

**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-2021-0152P**

**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:

**HIRING OF INTERNATIONAL FASHION BUYER MARKETING  
AGENT FOR FAME+ 2022**

*(Please see attached RFQ for more details)*

**Approved Budget for the Contract: PHP 1,000,000.00**

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: 10 February 2022  
 RFQ No.: 2021-0152P

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.

<b>Deadline of Submission of Quotation and Qualitative Evaluation Documents: <u>21 February 2022</u></b>	<b>Time: <u>12:00NN</u></b>
<b>Opening of Qualitative Evaluation Documents: <u>21 February 2022</u></b>	<b>Time: <u>12:00NN</u></b>
<b>Schedule of Opening of Bids: <u>22 February 2022</u></b>	<b>Time: <u>02:00PM</u></b> <b>Venue: <u>Zoom</u></b>

QTY	UNIT	ARTICLE / WORK / DESCRIPTION / SPECIFICATION	UNIT PRICE	AMOUNT
1	Lot	<p><b>HIRING OF INTERNATIONAL FASHION BUYER MARKETING AGENT FOR FAME+ 2022</b>  <i>(Please see attached Term of Reference for more details)</i></p> <p><b>APPROVED BUDGET FOR THE CONTRACT: <u>PHP 1,000,000.00</u></b></p> <p>Documents required:</p> <ol style="list-style-type: none"> <li>Curriculum Vitae / Company Profile indicating track record / experience in the sector covered, on market trends and buyer behavior, and/or promoting sector-related events.</li> <li>Portfolio indicating international digital B2B matching activities / events or any other similar activities conducted.</li> <li>Screenshot of number of contacts in its CRM.</li> <li>List of Clients.</li> </ol>		

**Terms and Conditions:**

- The above-quoted prices must be inclusive of all costs and applicable taxes. Prices shall be quoted in Philippine Peso or US Dollar.
- Payment will be processed after receipt of invoice. Other terms of payment will be based on the Contract agreed by CITEM and Supplier.
- 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: \_\_\_\_\_

**Terms of Reference**  
**Contracting of FAME+ 2022 International Buyer Marketing Agents for**  
**Home Décor / Lighting / Furniture and Fashion Sector**

## **I. BACKGROUND AND RATIONALE**

In October 2020, Manila FAME launched its first lead generation and promotions platform called fameplus.com. This enables buyers and vendors to connect with each other all throughout the year, with or without the physical show.

After a year running, the platform has sufficiently increased its pool of vendors and buyers for potential matches. Lead generation via the platform has also slowly increased that by November 2021, a total of 921 trade inquiries have been made via the platform. A total of 219 one-on-one B2B meetings have also been conducted through connects made through FAME+.

Out of the 219 B2B meetings, 54 meetings (25%) were organized by the contracted marketing agent for fashion. These meetings were participated by 18 reputable fashion buyers who were not previously aware of FAME+ and who have not had any engagement with the identified exhibitors. The meetings were successful in introducing the Philippines, through the FAME+ portfolio, as a source of emerging unique brands and manufacturers.

In 2022, we aim to reach more buyers and offer more products from the Philippines as we grow our number of exhibitors, continue with product development, and be more aggressive in conducting B2B meeting all throughout the year. All these efforts lead up to a) our vision of bringing Philippine products and services to priority markets and b) our mission of enabling Philippine companies to become global champions through sustainable export promotion programs and activities. Increasing the number of B2Bs conducted is also essential for 2022 as CITEM postpones yet another edition of the physical Manila FAME. It is then crucial for FAME+ to strengthen its business matching opportunities for vendors that will be affected with the lack of a physical sourcing event for the year.

To bring in more buyers to the FAME+ website and to help match FAME+ vendors with appropriate buyers in the year-round B2B service of the platform, it is recommended to hire two (2) overseas-based buyer marketing agents, one for the fashion sector and another for home décor/lighting/furniture. The said sectors are recommended to be prioritized for 2022 as these sectors cover majority of the FAME+ pool of vendors with fashion sector as the highest (42%) followed by the sectors of furniture & lighting (26%) and home décor (20%). With the help of the contracted firms, CITEM will be able to tap more leads outside its own database and the network of its affiliates and partners (i.e. PTICs, Embassies, trade associations).

## **II. OBJECTIVES**

1. To increase awareness of FAME+ among more international buyers for the sectors of fashion, furniture, lamps & lighting, and home décor;
2. To increase registration of buyers in FAME+ particular to the sectors identified;
3. To increase number of business matching conducted through FAME+ for the sectors identified;
4. To further educate Exhibitors on market demands, industry practices, and pricing.
5. To strengthen business connections between FAME+ exhibitors and more international buying networks.

## **III. REQUIREMENT**

It is recommended to hire two (2) buyer marketing agents with strong established networks in international circles of the respective pre-identified sectors to ensure that the companies and brands on FAME+ would be able to meet quality importers, wholesalers, distributors, retailers, and specialty stores for the following sectors:

1. Home Décor, Furniture, and Lighting Buyer Marketing Agent
2. Fashion Buyer Marketing Agent

#### **IV. SCOPE OF WORK**

The international buyer marketing agents will be contracted from date of contract signing until December 2022 and are expected to perform the following duties:

1. Buyer Recruitment and Engagement
  - Divert at least 100 international buyers to FAME+ and recruit at least 30 buyers to register in FAME+. Buyers may be from anywhere except the Philippines but with priority among markets of US, Europe, and Asia.
  - Endorse to CITEM all recruited buyer in FAME+ should they need assistance in terms of site navigation and registration.
  - Provide support in the registration to B2B activities and other FAME+ digital events (i.e. FAME+ Market Days 2022).
  - Distribute to and collect FAME+ buyer surveys to recruited buyers.
2. Vendor B2B Preparation
  - Orient/brief pre-identified vendors for matching about the market trends and insights and tips and guidelines for presentation during the B2B meetings
  - Provide buyers' profile and business information to vendors prior to the business matching meeting and provide contact list of buyers after.
3. Business Matching Activity
  - Provide consultation services to CITEM in improving and planning the year-round FAME+ business matching activity.  
Arrange sector-specific business meetings participated by a total of 30
  - buyers with at least 2 FAME+ vendors. FAME+ recruited buyers are not automatically considered in counting the B2B buyers for the scheduled B2B event.
  - Assist CITEM in matching at least two (2) FAME+ vendors for each buyer.
  - Coordinate with buyers and ensure their presence during their pre-determined time slots and to communicate any changes to the buyers and to CITEM.
  - Provide support to buyers in terms of platform use during the B2B meetings.
  - Provide follow-up support to participating buyers and/or vendors if requested by either party.
4. FAME+ Promotion
  - Conduct own marketing and promotional activities to promote FAME+ to its assigned sectors, which may include but are not limited to: email campaigns, social media promotions, website advertisements and affiliates programs, and activations like digital talks and other pocket events, or pop-up and trunk shows
  - Produce own marketing and promotional materials, if necessary.
5. Other Deliverables & Clause

- Provide a FAME+ comprehensive report on the meetings conducted, including immediate sales or inquiries if any, and buyer feedback and recommendations.
- Shoulder expense necessary to reach targets and the specified deliverables of a marketing agent. This includes but is not limited to communication expense, social media boosting expense, and paid ad expense.
- Should the market agent fail to meet the target number of buyer recruitment and/or any of the business meetings and other deliverables that are required, below are the suggested computation for the deductions:

For every FAME+ buyer	Php6,563.00
For every B2B buyer with 2 business matching meetings	Php12,375.00

- Assist CITEM in disseminating and following up FAME+ Market Days survey forms to participating buyers.

## V. QUALIFICATIONS

The interested bidder should undergo Qualitative Evaluation, based on the parameters below. A minimum score of **85 points** is required to be considered for the financial bid.

Criteria	Fashion	Home Décor / Lighting/ Furniture
Must have a proven track record / experience in the sector covered, on market trends and buyer behavior, and/or promoting sector-related events.  Document required: CV, company profile	Length of relevant experience: <ul style="list-style-type: none"> <li>• 10 years and more (30 points)</li> <li>• 5-9 years (20 points)</li> <li>• Below 4 years (0 points)</li> </ul>	Length of relevant experience: <ul style="list-style-type: none"> <li>• 15 years and more (30 points)</li> <li>• 10-14 year (20 points)</li> <li>• 5-9 years (15 points)</li> <li>• Below 5 years (10 points)</li> </ul>
Should have conducted international digital B2B matching activities / events or any other similar activities  Document required: Portfolio	Length of relevant experience: <ul style="list-style-type: none"> <li>• 100 events and up (20 points)</li> <li>• 50-99 events (15 points)</li> <li>• 49 events and below (10 points)</li> </ul>	
Should have extensive database of international buyers of the sector covered  Document required: Screenshot of number of contacts in its CRM	Number of relevant contacts: <ul style="list-style-type: none"> <li>• Less than 1000 contacts (0 points)</li> <li>• 1000-2000 contacts (10 points)</li> <li>• 2001-3000 contacts (20 points)</li> <li>• 3000 contacts or more (30 points)</li> </ul>	
Experience in working with other foreign government organization or agency in a similar capacity  Document required: List of Clients	Without experience (0 Points) With experience (20 Points)	
<b>Total / Maximum Score</b>	<b>100 points</b>	<b>100 points</b>

Interested bidders may bid on both requirements only if they can provide availability of separate database for both sectors and if they can provide different portfolio for the sectors covered.

**VII. BUDGET**

Total Budget:

Marketing Agent for Fashion Sector	Php1,000,000.00 inclusive of taxes
Marketing Agent for Home Décor / Furniture / Lighting	Php1,000,000.00 inclusive of taxes

Budget Source: Manila FAME (Hybrid) + OTF budget

Mode of Procurement: Negotiated Procurement (Overseas Procurement)

**VIII. PAYMENT TERMS**

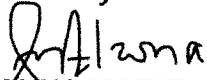
Payment for the hired marketing agents shall be made in the following schedule:

PAYMENT	PROPOSED DELIVERABLES	REQUIREMENT
20% of the contract price (April – May)	<ul style="list-style-type: none"> <li>Upon submission of concept of buyer activity &amp; proposed points of action for recruitment and buyer campaign for FAME+ &amp; FAME+ Market Days</li> </ul>	<ul style="list-style-type: none"> <li>Concept Proposal</li> </ul>
40% of the contract price (August)	<ul style="list-style-type: none"> <li>Initial execution of the submitted Concept Proposal</li> </ul>	<ul style="list-style-type: none"> <li>Progress report on buyer recruitment and campaign</li> </ul>
40% of the contract price (November – December)	<ul style="list-style-type: none"> <li>Completion of deliverables stated in the Concept Proposal</li> </ul>	<ul style="list-style-type: none"> <li>Final report with recommendations, buyer feedback re. FAME+, and buyer feedback re. B2B sessions.</li> </ul>

Prepared by:

  
**KATRINA ALYSSA C. LEDESMA**  
 STIDS, OG1-OTF

Noted by:

  
**ANNA MARIE ALZONA**  
 DC, OG1-OTF

Recommending Approval:

  
**ATTY. ANNA GRACE MARPURI**  
 OIC, OG1

Approved by:

  
**PAULINA SUACO-JUAN**  
 Executive Director

