CITEM.BAC.TP.021 RFV 1

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-2022-0123

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 FAME+ MARKET DAYS COMMUNICATIONS AND CONTENT/PROGRAM PRODUCER

(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)

- 1. 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.
- 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

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.

5. 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:

- 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 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



CITEM.BAC.FR.009 REV 1

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

Tem (632) 6 631 2201 focal 363) 234 1 mail: etempore etempore						
REQUEST FOR QUOTATION ☐ Shopping with ABC of Php 50,001 and above ☐ Lease of Real Property and Venue ☐ Others:						
Addres	s:	e:			_	9 September 2022 D.: _ 2022-0123
Contac	t No.:					
	Please ffice. It is	quote hereunder your lowest possib requested that the quotation be sea / citembac@citem.com.ph.				
		bmission of Eligibility Documents an		<i></i>		Time: 05:00PM
Sched	ule of Op	pening of Eligibility Documents and F	inancial Bid: 06 October 2022	Time:	02:00PM	Venue: Zoom
QTY	UNIT	ARTICLE / WORK / DE	SCRIPTION / SPECIFICATION		UNIT PRICE	AMOUNT
1	lot	COMMUNICATIONS A	ME+ MARKET DAYS IND CONTENT/ PROGRAI DDUCER	M		
			HE CONTRACT: PHP 950,000.00			
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 GRACI 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 FAME+ Market Days Communications and Content/Program Producer

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

Based on a survey conducted by the Union des Foires Internationales (UFI), the global association of the world's leading trade show organizers, fairground owners and exhibition associations with headquarters in France, 6 out of 10 businesses are back to their "normal activity" and businesses are bouncing back, albeit gradually. More than half of the respondents shared that local exhibitions have reopened targeting domestic market, but some also opened to international buyers through a digital component. According to UFI, 73% believe that events now will be a fusion of face-to-face and digital. It will no longer be purely physical; digital elements will have to be added to make the shows relevant. The world now must adapt and embrace this new way of doing business to thrive.

Relatively, Sunil Sethi, President of the Fashion Design Council of India (FDCI), in an interview with Vogue also mentioned that "With the sudden onset of the pandemic, things weren't moving anywhere and the industry was left with no other option but to leverage the power of digital media". Thus, a need for businesses in the creatives sectors including home and lifestyle (e.g., design), to pivot their strategies to adjust to changing consumer behaviors, trends, needs; and utilize virtual platforms and digital marketing as new essential tools in showcasing their works and services.

In complement, the FAME+ Market Days was initiated by CITEM. It is a digital live sourcing event that provides a venue for FAME+ exhibitors and buyers to connect and conduct business transactions as well as drive more activity and traffic to the FAME+ website. 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. Like the previous iteration of the event, it will also include exhibitions, networking, multimedia content and business matching. It will likewise feature talks and presentations from a roster of notable local/international industry figures, and info sessions from partner enablers. This is important to be able to reach out to buyers, visitors and stakeholders in the absence of a physical event.

To implement and execute the foregoing, CITEM must strategically develop, produce and stream a program of content that will a.) promote Philippine home, fashion and lifestyle products and b.) capture quality local and foreign trade buyers to take interest and eventually build business relationships with local MSMEs.

FAME+ Market Days will also allow CITEM to capture data and insights on how the market and stakeholders respond to content in times of disruptive and restrictive business-to-business/consumer engagement. This information will help CITEM formulate the right format and mix of promotion activities moving forward.

With all these, there is a need to engage the services of a **COMMUNICATIONS** and **CONTENT/PROGRAM PRODUCER** to execute the direction of CITEM. The services are solely dedicated to (1) develop and produce/execute programs and activities, (2) bringing in key figures and industry stakeholders together to convey the message, and (3) produce multimedia content for FAME+ Market Days. These services by the outsourced provider shall be executed while CITEM will be able to tap into and access the professional resources, media connections, out-of-the-box ideas, and relevant materials only a reputable content production agency can provide.

The current set-up of CITEM under the Operations Group 1 and the Communications and Creative Services Department (CCSD) does not have the personnel capable of providing the full content curation and visual storytelling requirements for the digital iteration of Manila FAME, hence hiring a Communications and Content/Program Producer is crucial. More than the digital content and production experience, the outsourced provider must also have the capacity to tap a wide pool of key figures and talents who are creative, arts-oriented, and renowned in the field.

III. A) SCOPE OF WORK AND DELIVERABLES

 Attend meetings with CITEM Project Team, Key Officials, and Creative Director for brainstorming or alignment
 Submit a concept proposal for the FAME+ Market Days 2022 detailing the event's specific message that is aligned with the overall creative direction and objectives of FAME+
 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, and discussion flow per track etc. guiding the development of the original content pieces.

Original Content Production Refer to indicative program	1.	Produce/develop and/or post-process a minimum of 2 original content pieces. The format for content pieces includes, but is not limited to, online
		recordings, live interviews, animated infographics, among others. Production must adhere to CITEM quality standards and technical requirements. These content pieces are expected to promote the home & fashion lifestyle as the sector that we should continue to support.
	2.	Provide all the necessary requirements to produce the content pieces, such as but not limited to 2 – 4 resource persons, industry experts, backend crew, studio, technical equipment, props, etc. Coordinate directly and connect CITEM to industry experts, leaders, and professionals who may be tapped as suppliers, partners, featured artists, guest speakers, etc.
	3.	Turn over to CITEM all multi-media content materials produced 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 to the FAME+ website and social media channels.
Content Management and Coordination	1. 2.	Ensure the quality & appropriateness of content that will be used in the presentation materials and videos from resource speakers, panelists, and moderators etc. — including its editing & adjustment, and curation, following the format, direction, or instruction to be prescribed by CITEM's project team. Work with OG1 and CCSD regarding content sequence, program flow, and messaging for the
		different set of stakeholders/event attendees. Work with Experience Design Division in directing and facilitating event continuity on October 19-21. Attend event-related meetings with CITEM.
Report Writing and Post-Event Recommendations		Submit the identified outputs above (Concept Proposal, Implementation Plan, at least 2 Original Content pieces, 2 – 4 resource persons etc.) as basis for the payment of the initial tranches of professional fees. Submit a Post-Event Recommendation Report
	-	detailing the summary of the event, the appropriateness of the program/content pieces and recommendations on how to implement the succeeding iterations of FAME+ Market Days.

III. B.) INDICATIVE PROGRAM

	DAY 01	DAY 02	DAY 03
10:00 AM - 10:20 AM	Opening Ceremony - DTI Sec. Alfredo E. Pascual - DTI Asec. Glenn G. Peñaranda (Trade Promo. Group) - CITEM-OIC Ma. Lourdes D. Mediran (TBC)	Content 4 - Sourcing Sustainable Fashion from the Philippines - Philippine Textile Research Institute (PTRI) - Design Center of the Philippines (DCP) - Creative Definitions Conversation about our shared responsibility towards society and the environment through the lens of circular design. Present and highlight the manifold potentials/opportunities of the idigineous textiles (e.g. Bakong, PTRI product devt. etc.) in the country.	Content 7 - Stories Behind the Brand - Moderated by Continuity Host & Co- Host Buyers want to learn about the stories behind products. FAME+ Market Days presents the inspirations, heritage, and conversations behind PH craft (e.g. Vesti - Mindanao Weavers; R2R - Urban Poor Communities; Yvette's
10:20 AM - 11:00 AM	Content 1 - Design Commune Product Designers Rita Nazareno & Gabby Lichauco Design Commune presents a curated showcase featuring home and fashion pieces from CITEM's product development program. This year's editions is set to shed light on STITCH(ing) and its vital role in the business of design.	Content 5 - Fashion is back in Fashion: Style Picks from the Philippines With the world opening up again comes the joy of dressing up once more. FAME+ shares with you fresh style picks—garments, footwear, and accessories—that, mixed and matched with fashion from the rest of the globe, makes for a worldly, eclectic wardrobe.	- Bilibid Prisoners; Neil Felipp San Pedro - Memories of Childhood etc.)
11:00 AM - 12:00 NN	Content 2 - Materials in Focus: Bamboo & Natural Fibers (Weaving) - DTI Region 2 RD Romleah Juliet Ocampo (TBC) "How the Filipino's innate design sensibility continues to reimagine, reinvent, and re-engineer these materials into new concepts and globally competitive products" Content 3 - Talks on Colors & Pallettes - Ms. Patti Carpenter, Global Trend Ambassador for	Content 6 - The Art of Styling (focused on jewelry & non-bag/shoe accessories) - Daryl Chang or Andre Chang (TBC) - Pam Quiñones, Fashion Director of Vogue Philippines (TBC) - Shaira Luna (TBC) - Liz Uy (TBC), StyLIZed Studio (TBC) Outfit suggestions, styling tips and the most interesting pieces by renowened Filipino stylist (similar to net-a-porter's "How to Wear"/"The Fashion Challenge" videos).	
	10:20 AM - 11:00 AM -	Opening Ceremony - DTI Sec. Alfredo E. Pascual - DTI Asec. Glenn G. Peñaranda (Trade Promo. Group) - CITEM-OIC Ma. Lourdes D. Mediran (TBC) 10:00 AM - 10:20 AM 10:20 AM 10:20 AM 10:20 AM 11:00 AM 10:20 AM 10:20 AM - 11:00 AM 11:00 AM -	Opening Ceremony - DTI Sec. Alfredo E. Pascual - DTI Asec. Glenn G. Peñaranda (Trade Promo. Group) - CITEM-OIC Ma. Lourdes D. Mediran (TBC) 10:20 AM - 11:00 AM - 11

	12:00 NN - 01:00 PM	*Loop Video on Pitching and/or Promotion of Other Tracks*		
ЕХРО	01:00 PM - 03:00 PM	Pitching Room (Hospitality)	Pitching Room (Fashion & Lifestyle)	Pitching Room (Sourcing from the Philippines)
		Design Commune - Large Booth	Design Commune - Large Booth	Design Commune - Large Booth
SESSIONS		Business-to-Business (B2B)	Business-to-Business (B2B)	Business-to- Business (B2B)

Kindly note that the above program and speaker line-up are provisional and subject to adjustments based on the speaker confirmation and project updates/direction by the CITEM Management.

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 the FAME+ Market Days 2022.
- 2. Introduce/Connect the FAME+ Market Days Communications and Content/Program Producer to the Manila FAME Creative Director.
- 3. Constantly monitor the progress of the Communications and Content/Program Producer in terms of the agreed documentary requirement to be submitted such as the Concept Proposal, Implementation Plan, and Post-Event Recommendation Reports etc.
- 4. Constantly monitor the development of the planned Original Content Pieces and ensure its turnover to CITEM.
- 5. 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.
- 6. Assign point persons from OG1-SET and CCSD to coordinate requirements, information, and materials.
- 7. Ensure that the terms stated in this TOR are followed by the Communications and Content/Program Producer and apply necessary penalty charges should it fail to deliver the identified outputs/alternative deliverables

V. METHOD AND PERIOD OF ENGAGEMENT

Engagement of the FAME+ Market Days 2022 Communications and Content/Program Producer shall be procured through Small Value Procurement (SVP). 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 an entity procures goods and/or services that does not exceed One Million Pesos (PHP 1,000,000.00).

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

VI. PROPOSED TIMELINE OF DELIVERABLES

SPECIFIC ACTIVITY/IES AND DELIVERABLES	TIMELINE
Conceptualization of the Communications Messaging	Within five (5) Business Days
 Attending meetings with CITEM FAME+ Project Team and other key officials for brainstorming and/or alignment Submission of Concept Proposal for FAME+ Market Days 	after receipt of Job Order/Contract
Execution of the Concept Proposal for FAME+ Market Days 2022	October 2022
 Attending meetings with CITEM FAME+ Project Team and other key officials for brainstorming and/or alignment Submission of Implementation Plan detailing the activities, timeline, potential resource persons, etc. 	
Original Content Production	October 2022
 Implementation of the planned activities (meeting with stakeholders/resource persons, actual filming/recording, post-processing etc.) leading to the creation of at least 2 original content pieces. Edit/adjust the contents produced or curation of culled contents following the format, direction, or instruction to be prescribed by CITEM's project team 	
FAME+ Market Days Content Management and Coordination	October 2022
 Attending meetings with CITEM FAME+ Project Team and other key officials for alignment and pre-event preparations (internal streaming, rehearsal of live components, finalization of tracks, coordination with speakers etc.) Submission of copies of the original content pieces either stored in a hard drive or a file transfer protocol (FTP) link to an online drive/storage 	
Monitoring the actual FAME+ Market Days 2022 event	19-21 October 2022
Report Writing and Post-Event Recommendations	24 October – 25 November 2022
 Debriefing/Post-Evaluation meeting with CITEM Project Team Submission of Post-Event Recommendations Report 	

VII. 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 Communication Messaging & Execution of Concept Proposal	
Upon Submission of the following:	40%
 Concept Proposals Implementation Plan, including the curation of existing/preidentified CITEM-sourced contents & coordination resource persons. 	10 /4
Original Content Production	
Upon submission of two (2) original content pieces to CITEM	
Non-completion of the 2 content pieces will be subject to 20% of the TOTAL VALUE (2nd Tranche) deduction per content piece missing.	
No alternative outputs will be accepted to replace the agreed original content pieces as these form part of the assets for the Stage/Session show features. In case supplier does not deliver an original content (meaning only proposal & curation of CITEM-sourced contents), the contract will be rescinded and CITEM shall equitably pay based on actual services rendered	50%
Report Writing and Post-Event Recommendations	
Upon submission of the Post-Event Recommendations & Report	10%
TOTAL	100%

VIII. APPROVED BUDGET COST

The above expense has an approved budget cost of Nine Hundred Ninety Pesos (Php 990,000.00) inclusive of all applicable taxes/charges and will be charged to the FAME+ budget.

Prepared by:

JAMEISH VENDETTI H. SOLIMAN

TIDS

Recommending Approval:

MARJO F. EVIO

OIC - Department Manager, OG1

Approved by:

Deputy Exec. Dir. MA. LOURDES D. MEDIRAN

Officer-in-Charge, CITEM

COMPARATIVE MATRIX OF COSTING FOR THE 2022 FAME+ MARKET DAYS COMMUNICATIONS AND CONTENT/PROGRAM PRODUCER

Company	Rates (Inclusive of miscellaneous and overhead expenses)	Remarks
Industry Rates*	<u>PHP 6,089,276.16</u> **/ USD 106,048	*Based on average annual wage/rate for a digital producer which is in close semblance to the comms & content producer that CITEM (OG1) is looking to procure for the 2022 FAME+. **BSP exchange rate as of 21 September 2022: USD 1.00 = PHP 57.4200 (USD 106,048 X PHP 57.4200 = PHP 6.09 M)
Industry Rate for Content (per piece) *	PHP 2,871 ~ 172,260**/ USD 50 – 3,000	*Based on estimated price of content per piece, depending on the type, media, edits, and feedback required, as well as the final polishing. **BSP exchange rate as of 21 September 2022: USD 1.00 = PHP 57.4200 (USD 50 X PHP 57.4200 = PHP 2.9k) (USD 3,000 X PHP 57.4200 = PHP 172k)
CO Studio (2022)	PHP 990,000.00 Including – Documentary Requirements: a) Concept Proposal b) Implementation Plan Video Requirements: a) 2 Original content pieces/videos only b) Possible Online/Onsite Recording c) Post-Production Production Management a) Curation of CITEM-sourced contents b) Coordination with resource persons Post-Event Requirements: a) Post-Event Reports & recommendations etc.	For Market Days Only
CO Studio (2021)	PHP 5,000,00.00	Procured services for the 2021 FAME+ (Markets Days & Design Commune)
Slingshot	PHP 3,000,000.00	Procured services for Creative Futures 2022