 local 309/294 or email at [citembac@citem.com.ph](mailto:citembac@citem.com.ph).

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





## TERMS OF REFERENCE (TOR)

### PROCUREMENT OF MEDIA DATABASE AND MEDIA KNOWLEDGE MANAGEMENT SYSTEM

#### I. BACKGROUND

The Center for International Trade Expositions and Missions (CITEM), the export promotion arm of the Department of Trade and Industry (DTI), is mandated to promote the Philippines as a reliable source of quality export products and services in the global market through trade fairs, missions and other marketing initiatives. The Agency organizes professionally managed and locally held signature events as well as international trade fair participation in key cities worldwide.

For over 30 years, CITEM has helped in developing, nurturing and promoting globally-competitive small and medium enterprises (SMEs), exporters and manufacturers. As a trade promotion agency, CITEM regularly produces marketing and advertising materials for distribution to local and international media platforms. This may be in the form of press releases, photo releases, advertorials and other advertising collateral. In addition, the agency undertakes other promotional initiatives in broadcast media through radio announcements and TV guesting.

Apart from the active mass media campaign, CITEM is determined to strengthen its presence using digital platforms to promote and sustain brand-building for Philippine exports and to reach buyers and exhibitors in targeted market segments through social media. This is a significant and strategic direction for CITEM, considering that digital marketing enables trade show organizers to reach more potential customers than ever before.

#### II. RATIONALE

In line with the initiatives of CITEM to capture engaged audiences through content marketing, it is imperative to be fully updated on the currently existing media publications and their employed editors and reporters both here and abroad. Being fully informed with the movements in the media industry will enable the agency to effectively plan its media relations campaign and specifically target top tier quad media (TV, Radio, Print and Online) publications that cover the sectors that the agency handles.

A traditional media relations campaign entails manually searching for thriving media entities and a contact person within that target publication. After identifying the target media, it is then important to establish and maintain relationship. Unfortunately, this process can only be done locally therefore, can only target Philippine-based media. This is a tedious process that sometimes result to failure in securing a sure and suitable media contact in each and every publication.

To automate this process, a media database and movement knowledge system has evolved into today's cloud-based, software-as-a-service platforms. This digital and real time monitoring captures the updated contact details of media personalities in various platforms encompassing print, radio, tv and web. The system also shares the updated names of editors and reporters that cover a particular beat such as lifestyle, food and many others. It also reports the current

stories that content creators need, making it easier to pitch our brands. The system also supplies the names of media contributors who already stepped down on their respective positions and are no longer connected with the publications. This way time and resources will not be wasted on former contacts and looking for new ones.

Likewise, the media database system is consolidating the available media in specific international regions therefore enabling the agency to tap international media companies.

This media intelligence can be harnessed as a valuable asset by the agency to be fully connected to our target media partners both here and abroad. Through this media networking tool, the agency will always be on the loop on the movements in the media industry within and outside the country. This will likewise strengthen our promotion initiatives and will enable us to effectively reach reporters and editors in key regions we hope to infiltrate such as Asia, Europe and the Middle East.

A clear and real-time media contacts monitoring, and knowledge management system provides important data that can help the agency tap and engage the right audience to better build brand awareness. Through this system the agency can improve its processes in local and international media relations that will help to effectively fulfill its mandate of exports promotion.

### III. PERIOD OF ENGAGEMENT

The service firm shall be contracted within a period of three (3) months from the date the bid is awarded.

### IV. SCOPE OF WORK AND DELIVERABLES

The scope of work of the contracted firm shall include the following:

1. Provide a complete and comprehensive media database from both traditional and new media channels such as print, radio, television and online, capturing regional, national and international scope.
2. Monitor and update the movements in the media industry for the duration of the contract.
3. Provide the latest stories related to CITEM's signature events and overseas trade fairs requested by the media from following covered countries: Philippines, China, Japan, Singapore, USA, Germany, France, Qatar and UAE.
4. Provide access to a system/dashboard that monitors the movement of the media.

### V. DOCUMENTARY REQUIREMENTS

The service provider is required to submit the following documents:

1. Company Profile indicating years of experience;
2. Number of print, radio, TV and online platforms/channels monitored by the firm from the Philippines, China, Japan, Singapore, USA, Germany, France, Qatar and UAE;
3. Hard copy of sample daily media updates
4. List of Clients
5. On-site software demonstration



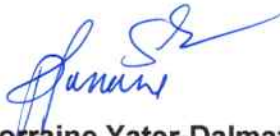
## VI. PAYMENT TERMS

The contracted firm shall be compensated upon completion of service.

## VII. ESTIMATED BUDGET

The above expense shall be charged to the PR Agency program under CITEM Institutional Promotions with a budget allotment of seventy-five thousand pesos (Php 75,000.00).

Prepared by:



**Pia Lorraine Yater-Dalmazo**  
Information Officer IV  
Communication Management Division

Noted by:



**Ryanorlie Abeledo**  
Information Officer V  
Communication Management Division

Recommending Approval:



**Arturo Cruz Dimaano**  
Department Manager  
CCSD

Approved by:



**Paulina Suaco-Juan**  
Executive Director