

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-2020-0131

**NOTICE TO CONDUCT PROCUREMENT OF GOODS
AND SERVICES, INFRASTRUCTURE PROJECTS, AND CONSULTING
SERVICES TO BE PROCURED AND PERFORMED OVERSEAS**

Pursuant to GPPB-Resolution No. 28-2017 dated 31 July 2017, the Center for International Trade Expositions and Missions (CITEM), through its Bids and Awards Committee (BAC), hereby issues this Notice for:

**ENGAGEMENT OF AN INTERNATIONAL TREND FORECASTING
COMPANY AS SPEAKER FOR FAME+ WEBINAR**

Approved Budget of the Contract: GBP 6,000.00 OR PHP 390,000.00

For inquiries, please contact the CITEM Bids and Awards Committee Secretariat, at telephone no. 8312201 local 309/218 or fax no. 834-0177/8331284 or e-mail at citembac@citem.com.ph.



ATTY. ANNA GRACE I. MARPURI
Chairman, CITEM-BAC

TERMS OF REFERENCE

Engagement of an International Trend Forecasting Company
as speaker for FAME+ Webinar

I. EVENT BRIEF

Title of Webinar	Post COVID19 Buyer Behavior (Consumer) and Lifestyle and Fashion Trends (Working Title)
Date	October 2020 or November 2020 (Tentative)
Venue	Online Webinar Platform
Product Sector	Home and Lifestyle
Target Audience	FAME+ Exhibitors and Stakeholders
Total Budget	GBP 6,000 (Exclusive of Tax)

***1GBP = 65PHP**

II. RATIONALE

Manila FAME is the country's premier design and lifestyle event that aims to promote the Philippines as a foremost sourcing destination for high-quality and design-oriented home, fashion, holiday and gift products. The show supports local MSMEs and artisan communities, who intend to explore the international market, by providing a platform to showcase their products and network with their respective buyers.

On October 15, 2020, FAME+ will be launched in pursuit of CITEM's digital initiative that will allow exhibitors, buyers, and other stakeholders to communicate, promote, and conduct business online. FAME+ will serve as a new platform for MSMEs to showcase their products and connect with local and international buyers by providing them a digital storefront breaking the limits of a physical trade show.

The timely shift to digital media meant an advantage to further the continued enabling of its exhibitors to become empowered and well informed exporters through online capacity-building webinars, talks, and workshops which will be part of the special events prepared for the launch of FAME+.

While the world navigates through the prevailing pandemic, CITEM deems it necessary to provide its exhibitors an opportunity to leverage their capacity as current and future exporters by engaging an International Trend Forecasting Company who can provide valuable insights on future trends and post-Covid19 consumer behavior that are globally relevant to the home, fashion, and lifestyle industries. The trends webinar of FAME+ aims to gather its exhibitors and provide them with an in-depth learning to serve as inspiration and enable them to thrive in a post pandemic era.

III. OBJECTIVES

1. To engage the services of an International Trend Forecasting Company/Institution that will provide FAME+ exhibitors an in-depth learning of future trends for the home, fashion and, lifestyle sectors, and post-Covid19 buyer/consumer behavior for a FAME+ webinar in October or November 2020.
2. To deliver the capacity-building opportunities for CITEM stakeholders through an online set-up;
3. To provide insightful and timely future trend ideas presentation produced specifically for FAME+ exhibitors and stakeholders;
4. To engage an International Trend Forecasting Company that is responsible for driving the message and setting the tone of the event.
5. To empower the design appreciation and trend anticipation capability of FAME+ exhibitors.

IV. QUALIFICATIONS

1. Should have worked at least 20 years as an International Trend Forecasting Company for the home, fashion, and lifestyle sectors.
2. Must have experience in conducting talks, workshop, seminar, or presentation via webinar format.
3. Must have conducted a talk, workshop, seminar, or presentation for a Philippine-based client either through physical set-up or webinar format.

V. SCOPE OF WORK AND DELIVERABLES

CITEM shall engage the services of a seasoned International Trend Forecasting Company to provide a speaker with enough competence to present and share future trend forecasting ideas on home, fashion, and lifestyle sectors and post-Covid19 buyer/consumer behavior for participating exhibitors of FAME+ to ensure that said stakeholders will be kept abreast of necessary information that will empower and inspire them to hone their craft.

The webinar hosted by CITEM will be an online event that gathers the top-brass of the country's home and lifestyle export industry. The audience of the event will be comprised both of seasoned and aspiring exporters that is why the Project team endeavors to hire a trend forecasting specialist company who has the authority in providing a speaker with a known stature and has notable experience in giving valuable trend forecasting insights aimed to empower FAME+ exhibitors.

International Trend Forecasting Company Undertakings:

1. Create a customized trend forecasting and post-Covid19 buyer/consumer behavior presentation for FAME+ exhibitors. Topics of the presentation must be approved by the Project Team;
2. Engage an International Trend Forecasting Company to provide a speaker for the presentation and question and answer segment of the webinar for a minimum time of 60 minutes.
3. Conduct a run through of the presentation during the technical rehearsal;
4. Coordinate with CITEM on production outfit requirements;
5. Provide own remote set-up needed for the online presentation which may include the following: laptop, lighting equipment, visuals and presentation and other back-end technical requirements.

Timeline

MONTH	SCOPE OF WORK AND DELIVERABLES
October 2020	Pre-Event FAME+ <ol style="list-style-type: none">1. Drafting of Terms of Reference.2. Finalize the line-up of webinar topics.3. Checking of the webinar presentation with the ProjectTeam prior to the event.4. Attend a technical rehearsal with the hired production outfit of CITEM.
October or November 2020	Event Proper of FAME+ <ol style="list-style-type: none">1. Conduct the presentation through an online webinar platform.2. Participate in the question and answer segment of the webinar.

VI. ESTIMATED BUDGET

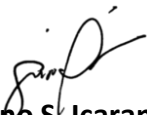
Total Budget - GBP 6,000 (Exclusive of Tax)
Procurement Mode - Overseas Procurement
Source of Budget - Manila FAME 2020

VII. CONDITIONS OF PAYMENT

The contracted company, which will be engaged as soon as awarded, shall be compensated Six Thousand British Pound (GBP 6,000) only, exclusive of taxes and applicable charges. Payment shall be processed based on the following terms:

- a. 50% (GBP 3,000) immediate payment of the contracted price upon contract sign-off.
- b. 50% (GBP 3,000) payment of the remaining contracted price upon delivery of service.

Prepared by:



Giussano S. Icaranom
TIDS
OG1-SET

Noted by:



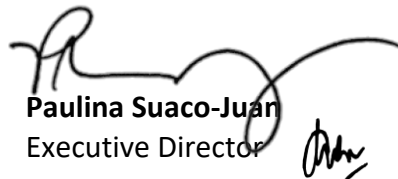
Marjo F. Evio
Division Chief
OG1-SET

Recommending Approval:



Atty. Anna Grace I. Marpuri
OIC-Department Manager
Operations Group 1

Approved by:



Paulina Suaco-Juan
Executive Director