

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-2025-0178-R2

**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:

**PROCUREMENT OF OVERSEAS DIGITAL
ADVERTISING SERVICES (NEWSLETTER BANNER
ADS AND EVENT FLYERS) FOR MANILA FAME 2025
PROMOTION**

(Please see attached Request for Quotation Form for more details.)

APPROVED BUDGET FOR THE CONTRACT: PHP315,900.00 OR USD5,265.00

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.



ATTY. ANNA GRACE I. MARPURI
Chairman, CITEM-BAC



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 (OVERSEAS PROCUREMENT)

Date: 09 July 2025

RFQ No.: 2025-0178-R2

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.

Schedule of Bidding in Philippine Standard Time:

Deadline of Submission of Quotations: 14 July 2025

Time: 05:00PM

Schedule of Opening of Bids: 15 July 2025

Time: 02:00PM

Venue: ZOOM

Schedule of Bidding in Eastern Daylight Time:

Deadline of Submission of Quotations: 14 July 2025

Time: 05:00AM

Schedule of Opening of Bids: 15 July 2025

Time: 02:00AM

Venue: ZOOM

QTY	UNIT	ARTICLE / WORK / DESCRIPTION / SPECIFICATION	UNIT PRICE	AMOUNT
1	lot	<p>PROCUREMENT OF OVERSEAS DIGITAL ADVERTISING SERVICES (NEWSLETTER BANNER ADS AND EVENT FLYERS) FOR MANILA FAME 2025 PROMOTION</p> <p>APPROVED BUDGET FOR THE CONTRACT: <u>PHP315,900.00 or USD5,265.00</u></p> <p>Date Needed / Delivery Date: <u>July 2025</u></p> <p><u>Required Services:</u></p> <p>The service provider must be an established U.S-based international trade publication and digital marketing platform, preferably backed by a recognized industry association with verified global reach and a demonstrated niche in the fashion, lifestyle and accessories industries and must have the capability to deliver the following specialized services:</p> <ol style="list-style-type: none"> Banner Advertisements in Weekly Newsletter <ul style="list-style-type: none"> Placement of twelve (12) banner advertisements in a high-engagement digital newsletter, distributed to a curated global audience of fashion, retail and lifestyle professionals. Banner ads must feature Philippine home and fashion lifestyle brands, include clickable links directing readers to Manila FAME 2025 and be presented in a format optimized for both desktop and mobile reading Ads must be published over a 12-week campaign period between July and October 2025. The service provider must demonstrate a newsletter subscriber base of at least 50,000, with historical performance data showing high open rates and click-through rates. Digital Flyers in Weekly Newsletter <ul style="list-style-type: none"> Integration of event-specific flyers in the same weekly newsletter issues, providing information on Manila FAME 2025, including event highlights, schedule or featured exhibitors. Flyers must appear alongside editorial or commercial content in shoppable or browsable format that appeals to trend-focused international buyers. 		



		<p>3. Platform Reach and Audience Profile</p> <ul style="list-style-type: none"> The digital media platform must: <ul style="list-style-type: none"> Maintain at least 130,000 unique monthly users Target an international readership of fashion buyers, accessories retailers, trade show visitors and brand scouts. <p>4. Platform Credentials and Exclusivity</p> <ul style="list-style-type: none"> The provider must be exclusive owner or authorized publisher of the digital platform where the banners and flyers will be placed. The platform must have a documented history of supporting trade event visibility; brand promotion and emerging product showcases in the fashion and lifestyle industries. 		
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Terms and Conditions:

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