

**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-2024-0115**

**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 SUBJECT-MATTER EXPERT AGENCY FOR CREATE PHILIPPINES 2024 ROADSHOWS**

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

Approved Budget for the Contract	: <b>PHP 600,000.00</b>
Deadline of Submission of Eligibility Documents, Financial Bid, and Qualitative Evaluation Documents	: <b>01 July 2024, 05:00PM</b>
Opening of Qualitative Evaluation Documents	: <b>01 July 2024, 05:00PM</b>
Opening of Eligibility Documents and Financial Bid	: <b>02 July 2024, 02:00PM</b>

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](mailto: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. **Company profile and its facilitator's CV indicating:**
  - **Number of years in the industries of creative and/or project direction, event curation and creative consultancy**
  - **List of clients (with project names and dates) from both public and private sectors.**
- ii. **List of industry recognitions received related to the Creative Industry.**

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

CITEM.BAC.FR.009  
 REV 1



## 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: 27 June 2024  
 RFQ No.: 2024-0115

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

<i>Deadline of Submission of Eligibility Documents, Financial Bid, and Qualitative Evaluation Documents:</i> <b>01 July 2024</b>	<i>Time:</i> <b>05:00PM</b>
<i>Schedule of Opening of Qualitative Evaluation Documents:</i> <b>01 July 2024</b>	<i>Time:</i> <b>05:00PM</b>
<i>Schedule of Opening of Eligibility Documents and Financial Bid:</i> <b>02 July 2024</b>	<i>Time:</i> <b>02:00PM</b> <i>Venue:</i> <b>Zoom</b>

QTY	UNIT	ARTICLE / WORK / DESCRIPTION / SPECIFICATION	UNIT PRICE	AMOUNT
1	lot	<p><b>HIRING OF SUBJECT-MATTER EXPERT            AGENCY FOR CREATE PHILIPPINES            2024 ROADSHOWS</b></p> <p><u>APPROVED BUDGET FOR THE CONTRACT: PHP 600,000.00</u></p> <p><u><i>(Please see attached Terms of Reference for more details.)</i></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 Subject-Matter Expert Agency for CREATEPhilippines 2024 Roadshows

#### I. BACKGROUND AND RATIONALE

The Center for International Trade Expositions and Missions (CITEM), as the export promotion arm of the Philippine Department of Trade and Industry (DTI), is committed to developing, nurturing, and promoting globally competitive small and medium enterprises (SMEs), exporters, designers, creatives, and manufacturers by implementing an Integrated Approach to Export Marketing in partnership with other government and private entities. For three decades, CITEM has established the country's image as the premier 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.

In 2017, CITEM launched CREATEPhilippines, the country's flagship trade promotions program that showcases the Philippines' creative industries as a high-potential export sector and driver of economic growth. It brings together the creative industries and champions local talent by organizing events that create an enabling environment for the creative ecosystem to learn, network, and seize opportunities in the Philippines and beyond. As a content and community platform, the website [www.createphilippines.com](http://www.createphilippines.com) promotes creative industries and its products and services. It also offers a database to help Filipino creatives be searchable to a global audience looking for talent.

After almost three (3) years of advocating digital initiatives for the promotion of the creative industries through its CREATIVE FUTURES 2021 and 2022 / EVERYTHING CREATIVE digital campaign during the height of the COVID-19 global crisis, CITEM is finally returning to holding a physical event for CREATEPhilippines 2024, with the focus on the **Performing Arts domain**.

CITEM is once again forging a partnership with the Cultural Center of the Philippines (CCP) to replicate its 2019 collaboration, MIPAM x CREATE PH, where it provided a business platform for showcases and business meetings for the performing arts sector. CITEM and CCP decided to heed the call of Congressman Christopher "Toff" De Venecia to implement projects for this domain, given that there are already numerous government programs favoring the animation, game development, software creation sectors. Additionally, the latest figures from the Philippine Statistics Authority (PSA) reveal that the performing arts sector contribute to the lowest share (0.4%) of employment among the other domains. Also, the Arangkada Philippines Policy Brief No. 10 in 2018, a joint project of the Joint Foreign Chambers of the Philippines, recognizes that the "Filipino performers have long catered to the international audience..." The report also suggests that the performing arts can play a transformative role in nation-building through development of domestic market and international exports. As such, initiating projects for this sector will not only contribute to its development, but also the potential to increase the chance to export Filipino creativity.

However, challenges remain for the creatives in the performing arts domain despite having a successful MIPAM x CREATE PH in 2019. The COVID-19 pandemic that followed severely affected the development of our previous exhibitors given that the nature of their profession and businesses revolve around events and public spaces. Our colleagues from CCP also reported that these individuals, organizations, and creative groups had to re-organize, change business models, or completely switch jobs to survive during the pandemic. As such, these various performing arts groups were basically "**back to square one**," and CITEM seeks to capacitate them to instill an entrepreneurial perspective with their inherent creative prowess, before heading to CREATEPhilippines x Manila International Performing Arts Market as performers and exhibitors.

To realize this vision, CITEM, together with CCP, is mounting a series of capacity-building activities to equip our creatives with viewpoints that will encourage them to harness and enrich their business mindset. As such, the expertise, skill, and the services of a subject-matter expert agency is deemed necessary who (1) has the credentials and abilities to tackle the business know-how's, pitching strategies, crowdfunding and other similar funding methodologies, branding, and marketing aspects of the performing arts or the creative industries; (2) has the experience in conducting 1-on-1 consultation and mentorship sessions assessing the performing art groups' business preparedness and portfolio; and (3) has the capability to deliver a consistent message during the sessions that creativity and entrepreneurship go hand in hand as we move to promote the Filipino brand of creativity beyond our borders.

#### II. SCOPE OF WORK AND DELIVERABLES

##### A. OBJECTIVES:

1. The subject-matter expert agency to train performing arts organizations and groups in business matters and strategies in sustaining their operations
2. The subject-matter expert agency to help performing arts organizations and groups to communicate clearly their

## TERMS OF REFERENCE

### Hiring of Subject-Matter Expert Agency for CREATEPhilippines 2024 Roadshows

products and services to potential clients

3. The subject-matter expert agency to prepare organizations create opportunities during the event proper (CREATEPhilippines x Manila International Performing Arts)

#### B. PRE-ROADSHOW PREPARATIONS (CAPACITY-BUILDING)

1. Design a 1-day training program on the following topics:
  - a. Sustaining an Arts Organizations (Business Models)
  - b. Business Matters and Funding Strategies (Focusing on crowdfunding and similar methods)
  - c. Storytelling & Pitching
  - d. Branding & Marketing
2. Design training decks capturing the above-mentioned topics
3. Design worksheets to supplement the training sessions
4. Seek the approval of CITEM and CCP (through online or onsite) on the totality of the design of the training program (including decks, worksheets and other supplementary materials)
5. Identify the names of the speakers/facilitators that will join the in-person or digital training sessions and provide their press photo for CITEM's campaign material production.
6. Arrange transportation and lodging for the identified facilitator/s of the subject-matter expert agency, if needed.

#### C. ROADSHOW PROPER

1. Conduct the 1-day in-person training program (AM lecture / PM 1on1 mentorship) on the following sites within June – July 2024:
  - a. Luzon (Luzon)
  - b. Visayas (Visayas)
  - c. Mindanao (Mindanao)
2. Tackle at least two (2) above-mentioned topics for the AM lectures on each site as chosen by the regional partners of CCP.
3. In the afternoon of the training date, conduct a 1-on-1 mentorship up to a maximum of six (6) creative groups/organizations assessing their existing branding and marketing strategies.
4. In cases where CCP could not secure the venues from their regional partners due to any unfortunate circumstances, conduct the 1-day session (lecture and mentorship) via an online platform such as Zoom or a similar videoconferencing app or website (e.g. Google Meet, Viber, etc.) with participants from the respective site.
5. In case the sessions will be held via Zoom in any of the site, tackle a third topic in exchange of the transportation cost that will not be utilized.
6. Provide the participants the digital copies of the training decks presented.
7. Allow CCP/CITEM and the regional partners to record the training session either for documentation or campaign material production.

#### D. POST-ROADSHOW ACTIVITIES

1. Submit a post-event report of the whole roadshow series containing insights, suggestions, and way forward to CITEM in relation to the processing of their payment.
2. Provide certification of participation to training participants by request.

### III. PROPOSED TIMELINE OF DELIVERABLES

The hired Subject-Matter Expert of CREATEPhilippines x Manila International Performing Arts should refer and follow the timeline specified below:

Deliverables	Timeline
<ul style="list-style-type: none"><li>• Present the <u>training program proposal</u> for the roadshow series to CITEM and CCP including the training decks, worksheets, and other pertinent supplementary materials</li></ul>	July 8 – 12, 2024
<ul style="list-style-type: none"><li>• Conduct the 1-day training program proper on the identified sites</li></ul>	July 30 (Luzon) August 3 (Mindanao) August 30 (Visayas) <i>*schedule may be subject to change</i>
<ul style="list-style-type: none"><li>• Submit a post-event report / final accomplishment evaluation of the 2023 show and the whole engagement</li></ul>	September 30, 2024

## TERMS OF REFERENCE

### Hiring of Subject-Matter Expert Agency for CREATEPhilippines 2024 Roadshows

#### IV. EVALUATION BY THE TECHNICAL WORKING COMMITTEE

Interested bidder/s should undergo Qualitative Evaluation, based on the parameters below. Only those with TWG score of at least **90 points** will proceed to the opening of financial bid. The contract shall be awarded to the lowest calculated and most responsive bidder.

Qualifications	Points
<p>The company must have a network of facilitators, resource persons that could handle above-mentioned topics</p> <ul style="list-style-type: none"> <li>• 3 or more facilitators with portfolio/CV showing experience in the topics - 30 points</li> <li>• Less than 3 facilitators with portfolio/CV showing experience in the topics – 25 points</li> </ul> <p>With no facilitator that can handle the above-mentioned topics - 0 points</p>	30 points
<p>The company should have at least five (5) years of relevant experience as an agency working on capacity-building activities focusing on business matters, marketing, branding, and <b>most importantly, pitching, and crowdfunding strategies.</b></p> <ul style="list-style-type: none"> <li>• 5 years and more - 25 points</li> <li>• Below 5 years - 0 points</li> </ul>	25 points
<p>The company should have experience (contracts) in working and/or is currently working with at least two (2) government agencies and three (3) clients from the private sector within the past two (2) years.</p> <ul style="list-style-type: none"> <li>• Experience with two (2) government agencies and three (3) clients from the private sector - 25 points</li> <li>• Experience with less than (2) government agencies and three (3) clients from the private sector - 20 points</li> <li>• With no experience - 0 points</li> </ul>	25 points
<p>The company must have at least two (2) local or international industry recognitions relating to the impact of their initiatives and projects in the last ten (10) years</p> <ul style="list-style-type: none"> <li>• With two (2) local/int'l awards in the last ten (10) years - 20 points</li> <li>• With less than two (2) local/int'l awards in the last ten (10) years - 10 points</li> <li>• With no industry recognitions - 0 points</li> </ul>	20 points
<b>TOTAL</b>	<b>100 Points</b>

Aside from the documents required by the Bids and Awards Committee of CITEM, other documents to be submitted to the project team for the Qualitative Evaluation are as follows:

1. Company profile and its facilitators' CV indicating number of years in the industries of creative and/or project direction, event curation and creative consultancy
2. Company profile and its facilitators' CV indicating list of clients (with project names and dates) from both public and private sectors
3. List of industry recognitions received related to the Creative Industry.

#### V. PERIOD OF ENGAGEMENT

The Subject-Matter Expert Agency shall be contracted via open bidding to any interested firms or companies only. The period of engagement will be from the issuance of **Notice of Award (NOA)** and signing of **Job Order / Contract** until the submission of capacity-building report based on the indicated timeline.

#### VI. ESTIMATED BUDGET AND PAYMENT TERMS

The estimated budget for the hiring of Subject-Matter Expert Agency for CREATEPhilippines 2024 is **Php 600,000.00**, inclusive of applicable taxes and transportation-related costs. The venues for the capacity-building sessions at the three (3) sites will be shouldered by the regional partners of CCP. In case CCP will not be able to secure venues due to any unfortunate circumstances, the Subject-Matter Expert Agency will be allowed to conduct the sessions via Zoom or similar platform with additional one (1) topic to deliver the services to the intended stakeholders of any of the sites

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

**TERMS OF REFERENCE**

Hiring of Subject-Matter Expert Agency for CREATEPhilippines 2024 Roadshows

Milestones	Payment (in % of contract price)
The presentation, submission, approval, or implementation of the following: 1. <u>Training program proposal</u> for the CREATEPhilippines 2024: Manila International Performing Arts roadshow series, including decks, worksheets, and supplementary materials	30%
2. <u>Conduct of the 1-day training program</u> at the three (3) identified sites or Via Zoom* in cases where no venues were secured by CCP in each respective site. <i>*Subject matter expert to tackle three (3) topics instead of two (2) when using Zoom</i>	60%
3. <u>Submission of post-event report / final accomplishment evaluation</u> of capacity-building training program	10%
<b>TOTAL</b>	<b>100%</b>

**VII. CORRESPONDING DEDUCTIONS AND PENALTY**

Inability of the Subject-Matter Expert Agency to conduct the 1-day training program at any of the identified sites shall correspond to deduction of 20% per site from the total amount of payment. Total value of deduction will be computed based on the disparity between the actual number of sites where the training program was facilitated and approved number of training sites.

Prepared by:

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Signature Events Team, Operations Group 1

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OIC-Department Manager  
Operations Group 1

Recommending approval by:

**MA. LOURDES D. MEDIRAN**  
Deputy Executive Director

Approved by:

**LEAH PULIDO OCAMPO**  
Executive Director