

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-2020-0127

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 DIGITAL LIFESTYLE EVENTS CURATOR

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

Approved Budget	:	PHP 700,000.00
Deadline of Submission of Eligibility Documents, Financial Bid and Qualitative Evaluation Documents	:	13 October 2020, 5:00PM
Opening of Bids	:	14 October 2020, 02:00PM

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. Latest Income or Business Tax Return stamped and received by BIR

4. 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.

5. 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)

- **Company Profile and Resume** indicating the following:
 - Years of experience in event curation & management for design & lifestyle
 - List of brands, media or institutions that the company worked with related to design and lifestyle.
- **Soft/digital copy of concept based on the themes identified in the IDEATION requirements in the TOR**
- **Proof of feature in magazines or any publications, awards or any relevant recognition**

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

- Physical Submission at the CITEM Office, Golden Shell Pavilion, Roxas Blvd. cor. Gil Puyat Ave., Pasay City, or
- 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 for the 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

TERMS OF REFERENCE
FAME+ LIFESTYLE EVENTS
HIRING OF DIGITAL LIFESTYLE EVENTS CURATOR
October 2020

BACKGROUND

Manila FAME, the premier design and lifestyle event, continues to be at the forefront in bringing the best home, fashion and lifestyle products from the Philippines to the global stage. For over 30 years, CITEM's core strength has always been organizing trade shows. This however is in the context of physical trade shows.

Digitalization and global interconnectivity have disrupted trade and commerce and have kept the global marketplace constantly evolving both on the B2B and B2C levels. At a time when buyers can search the internet for their requirements without having to fly half-way across the world, it is imperative for CITEM to have a strong presence in the digital sphere.

FAME+ (The Manila FAME Digital Trade Community Platform) is CITEM's response to the fast-changing landscape of the global trade fair industry and serves as a safeguard (pandemic or not) that our stakeholders reach out to a wider global audience.

The Launch of **FAME+** in October 2020 sets the tone for Manila FAME's 71st edition and ushers in a new era in CITEM's long history of trade events management.

RATIONALE

FAME+ is Philippine Design's next frontier. The new platform is designed to complement the physical trade show and expand engagement between exporters and buyers wherever, 24/7/365.

For the first time since Manila FAME was established in 1983, the show will venture into digital to continue providing an avenue for industry stakeholders to connect and do business outside the event.

As the Philippines' premier sourcing event, the complementing Digital Platform will be at the forefront of the online space for the home, lifestyle, and fashion sectors serving a global community to encourage exchange of ideas, promote sustainability and celebrate design innovation.

Side by side the digital storefronts, the special events or lifestyle events become important image builders for Manila FAME. The quality of content we produce for the website becomes reflective of Manila FAME and the Philippines as a sourcing ground for quality products and services.

These activities are meant to enhance the visitor experience and aim to appeal to the wide spectrum of interests and sensibilities of Manila FAME's stakeholders— whether foreign and

local buyers, guests from allied industries or the general public – who normally come to the show looking for new products and the latest trends in design and lifestyle.

This demands a strong curation of activities for the online platform, which include the timing, progression of activities and visitor journey, and identifying the perfect key opinion leaders (KOL) and matching them with the right Philippine brands/manufacturers.

OBJECTIVE

To draw and sustain interest into the FAME+ site through a well curated content of lifestyle features that would appeal to a wide range of sensibilities of Manila FAME buyers, exhibitors, and visitors.

To weave together a series of online activities and events that will highlight Philippine products and brand stories.

AUDIENCE

1. International and domestic trade buyers from traditional as well as untapped and potential geographic markets
2. CITEM exporters and other MSMEs in the Home, Fashion and Lifestyle sector
3. Government agencies, Local Government Units, including CITEM Industry partners and event sponsors.
4. Trade Promotions counterparts across all regions and various relations trade organizations.
5. Designers, Lifestyle editors, curators, students, and design enthusiasts
6. Coolhunters, trend forecasters and media
7. General Public

REQUIRED SERVICES FROM EVENT CURATOR

Conceptualization

To develop or provide creative event direction for the program of activities that will communicate to and connect with the target audience in a manner that elevates the overall visitor experience of FAME+

Develop a thematic presentation in accordance with the overall creative direction of FAME+

Develop the program form and flow based on the identified themes and topics :

- At Home with the Designers
- Instagram Curation
- Coffee Appreciation
- Floral Arrangement
- Designing Indoor/Outdoor Gardens
- Christmas Food Styling

Planning

Submit a concept paper or content plan for approval of FAME+ team

Submit recommendation for lifestyle programs based on the provided overall themes

Coordination

Ensure and oversee of alignment between production team, Manila FAME companies and the FAME+ in all matters regarding the development and production of the lifestyle content for FAME+

Manage Public Relations matters involving Key Opinion Leaders (KOL) and influencers

Execution and Implementation

Material Production of at least six (6) themed lifestyle features in video format to be shown throughout the 3-month calendar:

- Conduct Pre-production including art direction, script/copy writing, location identification, logistics coordination)
- Execute Production (including actual shoot, staffing, styling, logistics) following the CITEM proposed calendar for FAME+
- Execute Post-production (including mage, video, and sound editing) in preparation for the staging/streaming in FAME+

QUALITATIVE EVALUATION

Interested bidders should undergo Qualitative Evaluation based on the criteria below. Only the highest rated bidder with a minimum score of **85 points** shall be eligible for the financial bid.

CRITERIA	DOCUMENTARY REQUIREMENTS	MAXIMUM POINTS
Relevant experience in event curation & management for design & lifestyle 15 years and above (30pts) 10-14 years (25pts) 9-13 years (20pts) 8 years and below (15pts)	Resume and Company Portfolio	30
Should have experienced working with brands, media or institutions related to design and lifestyle 10 or more brands, media or institutions (30pts) 9 or less brands, media or institutions (20pts)	Resume and Company Portfolio	30
Submission of event concept based on the themes identified in the IDEATION requirements Very Satisfactory (20pts) Satisfactory (15pts) Below satisfactory (10pts)	Soft/digital copy of concept	20
Reputation, influence and impact in the design and lifestyle community Affiliation or Collaboration with celebrities, personalities, and key industry players Exposure through print or digital publications, television, and other media	Proof of feature in magazines or any publications, awards or any relevant recognition	20

Contribution to the design community by means of published works, talks and speaking engagements, lectures and workshops		
TOTAL	100	

PERIOD OF ENGAGEMENT

The Digital Lifestyle Events Curator shall be contracted by CITEM for the span of 3 (three) months from **October 2020 – December 2020** with a minimum number of 6 (six) lifestyle events.

BUDGET AND MODE OF PAYMENT

Budget for this project is **PHP 700,000.00 inclusive of all taxes** to be charged to CITEM budget for Manila FAME October 2020.

Payment shall be made in the following schedule:

40% upon approval of submitted curation brief and programming concept

50% upon full delivery of the six digital lifestyle events

10% upon final evaluation and certification of satisfactory services rendered

*CITEM reserves the right to impose **reasonable deduction** on payment for unsatisfactory delivery of services subject to evaluation and consultation with the supplier.

DEDUCTIONS AND PENALTIES

The Digital Lifestyle Event Curator to be engaged shall be given corresponding deductions from the total amount of payment should the events be decreased.

PARTICULARS	DEDUCTION
Produced 5 event only	10% Deduction from the total contract amount
Produced 4 events only	35% Deduction from the total contract amount
Produced 3 events only	50% Deduction from the total contract amount
Produced 2 events only	75% Deduction from the total contract amount
Produced 1- 0 events	100% Deduction from the total contract amount

PREPARED BY:



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STIDS

NOTED BY:



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Division Chief

RECOMMENDING APPROVAL:



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APPROVED BY:



Paulina Suaco-Juan
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