

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:
2020-0108

JO Date:
12/03/2020

PAGE

PR No.:
2020-0334

PR Date:
10/21/2020

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CONTRACTOR/SUPPLIER **LSA – Legal Entity IPD, part of Infopro Digital**
 ADDRESS **IMMEUBLE PARC II, IO PLACE DU GENERAL DE GAULLE, BP**
20156, 92186 ANTONY CEDEX, France
 MODE OF PROCUREMENT **OVERSEAS PROCUREMENT**

DELIVERY TERM
 PAYMENT TERM
 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
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HIRING OF MEDIA FIRM FOR THE PROMOTION OF PHILIPPINES IN THE FRENCH/EU MARKETS

US\$20,959.13 or
 Php1,010,062.39

PERIOD OF ENGAGEMENT

The media firm shall be contracted within a period of three (3) months upon awarding of bid by CITEM BAC Secretariat.

SCOPE OF WORK AND DELIVERABLES

Scope of Work	Deliverables
Dedicated online section + 3 months promotional campaign	<p>To design and host a dedicated page in the media firm's website, featuring Filipino food exhibitors that participate in SIAL Paris under the FOODPhilippines brand. This dedicated page will have the address of a web page of each participating Filipino food exhibitors; website users who clicked on a web page or a Uniform Resource Locator (URL) will be redirected onto the exhibitor's website.</p> <p>Deliverables/requirements include:</p> <p>A. Four (4) articles to be created and to be to be posted in the dedicated website in a span of 3 months</p> <p>B. Will highlight 20 PH companies on the right-hand column of the page through a rotating company list with hyperlink to our IFEX NXTFOOD Asia website.</p> <p>C. Presence of advertising exclusivity around the article and the list page for 3 months</p>

TOTAL AMOUNT IN WORDS:

Php

This order is placed subject to the following terms and conditions:

The delivery must be made only during office hours to CITEM or as may be specified. Delivery is subject to the acceptance of CITEM's duly authorized representative/official and inspection by CITEM-Management Inspection Team and/or the Commission on Audit. Rejected deliveries are to be withdrawn and/or replaced immediately. Delay in the delivery is subject to the **PENALTY** of 1/10 OF 1% of the **TOTAL VALUE** of this ORDER for **EACH DAY OF DELAY**. In case the contractor/supplier does not deliver within the due date, s/he shall be considered in default and will be liable to pay **LIQUIDATED DAMAGES** in the amount of _____ of the **TOTAL AMOUNT** unless the contractor/supplier requested and CITEM granted an extension. The contractor/supplier authorizes CITEM to deduct the amount of undelivered portion and to deduct the penalty and liquidated damages from any of its receivables from CITEM. The contractor/supplier must present a Delivery Receipt and Invoice or Official Receipt with the Job Order upon delivery.

Very truly yours,

Jaime Sandoval
JAIME ANTONIO S. SANDOVAL
 Chief, STREDO & Procurement Division

CONFORME:

Name & Signature of Contractor/Supplier

Date

BUR No. **DIGITAL-20120825**

DATE **12/22/2020**

AMOUNT **US\$20,959.13 or**
Php1,010,062.39

Funds Available:
MALERNA C. BUYAO
 Chief, Controllership Division

Recommended by:

Eva Marie C. Mariquina
EVA MARIE C. MARIQUINA
 OIC-DC, OTF-Operations Group 2

Approved by:

Paulina Suaco-Juan
PAULINA SUACO-JUAN
 Executive Director

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PROPOSED TIMELINE

Month/Year	Activity
2nd week of November 2020	Approval of Evaluation/Preparation of PRs
4th week of November 2020	Bidding Process
December 2020 to 1st week of February 2021	Producing/creation of content
Mid February '21 -last week of May ' 21	Release of content material on-line

PAYMENT TERMS

The proposed payment scheme for the campaign will be billed progressively upon completion of the following milestones:

Milestones	Payment %
Upon approval of the concept proposal for the PH microsite	40%
Release of content material on-line	40%
Submission of microsite performance report and future digital strategy recommendations	20%
Total	100%

BUDGET

The awarded amount for this requirement is USD 20,959.13 OR PHP 1,010,062.39

TOTAL AMOUNT IN WORDS: **TWENTY THOUSAND NINE HUNDRED FIFTY-NINE AND 13/100 US DOLLARS OR ONE MILLION TEN THOUSAND SIXTY-TWO PESOS AND 39/100 PESOS** **US\$20,959.13 OR Php 1,010,062.39**

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Very truly yours,

JAIME ANTONIO S. SANDOVAL
 Chief, STREDO & Procurement Division

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MALERNA C. BUYAO
 Chief, Controllership Division

Recommended by:

EVA MARIE C. MARIQUINA
 OIC-DC, OTF-Operations Group 2

Approved By:

PAULINA SUACO-JUAN
 Executive Director