

JOB ORDER

CITEM.STR.FR.006



CENTER FOR INTERNATIONAL TRADE EXPOSITIONS AND MISSIONS
 Golden Shell Pavilion, Roxas Boulevard corner Sen. Gil J. Puyat Avenue
 1300 Pasay City, Metro Manila, Philippines
 (632) 831-2201 to 09 ext. 218 (632) 831-1368, 832-3965
 info@citem.com.ph www.citem.com.ph



JO Number: 2024-0133	JO Date: 04/22/2024	PAGE 1/4
PR No.: 2024-0133	PR Date: 03/21/2024	

CONTRACTOR/SUPPLIER MASAEKO INC.	DELIVERY TERM
ADDRESS Nuestro Compound, Brgy. Carasuchi, City of Indang, Province of Cavite	PAYMENT TERM
MODE OF PROCUREMENT Small Value Procurement	PLACE OF DELIVERY
	DATE OF DELIVERY

Please provide/furnish this office the requirements listed below subject to the terms and conditions contained herein. Address all correspondence to the Center for International Trade Expositions and Missions (CITEM).

DESCRIPTION	QTY/UNIT	UNIT PRICE	AMOUNT
HIRING OF CREATIVE DIRECTOR FOR THE PHILIPPINE PARTICIPATION IN TOKYO INTERNATIONAL GIFT SHOW (TIGS) AUTUMN 2024 AND FINOPINAS 2024			Php900,000.00
Scope of Work			
The Creative Director for the Philippine Participation in TIGS2024 will be engaged from April 2024 to September 2024 to deliver the following scope of work:			
1. Creative Direction			
<ul style="list-style-type: none"> - Provide the overall creative design direction for the Philippine participation in TIGS 2024 in consideration of the concept of sustainability through design; - Provide an official participation theme and handle anchored on the concept of sustainability through design; - In cooperation with CITEM, ensure the consistent translation of the design direction and theme in all design requirements such as booth design, collateral designs, and onsite visual merchandising of products, 			
2. Booth Design			
<ul style="list-style-type: none"> - Provide direction for the Pavilion design to achieve a thematic presentation; - Develop the general booth and structural design in coordination with the CITEM Exhibition & Design Team; - Recommend ideal layout assignment for participating companies. 			
3. Exhibitor Selection & Servicing			
<ul style="list-style-type: none"> - Provide inputs for the final selection of 20 participating companies. - Conduct product development of two (2) product collections with three (3) products each aligned with the participation concept and approved theme for 15 – 20 participating companies. (Note: It is foreseen that a few companies would forego the product development assistance for TIGS 			

TOTAL AMOUNT IN WORDS:	Php
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Very truly yours,

ATTY. ANNA GRACE I. MARPURI
 OIC-DM, CS Department

CONFORME:

Wataru Satsumi
 Name & Signature of Contractor/Supplier
 25/4/2024
 Date

BUR No. TIGS: 24040430

DATE April 24, 2024

AMOUNT **Php900,000.00**

Funds Available:
MALERNA C. BUYAO
 Chief, Controllership Division

Recommended by:
MARJO F. EVIO
MARJO F. EVIO
 OIC-DM, OG 1

Approved by:
MA. LOURDES D. MEDIRAN
MA. LOURDES D. MEDIRAN
 Deputy Executive Director

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		2024-0133	04/22/2024	
		PR No.:	PR Date:	2/4
		2024-0133	03/21/2024	



CONTRACTOR/SUPPLIER MASAECO INC. ADDRESS Nuestro Compound, Brgy. Carasuchi, City of Indang, Province of Cavite MODE OF PROCUREMENT Small Value Procurement	DELIVERY TERM PAYMENT TERM PLACE OF DELIVERY DATE OF DELIVERY
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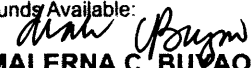
DESCRIPTION	QTY/UNIT	UNIT PRICE	AMOUNT
as they could also be recipients of the product development assistance of Manila FAME). - Conduct final line selection of products from 20 participating companies that will be displayed at the Philippine Pavilion; - Be present during ingress to conduct onsite curation/visual merchandising of product displays; - Be available during event proper to do minor curatorial edits. 4. Brand Ambassador - Act as Brand Ambassador of the Philippine participation with the following Specific roles. a. Represent the Philippine participation in TIGS 2024 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 TIGS 2024, such as, but not limited to courtesies calls, launches, and press conferences. 5. Market Specialist & Business Consultant - Conduct at least one (1) pre-event seminar / consultation to participation companies on topic of Market Trends in Japan; - Provide post-event assessment for each participating company based on their show performance at TIGS and identify areas for improvements on how they can improve in order to better do business in Japan; - Recommend other interventions that CITEM may implement to better equip the companies prior event proper.			


TOTAL AMOUNT IN WORDS:	Php
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Very truly yours,

ATTY. ANNA GRACE I. MARPURI
 OIC-DM, CS Department
 CONFORME:

 Name & Signature of Contractor/Supplier
 25/3/2024 WS
 Date

BUR No. TIGS-24040430
 DATE April 24, 2024
 AMOUNT **Php900,000.00**

 Funds Available:

MALERNA C. BUYAO
 Chief, Controllership Division

Recommended by:

MARJO F. EVIO
 OIC-DM, LOG 1

 Approved by:

MA. LOURDES D. MEDIRAN
 Deputy Executive Director

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- 6. FINOPINAS deliverables**
- Develop space design direction for the HFL exhibit and with CITEM Exhibition Team, finalize exhibit design plan.
 - Conduct final line selection of products that will be displayed at the HFL exhibit.
 - Conduct onsite curation /visual merchandising of product display at the HFL exhibit with 337 sqm exhibit space.
- 7. Other Requirements**
- Attend all required meetings with the CITEM Project Team or with the CITEM Management;
 - Bear the cost/expenses and facilitate own logistical requirements for the travel to TIGS as well as own personal and incidental expenses to be incurred from the visit.

TIMELINE

SPECIFICS	TIMELINE
Administrative Preparations (c/o CITEM) - Procurement period - Logistical preparations	March 2024
Development of Creative Direction & Selection of Companies	April 2024
Product Development and Selection	April – June 2024
Pre-event seminar to participating companies	April 2024
Pavilion Design Conceptualization and Approval	April – May 2024
Shipment of items	July 2024
Pre-Departure Briefing	August 2024
Ingress (Onsite supervision, execution, and visual merchandising)	FINOPINAS: 01 September 2024 TIGS: 02 – 03 September 2024
Event Proper	FINOPINAS: 02 – 15 September 2024 TIGS: 04 – 06 September 2024

TOTAL AMOUNT IN WORDS: Php

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Very truly yours,

ATTY. ANNA GRACE I. MARPURI
 OIC-DM, CS Department

CONFORME:

Name & Signature of Contractor/Supplier
 25/ 4/ 2024
 Date

BUR No. TIGS - 24040430

DATE April 24, 2024

AMOUNT **Php900,000.00**

Funds Available:

MALERNA C. BUVAO
 Chief, Controllership Division

Recommended by:

MARJO F. EVIO
 OIC-DM, OG 1

Approved by:

MA. LOURDES D. MEDIRAN
 Deputy Executive Director

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DESCRIPTION	QTY/UNIT	UNIT PRICE	AMOUNT
Debriefing with participants	September 2024		
Submission of report and recommendations	October 2024		

CONTRACT PRICE AND MODE OF PAYMENT

The Contracted Price for this requirement is Php900,000.00 inclusive of all travel expenses and applicable taxes. Payment shall be made in the following schedule:

- 10% - Submission of proposed overall direction / theme for the participation
 Conceptualization and submission of proposed booth design theme
 Selection of final line-up of companies
- 50% - Submission of product drawing to all participating companies
 Conduct of pre-event market trend seminar to participating companies
 Selection of final-line up products for all companies
- 40% - Finalize product development
 Finalize booth layout
 Onsite curation
 Submission of post-event evaluation report

TOTAL AMOUNT IN WORDS:	Nine Hundred Thousand Pesos	Php 900,000.00
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 AMOUNT **Php900,000.00**
 Funds Available:

MALERNA C. BUYAO
 Chief, Controllership Division

Recommended by:

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