

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-2025-0211

**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 DESIGN AND BUILD BOOTH
CONTRACTOR FOR CHINA INTERNATIONAL
IMPORT EXPO 2025 (CIIE 2025)**

(Please see attached Request for Quotation Form, Terms of Reference, Designs, and Sample Cost Proposal Format for more details.)

APPROVED BUDGET FOR THE CONTRACT: PHP2,872,800.00

Documents to be submitted:

1. Proof of CIIE Accreditation
2. Company profile
3. Booth design proposal with floor plan

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.

for: 
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: **31 July 2025**RFQ No.: **2025-0211**

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:		
Schedule of Pre-Bid Conference: 05 August 2025	Time: 02:00PM	Venue: ZOOM
Deadline of Submission of Quotations: 11 August 2025		Time: 05:00PM
Schedule of Opening of Bids: 12 August 2025	Time: 02:00PM	Venue: ZOOM
Schedule of Bidding in China Standard Time:		
Schedule of Pre-Bid Conference: 05 August 2025	Time: 02:00PM	Venue: ZOOM
Deadline of Submission of Quotations: 11 August 2025		Time: 05:00PM
Schedule of Opening of Bids: 12 August 2025	Time: 02:00PM	Venue: ZOOM

QTY	UNIT	ARTICLE / WORK / DESCRIPTION / SPECIFICATION	UNIT PRICE	AMOUNT
1	lot	<p style="text-align: center;">HIRING OF DESIGN AND BUILD BOOTH CONTRACTOR FOR CHINA INTERNATIONAL IMPORT EXPO 2025 (CIIE 2025)</p> <p style="text-align: center;">APPROVED BUDGET FOR THE CONTRACT: <u>PHP2,872,800.00</u></p> <p>Date Needed / Delivery Date: <u>18 August – 10 November 2025</u></p> <p style="text-align: center;">(Please see attached Terms of Reference, Designs, and Sample Cost Proposal Format for more details)</p> <p>***Bidder shall indicate total bid amount in this document and shall also accomplished the attached Cost Proposal Format.</p>		

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.

for:
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: _____

HIRING OF DESIGN AND BUILD BOOTH CONTRACTOR FOR CHINA INTERNATIONAL IMPORT EXPO (CIIE)

1. Event Details

Event Name	China International Import Expo 2025
Event Dates	05-10 November 2025
Ingress Dates	02-04 November 2025
Egress Date	10 November 2025
Venue/Location	National Exhibition and Convention Center (Shanghai)

2. Objectives

- a. To hire a qualified booth contractor to design and build CITEM's pavilion at China International Import Expo 2025 (CIIE 2025).
- b. To create visually appealing and functional booths that reflect CITEM's brand identity through the provided brand manual, mood board, and pavilion requirements
- c. To ensure the booth construction adheres to the standards and requirements of the show organizer.

3. Scope of Work

The booth contractor will be responsible for the following deliverables:

3.1 Design	
a.	Develop a comprehensive booth design that meets the aesthetic and functional needs of CITEM.
b.	Ensure the design aligns with FoodPhilippines 2024-2025 design branding campaign (see attached Annex A), provided project brief, proper use of logos, colors, and messaging.
c.	Create 3D renderings and detailed plans for the booth, including layout, lighting, materials, graphics, and signage.
d.	Provide innovative and creative solutions to maximize the booth's appeal and engagement at trade shows.
e.	Incorporate flexible design elements that can be adapted to different show sizes and layouts as needed.
f.	Ensure compliance with the trade show organizer's rules and regulations.
g.	<p>Must include the following areas/provisions in the pavilion design</p> <ul style="list-style-type: none"> - Raised timber flooring - 1 area for CITEM Reception with reception lounge (minimum 4 sq.m.) - 1 area for Storage (minimum area 4 sq.m. with coat hanger) - Onsite conference / Meeting Area (minimum 4 sq.m.) - LED screen (minimum size: 4.00m x 3.00m) - Food Sampling Area (nook) (minimum 4 sq.m.) - 20 Exhibitors – the contract shall cover variations between 20-28 number of exhibitors. (minimum 4 sq.m.) <ol style="list-style-type: none"> a. Exhibitor Product Showcase b. 2 units negotiation chairs and 1 table within each exhibitor area c. Applicable booth product display and merchandising (such as but not limited to: Risers, Shelving, etc.) d. Lighting per layer of shelves (see attached Annex A) e. Convenience outlets - Electrical plan and lighting plan <p>Other pavilion features and amenities</p> <ul style="list-style-type: none"> - Electric rice cooker - Stainless steel preparation table - Induction cook top

	<ul style="list-style-type: none"> - Professional food processor - Chest freezer – 7 CU. FT. - Commercial coffee maker (80 to 100 Cups) - Coffee bag, creamer and sugar with condiments organizer (see attached Annex A) - Paper cups and stirrer - Hot and cold water dispenser (bottom load) - Water gallon per day (5 GAL./ Day) - 55" LED TV - Black or chrome medium size trash bin with lid and garbage bag (1 per exhibitor, 1 for CITEM Reception, 1 for food sampling area and 1 for storage area) - Convenience outlets for CITEM Reception, food sampling area, meeting area and storage area - Large potted plants scattered around the pavilion. - Tabletop plants for the CITEM reception area and meeting area.
h.	Contract must include electrical consumption and ensure that the pavilion is well lighted (see attached Annex A for reference of lighting)
i.	Graphics design must be aligned with the provided branding for Food Philippines (see attached Annex A)
j.	Must include at least (3) major revision for the floor plan, pavilion structure and graphics.
3.2 Build and Installation	
a.	Manage the construction of the booth based on the approved design.
b.	Ensure high-quality materials are used for durability and visual appeal.
c.	Coordinate with the trade show organizers and venue for logistics, booth installation, and dismantling schedules.
d.	Transport booth materials and components to the overseas trade show venues.
e.	Supervise the installation and ensure the booth is ready before the trade show opening.
f.	Ensure adherence to international health, safety, and environmental standards during the build and installation.
g.	Ensure structural stability and compliance to exhibition guidelines of the organizer.
3.3 Dismantling	
a.	Oversee the dismantling of the booth after each trade show, ensuring all materials are handled properly.
3.4 On-site Support	
a.	Provide manpower support for the opening of items inside wooden crates, boxes and the like
b.	Provide technical support and on-site assistance during the trade show for any booth-related issues or adjustments.
c.	Ensure the booth maintains its quality and functionality throughout the event.

4. Deliverables

4.1	2 options with 3D design concept and detailed floor plan.
4.2	Checklist of materials to be used for booth construction.
4.3	Production schedule, including key milestones and deadlines.
4.4	Sending of production photos
4.5	Completed booth setup prior to the event start date.
4.6	Sending of high quality completed booth shots (minimum: 5 angles)

5. Timeline

The contractor is expected to adhere to the following timeline:

Initial Design Submission	18 August 2025
Revision 1 (if applicable)	21 August 2025
Revision 2 (if applicable)	26 August 2025
Revision 3 (if applicable)	29 August 2025
Approval of Final Design	03 September 2025
Approval of Swatches	08 September 2025

Booth Fabrication	15 September – 15 October 2025
Production photo updates	16-20 October 2025
Ingress Dates	02-04 November 2025
Booth Turnover	03 November 2025
Exhibitors Move-in	04 November 2025
Event Dates	05-10 November 2025
Egress Date	10 November 2025

6. Qualifications

- At least 1 year of experience in the exhibition industry.
- Must be an accredited contractor of CIIE.
- Must not have a bad record with CITEM.

7. Qualitative Requirements

Criteria for Award: Lowest Calculated and Responsive Bidder

Passing rate: 90%

Note: Only bidders who pass the Qualitative Evaluation shall proceed with the opening of financial bid.

CRITERIA	VALUE POINT
Must be accredited contractor of CIIE • Accredited with CIIE (20 points) <u>Document attachment:</u> Accreditation with CIIE	20 points
Relevant years of experience in the exhibition industry as a contractor • 3-5 years (10 points) • 1-2 years (5 points) <u>Document attachment:</u> Company Profile	10 points
Complete submission of design requirements • 2 options of booth design and floor plan (30 points) <u>Document attachment</u> Booth design proposal with floor plan	30 points
Relevance and alignment of booth design to mood board <u>Document attachment</u> Booth design proposal with floor plan (40 points)	40 points
TOTAL	100 points

8. Estimated Budget

- The above expense shall be charged to the **CIIE 2025** budget with a total maximum budget allotment of **Two Million Eight Hundred Seventy-Two Thousand Eight Hundred Pesos Only (₱2,872,800.00)**.
- Mode of Procurement: Negotiated Procurement – Overseas


9. Terms and Conditions

- Bidder shall use the provided cost proposal format (see attached Annex B).
- The Agency-estimated Approved Budget of Contract (ABC) for the project is **Two Million Eight Hundred Seventy-Two Thousand Eight Hundred Pesos Only**


(**₱2,872,800.00**). inclusive of all applicable taxes, commissions, bank charges and other fees as may be incurred in the process.

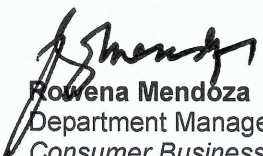
3. All multimedia content and original materials (raw and edited) conceptualized and produced in conjunction with this event management contract shall be owned by CITEM, with full and exclusive rights, relative to the future use thereof both in the Philippines and internationally.
4. All graphics and assets provided by CITEM are the exclusive property of CITEM and shall not be reproduced, distributed, or used for the benefit of any other client.
5. The winning contractors shall be subject to the assessment by CITEM according to the effectiveness of delivery of any part or phase of the project. CITEM reserves the right to penalize the services of the winning bidder should any part of the deliverables be unsatisfactory.
6. Any delay in the turnover of the pavilion shall be subject to a penalty equivalent to ten percent (10%) of the total contract price, which shall be deducted from the contractor's final payment.

Prepared by:


Melvin Isaac C. Roxas
SIDS – EDD

Recommending Approval:


Joseph Bernat
Department Manager
Communications and Creative Services Department


Rowena Mendoza
Department Manager
Consumer Business Department

Approved by:


Leah Pulido Ocampo
Executive Director, CITEM

3.1 Design

g. Lighting per layer of shelves



3.1 Design

d. Ensure the design aligns with FoodPhilippines 2024-2025 design branding campaign



3.1 Design

h. Contract must include electrical consumption and ensure that the pavilion is well lighted



3.1 Design

i. Graphics design must be aligned with the provided branding for Food Philippines



3.1 Design

- Coffee bag, creamer and sugar with condiments organizer



SAMPLE COST PROPOSAL FORMAT

PARTICULARS	QTY	AMOUNT
a. Pavilion flooring 6.00m x 24.00m	1 lot	USD
b. Pavilion structure <ul style="list-style-type: none"> - Raised timber flooring - 1 area for CITEM Reception with reception lounge (minimum 4 sq.m.) - 1 area for Storage (minimum area 4 sq.m. with coat hanger) - Onsite conference / Meeting Area (minimum 4 sq.m.) - Food Sampling Area (nook) (minimum 4 sq.m.) - <u>32 areas for Exhibitors with:</u> (minimum 4 sq.m.) <ul style="list-style-type: none"> o Exhibitor Product Showcase o 2 units negotiation chairs and 1 table within each exhibitor area o Applicable booth product display and merchandising (such as but not limited to: Risers, Shelving, etc.) o Lighting per layer of shelves (see attached reference) o Convenience outlets o Electrical plan and lighting plan 	1 lot	USD
c. Fixtures	1 lot	USD
d. Graphics	1 lot	USD
e. Lighting and electrical	1 lot	USD
f. Other amenities <ul style="list-style-type: none"> - Electric rice cooker - Stainless steel preparation table - Induction cook top - Professional food processor - Chest freezer – 7 CU. FT. - Commercial coffee maker (80 to 100 Cups) - Coffee bag, creamer and sugar with condiments organizer (see attached reference) - Paper cups and stirrer - Hot and cold water dispenser (bottom load) - Water gallon per day (5 GAL./ Day) - 55" LED TV - Black or chrome medium size trash bin with lid and garbage bag (1 per exhibitor, 1 for CITEM Reception, 1 for food sampling area and 1 for storage area) - Convenience outlets for CITEM Reception, food sampling area, meeting area and storage area - Large potted plants scattered around the pavilion. - Tabletop plants for the CITEM reception area and meeting area. 	1 lot	USD
g. Electrical consumption	1 lot	USD
h. Logistics and mobilization	1 lot	USD
i. Design concept	1 lot	USD
j. Design management and on-site support	1 lot	USD
GRAND TOTAL		USD