

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-2020-0190

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 COMMUNITY MANAGERS FOR THE FOODPHILIPPINES
WECHAT AND WEIBO ACCOUNTS**

(Please see attached Request for Quotation Form for more details.)

Approved Budget	:	PHP 39,500.00 PER MONTH OR PHP 237,000.00
Deadline of Submission of Eligibility Documents, Financial Bid and Qualitative Evaluation Documents	:	21 December 2020, 12:00NN
Opening of Bids	:	22 December 2020, 10:00AM

Conduct of *Opening of Bids* shall be held virtually thru Microsoft Teams or Zoom and shall be open to all prospective bidders. The BAC Secretariat may be reached through email at citembac@citem.com.ph for request of these links.

The *Notice of Award* shall only be issued to the lowest calculated bidder who has complied with the following documentary requirements below, submitted in an enclosed, sealed and properly labeled envelope or compressed folder:

Eligibility Documents (1st Envelope / Compressed Folder)

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

Expired Mayor's permit with Official Receipt of renewal application shall be accepted as alternate documentary document during community quarantine or similar restrictions declared, in accordance with GPPB Resolution 09-2020. However, a valid Business or Mayors permit must be submitted after award of contract but before payment.

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

Unnotarized Omnibus Sworn Statement subject to compliance therewith after award of contract before payment shall be accepted as alternate documentary requirement during community quarantine or similar restrictions declared, in accordance with GPPB Resolution 09-2020.

4. Notarized Special Power of Attorney, Notarized Secretary's Certificate or Board/Partnership Resolution for partnership, corporation, cooperative, or joint venture, whichever is applicable

Unnotarized Special Power of Attorney or Unnotarized Secretary's Certificate or Board/Partnership Resolution are likewise accepted in accordance with ARTA Advisory No. 01 series of 2020 on the Advisory for the Adoption of Fast-Track Measures during the COVID-19 State of Calamity.

Financial Bid (2nd Envelope / Compressed Folder)

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

Qualitative Evaluation Documents (3rd Envelope / Compressed Folder)

- 1. List of copy and/or feature writing experience in a reputable Chinese publication, agency, or brand**
- 2. Sample links of written articles related to at least 10 unique content pieces (including but not limited to articles, listicles, social media captions) across reputable sites with their own domain.**
- 3. Proof on knowledge of the Chinese business channels (businesses and consumers) and Chinese social media use.**
- 4. Certifications or evidence of Chinese language proficiency in Mandarin, Cantonese, and Hokkien.**

Bidders shall submit these documents, on the above stated date and time, either on the following:

- a. Physical Submission at the CITEM Office, Golden Shell Pavilion, Roxas Blvd. cor. Gil Puyat Ave., Pasay City, or
- b. As highly encouraged, submission to the BAC Secretariat through online at citembac@citem.com.ph. A password protection maybe inflicted in the compressed folders to ensure security of the documents. The password must be disclosed an hour before the date and time of the Opening of Bids indicated above.

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



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

- 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: 16 December 2020

Company Name: _____
 Address: _____
 Contact No.: _____

RFQ No.: 2020-0190

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.

Pre-bid Conference: _____ n/a _____	Time: _____ n/a _____	Venue: _____ n/a _____
Schedule of Opening of Bids: 22 December 2020	Time: 10:00AM	Venue: ZOOM

QTY	UNIT	ARTICLE / WORK / DESCRIPTION / SPECIFICATION	UNIT PRICE	AMOUNT
		<p align="center">HIRING OF COMMUNITY MANAGERS FOR THE FOODPHILIPPINES WECHAT AND WEIBO ACCOUNTS FOR SIX (6) MONTHS</p> <p align="center"><i>Please see attached Terms of Reference for more details.</i></p> <hr style="border-top: 1px dashed black;"/> <p>APPROVED BUDGET FOR THE CONTRACT: <u>PHP 39,500.00 PER MONTH OR PHP 237,000.00</u></p> <p>DEADLINE OF SUBMISSION OF ELIGIBILITY DOCUMENTS, FINANCIAL BID, AND QUALITATIVE EVALUATION DOCUMENTS: <u>21 December 2020, 12:00NN</u></p>		

Terms and Conditions:

- 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 overwriting 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).: _____
 Email: _____

Omnibus Sworn Statement (Revised)

[shall be submitted with the Bid]

REPUBLIC OF THE PHILIPPINES)
CITY/MUNICIPALITY OF _____) S.S.

AFFIDAVIT

I, [Name of Affiant], of legal age, [Civil Status], [Nationality], and residing at [Address of Affiant], after having been duly sworn in accordance with law, do hereby depose and state that:

1. *[Select one, delete the other:]*

[If a sole proprietorship:] I am the sole proprietor or authorized representative of [Name of Bidder] with office address at [address of Bidder];

[If a partnership, corporation, cooperative, or joint venture:] I am the duly authorized and designated representative of [Name of Bidder] with office address at [address of Bidder];

2. *[Select one, delete the other:]*

[If a sole proprietorship:] As the owner and sole proprietor, or authorized representative of [Name of Bidder], I have full power and authority to do, execute and perform any and all acts necessary to participate, submit the bid, and to sign and execute the ensuing contract for [Name of the Project] of the [Name of the Procuring Entity], as shown in the attached duly notarized Special Power of Attorney;

[If a partnership, corporation, cooperative, or joint venture:] I am granted full power and authority to do, execute and perform any and all acts necessary to participate, submit the bid, and to sign and execute the ensuing contract for [Name of the Project] of the [Name of the Procuring Entity], as shown in the attached [state title of attached document showing proof of authorization (e.g., duly notarized Secretary's Certificate, Board/Partnership Resolution, or Special Power of Attorney, whichever is applicable)];

3. [Name of Bidder] is not "blacklisted" or barred from bidding by the Government of the Philippines or any of its agencies, offices, corporations, or Local Government Units, foreign government/foreign or international financing institution whose blacklisting rules have been recognized by the Government Procurement Policy Board, **by itself or by relation, membership, association, affiliation, or controlling interest with another blacklisted person or entity as defined and provided for in the Uniform Guidelines on Blacklisting;**

4. Each of the documents submitted in satisfaction of the bidding requirements is an authentic copy of the original, complete, and all statements and information provided therein are true and correct;

5. [Name of Bidder] is authorizing the Head of the Procuring Entity or its duly authorized representative(s) to verify all the documents submitted;

6. *[Select one, delete the rest:]*

[If a sole proprietorship:] The owner or sole proprietor is not related to the Head of the Procuring Entity, members of the Bids and Awards Committee (BAC), the Technical

Working Group, and the BAC Secretariat, the head of the Project Management Office or the end-user unit, and the project consultants by consanguinity or affinity up to the third civil degree;

[If a partnership or cooperative:] None of the officers and members of *[Name of Bidder]* is related to the Head of the Procuring Entity, members of the Bids and Awards Committee (BAC), the Technical Working Group, and the BAC Secretariat, the head of the Project Management Office or the end-user unit, and the project consultants by consanguinity or affinity up to the third civil degree;

[If a corporation or joint venture:] None of the officers, directors, and controlling stockholders of *[Name of Bidder]* is related to the Head of the Procuring Entity, members of the Bids and Awards Committee (BAC), the Technical Working Group, and the BAC Secretariat, the head of the Project Management Office or the end-user unit, and the project consultants by consanguinity or affinity up to the third civil degree;

7. *[Name of Bidder]* complies with existing labor laws and standards; and
8. *[Name of Bidder]* is aware of and has undertaken the responsibilities as a Bidder in compliance with the Philippine Bidding Documents, which includes:
 - a. Carefully examining all of the Bidding Documents;
 - b. Acknowledging all conditions, local or otherwise, affecting the implementation of the Contract;
 - c. Making an estimate of the facilities available and needed for the contract to be bid, if any; and
 - d. Inquiring or securing Supplemental/Bid Bulletin(s) issued for the *[Name of the Project]*.
9. *[Name of Bidder]* did not give or pay directly or indirectly, any commission, amount, fee, or any form of consideration, pecuniary or otherwise, to any person or official, personnel or representative of the government in relation to any procurement project or activity.
10. **In case advance payment was made or given, failure to perform or deliver any of the obligations and undertakings in the contract shall be sufficient grounds to constitute criminal liability for Swindling (Estafa) or the commission of fraud with unfaithfulness or abuse of confidence through misappropriating or converting any payment received by a person or entity under an obligation involving the duty to deliver certain goods or services, to the prejudice of the public and the government of the Philippines pursuant to Article 315 of Act No. 3815 s. 1930, as amended, or the Revised Penal Code.**

IN WITNESS WHEREOF, I have hereunto set my hand this ___ day of ___, 20__ at _____, Philippines.

[Insert NAME OF BIDDER OR ITS AUTHORIZED REPRESENTATIVE]

[Insert signatory's legal capacity]

Affiant

[Jurat]

[Format shall be based on the latest Rules on Notarial Practice]



TERMS OF REFERENCE (TOR)
HIRING OF COMMUNITY MANAGERS FOR THE FOODPhilippines
WECHAT AND WEIBO ACCOUNTS

I. BACKGROUND AND RATIONALE

The Center for International Trade Expositions and Missions (CITEM) is the export promotion arm of the Philippine Department of Trade and Industry (DTI). CITEM is committed to developing, nurturing, and promoting globally competitive small and medium enterprises (SMEs), exporters, designers, and manufacturers by implementing an Integrated Approach to Export Marketing in partnership with other government and private entities. For three decades, CITEM has established the country's image as the premier destination for quality export products and services. It continues to set the highest standards of creativity, excellence, and innovation to achieve export competitiveness in the international market.

FOODPhilippines is a branding initiative of CITEM that enforces the image of the Philippines as a source of quality food products derived from fresh, healthy, and natural ingredients. Under this national brand, the Philippines is positioned as Asia's most exciting sourcing destination for food exports, being one of the world's top exporters of fresh fruits and marine products. FOODPhilippines unifies the promotional efforts of the government in overseas trade exhibitions and events to project one brand, one image, and one voice.

As CITEM continues to develop ways to be ahead in the digital sphere and transform its services to keep up with the latest technology and trends, the agency also aims to firmly establish its branding initiatives in foreign markets through technological solutions. CITEM aims to utilize proper social media channels to communicate its desired brand message to target markets. The Chinese market is a ripe and lucrative market for the continued penetration of Philippine food products as determined by the Philippine participation in three overseas trade fairs in China spearheaded by CITEM in 2020. Namely, the China International Fair for Investment and Trade (CIFIT), the China International Import Expo (CIIE), and the China-ASEAN Expo (CAEXPO).

Sina Weibo and WeChat, as the prevalent social media platforms used by the Chinese audience, are the crucial platforms which the FOODPhilippines brand must penetrate in order to secure its foothold in China. While website development builds are ongoing, it is imperative for the agency to engage its various stakeholders at all levels. Most importantly, daily conversation must be ensured in the social media channels on a daily basis. Thus, it is imperative to bolster manpower complement through hiring of an outsourced service provider with experience in community management and knowledge of the Chinese audience to have a synergized management of the FOODPhilippines assets.

II. OBJECTIVES AND REQUIREMENT

To hire a company or an individual that has the following qualifications:

- Must have engaged copy and/or feature writing experience in a reputable Chinese publication, agency, or brand.
- Must have knowledge of the Chinese market (businesses and consumers) and Chinese social media use.
- Must have produced at least ten (10) unique content pieces (including but not limited to articles, listicles, social media captions) across reputable sites with their own domain. Must provide sample links of articles written.

- Must have certifications or evidence of Chinese language proficiency (written or oral) in Mandarin, Cantonese, and Hokkien.
- Content creation experience on the following, an advantage:
 - Food
 - Agriculture
 - Philippine Cuisine and Personalities
 - Import and Export
 - Investments

III. PERIOD OF ENGAGEMENT

The Community Manager/s shall be contracted within a period of six (6) months upon recommendation of the Bids and Awards Committee (BAC) and awarding of the Head of Procuring Entity (HoPE).

IV. SCOPE OF WORK AND DELIVERABLES

The Community Manager/s shall be responsible for the following:

A. Content Deliverables – Digital Planning and Creation

1. Translate copies originating from CITEM to the desired Chinese language ensuring there are no errors in terms of grammar, punctuation, and spelling; and,
2. Check for readability and style and rewrite or revise the copy to be appropriate for the Chinese language and audience.

B. Community Management

1. Translate approved content on Weibo and WeChat social media accounts in accordance with strategies set by the agency;
2. Support the team's lead generation campaigns in both social, email, and other direct response marketing initiatives;
3. Monitor activity and insights in the social media accounts of the agency; and,
4. Answer inquiries and reply to comments on social media accounts.

C. Documentation of Work Rendered

1. Submit a Monthly Accomplishment Report and official invoice of monthly services rendered to effect payment.

CITEM shall be responsible for the following:

1. Conduct orientation on CITEM's projects, officers, and main mandate;
2. Conduct a brand review of FOODPhilippines and an update on all digital projects executed so far;
3. Provide all pertinent data and information needed to facilitate coordination with CITEM's internal and external stakeholders;
4. Provide access to CITEM's digital accounts and shared documents where work will be documented;
5. Conduct weekly meeting on an as-needed basis to determine status of the project's social media organic campaign execution;
6. Review and approve all content before releasing/publishing in the social media platforms; and,
7. Ensure monthly payment of service provider upon submission of required documents.

V. QUALITATIVE BID AND TECHNICAL EVALUATION

CITEM will conduct a procurement process per Republic Act (RA) 9184. To fully satisfy and so as not to compromise the quality of the requirements, a qualitative evaluation is necessary in the selection process. A Technical Working Group (TWG) will be assigned to evaluate the interested bidders using the following criteria:

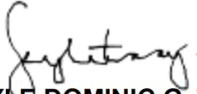
PARTICULARS		POINTS	RATING
1. Must have a copy and/or feature writing experience in a reputable Chinese publication, agency, or brand (30 POINTS)			30
	With experience to write for at least 2 reputable brand, publication or agency	30 points	
	With experience to write 1 reputable brand, publication or agency	10 points	
2. Must have written at least 10 unique content pieces (including but not limited to articles, listicles, social media captions) across reputable sites with their own domain. Please provide sample links of articles written. (40 POINTS)			40
	20 or more unique articles	40 points	
	15-19 unique articles	25 points	
	10-14 unique articles	20 points	
<ul style="list-style-type: none"> 3. Must have knowledge of the Chinese business channels (businesses and consumers) and Chinese social media use. (15 POINTS) 			15
	Knowledge in Chinese business channels and Chinese social media use	15 points	
	Knowledge in Chinese social media use only	10 points	
	Knowledge in Chinese business channels only	8 points	
4. Must have certifications or evidence of Chinese language proficiency in Mandarin, Cantonese, and Hokkien. (15 points)			15
	One language certification	5 points	
	Two Chinese language certifications	10 points	
BONUS: <ul style="list-style-type: none"> Content creation experience on the following, an advantage: <ul style="list-style-type: none"> - Food - Agriculture - Chinese Cuisine and Personalities - Import and Export 		5 points	
		TOTAL	100

Note: The Candidate must get a passing score of at least 85 points.

IX. PAYMENT TERMS

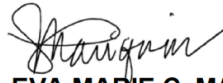
CITEM will process the payment of the winning bidder in six (6) monthly installments based on the awarded contract amount upon submission of the Monthly Accomplishment Report and Invoice for services rendered. The Approved Budget for the Contract amounts to PHP 237,000.00 thus bids should not exceed this amount. This expense shall be charged to the CAEXPO 2020 Budget.

Prepared by:



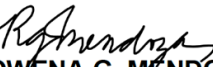
KYLE DOMINIC G. TA-AY
SP TIDS

Noted by:



EVA MARIE C. MARIQUINA
OIC-Division Chief
OG2-OTF

Recommending Approval:



ROWENA G. MENDOZA
OIC-Department Manager
OG2

Approved by:



MA. LOURDES D. MEDIRAN
Supervising Deputy Executive Director