

Republic of the Philippines
Department of Trade and Industry
CENTER FOR INTERNATIONAL TRADE EXPOSITIONS AND MISSIONS
Golden Shell Pavilion, Roxas Blvd. Cor. Gil Puyat Ave., Pasay City

Solicitation No.: CITEM-2020-0121

**NOTICE TO CONDUCT PROCUREMENT OF GOODS
AND SERVICES, INFRASTRUCTURE PROJECTS, AND CONSULTING
SERVICES TO BE PROCURED AND PERFORMED OVERSEAS**

Pursuant to GPPB-Resolution No. 28-2017 dated 31 July 2017, the Center for International Trade Expositions and Missions (CITEM), through its Bids and Awards Committee (BAC), hereby issues this Notice for:

**HIRING OF SALES AGENT & MARKETING SPECIALIST FOR
PHxTOKYO 2020-2021 PROGRAM**

(Please see attached Request for Quotation and Terms of Reference for more details.)

**Approved Budget of the Contract:
PHP 4,935,000.00 or JPY 10,705,000.00**

For inquiries, please contact the CITEM Bids and Awards Committee Secretariat, at telephone no. 8312201 local 309/218 or fax no. 834-0177/8331284 or e-mail at citembac@citem.com.ph.



ATTY. ANNA GRACE I. MARPURI
Chairman, CITEM-BAC



REQUEST FOR QUOTATION (OVERSEAS PROCUREMENT)

Company Name: _____
 Address: _____
 Contact No.: _____
 Gentlemen:

Date: 8-Oct-2020
 RFQ No: 2020-0121

Please quote hereunder your lowest possible price(s) for the following article(s)/work(s) which are urgently needed by this office. It is requested that the quotation be sealed, signed and stamped in an envelope and submitted to CITEM BAC or in a compressed folder at citembac@citem.com.ph.


Schedule of Opening of Bids: 14 October 2020 Venue: Online via Microsoft Teams or Zoom Time: 2:00 PM

QUANTITY	UNIT	ARTICLE / WORK / DESCRIPTION / SPECIFICATION	UNIT PRICE	AMOUNT
		HIRING OF SALES AGENT & MARKET SPECIALIST FOR THE IMPLEMENTATION OF PHX TOKYO 2020-2021		
		<i>Please see attached Terms of Reference for more details.</i>		
		The <i>Notice of Award</i> shall only be issued to the lowest calculated bidder who has complied with the following documentary requirements below, submitted in an enclosed, sealed and properly labeled envelope or compressed folder:		
		<i>Qualitative Evaluation Documents:</i>		
		> Company / Business Profile		
		> Portfolio with List of Brands		
		> List of Clients		
		> Curriculum Vitae of representatives		
		Bidders shall submit these documents, on the above stated date and time, either on the following:		
		a. Physical Submission at the CITEM Office, Golden Shell Pavilion, Roxas Blvd. cor. Gil Puyat Ave., Pasay City, or		
		b. As highly encouraged, submission to the BAC Secretariat through online at citembac@citem.com.ph . A password protection maybe inflicted in the compressed folders to ensure security of the documents. The password for the must be disclosed an hour before the date and time of the Opening of Bids indicated above.		
		APPROVED BUDGET FOR THE CONTRACT: <u>PHP 4,935,000.00 or JPY 10,705,000.00</u>		
		DEADLINE FOR SUBMISSION OF QUALITATIVE EVALUATION DOCUMENTS AND QUOTATION:		
		<u>13 October 2020, 05:00PM</u>		

Terms and Conditions:

- 1.) The above-quoted prices must be inclusive of all costs and applicable taxes. Prices shall be quoted in Philippine Peso or US Dollar.
- 2.) Payment will be processed after receipt of invoice. Other terms of payment will be based on the Contract agreed by the Purchaser and Supplier.
- 3.) Any alterations, erasures or overwritings shall be valid only if they are signed or initialed by the bidder or his/her authorized representative.

The CITEM-BAC reserves the right to reject any or all bids offer and waive any defects therein and accept bid/s it may consider advantageous to the government.


ATTY. ANNA GRACE I. MARPURI
 BAC Chairman

TO: CITEM Bids and Awards Committee:

Per your request, I/We have indicated the prices of the above mentioned article(s)/work(s) on the unit price/amount column above. I/We also certify that we have read, understood and shall conform with the terms and conditions of this requirement.

 Date Submitted

 Signature over printed name of the Authorized Company Representative

Designation: _____

Telephone no.(s): _____

TERMS OF REFERENCE

Hiring of a Sales Agent & Market Specialist
for the Implementation of PHX TOKYO 2020-2021



I. BACKGROUND AND RATIONALE

PHX TOKYO is a program that aims to introduce Philippine fashion brands and companies to Japan, which is one of the top and fastest-growing fashion markets globally. According to the online news, insight, and research portal just-style.com, Japan is one of the world's largest fashion and apparel markets amounting to US\$67 Billion, next to the European Union and United States. This increasing demand, coupled with the economy's stability and profitability, makes Japan a highly exciting market especially to our young and emerging brands and designers.

As of recent years, there is an increasing interest in the Philippine fashion and design sectors among Japanese buyers, as evidenced by the Manila FAME buyer attendance. Next to the US, Japan has been consistently the top visiting country to Manila FAME. Because Japanese buyers value quality and unique designs, they are drawn to the distinct styles, innovations, and material manipulation exhibited by Filipino fashion designers, artists, and brands.

However, despite Japan being a top importer, the behavior of enterprises that is deeply rooted in centuries-old traditions make the market impenetrable. Based on experience, participating or setting up trade events in Japan needs to be further optimized. The major challenge encountered by Filipino manufacturers and designers is the gap in the distribution channels. Japanese businesses largely operate in a trust-based system, and it is common knowledge that there are gatekeepers in the industry. Thus, the presence of a trusted agent is a major success factor in establishing a name in the market.

Japanese buyers, specifically for the fashion sector, value exclusivity and discreteness. Hence, the project will follow a format that is slightly different than CIETM's participation in international trade fairs. To successfully carry out a project with a different format, a reputable Japan-based fashion sales agent & market specialist will be engaged. The firm, as the local partner, should be an expert in market research, dealing with potential partners and customers, distribution outlets, and market opportunities. Hence, it will be able to help create a holistic and strategic approach to help local fashion brands and companies to produce for and introduce themselves to the market.

II. OBJECTIVES

The objectives for hiring a sales agent & market specialist for the implementation of the program are:

1. To capacitate and create awareness among select ten (10) Philippine fashion brands and designers on Japan market background, behavior and preferences and to equip them with strategies on how to penetrate the Japan fashion market through mentoring sessions;
2. To expand exposure of Philippine fashion brands and designers to the increasingly growing Japan market and to benchmark market opportunities in the Japan fashion industry;
3. To increase awareness of Philippine fashion brands, designers, and artists and their rich design, artistry, and innovation among the Japan fashion scene through media exposure; and
4. To leverage on the brand of a notable agency who has the knowledge and experience in the international fashion design market, specifically in Japan, to effectively reach out to the target buyers.

III. SCOPE OF WORK AND DELIVERABLES

To meet the above objectives, CITEM is engaging a Japan-based firm as a sales agent & market specialist for the PHX Tokyo 2020-2021 program. Below are the components of the program and the specific deliverables of the sales agent & market specialist.

A. Mentorship, Management and Consultancy

The Contracted Firm, as experts on the Japan fashion industry, will conduct mentoring sessions and provide consultancy to equip the ten participants brands with both basic and advanced knowledge and skills design- and business-wise.

Deliverables:

1. Participant Recommendation (October 2020)

The Contracted Firm must scout on its own, select, and recommend young and emerging Filipino fashion brands and designers to participate in the program. Each brand/designer will be required to submit their company profile, brand story, and portfolio. The requirements will be qualitatively reviewed and assessed by the Contracted Firm, as the expert on the market, based on the appropriateness of their brands and products to the target buyers. However, the recommended participants are still subject to CITEM's approval. The Firm must complete a total of ten (10) CITEM-approved fashion brands and designers to participate in the program.

2. Mentoring Sessions (October 2020 – May 2021)

- a. The Contracted Firm must come up with a **mentoring module** that includes the topics to be covered, format, as well as the timeline. The mentoring module shall be approved by CITEM, and any changes and modifications recommended by CITEM should be applied.
- b. The Contracted Firm will conduct at least **three (3) pre-scheduled one-on-one online coaching with each brand/designer** or a total of thirty (30) one-on-one sessions to discuss the creation and progress of the brand collections; at least **two (2) group lectures** to discuss market background including consumer behavior and preferences, creating line sheets, and proper etiquette in dealing with buyers; and **consultations** from the beginning of engagement until the exhibition slated on 7-9 July 2021, upon the request of the participant.

3. Mentoring Sessions Report (May 2021)

The Contracted Firm will prepare a report on the mentoring sessions conducted upon completion.

4. Product Collection Direction (October 2020 – May 2021)

The Contracted Firm will work with each participant to produce a complete collection for the exhibition. The Contracted Firm may require the participants to make use of existing products and designs, tweak them, or produce new ones based on the overall creative direction of the collection in accordance to the target market's preference.

The Contracted Firm will assist each participating brand/designer to create a full collection: 15 full looks for clothing brands composed of 25-40 apparel pieces, and 25-40 pieces for accessories.

B. Content Creation for FAME+

The Contracted Firm shall create a content for FAME+, Manila FAME's digital trade platform that will be launched in October 2020, in relation to the PHX Tokyo Program.

Deliverables:

1. *Content Plan and Calendar (October 2020)*

The Contracted Firm will submit a proposed content plan for FAME+ to be approved by CITEM. The plan must include one content per month, from October 2020 to June 2021. The content plan should include the topic, format, length, and schedule.

2. *Production of Content (October 2020 – May 2021)*

Once approved, the content, which will follow a variety of formats, – from live webinars, pre-recorded lectures, and blog posts – should be produced by the Contracted Firm. CITEM will provide any necessary technical requirements and platforms as part of Special Events, but the Contracted Firm will be in charge of assigning resource persons without additional cost to CITEM.

C. Showroom Exhibition

As a culminating activity, the Contracted Firm must be able to organize a 3-day showroom presentation, on 7-9 July 2021, in Tokyo, Japan, where each of the participants will have a dedicated space for their collection.

Deliverables:

1. *Exhibition Plan (November – December 2020)*

The Contracted Firm must present an exhibition plan that includes the proposed location of the exhibition, exhibition concept, space layout and design, and overall creative direction of the collection presentation to be approved by CITEM.

2. *Location (December 2020)*

The Contracted Firm must secure a space of approximately 200sqm located within the Tokyo Metropolitan district. The space should be accessible and spacious.

3. *Exhibition Design and Construction (June – July 2021)*

The Firm is responsible for designing and arranging the space based on the approved concept. Construction and renovation of space, if necessary, shall also be carried out by the Contracted Firm without additional costs to CITEM.

4. *Product Curation and Direction (June – July 2021)*

The Contracted Firm must be able to weave the collections of the different brands/designers into a comprehensive and cohesive story within the space. Each participant must have a dedicated space to showcase the entire collection that is produced: 15 full looks for clothing brands composed of 25-40 apparel pieces, and 25-40 pieces for accessories.

F. After Sales Care

All orders made during and up to a week after the showroom presentation shall be handled by the Contracted Firm, including the shipment of items from Manila to Tokyo, provided that shipment to Japan will be made not later than December 15, 2021.

Once products are received from the companies, the Contracted Firm shall be in charge of: warehousing, quality control check, product scanning, washing translation and tagging, coordination of shipments to individual retailers within Japan, and constant communication with buyers.

G. Assessment

The Contracted Firm must submit a post-event report detailing the results of the project, including orders placed and to be completed with the help of the Firm as well as the orders that are under negotiation, within 30 days after the showroom exhibition.

IV. EVALUATION BY THE TECHNICAL WORKING GROUP

The interested bidder should undergo Qualitative Evaluation, based on the parameters below. A minimum score of **85 points** is required to be considered for the financial bid.

Qualifications	
With over ten (10) years of work/business experience and proven track record working in the Japan fashion industry; <i>Required Document/s: Company / Business Profile</i>	35 points
Should have handled and managed local and international fashion brands and collections; <i>No. of fashion brands and collections:</i> <ul style="list-style-type: none"> • Over 15 brands (35 points) • 11-15 brands (25 points) • 6-10 brands (15 points) • 1-5 brands (5 points) <i>Required Document/s: Portfolio w/ List of Brands</i>	35 points
Should have had experience as consultant for local and international fashion brands on retail, marketing, communication strategies, merchandising, and event management; <i>Required Document/s: List of Clients</i>	20 points
Reputation, influence and impact in the fashion industry <ul style="list-style-type: none"> ▪ Past and current relationship/industry affiliations with key players/ influential personalities/media (5 points) ▪ Relevant contributions to the fashion industry (e.g. publications, speaking engagements) (5 points) <i>Required Document/s: Curriculum Vitae of representatives</i>	10 points
TOTAL	100 points

V. PERIOD OF ENGAGEMENT

The contracted market specialist / sales agent will be engaged from the issuance of Notice of Award to July 2021.

A separate contract between the Firm and each of the participants shall be drawn to ensure that both parties perform duties after CITEM's engagement with the Firm including after-sales. It is recommended that the terms of the contract be reviewed and approved by CITEM.

VI. ESTIMATED BUDGET

Total Budget: PHP 4,935,000 or JPY 10,705,000 (inclusive of taxes)

Procurement Mode: Negotiated Procurement (Overseas Procurement)

Breakdown of Cost Estimate Basis:

Deliverables	
Mentorship, Management and Consultancy	PHP 1,850,000
Content Creation for FAME+	200,000
Showroom Exhibition Set-Up including space rental, construction, and design, and showroom cost per company	1,885,000
Launch Proper including set-up, catering, invitations, and other promo materials	500,000
Media Partnership	500,000
TOTAL	PHP 4,935,000

Conversion: 1 PHP = JPY 0.461

VII. CONDITIONS OF PAYMENT

Budget for the hiring services of the sales agent & market specialist is Four Million, Nine Hundred and Thirty-Five Thousand Pesos (Php 4,935,000) only or Ten Million, Seven Hundred and Five Thousand Japanese Yen (JPY 10,705,000), inclusive of all taxes, to be charged to CITEM budget for PHX Tokyo 2020-2021.

Payment shall be processed based on the following terms:

- 40% upon submission of Mentoring Module and conduct of at least one individual mentoring session for each of the participants and one group mentoring session; submission of FAME+ Content Plan and Calendar and publishing of at least two content for FAME+; submission of the Exhibition Plan; and shortlist of possible locations;
- 30% upon the completion of the mentoring sessions and submission of the Mentoring Sessions Report; publishing of 80% of FAME+ content; reservation of space location; and finalization of media tie-up;

- 30% upon completion of the project and submission of the post-event report within 30 days after the event launch.

Prepared by:



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Operations Group 1

Noted by:



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Executive Director

