

JOB ORDER

CITEM.STR.FR.005



CENTER FOR INTERNATIONAL TRADE EXPOSITIONS AND MISSIONS
 Golden Shell Pavilion, Rozas Boulevard corner Sen. Gil J. Puyat Avenue
 1300 Pasay City, Metro Manila, Philippines
 T. (832) 831-2201 to 09 ext. 218 F. (832) 831-1368, 832-3993
 E. info@citem.com.ph @ www.citem.com.ph



JO Number: 2021-0083	JO Date: 09/01/2021	PAGE 1/3
PR No.: 2021-0175	PR Date: 07/18/2021	

CONTRACTOR/SUPPLIER **Recreate Co., Ltd.**
 ADDRESS **33 Canton Road, Tsim Sha Tsui - Hong Kong**

DELIVERY TERM _____
 PAYMENT TERM _____
 PLACE OF DELIVERY _____
 DATE OF DELIVERY _____

MODE OF PROCUREMENT **OVERSEAS PROCUREMENT**

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 INTERNATIONAL FASHION BUYER MARKETING AGENT FOR FAME+ SOURCING FESTIVAL IN OCTOBER 2021			USD 14,000.00 OR PHP 707,182.00

SCOPE OF WORK

The contracted international fashion buyer marketing agent shall perform the following duties:

Pre-Event (1 August - 19 October 2021)

- Promote FAME+ and the B2B event during the FAME+ sourcing festival to its own database of 4,000 contacts through EDM (electronic direct mail) and send 2 e-newsletter per month (total of 6 from August to October); target to recruit at least 60 international fashion buyers to register to FAME+ prior to the event and B2B activities; buyers may be from anywhere except the Philippines
- Provide support in FAME+ registration for its recruited buyers, if necessary
- Provide support in the registration to B2B activities and/or other digital events during the FAME+ sourcing festival in October 2021
- Provide consultation services in the planning and development of the B2B digital event
- Promote FAME+ and the sourcing festival event in October through different communication channels such as its own website, social media, and other online listings to encourage registration to the site and participation in the B2B event
- Orient/brief CITEM and Exhibitors about market trends and insights in our target geographies
- Guide CITEM screening and selecting the right set of Exhibitors most relevant to market demands
- Invite at least 20 qualified fashion buyers to participate in the B2B matching activities during the FAME+ sourcing festival in October; the 20 participating fashion buyers may or may not be different from the 60 buyers recruited to register to FAME+
- Prepare buyers' profile and business information prior to the B2B event and provide contact list of buyers after the event
- Provide support to participating buyers in terms of using and navigating the platform

Event Proper (20-22 October 2021)

- Mobilize confirmed participating buyers and ensure their presence during their predetermined time slots and to communicate any changes to the buyers and to CITEM

TOTAL AMOUNT IN WORDS:	Php
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Very truly yours,

ATTY. ANNA GRACE I. MARPURI
 OIC-DM, Corporate Services Dept.
 CONFORME:

BJR No. **MFO-21090640**
 DATE **09/03/2021**
 AMOUNT **US\$14,000.00 or
 Php707,182.00**

Recommended by:

ANNA MARIE D. ALZONA
 Chief TIDS, Fashion Lifestyle

(RECREATE CO., LTD.)

 Name & Signature of Contractor/Supplier

Funds Available:

MALERNA U. BOYAO
 Chief, Controliership Division

Approved by:

PAULINA SUACO-JUAN
 Executive Director

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 ADDRESS **33 Canton Road, Tsim Sha Tsui - Hong Kong**
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HIRING OF INTERNATIONAL FASHION BUYER MARKETING AGENT FOR FAME+ SOURCING FESTIVAL IN OCTOBER 2021 <ul style="list-style-type: none"> Organize a minimum of 2 meetings per buyer during the B2B event and assist in scheduling to ensure that meetings with exhibitors do not overlap Provide support in terms of platform use during the one-on-one business meeting if requested by the buyer Post-Event (23 October – 23 November 2021) <ul style="list-style-type: none"> Follow-up results of meetings conducted and provide follow-up support to participating buyers and/or exhibitors if requested by either party Distribute to and collect FAME+ surveys to participating buyers Provide a comprehensive post-event report on the meetings conducted, matches made, inquiries booked or pending, buyer feedback and recommendations Definition of Term: Fashion Buyer – refers to an overseas-based importer, wholesaler, specifier, and retailer of fashion wearables, accessories, footwear, and complements. It may also be a specialty store or e-commerce with a fashion selection.			
BUDGET The contracted price for this requirement is Php 707,182 or USD 14,000 (inclusive of all taxes) Budget Source: Manila FAME (Hybrid) + OTF budget			
PAYMENT TERMS The contracted price for the hiring of international fashion buyer marketing agent is PHP 707,182 or USD 14,000, inclusive of all applicable taxes. This shall be paid in two tranches:			
<ul style="list-style-type: none"> 40% of the contract price sending of at least 3 e-newsletters, and confirmation of participation of 10 buyers (50%) to the B2B event in October at least 15 days before the sourcing festival Requirements: CRM report with conversion rate to be cross-checked with FAME+ website analytics; profiles of confirmed fashion buyers including their products of interest or specific requirements, if any			
TOTAL AMOUNT IN WORDS:			Php

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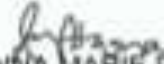

Very truly yours,

ATTY. ANNA GRACE I. MARPUR
 OIC-DM, Corporate Services Dept.
 CONFORME: 
 (RECREATE CO., LTD.)

 Name & Signature of Contractor/Supplier

BUR No. **MFO-21090640**
 DATE **09/03/2021**
 AMOUNT **US\$14,000.00 or Php707,182.00**
 Funds Available:

MALERNA C. BUYAO
 Chief, Controllership Division

Recommended by:

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 Chief TDS, Fashion Lifestyle
 Approved by:

PAULINA SUACO-JUAN
 Executive Director



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HIRING OF INTERNATIONAL FASHION BUYER MARKETING AGENT FOR FAME+ SOURCING FESTIVAL IN OCTOBER 2021 • 60% of the contract price upon sending of the completed number of 6 e-newsletters, participation of 20 buyers in the B2B event during the FAME+ sourcing festival, and submission of post-event report within 30 days after the sourcing festival in October Requirement: Post-event report including complete list of successfully registered FAME+ fashion buyers, complete list of fashion buyers who participated in the B2B activities and total number of B2B meetings arranged, business results, and buyer feedback and recommendations; accomplished FAME+ surveys from all 20 buyers In case of incomplete delivery, the following deductions will be made from the contract price: <table border="1" style="width: 100%;"> <tr> <td>For every e-newsletter not sent Deliverable: 6 e-newsletters</td> <td>PHP 25,000 / USD 500</td> </tr> <tr> <td>For every no-show buyer at the B2B event Deliverable: 20 buyers</td> <td>PHP 25,500 / USD 510</td> </tr> </table>	For every e-newsletter not sent Deliverable: 6 e-newsletters	PHP 25,000 / USD 500	For every no-show buyer at the B2B event Deliverable: 20 buyers	PHP 25,500 / USD 510			
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For every no-show buyer at the B2B event Deliverable: 20 buyers	PHP 25,500 / USD 510						

PERIOD OF ENGAGEMENT

Engagement will commence from the signing of contract until the submission of report within 30 days after the event in October 2021.

TOTAL AMOUNT IN WORDS:	FOURTEEN THOUSAND US DOLLARS OR SEVEN HUNDRED SEVEN THOUSAND ONE HUNDRED EIGHTYTWO PESOS	USD 14,000.00 PHILIPINO 707,182.00
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