

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-2025-0195

**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:

**ENGAGEMENT OF SERVICES OF A CREATIVE CONTENT PRODUCTION AGENCY FOR
SEO-ENHANCED CONTENT DEVELOPMENT FOR MANILA FAME**

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

Approved Budget for the Contract	: PHP990,000.00
Deadline of Submission of Eligibility Documents, Financial Bid and Qualitative Evaluation Documents	: 14 July 2025, 05:00PM
Schedule of Opening of Eligibility Documents, Financial Bid and Qualitative Evaluation Documents	: 15 July 2025, 02:00PM

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. 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)

- 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.
- 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.
- Latest Income / Business Tax Return**
- Notarized Omnibus Sworn Statement**
- 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)

- DTI/SEC Registration**
- Company Profile**
- Client List with summary of relevant projects**
- Copies of contracts, MOAs or engagement letters – Certification from clients (if available)**
- Sample content pieces or published articles**
- Screenshots or URLs of published works**
- Campaign reports or creative decks**

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, 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.



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

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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: _____

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

Date: 09 July 2025
RFQ No.: 2025-0195

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: 14 July 2025	Time: 05:00PM
Schedule of Opening of Eligibility Documents, Financial Bid, and Qualitative Evaluation Documents: 15 July 2025	Time: 02:00PM Venue: Zoom

QTY	UNIT	ARTICLE / WORK / DESCRIPTION / SPECIFICATION	UNIT PRICE	AMOUNT
1	lot	<p>ENGAGEMENT OF SERVICES OF A CREATIVE CONTENT PRODUCTION AGENCY FOR SEO-ENHANCED CONTENT DEVELOPMENT FOR MANILA FAME</p> <p><u>APPROVED BUDGET FOR THE CONTRACT: PHP990,000.00</u></p> <p>Date Needed / Delivery Date: <u>August 2025</u></p> <p><u>(Please see attached Terms of Reference for more details.)</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

Title	Engagement of Services of a Creative Content Production Agency for SEO-Enhanced Content Development for MANILA FAME
Project, if applicable	Manila FAME and FAMEPLUS
Period of Engagement / Date of Delivery or Date Needed	Within six (6) months after approval of Job Order
Approved Budget for the Contract	Nine Hundred Ninety Thousand Pesos/ Php 990,000.00
Documents Attached	CCSD APP 2025

I. Rationale/Objective

Strengthening the Digital Presence of Manila FAME and FAMEPLUS through SEO-Driven Content Marketing

As CITEM continues to expand its reach and relevance in the global digital landscape, the development of high-quality, SEO-enhanced content has become indispensable. Both **Manila FAME** and **FAMEPLUS** serve as flagship platforms in promoting the country's premier home, fashion, and lifestyle products, and sourcing opportunities. With increased global competition and evolving digital consumption patterns, it is essential to optimize these platforms not only with compelling storytelling but also with content that aligns with search engine algorithms to ensure visibility, discoverability, and engagement.

The initiative aims to strategically produce and publish multimedia content—articles, features, digital newsletters, and social media derivatives—that are optimized for organic search traffic. This will involve employing keyword research, content structuring, on-page optimization, and metadata enhancement to improve ranking performance and sustain traffic growth.

By engaging an experienced content and marketing agency, CITEM intends to:

1. Position FAMEPLUS as the go-to online platform for sourcing information on Philippine design, craftsmanship, and artisan stories and export opportunities.
2. Enhance organic search visibility of Manila FAME and FAMEPLUS content on key search engines (e.g., Google) through SEO techniques aligned with international best practices.
3. Drive consistent web traffic and engagement by producing editorially rich, technically optimized, and culturally resonant content for global buyers and stakeholders.
4. Support event-driven content initiatives, including the lead-up to Manila FAME 2025, through timely and relevant digital storytelling that integrates brand narratives with SEO strategies.
5. Provide a steady stream of original content that reinforces CITEM's role as a thought leader in the Philippine home, fashion, and lifestyle export industry.
6. Ensure measurable performance, with analytics-driven insights to track content reach, keyword performance, audience interaction, and lead generation capacity.

This engagement will contribute significantly to the agency's broader mandate of promoting Philippine products and exporters in international markets, using digital platforms that are current, strategic, and future-ready.

II. Detailed Scope of Work

CITEM seeks to procure the services of an experienced **Creative Content Production Agency** that will be responsible for the end-to-end development, production, and optimization of original content that will strengthen the digital presence of **Manila FAME** and **FAMEPLUS**. The contracted agency is

expected to produce content that is both editorially compelling and technically optimized for search engine visibility.

The content must support the strategic goals of CITEM to promote Philippine HFL products, exporters, and narratives while increasing organic traffic to its platforms through SEO-enriched storytelling.

The agency shall undertake the following key responsibilities and deliverables during the six-month engagement:

A. Content Development Plan

1. Submit a Comprehensive Content Development Plan

Within Month 1 upon issuance of the Job Order (JO), the agency must submit a content development plan outlining:

- Overall editorial direction and thematic areas aligned with CITEM's branding and communication goals;
- Monthly content schedule;
- Content formats and proposed layout or structure;
- Integration plan for SEO keywords (to be provided by CITEM); and
- Strategy for photo sourcing or original photography.

B. Content Production and Editorial Deliverables

2. Produce, Develop, and Edit a Total of Sixty (60) New Content Articles

The agency shall deliver a total of **sixty (60) content articles** across the six-month engagement period, with a weekly submission of 2–3 articles. Each article must adhere to the following editorial and technical requirements:

- Minimum of **500 words** in length;
- Must be **originally written**, factually accurate, and aligned with CITEM's content tone and branding;
- Incorporate **SEO keywords** (to be provided by CITEM) naturally and strategically within the content;
- The content may include the following subject types:
 - Featured stories on Philippine home, fashion, and lifestyle companies, exporters, or brands;
 - Profiles of prominent or emerging personalities in the home, fashion, and lifestyle industry;
 - Coverage of programs, innovations, or initiatives by relevant government agencies or business support organizations;
 - Articles on trending topics in Philippine home, fashion, and lifestyle export industry, Filipino designers and artisans, craftsmanship, local raw materials, and sustainability.

C. Visual Content Integration

3. Integration of High-Quality Visuals (2–3 Images per Article)

Each content article must be accompanied by **2 to 3 high-resolution photographs**, which may include:

- Original photography taken by the agency, preferably through **photoshoots** of featured companies or personalities;
- Images sourced directly from featured entities, upon coordination by the agency;
- Stock images are acceptable only when original or sourced images are not feasible, subject to approval by CITEM.

Preference shall be given to articles supported by original, creatively directed visuals that enhance the storytelling and brand consistency of Manila FAME and FAMEPLUS.

D. Specific Timeline of Deliverables

Month	Deliverables
Phase 0: Month 1	- Submission of Content Development Plan
Phase 1: Months 2–3	- Weekly content churn of 2–3 articles - Submission of 24 SEO-optimized articles (12 articles per month) - Each article to include 2–3 high-quality visuals
Phase 2: Month 4	- Weekly content churn of 2–3 articles - Submission of 12 SEO-optimized articles - Each article to include 2–3 high-quality visuals
Phase 3: Month 5	- Weekly content churn of 2–3 articles - Submission of 12 SEO-optimized articles - Each article to include 2–3 high-quality visuals
Phase 4: Month 6	- Weekly content churn of 2–3 articles - Submission of 12 SEO-optimized articles - Each article to include 2–3 high-quality visuals

III. Roles/Responsibilities of the Contractor/Supplier/Service Provider

The selected Service Provider shall be responsible for the overall management and execution of content development and delivery in accordance with CITEM's editorial standards, branding guidelines, and digital objectives. Specifically, the service provider shall perform the following roles and responsibilities:

1. Develop and submit a comprehensive Content Development Plan that outlines the monthly editorial calendar, content formats, proposed topics, SEO keyword integration, and visual content strategies aligned with the communication objectives of MANILA FAME and FAMEPLUS.
2. Coordinate closely with CITEM to align proposed content themes and story leads with key programs, featured exporters, HFL industry developments, and relevant institutional partners.
3. Produce, write, and edit at least ten (10) original content pieces per month for a period of six (6) months, totaling sixty (60) articles, with a consistent weekly output of two (2) to three (3) articles.
4. Ensure each article meets the following editorial and technical requirements:
 - Minimum of 500 words;
 - Original, well-researched, and aligned with CITEM's tone, brand positioning, and thematic priorities;
 - SEO-optimized using specific keywords and metadata provided by CITEM;
 - Written in clear, engaging, and professional English.
5. Coordinate interviews and content validation with featured companies, personalities, or institutions, as needed, to ensure accuracy and depth.
6. Provide 2–3 high-quality photographs per article, with preference for original visuals:
 - The agency shall conduct or arrange photo documentation or photoshoots with the featured entities, where feasible;
 - In cases where original photography is not possible, the agency must secure appropriate permissions and clearances for images sourced from partners; and
 - All visual content must comply with technical specifications for publication on CITEM's digital platforms.
7. Submit all articles and associated images for review and approval by CITEM prior to publication.

8. Implement required revisions based on CITEM's editorial feedback to ensure compliance with content and branding standards.
9. Attend regular check-ins or coordination meetings (virtual or physical) with CITEM representatives to provide updates, align content direction, and address concerns.
10. Turn over all content and documentation assets, including raw files, interview transcripts, images, and final articles, in an organized cloud-based folder, as part of the contract's knowledge transfer and archival requirement.
11. The use of AI-powered technologies (e.g., ChatGPT, OpenAI, Copilot, etc.) shall be strictly limited to assistive functions (e.g., outlining, grammar checks, or keyword planning). Final content must be written and edited by humans, with full accountability by the agency. All content must pass editorial review and be free from factual inaccuracies, plagiarism, or AI-detection flags. The use of AI-generated content as the sole or primary source of writing is strictly prohibited.

IV. Roles/Responsibilities of Center for International Trade Expositions and Missions

CITEM shall provide overall project direction, technical guidance, and quality assurance for the successful implementation of the SEO-Enhanced Content Development Project for Manila FAME and FAMEPLUS. The agency shall ensure that the engagement aligns with institutional branding, communication priorities, and strategic export promotion goals.

Specifically, CITEM shall undertake the following responsibilities:

1. Provide the Service Provider with the official content brief, including:
 - Editorial themes and strategic messaging priorities;
 - List of key featured companies, personalities, and/or institutional partners;
 - Branding and visual guidelines for Manila FAME and FAMEPLUS;
 - Approved SEO keyword sets, metadata templates, and/or optimization targets.
2. Coordinate across CITEM unit/s to ensure the Service Provider is updated with relevant events, campaigns, and features that require content support.
3. Review and approve all submitted content prior to publishing or dissemination. This includes:
 - Written articles;
 - Accompanying photographs;
 - Proposed titles, captions, and metadata;
 - Revisions or final outputs following editorial feedback.
4. Provide timely editorial feedback to the Service Provider to ensure adherence to quality standards, tone, and institutional messaging.
5. Assign a dedicated focal person or team to coordinate day-to-day communication, provide approvals, and facilitate logistical and editorial requirements throughout the engagement.
6. Facilitate introductions or endorsement letters, where necessary, to assist the Service Provider in coordinating interviews or securing photos with CITEM-supported exporters, government agencies, and relevant personalities.
7. When necessary, provide access to CITEM's official asset library, including high-resolution photos, logos, previous campaign visuals, and reference materials that may be used to supplement content development.
8. Maintain oversight of content delivery timelines, ensuring milestones are tracked, deliverables are completed, and outputs are aligned with the agency's content calendar and event schedule.

V. Mode of Procurement

The mode of procurement for this project shall be Negotiated Procurement: Small Value Procurement (Section 53.9 of the Revised IRR of R.A. 9184).

VI. Qualitative Evaluation ☒ REQUIRED / ☐ NOT REQUIRED

Interested bidders will undergo a Qualitative Evaluation based on the parameters below. Only those with a TWG score of at least **80 points** will proceed to the opening of the financial bid. The contract shall be awarded to the supplier with the lowest calculated responsive bid.

Criteria	Documentary Requirements	Points
A. Length of Business Operations (Track record in content development, marketing, publishing, or communications work)	<ul style="list-style-type: none"> DTI/SEC Registration 	25 points <ul style="list-style-type: none"> 10 years or more: 25 pts 7–9 years: 20 pts 5–6 years: 10 pts Below 5 years: 5 pts
B. Number of Similar Projects Completed in the last 5 years (Includes both private and government sector engagements in SEO, content marketing, and/or digital editorial production)	<ul style="list-style-type: none"> Company Profile Client List with summary of relevant projects Copies of contracts, MOAs, or engagement letters - Certification from clients (if available) 	35 points <ul style="list-style-type: none"> 10 or more similar projects: 35 pts 7–9 projects: 30 pts 5–6 projects: 25 pts 3–4 projects: 15 pts 1–2 projects: 5 pts
C. Quality of Sample Project Portfolio in Home, Fashion, and lifestyle sectors (Relevance, creativity, SEO integration, writing quality, and visual execution)	<ul style="list-style-type: none"> Sample content pieces or published articles related to the industry Screenshots or URLs of published works Campaign reports or creative decks 	40 points <ul style="list-style-type: none"> Outstanding quality and high relevance: 36–40 pts Good quality and moderate relevance: 30–35 pts Acceptable quality and partial relevance: 20–29 pts Limited relevance or poor execution: below 20 pts
TOTAL		100 points

Proposed Technical Working Group TWG members

Chairman: Elmer Harold Grande

Member 1 and 2: Eleanor Satuito and RD Cruz

Focal Person: Pia Lorraine Yater-Dalmazo

VII. Terms of Payment

The total contract amount shall be paid in five (5) tranches corresponding to the completion of content development phases, subject to the acceptance of deliverables by CITEM. Payments will be processed upon submission of a Billing Statement or Statement of Account (SOA) by the Service Provider, and the issuance of a Certificate of Satisfactory Service Rendered (CSSR) by CITEM.

Milestone	Deliverables	Payment Percentage
1. Upon Approval of Content Development Plan	Submission and approval of the comprehensive Content Development Plan.	15%
2. Phase 1	Submission and approval of the first twenty-four (24) content articles, each with accompanying visuals, as per the agreed schedule.	40%
3. Phase 2	Submission and approval of the remaining twelve (12) content articles, each with accompanying visuals.	15%
4. Phase 3	Submission and approval of the remaining twelve (12) content articles, each with accompanying visuals.	15%
5. Phase 4	Submission and approval of the remaining twelve (12) content articles, each with accompanying visuals.	15%

VIII. Risk Protection and Management

To safeguard performance integrity and ensure full delivery of contracted outputs, the following penalties and deductions shall apply in cases of non-performance or deviation from agreed terms:

A. Penalties and Deductions

Situation	Description	Penalty / Deduction
Late Submission of Content Deliverables	Submission of articles or required visuals beyond the agreed weekly or monthly deadlines, without valid justification and prior notice.	0.001% of the total contract price per day of delay
Incomplete Submission per Phase	Failure to deliver the complete number of content pieces (including corresponding visuals) as outlined in the phase milestones.	₱5,000 per article or visual not delivered, deducted from the phase payment
Substandard or Non-Compliant Content	Submission of content or visuals that do not meet editorial, SEO, or brand standards, and require substantial revision or replacement.	Rework at no additional cost; delays resulting from rework shall incur the applicable late submission penalty

B. Breach of Contract

Any of the following shall constitute a breach of contract and may be grounds for immediate termination of the engagement, forfeiture of any unpaid claims, and disqualification from future procurement opportunities with CITEM, without prejudice to other legal remedies available to the Service Provider:

1. Failure to deliver at least 50% of the required outputs within the contract period, without valid cause or formal request for extension accepted by CITEM;
2. Submission of plagiarized, falsified, or previously published content without proper attribution or authorization;
3. Unauthorized disclosure of confidential information or use of CITEM materials beyond the scope of the engagement; and
4. Engagement in unethical conduct, conflict of interest, or actions that may damage the integrity or reputation of CITEM and its platforms.

In the event of breach, CITEM reserves the right to:

- Terminate the contract immediately, with written notice;
- Withhold or recover any payments due; and/or
- Impose administrative sanctions in accordance with applicable laws and procurement regulations.

Prepared by:


PIA LORRAINE YATER-DALMAZO
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Recommended by:


JOSEPH D. BERNAT 
Department Manager, CCSD

Approved by:


LEAH PULIDO-OCAMPO
Executive Director