

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-2024-0095

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 DIRECTOR FOR THE PHILIPPINE PARTICIPATION IN AMBIENTE 2025

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

Approved Budget for the Contract	: PHP 980,000.00
Pre-bid Conference	: 21 May 2024, 02:00PM
Deadline of Submission of Eligibility Documents, Financial Bid, and Qualitative Evaluation Documents	: 24 May 2024, 05:00PM
Opening of Qualitative Evaluation Documents	: 24 May 2024, 05:00PM
Opening of Eligibility Documents and Financial Bid	: 28 May 2024, 02:00PM

Conduct of Opening of Bids shall be held virtually thru 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 link will be released on the actual day of the procurement activity.

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)

1. **Mayor's Permit for the current year or for individuals exercising a profession, BIR Certificate of Registration**
Expired Mayor's permit with Official Receipt of renewal application shall be accepted provided that the renewed permit shall be submitted before the award of the contract.
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/Business Tax Return**
4. **Notarized Omnibus Sworn Statement**
5. **Notarized Special Power of Attorney, Notarized Secretary's Certificate or Board/Partnership Resolution for partnership, corporation, cooperative, or joint venture, whichever is applicable**

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)

- i. **Curriculum Vitae / Profile;**
- ii. **Portfolio**
- iii. **List of Clients**
- iv. **List of Awards**

To encourage the sanctity of the bids, bidders must submit these documents separately, on the above stated date and time, either on the following:

- a. Physical Submission at the CITEM Office, Golden Shell Pavilion, Roxas Blvd. cor. Gil Puyat Ave., Pasay City, or
- b. 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, Financial Bid, and Qualitative Evaluation Documents 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



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

- | | |
|---|--|
| <input type="checkbox"/> Shopping with ABC of Php 50,001 and above
<input type="checkbox"/> Lease of Real Property and Venue | <input checked="" type="checkbox"/> Small Value Procurement with ABC of Php 50,001 and above
<input type="checkbox"/> Others: _____ |
|---|--|

Date: 16 May 2024
RFQ No.: 2024-0095

Company Name: _____
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.

<i>Pre-bid Conference: 21 May 2024</i>	<i>Time: 02:00PM</i>	<i>Venue: Zoom</i>
<i>Deadline of Submission of Eligibility Documents, Financial Bid, and Qualitative Evaluation Documents: 24 May 2024</i>		<i>Time: 05:00PM</i>
<i>Schedule of Opening of Qualitative Evaluation Documents: 24 May 2024</i>		<i>Time: 05:00PM</i>
<i>Schedule of Opening of Eligibility Documents and Financial Bid: 28 May 2024</i>		<i>Time: 02:00PM</i> <i>Venue: Zoom</i>

QTY	UNIT	ARTICLE / WORK / DESCRIPTION / SPECIFICATION	UNIT PRICE	AMOUNT
1	lot	<p>HIRING OF CREATIVE DIRECTOR FOR THE PHILIPPINE PARTICIPATION IN AMBIENTE 2025</p> <p><u>APPROVED BUDGET FOR THE CONTRACT: PHP 980,000.00</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: _____

I. Event Brief

Title	DesignPhilippines Participation in Ambiente
Date	07-11 February 2025
Profile of Exhibitors	Manufacturers/traders of home décor, houseware, seasonal décor, and gift items that are currently serving the German and European market and/or want to expand their business to the said market.
Budget	Php980,000.00

II. Show Background

Ambiente is the world’s largest trade fair for consumer goods and is considered to be the annual meeting point for suppliers and trade buyers of this industry. The fair highlights four sectors: Dining (kitchenware), Giving (gift items), Living (furniture, lighting, home accessories, seasonal décor), and Working (all about the desk of the future). It started showcasing a forward-looking concepts and unique product presentations to global trends and fresh ideas by co-locating other leading consumer good trade fairs, Christmasworld and Creativeworld.

Ambiente 2024 recorded an increase of ten percent in terms of exhibitors equivalent to 4,928. They presented their new products on over 360,000 gross square metres. Despite a rail strike which lasted for 5 days, the show recorded around 140,000 visitors. The show was also participated with 170 countries and regions. Ambiente has continued to be an appreciated platform by many Philippine Home Décor and Gifts exporters. Philippines has gained a significant traction in Ambiente and is expected to show more progressive participation growth throughout the years. It is a trade event deemed significant to be continuously pursued.

With the need to innovate, Ambiente will continuously offer a hybrid participation through their online event and their online sourcing platform NMedia. On top of the physical show, Ambiente is to introduce a digital trade show held simultaneously with the physical event to cater to a wider range of audience and to bring the trade show to the buyer’s screen allowing them to source despite of any restrictions. All online sourcing will be fulfilled by their sourcing platform NMedia. For 2025, CITEM intends to utilize these opportunities to maximize available assets and to adapt with today’s demand for innovation.

III. Rationale

The Philippines’ participation in Ambiente is part of the marketing strategy to “Go Where the Buyers Are”, involving participation in international consumer trade shows under the Design Philippines banner. This participation aims to retain in the European market the design positioning of the Philippines as Asia’s Design Destination, bringing an increased and renewed interest in Philippine products, and consequently attracting buyers to visit the signature event Manila FAME.

To differentiate the Philippines from the rest of the Ambiente exhibitors, a holistic presentation from company product design to country branding concept, must be ensured. As such, there is a need to hire the services of a Creative Director who will orchestrate these points and provide an integrated design approach to the participation.

Ambiente is significant to the Philippines' home sector as it provides access to opportunities for trade in Germany and the rest of Europe.

IV. Objectives

To hire a Creative Director who will provide overall creative concept, exhibition and curatorial services, and product development for participating companies to ensure a seamless experience and unified Philippine presentation at every touch point to buyers and guests of the Philippine pavilion in Ambiente;

V. Scope of Work

The Creative Director for the Philippine Participation in Ambiente 2025 will be engaged from May 2024 to February 2025 to deliver the following scope of work:

A. Creative/Thematic Direction

1. Propose an overall theme/creative concept for the Design Philippines participation.
2. Ensure the consistent translation and application of the theme/creative concept in all critical components of the participation.
3. Assist in the identification and selection of participating companies.

B. Product Development and Selection

1. Conduct product selection / final line selection of each participating companies while taking into consideration equal product representation of companies carrying furniture items vs. small décor and gifts products.
2. Conduct product development for at least 20 participating companies. Develop at least two (2) collections per company. Each collection is comprised of minimum three (3) pieces.
3. Supervise the junior designers in interpreting and executing designs with each participating company from partner provinces and to do the showroom/factory visits, as necessary.

C. Space Planning and Exhibition Design Direction

1. Coordinate and provide directions to the Exhibitions Design Division of CITEM for the space planning and exhibition design of the Philippine booth.
2. Ensure that the theme/ creative concept is translated into the overall stand design.
3. Oversee construction of the stand and conduct inspection of all installed components.

D. Visual Merchandising/ Curation

1. Conduct mock-up of booth display if time permits (optional).
2. Physically curate the Philippine Pavilion for the Ambiente event proper.
3. Should there be a need for a direction for the product photoshoot for the featured products in Ambiente, the Creative Director must be able to produce necessary guide documents required.

E. Brand Ambassador

1. Grant interviews and attend pictorials, when required.
2. Engage in mutually agreed public and media relations activities intended for the promotion of the participation.

3. Commit to foster relationships with different stakeholders and promote the participation through extensive network of business associates.

F. Project Coordination

1. Strategize with CITEM to achieve agreed objectives/goals and attend scheduled meetings and briefings.
2. Report Writing.

G. Others

1. Shoulder all logistics (airfare and accommodation), administrative, incidental, and personal expenses needed to accomplish the deliverables at no additional cost to CITEM.
2. All materials must be approved by CITEM and the hired Creative Director must be willing to allow revisions should CITEM require them.
3. Recommend actions and solutions on how to improve future exhibits in Ambiente.
4. Should there be any areas that are unclear and need decision-making, CITEM's decision should be followed.

VI. Responsibilities of CITEM

CITEM shall adhere to the following responsibilities:

1. Assign a point person from CITEM to serve as a coordinator between the Creative Director and the exhibitors and for any other questions and concerns.
2. Assist in routing for review and approval of all content submitted by the Creative Director.

VII. Qualification

Interested bidders should undergo a Qualitative Evaluation, based on the parameters below. A minimum score of 90 points is required to be considered for the opening of the financial bid.

QUALIFICATIONS	VALUE POINT
<p>Must have a track record as a creative consultant particularly as for product development and curatorial / visual merchandising requirements for international physical trade events on home décor, houseware, gifts, and/ or seasonal décor sectors.</p> <p>Document required: CV / Profile, Portfolio / List of Clients</p>	<p>Number of international events/ exhibitions handled as creative director/ product specialist/ curator:</p> <ul style="list-style-type: none"> • 15 exhibitions and above (50 points) • 11-14 events/exhibitions (30 points) • 6-10 events/ exhibitions (25 points) • 5 events and below (5 points)
<p>Must have market expertise in the European commercial market.</p> <p>Document required: CV / Profile, Portfolio / List of Clients</p>	<p>Number of European-based clients and/ or local clients with Europe as a target market</p> <ul style="list-style-type: none"> • 15 clients and above (35 points) • At least 10 clients (20 points) • At least 5 clients (10 points)
<p>Must have received recognitions and awards both local and international for curatorial/ product showcased on home décor, houseware, gifts, and/ or seasonal</p>	<p>Number of international and local awards/ recognition for curatorial/ product showcased</p> <ul style="list-style-type: none"> • 10 awards and above (15 points)

<p>décor sectors.</p> <p>Document required: CV / Profile, Portfolio / List of Awards</p>	<ul style="list-style-type: none"> • 8-9 awards (10 points) • 7 and below (5 points)
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VIII. Budget and Mode of Payment

This requirement has a budget of Php980,000.00 inclusive of all incidental expenses and applicable taxes. Payment shall be made in the following schedule:

PAYMENT	PROPOSED DELIVERABLES	TIMELINE
20%	Submission of creative/ thematic direction	May – June 2024
30%	Product designs for participating companies of partner provinces	July – August 2024
30%	<ul style="list-style-type: none"> • Selection of products • Development of booth design with CITEM and Design Center • Booth layout and plans 	August – October 2024
20%	<ul style="list-style-type: none"> • Curation of the physical exhibit • Submission of accomplishment report and areas for improvement 	January – February 2025

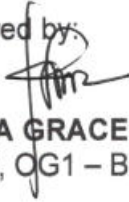
Corresponding Deductions/ Penalties:

Inability of the Creative Director to provide the services/ deliverables shall correspond to deductions from the total amount of payment equivalent to at least 10%.

Incidental:

If the participation is cancelled due to unforeseen circumstances or force majeure, the contract may be extended until the next participation where the same approved deliverables will be implemented, or the contract shall be paid prorated based on the accomplished deliverables stipulated in terms of payment. Extension of contract shall not incur any additional payment to hired Creative Director.

Prepared by:



KARLA GRACE D. DINGLASAN
STIDS, OG1 – Buyer Mktg & OTF Division

Noted by:



ANNA MARIE D. ALZONA
Chief, OG1 – Buyer Mktg & OTF Division

Recommending Approval



MARJO F. EVIO
OIC, Operations Group 1

Approved by:



MA. LOURDES D. MEDIRAN, CESO IV, CPA, MDM
Deputy Executive Director
Officer-In-Charge, CITEM