

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-2021-0056

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 PROFESSIONAL PHOTOGRAPHER FOR 2021 HOME AND LIFESTYLE PHASE 2
CAMPAIGN (SPRING/SUMMER)**

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

Approved Budget for the Contract	: PHP 700,000.00
Deadline of Submission of Eligibility Documents, Financial Bid and Qualitative Evaluation Documents	: 02 August 2021, 12:00NN
Opening of Qualitative Evaluation Documents	: 02 August 2021, 12:00NN
Opening of Eligibility Documents and Financial Bid	: 03 August 2021, 02:00PM

Conduct of *Opening of Bids* shall be held virtually thru Microsoft Teams or Zoom and shall be open to all prospective bidders. Link of the Opening of Bids may be requested through the BAC Secretariat at citembac@citem.com.ph.

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)

- 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.
- 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.
- Latest Income/Business Tax Return**
- 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.
- 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)

- **Portfolio indicating:**
 - Experience in Professional photography, with professional/academic background in arts or advertising.
 - Proof of published works
 - Experience in working with local and international brands, preferably in design and advertising

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, online submission to the BAC Secretariat through email 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 Eligibility Documents, Financial Bid and Qualitative Evaluation Documents as 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
 Lease of Real Property and Venue
 Small Value Procurement with ABC of Php 50,001 and above
 Others: _____

Date: 27 July 2021

Company Name: _____

RFQ No.: 2021-0056

Address: _____

Contact No.: _____

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 or compressed folder and submitted to CITEM BAC / citembac@citem.com.ph.

Deadline of Submission of Eligibility Documents, Financial Bid, and Qualitative Evaluation Documents:	<u>02 August 2021</u>	Time:	<u>12:00NN</u>
Schedule of Opening of Qualitative Evaluation Documents:	<u>02 August 2021</u>	Time:	<u>12:00NN</u>
Schedule of Opening of Eligibility Documents and Financial Bid:	<u>03 August 2021</u>	Time:	<u>2:00PM</u>
		Venue:	<u>ZOOM</u>

QTY	UNIT	ARTICLE / WORK / DESCRIPTION / SPECIFICATION	UNIT PRICE	AMOUNT
1	Lot	<p>HIRING OF PROFESSIONAL PHOTOGRAPHER FOR 2021 HOME AND LIFESTYLE PHASE 2 CAMPAIGN (SPRING/SUMMER)</p> <p><i>Please see attached Term of Reference for more details.</i></p> <p>APPROVED BUDGET FOR THE CONTRACT: <u>PHP 700,000.00</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: _____



TERMS OF REFERENCE

Engagement of Professional Photographer
for the Home & Lifestyle Phase 2 (Spring/Summer) Campaigns

I. EVENT BRIEF

Title of Events	Home & Lifestyle Phase 2 (Spring/Summer) Campaigns
Location	(Digital Participation)
Product Sector	Home and Lifestyle
Total budget	PhP 700,000.00 (inc. VAT)
Period of Engagement	Upon release of NOA until December 2021

II. BACKGROUND & RATIONALE

According to Trend Reports, between 65 and 85 percent of people describe themselves as visual learners.(Trend.co.uk) Investing in good, creative, and top quality images in this digital economy is a primary vehicle to get good press, amplify one’s product proposition, and secure more prominent positions in digital b2b platforms—where a whole host of high quality content and images vie for the attention of users. In SEO parlance, high quality, and professional images can greatly help outrank our competition and encourage users to click through (CTR) our websites and digital showrooms.

With the cancellation of all our physical fairs in 2021, we are banking heavily, on our images to generate interest, tell our stories, and ultimately deliver business results for our stakeholders. We’ve seen how this approach played out when we launch our Phase 1 campaign for the Fall/Winter market earlier this year. Achieving nearly double the target number of unique trade buyers attracted to our digital showrooms to date, and generating nearly 1 Million USD, for the first quarter, is a feat we need to maintain, if not surpassed by the year end.

For this reason, we are crafting a series of new campaigns and launching them across multiple online international trade platforms, in time for the Spring/Summer market season. These campaigns shall comprise our Phase 2 efforts to follow on the success of our Fall/Winter, Phase 1 campaigns and amplify our presence in the digital sphere.

A highly skilled professional photographer, with keen eye for details and experience in capturing high-impact, captivating still images, that can effectively highlight our product stories and the uniqueness of our materials, and who can effectively execute the art direction of our creative team, will be crucial for this purpose.

III. OBJECTIVE/S

To create and capture high-impact images that will attract buyer attention and ultimately generate more interest and buyer leads towards our products and our exhibitors, across multiple B2B platforms.

IV. SCOPE OF WORK AND DELIVERABLES WITH BUDGET & VALUATION

	%	Value in PhP
A. PRE-PRODUCTION	20%	140,000.00
1. Attend the pre-production planning with the CITEM-hired Digital Content Merchandiser, Production Designer and project team: <ul style="list-style-type: none"> • NY NOW Spring/Summer Market August 2021 • Maison & Objet and MORE (MOM) September 2021 • FAMEPlus Design Commune September – December 2021 		
2. Provide own equipment (e.g. camera [with at least 24megapixel full frame CMOS sensor], lens, flash, etc)		

B. PRODUCTION <ol style="list-style-type: none"> 1. Shoot min. of 22 vignette layouts featuring min. of 80 companies and multiple product focus shots for up to 250 products, under the creative and art direction of CITEM-hired Digital Content Merchandiser and the CITEM project team, for Home and Lifestyle (Spring/Summer) Phase 2 campaigns, within agreed timeline and schedule; 2. Shoulder own logistics requirements including transportation to and from the studio that will be identified by the Production designer within metro manila area; 3. Provide for own personal safety requirements (PPEs, COVID testing, etc) and other personal miscellaneous expenses required throughout the duration of the pictorials; 4. Share all RAW images to CITEM project team after the pictorial (either via shared cloud folder or via hard drive) 	30%	210,000.00
POST- PRODUCTION <ol style="list-style-type: none"> 1. Conduct post-production briefing and final selection of photos with CITEM-hired digital content merchandiser and creative team; 2. Edit and provide necessary touch-ups (Final Artworks) to a total of 150 product focus images selected by the CITEM project and creative team; 3. Submit all edited images to CITEM maximum 10 working days after the pictorial via cloud file or portable hard drive; 4. Grant CITEM the full and perpetual rights and ownership to modify, distribute, and use all images (RAW and EDITED) in all of its campaigns, across multiple online and print platforms, including but not limited to its own website and social media pages. 	50%	350,000.00
GRAND TOTAL	100%	700,000.00

VI. TIMELINE & PAYMENTS

The engagement is valid from release of Notice of Award to December 2021 or upon satisfactory completion of all deliverables within engagement period.		
Activities	Requirement for payment	% of payment
Pre-production, Submission, approval of creative direction Production proper	Submission of RAW images for selection	40% of contract cost
Post-production, editing and submission of final artwork	Submission of first batch of edited images Total of 75 Edited Photos	30% of contract cost
Post-production, editing and submission of final artwork	Submission of second and last batch of edited images total of 75 Edited Photos	30% of contract cost
	Total of 150 final edited photos	100%

V. EVALUATION

For the Qualitative Evaluation, bidders will be assessed based on the following criteria:

CRITERIA	VALUE POINT
<p>A. Experience in Professional photography, with professional/academic background in arts or advertising is a plus:</p> <ul style="list-style-type: none"> • More than 5 years of experience in professional photography with professional/academic background in arts or advertising; 30 points • More than 5 years of experience in professional photography; 20 points • 4 years, and less, of experience in professional photography; 15 points <p><i>(Contractor to present a Portfolio (either online or in print))</i></p>	30
<p>B. Breadth and quality of published works</p> <ul style="list-style-type: none"> • Advertising + Product+ Architecture / Design = 45 points • Architecture /Design + Product = 30 • Product = 20 <p><i>(Contractor to present a Portfolio (either online or in print))</i></p>	45
<p>C. Has experience working with local international brands, preferably in design and advertising</p> <ul style="list-style-type: none"> • Experience working with at more than 5 international brands/campaigns; 25 points • Experience working with at least 4 or less international brands/campaigns; 15 points • Experience working with at least 3 or less international brands/campaigns; 15 points <p><i>(Contractor to present a Portfolio (either online or in print))</i></p>	25
TOTAL	100


Only those who receive a passing score of **85** shall proceed to the opening of financial bid. The lowest calculated and most responsive bidder shall be declared the winner of the contract, subject to post-qualification, if required.

VI. BUDGET


A total of PhP 700,000 is the approved budget contract (ABC) for this requirement (inclusive of all applicable taxes), to be sourced from 2021 Home and Lifestyle Phase 2 Campaigns budget.

Mode of Procurement: Small Value Procurement

Prepared by:


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Noted by:


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