

**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-2022-0042**

**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:

**PROCUREMENT OF INSTITUTIONAL PROMOTION BRIEFER FOR  
THE PARTICIPATION OF FAME+ IN HKTDC INTERNATIONAL  
SOURCING SHOW (ISS) 2022**

*(Please see attached RFQ for more details)*

**Approved Budget for the Contract: PHP 81,120.00 OR USD 1,560.00**

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](mailto:citembac@citem.com.ph).

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



**REQUEST FOR QUOTATION  
(OVERSEAS PROCUREMENT)**

Date: 21 April 2022

Company Name: \_\_\_\_\_

RFQ No.: 2022-0042

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.

<b>Deadline of Submission of Quotation:</b> <u>25 April 2022</u>	<b>Time:</b> <u>05:00PM</u>	
<b>Schedule of Opening of Bids:</b> <u>26 April 2022</u>	<b>Time:</b> <u>02:00PM</u>	<b>Venue:</b> <u>ZOOM</u>

QTY	UNIT	ARTICLE / WORK / DESCRIPTION / SPECIFICATION	UNIT PRICE	AMOUNT
1	Lot	<p><b>PROCUREMENT OF INSTITUTIONAL PROMOTION BRIEFER FOR THE PARTICIPATION OF FAME+ IN HKTDC INTERNATIONAL SOURCING SHOW (ISS) 2022</b></p> <p><b>APPROVED BUDGET FOR THE CONTRACT: <u>PHP 81,120.00 OR USD 1,560.00</u></b></p> <p><i>Inclusions:</i></p> <ul style="list-style-type: none"> <li>- 10 days digital exhibit participation in HKTDC platform (Click2Match)</li> <li>- 2-month online subscription in HKTDC Sourcing</li> </ul> <p><u>Please see attached Terms of Reference for more details.</u></p>		

**Terms and Conditions:**

- 1) The above-quoted prices must be inclusive of all costs and applicable taxes. Prices shall be quoted in Philippine Peso or US Dollar.
- 2) Payment will be processed after receipt of invoice. Other terms of payment will be based on the Contract agreed by CITEM and Supplier.
- 3) Any alterations, erasures or overwriting shall be valid only if they are signed or initialed by the bidder or his/her authorized representative.

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: \_\_\_\_\_

**FAME+ Institutional Promotion Briefer**  
**HKTDC International Sourcing Show (ISS) 2022**

Exhibit Type: Digital

**Project Description:**

As part of the efforts to promote FAME+ and to reach more buyer leads, CITEM will be bringing the FAME+ brand in different digital promotion platforms, one of which is the Hong Kong Trade Development Council (HKTDC) in time with the Hong Kong Houseware physical fair on 05-08 July 2022.

Hong Kong Houseware Fair is one of Asia's leading houseware fairs which offers buyers the sourcing opportunity from the most comprehensive selection of products for home products. It is previously attended by 2,160 exhibitors from 26 countries and regions around the world and visited by over 28,000 buyers from 121 countries and regions with the following country breakdown below:

- Asia: 75.31%
- Europe: 11.18%
- North America: 5.87%
- Latin America: 3.23%
- Australia & Pacific Islands: 2.41%
- Middle East: 1.10%
- Africa: 0.90%

To provide an optimal business opportunity among buyers, HK Houseware Fair 2022 will be held together with the following HKTDC fairs:

- Hong Kong International Lighting Fair (Spring Edition)
- Hong Kong Fashion Week
- Hong Kong Gifts & Premium Fair
- Hong Kong International Home Textiles and Furnishings Fair
- Hong Kong International Printing & Packaging Fair
- Hong Kong Electronics Fair (Spring Edition)

The above seven concurrent trade fairs will be held under one roof and marketed under the name of "HKTDC International Sourcing Show" (ISS) in a showcase-oriented format with physical and online business matching elements. With a consolidated portfolio covering a wide array of product categories, this will create good synergy among the fairs, amplifying the convenience and attraction for buyers to visit various fairs in Hong Kong for one-stop sourcing.

To accommodate global exhibitors, ISS physical fair will be complemented by a digital event platform, Click2Match, which will go live from 05-15 July. Each Click2Match page will be linked to the vendor's respective HKTDC Sourcing Platform to allow buyers and suppliers to network pre, during, and post event proper. The Sourcing Platform is accessible to buyers whole year round and company pages are visible depending on the package availed by the vendor.

**Objectives:**

As the government's export promotion agency, CITEM will mount an institutional digital booth at HK Houseware Fair with the following specific objectives:

1. To feature FAME+ among global buyers of HKTDC and promote Philippine export among our Asian neighbors;
2. To encourage HKTDC buyers to visit FAME+;
3. To increase FAME+ leads and FAME+ buyer outreach database;

4. To benchmark FAME+ against current practices of HKTDC.

**Strategy:**

1. Build a FAME+ profile in the HKTDC Sourcing platform from 05 June - 04 August (2 months) to be able to connect with over 2,000,000 registered online buyers before, during, and after the live days of Hong Kong Houseware Fair.

Within the two (2) month promotion window, the FAME+ account will be highlighting new product collections every two (2) weeks. Below are the suggested collection highlights:

Promotion Window	Product Collection	Sector Feature	Remarks
05 June - 18 June	FAME+ Design Commune	Home & Fashion	CTA to participate in the June Business Mission
19 June - 02 July	Design Philippines featuring MOM Collection In Any Kind of Place	Home	CTA to schedule a business matching session
03 July - 16 July	Fashion Philippines featuring select fashion products	Fashion	CTA to schedule a business matching session
17 July - 30 July	Design Philippines featuring NYNow Collection	Home	CTA to schedule a business matching session
31 July - 02 August	FAME+ Design Commune	Home & Fashion	CTA to participate in the August Business Mission   CTA to attend the FAME+ Market Days

2. Join the HKTDC ISS Click2Match event platform carrying the FAME+ brand from 05-15 July. The Click2Match platform is an easy-to-use online platform and interface empowered by an AI-recommendation engine where exhibitors can mount a digital booth. To be used by both exhibitors and buyers to identify each other, it allows both to schedule appointments, conduct online video meetings, exchange messages and contacts, and get matching referrals.

The Click2Match FAME+ event page will highlight some of the collections specified above every after two (2) days to show the different product categories and industry brands which FAME+ represents. The page will have the following CTA's:

- Visit the FAME+ HKTDC Sourcing Platform to see more
- Visit the FAME+ website to register as trade buyer
- Participate in the FAME+ June Business Mission

3. Utilize both platforms to link out prospect buyers/leads to FAME+.
4. Utilize materials of 2021 developed products (Design Commune) for booth and campaign assets.
5. Develop a marketing campaign (EDM and social media) for the FAME+ participation in HKTDC to be sent to buyers of Manila FAME and FAME+.


6. Explore with PTICs in China regarding possibility of hosting a FAME+ digital business mission event in time or right after the Houseware Fair event proper.

**Budget:**

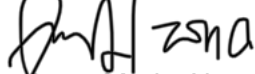
Specifics	Cost (USD)	Cost (PHP)
Participation Fee (Online Exhibit)	1,560.00	81,120.00
<b>TOTAL</b>	<b>USD1,560</b>	<b>Php81,120.00</b>

Exchange rate: 1USD = 52PHP

Prepared by:

  
 Katrina Ledesma  
 STIDS, OTF Division  
 Operations Group 1

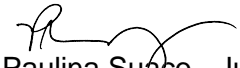
Noted/Reviewed by:

  
 Anna Marie Alzona  
 Division Chief, OTF Division  
 Operations Group 1

Recommending Approval:

  
 Marjo Evio  
 OIC - Department Manager  
 Operations Group 1

Approved by:

  
 Paulina Suaco - Juan  
 Executive Director