

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-2022-0124

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 CREATIVE AGENCY FOR PRODUCTION OF DESIGN COMMUNE DIGITAL EXECUTION ON FAME+ MARKET DAYS

(Please see attached Request for Quotation Form and Terms of Reference for more details.)

| | |
|---|----------------------------|
| Approved Budget for the Contract | : PHP 950,000.00 |
| Deadline of Submission of Eligibility Documents and Financial Bid | : 05 October 2022, 05:00PM |
| Opening of Eligibility Documents and Financial Bid | : 06 October 2022, 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 and responsive 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 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.**

To encourage the sanctity of the bids, bidders must submit these documents separately, 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
- 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 on or before the date and time of the Opening of Eligibility Documents and Financial Bid as indicated above. Failure to disclose the password during the opening of bids may result to non-responsiveness of the bid.

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



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: 29 September 2022

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

RFQ No.: 2022-0124

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 and Financial Bid: 05 October 2022 | Time: 05:00PM |
| Schedule of Opening of Eligibility Documents and Financial Bid: 06 October 2022 | Time: 02:00PM Venue: Zoom |

| QTY | UNIT | ARTICLE / WORK / DESCRIPTION / SPECIFICATION | UNIT PRICE | AMOUNT |
|-----|------|---|------------|--------|
| 1 | lot | <p>HIRING OF CREATIVE AGENCY FOR PRODUCTION OF DESIGN COMMUNE DIGITAL EXECUTION ON FAME+ MARKET DAYS</p> <p>APPROVED BUDGET FOR THE CONTRACT: <u>PHP 950,000.00</u></p> <p><u>Please see attached Terms of Reference for more details.</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
**Hiring of Creative Agency for Production of
Design Commune Digital Execution on FAME+ Market Days**

I. BACKGROUND

The Center for International Trade Expositions and Missions (CITEM) is the export promotions arm of the Philippine Department of Trade and Industry (DTI). For almost four decades, CITEM has established the country’s image as a 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. CITEM is the organizer of the following signature events in physical format: Manila FAME for home & fashion, IFEX Philippines for food & beverage, and CREATEPhilippines for the creative industries.

In 2020, however, the holding of physical trade shows has been severely disrupted. This enabled CITEM to look at the potential of online events and started drawing a stronger digital marketing strategy and it was able to launch – despite the pandemic – digital iterations of its physical events: FAME+, IFEXConnect, CREATEPhilippines/Creative Futures, as well as the Sustainability Solutions Exchange, providing 24/7 opportunity for Philippine manufacturers/brands/designers/suppliers to be promoted and discovered.

Digital will be the constant medium for CITEM to market and promote Philippine products and services, while slowly re-introducing physical editions.

II. RATIONALE

FAME+ Market Days was initiated by CITEM, and part of the digital live sourcing event is to showcase the items from the product development program of the agency through Design Commune. Given the limited budget for this year to pursue a physical show, the FAME+ Market Days 2022 will again be staged virtually on 19-21 October.

Manila FAME’s main point of interest, the Design Commune also transforms itself from a physical setting of new product collections into a virtual showcase and digital iteration. Design Commune is one of the important components of the virtual show as buyers consider this their take-off point in sourcing for newly developed products at FAME+. Alongside the full digitization of Manila FAME and Design Commune, CITEM would be showcasing the products conceptualized by the Product Design Specialists, as an alternative to the special setting showcase highlighted in every Manila FAME signature onsite exhibit.

With all these, there is a need to engage the services of a **Creative Agency to produce the Digital Execution of Design Commune** to develop and produce the digital showcase of the products from the product development program of CITEM.

III. SCOPE OF WORK AND DELIVERABLES

| | |
|---|--|
| Conceptualization of the Digital Execution of Design Commune | <ol style="list-style-type: none">1. Attend meetings with CITEM Project Team, Key Officials, and Creative Director for brainstorming or alignment2. Submit a concept proposal for Design Commune Digital Execution detailing the specific message that is aligned with the overall creative direction and objectives of FAME+ |
|---|--|

| | |
|---|--|
| Submission of Implementation Plan for Design Commune | <ol style="list-style-type: none"> 1. Attend meetings with CITEM Project Team, Key Officials, and Creative Director for presentation of the Implementation Plan 2. Develop and submit an Implementation Plan detailing the activities, timeline, etc. guiding the development of the implementation plan for Design Commune. |
| Production and Execution of Design Commune | <ol style="list-style-type: none"> 1. Produce and execute all the necessary requirements to produce the Design Commune Digital Showcase, such as but not limited to 3d renders or perspectives, digital expo direction and other creative outputs as recommended by the Creative Director. 2. Turn over to CITEM all Design Commune e-file either stored in hard drive or a File Transfer Protocol (FTP) link to an online drive/storage for CITEM's usage/download. These will be owned by CITEM and uploaded in the FAME+ website and social media channels. |
| Production Management and Coordination | <ol style="list-style-type: none"> 1. Digital Design Commune showcase production management, communication, and quality assurance. 2. Work with OG1 and CCSD regarding Design Commune showcase. |
| Report Writing and Post-Event Recommendations | <ol style="list-style-type: none"> 1. Submit the implementation plan as basis for the payment of the initial tranches of professional fees (40% and 50%). 2. Submit a Post-Event Recommendation Report detailing the summary of the event. |

IV. RESPONSIBILITIES OF CITEM

CITEM shall endeavor to adhere to the following:

1. Provide the overall direction alongside the Creative Director, on the implementation of Design Commune.
2. Introduce/Connect the hired Creative Agency to the Manila FAME Creative Director.
3. Constantly monitor the progress of the Creative Agency in terms of the agreed documentary requirement to be submitted and ensure its turnover to CITEM.
4. Provide all pertinent data and information needed about the project to ensure that the end results will be aligned to CITEM's mandate and vision.
5. Assign point persons from OG1-SET and CCSD to coordinate requirements, information, and materials.
6. Ensure that the terms stated in this TOR are followed by the Creative Agency and apply necessary penalty charges should it fail to deliver the identified outputs/alternative deliverables

V. Qualifications

The agency or its main representative or key officials within the company must have:

1. The experience in the field of design consultancy, digital marketing, advertising, and design.

2. The experience in Creative directing / engagements to lead and manage design showcase and services.
3. The experience working with any government agency for a Home/Fashion/Lifestyle programs / event and or campaign.

VI. METHOD AND PERIOD OF ENGAGEMENT

Engagement of the Hiring of Creative Agency for Production of Design Commune Digital Execution on FAME+ Market Days shall be procured through **Small Value Procurement**. The conduct of bidding for this project is in relation to Article IV of the 2016 Revised Implementing Rules and Regulations of R.A. 9184 otherwise known as the Government Procurement Reform Act, whereby the procuring entity opens and advertises a contract bidding/s to the public or any interested party.

The period of engagement will be from issuance of Job Order up to 25 November 2022.

VII. PROPOSED TIMELINE OF DELIVERABLES

| SPECIFIC ACTIVITY/IES AND DELIVERABLES | TIMELINE |
|--|---|
| <p>Conceptualization of the Digital Execution of Design Commune</p> <ul style="list-style-type: none"> • Attend meetings with CITEM Project Team, Key Officials, and Creative Director for brainstorming or alignment • Submit a concept proposal for Design Commune Digital Execution detailing the specific message that is aligned with the overall creative direction and objectives of FAME+ | <p>Within 10 Business Days after receipt of NOA/Job Order</p> |
| <p>Submission of Implementation Plan for Design Commune</p> <ul style="list-style-type: none"> • Attend meetings with CITEM Project Team, Key Officials, and Creative Director for presentation of the Implementation Plan • Develop and submit an Implementation Plan detailing the activities, timeline, etc. guiding the development of the implementation plan for Design Commune. | <p>Within 15 Business Days after the Concept Proposal was submitted</p> |
| <p>Production and Execution of Design Commune</p> <ul style="list-style-type: none"> • Provide and Produce all the necessary requirements to produce the Design Commune Digital Showcase, such as but not limited to 3d renders or perspectives, digital expo direction and other creative outputs as recommended by the Creative Director. • Turn over to CITEM all Design Commune e-file either stored in hard drive or a File Transfer Protocol (FTP) link to an online drive/storage for CITEM's usage/download. These will be owned by CITEM | <p>September-October 2022</p> |

| | |
|---|------------------------------|
| and uploaded in the FAME+ website and social media channels. | |
| Production Management and Coordination <ul style="list-style-type: none"> Digital Design Commune showcase production management, communication, and quality assurance. Work with OG1 and CCSD regarding Design Commune showcase. | September -October 2022 |
| Report Writing and Post-Event Recommendations <ul style="list-style-type: none"> Debriefing/Post-Evaluation meeting with CITEM Project Team Submission of Post-Event Recommendations Report | 24 October– 25 November 2022 |

VIII. PAYMENT TERMS

The proposed payment scheme for the project will be billed progressively upon the completion of the following milestones:

| MILESTONES | PAYMENT |
|---|---------|
| Conceptualization of the Digital Execution & Implementation Plan Upon Submission of the following: <ul style="list-style-type: none"> Concept Proposals Implementation Plan | 40% |
| Production of Digital Execution of Design Commune Upon submission and execution of the proposed Digital Execution of Design Commune to CITEM. <i>Non-submission of the will be subject to non-issuance of payment.</i> | 50% |
| Report Writing and Post-Event Recommendations Upon submission of the Post-Event Recommendations Report | 10% |
| TOTAL | 100% |

IX. APPROVED BUDGET COST

The above expense has an approved budget cost of Nine Hundred Fifty Thousand Pesos (Php 950,000.00) inclusive of all applicable taxes/charges and will be charged to the FAME+ budget.

Prepared by:

KATHERINE MAY G. APODACA
STIDS

Recommending Approval:

MARJO F. EVIO
OIC - Department Manager, OG1

NORMAN D. BAGULBAGUL
OIC - Department Manager, CCSD

Approved by:

DEPUTY EXECUTIVE DIRECTOR MA. LOURDES D. MEDIRAN
Officer-In-Charge, CITEM