



**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:	JO Date:	PAGE
2021-0134	03/07/2022	1/3
PR No.:	PR Date:	
2021-0321	12/09/2021	

CONTRACTOR/SUPPLIER RECREATE CO. LTD.  
 ADDRESS 33 Canton Road, Hongkong  
 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 INTERNATIONAL FASHION BUYER MARKETING AGENT FOR FAME+ 2022			US\$19,000.00 or Php977,455.00
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### SCOPE OF WORK

The international buyer marketing agents will be contracted from April to October 2022 and are expected to perform the following duties:

- Buyer Recruitment and Engagement**
  - Recruit at least 78 international buyers to register to FAME+. Buyers may be from anywhere except the Philippines.
  - Provide support in FAME+ registration for its recruited buyers, if necessary.
  - Provide support in terms of using and navigating FAME+, if necessary.
  - Facilitate attendance of all recruited buyers to the FAME+ Market Days 2022
  - Provide support in the registration to B2B activities and/or other FAME+ digital events (i.e. FAME+ Market Days 2022).
  - Distribute to and collect FAME+ buyer surveys to recruited buyers.
- Vendor B2B Preparation**
  - Orient/brief pre-identified vendors for matching about the market trends and insights and tips and guidelines for presentation during the B2B meetings
  - Provide buyers' profile and business information to vendors prior to the business matching meeting and provide contact list of buyers after.
- Business Matching Activity**
  - Provide consultation services to CITEM in improving the year-round FAME+ business matching activity and in planning and developing a business matching activity for the FAME+ Market Days.
  - Conduct sector-specific business meetings participated by at least 28 qualified buyers with at least 2 FAME+ vendors in line with the FAME+ Market Days 2022 B2B event.
  - Assist CITEM in matching the invited buyers with at least two (2) FAME+ vendors for each.
  - Mobilize confirmed participating buyers and ensure their presence during their pre-determined time slots and to communicate any changes to the buyers and to CITEM.
  - Provide support to buyers in terms of platform use during the B2B meetings.
  - Provide follow-up support to participating buyers and/or vendors if requested by either party.

TOTAL AMOUNT IN WORDS:	Php
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Very truly yours,  
  
**ATTY. ANNA GRACE I. MARPURI**  
 OIC-DM, CS Department  
 CONFORME:

BUR No. MFO22-21121029  
 DATE 12/21/2021  
 AMOUNT Php977,455.00 or  
US\$19,000.00

Recommended by:  
  
**ANNA MARIE D. ALZONA**  
 Chief TIDS

(RE)CREATE CO., LTD.  
 NICOLAI J.F.  
  
 Name & Signature of Contractor/Supplier  
 Date 17/03/2022

Funds Available:  
  
**MALERNA C. BUYAO**  
 Chief Controllership Division

Approved by:  
  
**PAULINA SUACO-JUAN**  
 Executive Director

# JOB ORDER

CITEM.STR.FR.006



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 ADDRESS 33 Canton Road, Hongkong  
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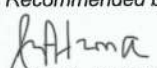
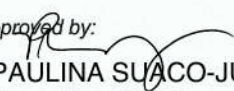
DESCRIPTION	QTY/UNIT	UNIT PRICE	AMOUNT				
<b>HIRING OF INTERNATIONAL FASHION BUYER MARKETING AGENT FOR FAME+ 2022</b>  <b>SCOPE OF WORK</b> 4. FAME+ Promotion <ul style="list-style-type: none"> <li>Conduct own marketing and promotional activities to promote FAME+ to its assigned sectors, which may include but are not limited to: email campaigns, social media promotions, website advertisements and affiliates programs, and activations like digital talks and other pocket events, or pop-up and trunk shows</li> <li>Produce own marketing and promotional materials.</li> </ul> 5. Other Deliverables & Clause <ul style="list-style-type: none"> <li>Provide a FAME+ comprehensive report on the meetings conducted, including immediate sales or inquiries if any, and buyer feedback and recommendations.</li> <li>Shoulder expense necessary to reach targets and the specified deliverables of a marketing agent. This includes but is not limited to communication expense, social media boosting expense, and paid ad expense.</li> <li>Should the market agent fail to meet the target number of buyer recruitment and/or any of the business meetings and other deliverables that are required, below are the suggested computation for the deductions:                             <table style="margin-left: 40px;"> <tr> <td>For every FAME+ buyer</td> <td style="text-align: right;">Php6,563.00</td> </tr> <tr> <td>For every FAME+ Market Days buyer with 2 business matching meetings</td> <td style="text-align: right;">Php12,375.00</td> </tr> </table>                             The hired marketing agent may also be allowed to request contract extension until the end of 2022 in order to fully deliver clauses under Buyer Recruitment and Vendor B2B Preparation.                         </li> </ul>				For every FAME+ buyer	Php6,563.00	For every FAME+ Market Days buyer with 2 business matching meetings	Php12,375.00
For every FAME+ buyer	Php6,563.00						
For every FAME+ Market Days buyer with 2 business matching meetings	Php12,375.00						
<b>BUDGET</b> The Total Contracted Price of this requirement is <b>NINETEEN THOUSAND US DOLLARS OR A TOTAL OF NINE HUNDRED SEVENTY-SEVEN THOUSAND FOUR HUNDRED FIFTY-FIVE PESOS (US\$19,000.00 or a Total of Php972,455.00)</b> inclusive of applicable taxes charged to Manila FAME (Hybrid) + OTF budget							

TOTAL AMOUNT IN WORDS:	Php
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Very truly yours,  
  
**ATTY. ANNA GRACE I. MARPURI**  
 OIC-DM, CS Department  
 CONFORME:   
 (RE)CREATE CO., LTD.  
**NICOLAI JEAN-FFRANCOIS**  
 Name & Signature of Contractor/Supplier  
 Date 17/03/2022

BUR No. **MFO22-21121029**  
 DATE 12/21/2021  
 AMOUNT **Php977,455.00 or US\$19,000.00**  
 Funds Available:  
  
**MALERNA C. BUYAO**  
 Chief Controllership Division

Recommended by:  
  
**ANNA MARIE D. ALZONA**  
 Chief TIDS  
 Approved by:  
  
**PAULINA SUACO-JUAN**  
 Executive Director

# JOB ORDER

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## HIRING OF INTERNATIONAL FASHION BUYER MARKETING AGENT FOR FAME+ 2022

### PAYMENT TERMS

Payment for the hired marketing agents shall be made in the following schedule:

PAYMENT	PROPOSED DELIVERABLES	REQUIREMENT
20% of the contract price	<ul style="list-style-type: none"> <li>Upon submission of concept of buyer activity &amp; proposed points of action for recruitment and buyer campaign for FAME+ &amp; FAME+ Market Days</li> </ul>	<ul style="list-style-type: none"> <li>Concept Proposal</li> </ul>
40% of the contract price	<ul style="list-style-type: none"> <li>Initial execution of the submitted Concept Proposal</li> </ul>	<ul style="list-style-type: none"> <li>Progress report on buyer recruitment and campaign</li> </ul>
40% of the contract price	<ul style="list-style-type: none"> <li>Completion of deliverables stated in the Concept Proposal</li> </ul>	<ul style="list-style-type: none"> <li>Final report with recommendations, buyer feedback re. FAME+, and buyer feedback re. B2B sessions.</li> </ul>

### Period of Engagement:

Upon signing of Approved Job Order until December 31, 2022.

TOTAL AMOUNT IN WORDS **NINETEEN THOUSAND US DOLLARS OR A TOTAL OF NINE HUNDRED SEVENTY-SEVEN THOUSAND FOUR HUNDRED FIFTY-FIVE PESOS** **Php 977,455.00 or US\$19,000.00**

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AMOUNT **Php977,455.00 or US\$19,000.00**

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 Chief, Controllership Division

Recommended by:

**ANNA MARIE D. ALZONA**  
 Chief, OG1 OTF

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**PAULINA SUACO-JUAN**  
 Executive Director