



SUPPLEMENTAL / BID BULLETIN No. 2019-0278-01

1st Supplemental / Bid Bulletin on the

HIRING OF DESIGN DIRECTOR FOR THE PHILIPPINE PARTICIPATION IN AMBIENTE 2020

To all Prospective Bidders:

This Supplemental / Bid Bulletin is issued to clarify, modify or amend items in the Bid Documents of the above requirements.

This shall form an integral part of the Bid documents.

Amendments on the Deadline of Submission of Eligibility Documents, Financial Bid and Documentary Requirements for the Qualitative Evaluation:		
PARTICULARS	FROM	TO
Deadline of Submission of Eligibility Documents, Financial Bid and Documentary Requirements for the Qualitative Evaluation	25 October 2019, 05:00PM	30 October 2019, 05:00PM
Opening of Bids	29 October 2019, 02:00PM	05 November 2019, 02:00PM

Amendments on the Terms of Reference:	
	FROM
IV. SCOPE OF WORK	
The Design Director for the Philippine Participation in Ambiente 2020 will be engaged from September 2019 to March 2020 to deliver the following scope of work:	
I. Design Direction	<ol style="list-style-type: none"> 1. Provide the overall creative design direction for the Philippine participation in Ambiente 2020 in consideration with the theme identified by the project team; 2. In cooperation with CITEM, ensure the consistent translation of the design direction in all design requirements such as booth design, product development designs, collateral designs, and visual merchandising of products. 3. Lead the CITEM Team and the participants in the set-up of the Philippine pavilion in Ambiente 2020.
II. Booth Design	<ol style="list-style-type: none"> 1. Provide concept of the Pavilion design to achieve a thematic presentation of the Philippine participation to Ambiente;

	<ol style="list-style-type: none"> 2. Develop the general booth and structural design for the Philippine participation in Ambiente 2020 in coordination with the assigned CITEM Exhibition Team.
<p>III. Product Development, Selection, and Curation</p>	<ol style="list-style-type: none"> 1. Meet with the hired Product Designer in a regular basis to approve every design proposal prior submission to companies and to ensure compliance of the designs according to the overall design direction provided. 2. Lead the conduct of the final line selection, inspection, and mock-up presentation for each participating company prior to product shipment with the assistance of the hired Product Designer. 3. Be present at Ambiente 2020 during ingress to conduct onsite curation / visual merchandising of product displays. 4. Where necessary, enter into a separate agreement with companies regarding intellectual property, ownership, royalties, and/or special agreements on the companies' outputs. 5. Will not hold CITEM responsible for any issue that may arise pertaining to said agreements with companies.
<p>IV. Brand Ambassadorship</p>	<ol style="list-style-type: none"> 1. Act as Brand Ambassador of the Philippine participation in Ambiente 2020, with the following specific roles: <ol style="list-style-type: none"> a. Represent the Philippine participation in Ambiente 2020 in local and international marketing and promotion initiatives which include features and interview across various media platforms; b. Engage in various activities intended for the promotion of the Philippine participation in Ambiente 2020, such as, but not limited to courtesy calls, launches, and press conferences.
<p>V. Market Specialist & Business Consultant</p>	<ol style="list-style-type: none"> 1. Conduct pre-event seminar / consultation to participating companies on topic of Market Trends; 2. Provide assessment for each participating company based on their show performance at Ambiente and identify areas for improvements on how they can improve their succeeding participation in international fairs. 3. Conduct a design tour in Ambiente focused on trend spotting and market sensing for the participants of the learning activity targeted to the following: <ul style="list-style-type: none"> • Companies who intend to target Germany as a market; • Developing companies looking for platforms to grow their export business; • LGUs who intend to learn more about the foreign market to strengthen their local exports.
<p>VI. Other Requirements</p>	<ol style="list-style-type: none"> 1. Attend all required meetings with the CITEM Project Team for Ambiente 2020 or the CITEM Management. 2. Bear the cost/expenses and facilitate own logistical requirements of the trip to Ambiente as well as own personal and incidental expenses to be incurred from the trip.

VII. TIMELINE

Administrative Preparations (c/o CITEM) <ul style="list-style-type: none"> • Procurement period • Identification of participating companies • Logistical preparations 	September 2019
Development of Creative Direction <ul style="list-style-type: none"> • Downloading of the creative direction with the project team and the hired Product Designer 	September 2019
Product Development and Selection	1 st round: 4 th week of Sept. 2019 2 nd round: November 2019
Pre-event seminar to participating companies	October 2019
Pavilion Design Conceptualization and Approval <ul style="list-style-type: none"> • Engagement of official contractor 	November 2019
Shipment of items (MNL – FRA)	December 2019
Ingress <ul style="list-style-type: none"> • Onsite supervision, execution, and visual merchandising 	05-06 February 2019
Event Proper <ul style="list-style-type: none"> • Conduct design tour for the purpose of trend spotting and market sensing 	07-11 February 2019
Egress and evaluation	11 February 2019

TO

IV. SCOPE OF WORK

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I. Design Direction	<ol style="list-style-type: none"> 1. Provide the overall creative design direction for the Philippine participation in Ambiente 2020 in consideration with the theme identified by the project team; 2. In cooperation with CITEM, ensure the consistent translation of the design direction in all design requirements such as booth design, product development designs, collateral designs, and visual merchandising of products. 3. Lead the CITEM Team and the participants in the set-up of the Philippine pavilion in Ambiente 2020.
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VII. TIMELINE

	PARTICULAR	SCHEDULE
	Administrative Preparations (c/o CITEM) <ul style="list-style-type: none"> • Procurement period • Identification of participating companies • Logistical preparations 	November 2019
	Development of Creative Direction	November 2019

<ul style="list-style-type: none"> • Downloading of the creative direction with the project team and the hired Product Designer 	
Product Development and Selection	November 2019
Pre-event seminar to participating companies	November 2019
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Egress and evaluation	11 February 2019

Items not mentioned above remain the same.

This Supplemental/Bid Bulletin is being issued to clarify/modify/amend the specifications of the requirement needed, and not for purposes of delaying the proceedings of RA 9184.

Issued this **24th day of October 2019**.


ATTY. ANNA GRACE I. MARPURI
 Chairman, Bids and Awards Committee