



SUPPLEMENTAL / BID BULLETIN No. 2022-0157/0158/0159/0160-01

1st Supplemental / Bid Bulletin on the

Solicitation No	Requirement
2022-0157-01	HIRING OF DIGITAL MARKETING SERVICES FOR PAID DIGITAL ADS OF CITEM PROJECTS
2022-0158-01	HIRING OF DIGITAL CONTENT PROVIDER FOR CREATE PHILIPPINES WEBSITE
2022-0159-01	HIRING OF A DIGITAL CONTENT PROVIDER FOR THE SUSTAINABILITY SOLUTIONS EXCHANGE WEBSITE
2022-0160-01	HIRING OF A DIGITAL CONTENT PROVIDER FOR IFEX CONNECT LEAD GENERATION AND PROMOTIONS WEBSITE AND FOOD PHILIPPINES WEBSITE

To all Prospective Bidders:

This shall form an integral part of the Bid documents.

Amendment:

The following sections of the Philippine Bidding Document has been revised:

- Section V – Special Conditions of Contract
- Section VII – Technical Specifications (revised for *Hiring of Digital Marketing Services for Paid Digital Ads of CITEM Projects* only)

Please see attached Revised Philippine Bidding Document.

Clarification:

Please see attached Annex A for queries/clarifications received by the BAC and the BAC through email with its corresponding reference in the Philippine Bidding Document for answers

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 13th day of December 2022.

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

ANNEX A: QUERIES AND CLARIFICATIONS

QUERIES / CLARIFICATIONS	ANSWERS
GENERAL QUESTIONS	
<ul style="list-style-type: none"> • Is the Bid Security refundable? • Would you be providing a written document saying that the bid security will be refunded within a certain time? 	<p>According to the procurement law, if the bidder is declared ineligible or is not the lowest calculated and responsive bidder, the Bid Security shall be returned after the opening of bids.</p> <p>If the bidder is declared the lowest/single calculated and responsive bidder, the Bid Security shall be refunded after the submission of the performance bond.</p>
Is the Bid Security paid prior submission of bid? Or upon Notice of Award?	The Bid Security is part of the Technical Component / Eligibility Documents that is submitted on or before the deadline of submission and opening of bids.
Regarding submission, do you have a specific format for the Curriculum Vitae?	It should at least include the following: Name of the Person; and Work Experience. Refer to Qualitative Evaluation Documents under Section VII. Technical Specifications for the full list of qualitative evaluation requirements.
Is it okay to use digital or e-signature of personnel but original wet signature in the bid signatory?	E-signature and wet signature are allowed.
Do the CVs require notarization or no need?	No need. Refer to Qualitative Evaluation Documents under Section VII. Technical Specifications for the full list of qualitative evaluation requirements.
How many copies of bidding documents for the manual submission?	Only one set of document containing the Technical Component and Financial Component of the bid shall be submitted.
How will the deck (power point format) be submitted? Will it be submitted through a USB? How many is required?	Bidders may submit through a cloud drive, i.e. Google Drive, or through a USB drive. If the submission, will be done through USB, it should be 1 USB per engagement/bid. If the submission will be done through cloud drive, it should be 1 drive/folder link per engagement/bid. Refer to Qualitative Evaluation Documents under Section VII – Technical Specifications for the full list of qualitative evaluation requirements.
Can we also have a copy of all the required forms prescribed, those cannot be changed?	The prescribed forms have instructions on the details needed to be provided/filled up and/or deleted. Other than the instructed areas, no other part of the prescribed forms shall be altered. The forms and samples are provided inside the link on the Section I – Invitation to Bid of the Philippine Bidding Document.
For confirmation, the bid is based on the lowest calculated bidder and not quality bid?	The contract shall be awarded to the lowest calculated bidder who passed the qualitative evaluation and post-qualification and shall be declared as the lowest calculated and responsive bidder.
Is maintenance of the website included of just uploading on agencies end?	It is not included in the deliverables. Please refer to Responsibilities of the Content Provider under Section VII. Technical Specifications.
For Page View Payments, this means we will only bill once for the full duration of 12 months, correct?	No. The billing will be done in tranches. Please refer to Payment Terms under Section VII. Technical Specifications.
QUERIES FOR ALL WEBSITES	
Can the prospective bidders have a copy of the monthly report & access to Good Analytics? Will they be given access prior to submission of pitch deck on 20 Dec 2022?	No. It will only be shared with the winning bidder as in an onboarding session as part of CITEM's responsibilities. Please refer to CITEM Responsibilities under Section VII. Technical Specifications.
What is the basis of the target organic page views?	The basis of the organic page views is the average page views of CITEM per month from 2021-2022. This will be shared with the winning bidder as in an

	onboarding session as part of CITEM's responsibilities. Please refer to CITEM Responsibilities under Section VII. Technical Specifications
Does the implementing unit have a marketing calendar/calendar of activities from which the bidders should align their editorial content?	Yes. It will only be shared with the winning bidder as in an onboarding session as part of CITEM's responsibilities. Please refer to CITEM Responsibilities under Section VII. Technical Specifications.
What is the technology stack for IFEXConnect and FoodPhilippines?	These details will be shared with the winning bidder as in an onboarding session as part of CITEM's responsibilities. Please refer to CITEM Responsibilities under Section VII. Technical Specifications.
What CMS does CITEM use, if any?	
Where is the site hosted and who is the hosting provider?	
Is there a peg for the content creators?	
How many EDMs and social cards are required?	Its number will depend on the content strategy of the winning bidder to hit the requirement page views. No required minimum number of EDMs and social cards as far as the contract is concerned. Refer to Content Provider Responsibilities under Section VII. Technical Specifications.
Where will the social cards be posted? Facebook DTI Philippines page or DTI-CITEM? For Instagram, is it DTI?	It will be posted on CITEM social media brands, depending on the contract, i.e. IFEX Philippines, Create Philippines and Sustainability Solutions Exchange (SSX).
Do you have a wishlist of content and functionalities for each website, for the agency's consideration?	These details will be shared with the winning bidder as in an onboarding session as part of CITEM's responsibilities. Please refer to CITEM Responsibilities under Section VII. Technical Specifications.
Regarding the awarding of contract, will it be this year or next year?	This year. Please refer to Project Duration under Section VII. Technical Specifications.
QUERIES FOR IFEX PH WEBSITE	
FoodPhilippines.com: What is your main objective this year and who is your main target user for this website? What action would you like them to take?	For each brand, CITEM has a brand bible that contain its communication guidelines, content buckets, font descriptions, and types, as well as target audiences and stakeholders.
IFEXConnect.com: What is your main objective this year and who is your main target user for this website? What action would you like them to take?	
QUERIES FOR SSX WEBSITE	
What is your vision for sustainability.ph? If we are to have a press release telling the public about what we accomplished, what would be the headline?	These brand bibles will be shared with the winning bidder as in an onboarding session as part of CITEM's responsibilities. Please refer to CITEM Responsibilities under Section VII. Technical Specifications.
What is your main objective this year and who is your main target user for this website? What action would you like them to take?	
QUERIES FOR CREATE PH WEBSITE	
What is your vision for CreatePhilippines.com? If we are to have a press release telling the public about what we accomplished, what would be the headline?	
What is your main objective this year and who is your main target user for this website? What action would you like them to take?	
QUERIES FOR DIGITAL PAID ADS	
What is the basis of the targets stated under Objective?	Agency estimates from Meta Platforms, Inc with provision for management fees. Please refer to Budget, Contract Duration, And Payment Milestones under Section VII. Technical Specifications.
What are your overall marketing and communications objectives for Export Marketing next year? Are there challenges we need to consider?	These details will be shared with the winning bidder as in an onboarding session as part of CITEM's responsibilities. Please refer to CITEM Responsibilities under Section VII. Technical Specifications.

<p>Each signature program will have their specific industries and target audiences but who is CITEM's main/overall target audience? What are they like?</p>	<p>CITEM main stakeholders are globally competitive small and medium enterprises (SMEs), exporters, designers, and manufacturers and buyers all over the world. Please refer to Background under Section VII. Technical Specifications.</p>
<p>Do we have competitors/countries in SEA that we're competing with?</p>	<p>Yes. These market intelligence details will be shared with the winning bidder as in an onboarding session as part of CITEM's responsibilities. Please refer to CITEM Responsibilities under Section VII. Technical Specifications.</p>
<p>If we are to have a press release telling the public about what we accomplished for this project, what would be the headline?</p>	<p>Question is not relevant to the bid proposal. There is no press release requirement here. Only digital ads. The requirements are listed down under Section VI. Schedule of Requirements.</p>
<p>What is the basis of the budget breakdown per website?</p>	<p>Agency estimates from Meta Platforms, Inc with provision for management fees. Please refer to Budget, Contract Duration, And Payment Milestones under Section VII. Technical Specifications.</p>