

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-2023-0084

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 CURATOR / VISUAL MERCHANDISER FOR THE PHILIPPINE PARTICIPATION IN AMBIENTE 2024

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

Approved Budget for the Contract	: PHP 980,000.00
Deadline of Submission of Eligibility Documents, Financial Bid, and Qualitative Evaluation Documents	: 18 July 2023, 05:00PM
Opening of Qualitative Evaluation Documents	: 18 July 2023, 05:00PM
Opening of Eligibility Documents and Financial Bid	: 20 July 2023, 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)

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, Portfolio / List of Clients indicating:

- List of international events/exhibitions curated and track record as a creative consultant particularly for curatorial requirements for international physical trade events on home décor, houseware, gifts, and/or seasonal décor sectors;
- List of European-based clients and/or local clients;
- List of international and local awards for curatorial/products showcased

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



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

- 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: _____

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

Date: 13 July 2023
RFQ No.: 2023-0084

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, Financial Bid and Qualitative Evaluation Documents: 18 July 2023	Time: 05:00PM
Schedule of Opening of Qualitative Evaluation Documents: 18 July 2023	Time: 05:00PM
Schedule of Opening of Eligibility Documents and Financial Bid: 20 July 2023	Time: 02:00PM Venue: Zoom

QTY	UNIT	ARTICLE / WORK / DESCRIPTION / SPECIFICATION	UNIT PRICE	AMOUNT
1	lot	<p>HIRING OF CURATOR / VISUAL MERCHANDISER FOR THE PHILIPPINE PARTICIPATION IN AMBIENTE 2024</p> <p><u>APPROVED BUDGET FOR THE CONTRACT: PHP 980,000.00</u></p> <p><i>Please use attached Terms of Reference for more details.</i></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	Ambiente 2024
Date	26 -30 January 2024
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.

With the return of the show last 3-7 February 2023, it reflected the increasing merging of lifestyles and focus on the top theme of sustainability. Ambiente reported that 3,685 exhibitors occupied the entire Messe Frankfurt exhibition center on 262,253 gross square meters and impressed 109,491 retailers and visitors from 160 nations. This also marked the Philippines' comeback to Ambiente under the "Design Philippines" brand carrying the theme "Hands That Work". The Philippines celebrated the innate capabilities of Filipinos to create the most designoriented functional pieces from the most mundane of things.

III. Rationale

The Philippine participation in Ambiente 2024 under the Design Philippines banner brand will not require product development activity and products will be showcased in a lifestyle / open setup from at least 40 companies. With this, a Visual Merchandiser / Curator will be hired to ensure that the Philippine Pavilion will have a cohesive and unified display of goods. A curated exhibit is necessary for the country to draw potential buyers and returning ones to visit the pavilion. The effective visual merchandising strategy will also intrigue the visitors and buyers with brand storytelling to transform the exhibition stand into an avenue that inspires and entices them. Most importantly, based on previous Ambiente experiences and benchmarking findings from previous editions, visual display is crucial in leading buyers and foot traffic to the Pavilion.

IV. Objectives

1. To ensure a holistic and cohesive presentation of the Philippines Pavilion in Ambiente 2024;
2. To provide a design theme and concept for the Philippine participation in Ambiente to serve as reference in the preparation of design requirements from exhibition to promotional materials;

3. To ensure that the physical exhibit is reflected and connected with the digital exhibit of all participating companies;
4. To provide an expert assessment on the participation on how to improve the future booth presentation.

V. Scope of Work

The Curator for the Philippine Participation in Ambiente 2024 will be engaged from August 2023 to February 2024 to deliver the following scope of work:

1. Design Theme
 - Submit a Project Plan to detail the proposed participation design theme, color scheme, and concept for the Philippine participation in Ambiente 2024 to be approved by CITEM;
2. Booth Design
 - Develop the general booth and structural design concept for the Philippine participation in coordination with the assigned CITEM Exhibition Designer and the Design Center of the Philippines.
 - Develop an exhibitor space layout for the products to be featured to ensure that all products/companies have equal exposure and are easily identifiable.
3. Product Selection
 - Conduct consultation with Design Philippines 40 companies for product enhancement / product selection / product tweaking and final line selection of each participating company while taking into consideration company's product coverage.
 - Provide consultation / guidance to Design Center of the Philippines designers for Partner Province, a branded group participation, product development / enhancement / line selection.
4. Curation
 - Physically curate the Design Philippines Pavilion for the Ambiente event proper;
 - Oversee the visual merchandising of the Partner Provinces booth;
 - Should there be a need for a direction for the product photoshoot for the featured products in Ambiente, the Curator must be able to produce necessary guide documents required.
5. Brand Ambassadorship
 - Headline Ambiente in local and international marketing and promotion initiatives which include features, interviews and portraits for all forms of mass media
 - Engage in public and media relations activities intended for the promotion of Ambiente such as but are not limited to courtesy calls, launches, and press conferences; and
 - Diligently attend all Ambiente events such as but not limited to the Exhibitors briefing, pre departure, networking dinner and opening day.
6. Others

TERMS OF REFERENCE FOR THE PROCUREMENT OF PROFESSIONAL SERVICES OF A CURATOR FOR THE PHILIPPINE PARTICIPATION IN AMBIENTE 2024



- Shoulder all logistics including travel to Frankfurt, Germany, administrative, incidental and personal expenses needed to accomplish the deliverables at no additional cost to CITEM;
- All materials must be approved by CITEM and the hired Curator must be willing to allow revisions should CITEM require them;
- Should there be any areas that are unclear and need decision making, CITEM's decision should be followed.
- Submit terminal report and recommendations on how to improve the future participation.

VI. Responsibilities of CITEM

CITEM shall adhere to the following responsibilities:

1. Assign a point person from CITEM to serve as coordinator between the Curator and the exhibitors and for any other questions and concerns;
2. Assist in routing for review and approval of all content submitted by the Curator;
3. Provide access to the previous product photos of FAME+ to be used by the Curator as reference and/or additional product selection options for the Pavilion, if necessary.

VII. Qualification

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

QUALIFICATIONS	VALUE POINT
<p>Must have a track record as a creative consultant particularly as for curatorial requirement 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 curated:</p> <ul style="list-style-type: none"> • 10 exhibitions and above (50 points) • 5-9 events (30 points) • 4 events and below (10 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"> • 10 clients and above (35 points) • At least 5 clients (20 points) • At least 3 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 décor sectors.</p> <p>Document required: CV / Profile, Portfolio / List of Awards</p>	<p>Number of international and local awards for curatorial/ product showcased</p> <ul style="list-style-type: none"> • 10 awards and above (15 points) • 7-9 awards (10 points) • 8 and below (5 points)

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:

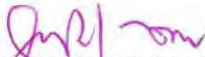
PAYMENT	PROPOSED DELIVERABLES	TIMELINE
40%	Submission of design theme and concept proposal	Aug -Sept 2023
40%	<ul style="list-style-type: none">• Selection of products• Development of booth design with CITEM and Design Center• Booth layout and plans	Oct- Dec 2023
20%	<ul style="list-style-type: none">• Curation of the exhibition stand• Submission of accomplishment report and areas for improvement	Jan-Feb 2024

Prepared by:



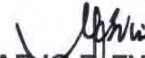
KARLA GRACE D. DINGLASAN
STIDS, OG1 – Buyer Mktg & OTF Division

Noted by:



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

Recommending Approval



MARJO F. EVIO
OIC, Operations Group 1

Approved by:



DR. EDWARD L. FERREIRA Ph.D
Executive Director

