

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-2019-0250

**REQUEST FOR QUOTATION
(NEGOTIATED PROCUREMENT – SMALL VALUE PROCUREMENT)**

The Center for International Trade Expositions and Missions (CITEM) invites all interested parties to submit quotation for:

**HIRING OF EVENT PRODUCTION OUTFIT FOR CITEM'S
EXPORT PROMOTION BRIEFING AND MANILA FAME
OCTOBER 2019 MEDIA PREVIEW**

Please see attached Terms of Reference for more details.

Approved Budget	: PHP 980,000.00
Deadline of Submission of Eligibility Documents and Financial Bid	: 23 September 2019, 05:00PM
Opening of Bid	: 24 September 2019, 02:00PM

The Notice of Award shall only be issued to the lowest calculated bidder who has complied with the following documentary requirements below, enclosed on a sealed and properly labeled envelope:

Eligibility Documents (1st Envelope)

1. Mayor's Permit for the current year or for individuals, BIR Certificate of Registration
2. Valid PhilGEPS Registration Number (evidenced by a certificate or screen shot)

PhilGEPS Certificate of Platinum Membership may be submitted in lieu of Mayor's Permit and PhilGEPS Registration Number.

3. Latest Income or Business Tax Return stamped and received by BIR
4. Notarized Omnibus Sworn Statement
5. Notarized Special Power of Attorney, Notarized Secretary's Certificate or Board/Partnership Resolution for partnership, corporation, cooperative, or joint venture, whichever is applicable

Financial Bid (2nd Envelope)


- Quotation using the attached Request for Quotation (RFQ) Form duly signed by the authorized representative.

Kindly submit these documents to the BAC Secretariat, CITEM, Golden Shell Pavilion, Roxas Blvd. cor. Gil Puyat Ave., Pasay City on the above stated date and time.

A payment of non-refundable fee of Five Hundred Pesos (Php 500.00) may be paid at the CITEM Cashier Office for the bidding documents.

CITEM-BAC reserves the right to reject any or all bids disadvantageous to, waive any formality or accept such bids as may be considered advantageous to the government. Further, CITEM-BAC assumes no obligation whatsoever to compensate or indemnify the bidders for expenses or losses that may be incurred in participating in this bidding.

For inquiries, please contact the CITEM Bids and Awards Committee Secretariat, at telephone no. 8312201 local 309 or email at citembac@citem.com.ph.



ATTY. ANNA GRACE I. MARPURI
Chairman, Bids and Awards Committee



REQUEST FOR QUOTATION

- Shopping with ABC of Php 50,001 and above Small Value Procurement with ABC of Php 50,001 and above
 Lease of Real Property and Venue Others : _____

Date: 19-Sep-19

RFQ No: 2019-0260

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

Gentlemen:

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.

Schedule of Opening of Bids: 23 September 2019 Time: 02:00PM Venue: Meeting Room 1

QUANTITY	UNIT	ARTICLE / WORK / DESCRIPTION / SPECIFICATION	UNIT PRICE	AMOUNT
1		HIRING OF EVENT PRODUCTION OUTFIT FOR CITEM'S EXPORT PROMOTION BRIEFING AND MANILA FAME OCTOBER 2019 MEDIA PREVIEW		
		<i>Please see attached Terms of Reference for more details.</i>		
		Approved Budget: <u>PHP 980,000.00</u>		
		Deadline of Submission of Bid is on <u>Sept. 23 2019, 5:00PM</u>		

Terms and Condition:

- 1.) Delivery period: _____ working days upon acceptance of Purchase/Job Order.
- 2.) Bid price must be inclusive of Value Added Tax.
- 3.) Payment will be processed after receipt of invoice. Other terms of payment will be based on the Contract agreed by the Purchaser and Supplier.
- 4.) Any alterations, erasures or overwritings shall be valid only if they are signed or initialed by the bidder or his/her authorized representative.
- 5.) Required documents, if any, must be submitted within 3 Days after receipt of notice.

The CITEM-BAC reserves the right to reject any or all bids offer and waive any defects therein and accept bids 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 (TOR)
HIRING OF AN EVENT PRODUCTION OUTFIT
FOR CITEM'S EXPORT PROMOTION BRIEFING AND MANILA FAME OCTOBER 2019
MEDIA PREVIEW

I. BACKGROUND

The Center for International Trade Expositions and Missions (CITEM), the export promotion arm of the Department of Trade and Industry (DTI), is mandated to promote the Philippines as a reliable source of quality export products and services as it leads Philippine companies in the global market through trade fairs, missions and other marketing initiatives. CITEM organizes professionally managed and locally held signature events as well as international trade fair participation in key cities worldwide.

Through their export-oriented events, CITEM has supported the livelihood of thousands of local micro, small and medium enterprises (MSMEs) through linkages with local designers or innovators to create new product collections and showcase in a professionally managed platform their export products to the global market.

As one of CITEM's signature events, Manila FAME stands as the Philippines' premier design and lifestyle event that promotes the country as a reliable sourcing destination for high-quality and design-oriented home, fashion, holiday, architectural and interior products. Held for more than three decades, Manila FAME has helped in developing, nurturing and promoting globally competitive MSMEs, exporters and manufacturers in the Philippines.

II. RATIONALE

As the export promotion arm of DTI, CITEM is keen to strengthen its network with its stakeholders to better perform its function to promote local MSMEs for the global market and continue building the brand of the Philippines as a premier sourcing destination for quality export products and services.

Towards this strategic direction, CITEM recognizes the need to organize an Export Promotion Briefing and Manila FAME Media Preview slated on the October 1, 2019. Under the Export Promotion Briefing, CITEM will present to its stakeholders, particularly the local MSMEs, business support organizations (BSOs) and government partners, the current export market trends, demands and prospects in key export markets and relevant CITEM-led signature events and trade show for 2020. The goal of the Export Promotion Briefing is to relay to its stakeholders the lucrative export opportunities in key export markets to help them make an informed decision in joining CITEM-led activities and further strengthen CITEM's image as DTI's export promotion arm.

As part of its signature event publicity and promotions, CITEM will also organize a Media Preview for Manila FAME in conjunction with the Export Promotion Briefing. Held on the same day of the Export Promotion Briefing, the Media Preview will be organized with digital media outlets and online influencers as part of CITEM's direction towards strengthening its digital media promotions.

Towards these initiatives, CITEM intends to hire an event production outfit that shall provide the venue and other logistical requirements for the (1) Export Promotion Briefing and (2) the Media Preview which should be in line with the communications strategy of CITEM and overall concept of Manila FAME as the country's premier design and lifestyle show.

The event production outfit shall ensure that the logistical preparations of the two events will be executed based on the agreed timeline in coordination with the CITEM management.

III. OBJECTIVES

Events	Objectives
Export Promotion Briefing	To further establish CITEM as a source of market trends and trade insights, as well as strengthen its ties among its stakeholders
	To increase understanding and awareness among relevant stakeholders on CITEM-led signature events and overseas trade fair (OTF) participations
	To attract more exhibitors/participants in CITEM-led signature events and OTF participations
	To allow CITEM stakeholders to strategize their participation in CITEM-led signature events and OTF participations
Media Preview	To tap and inspire digital and media influencers to craft and publish multimedia content about Manila FAME and its stakeholders, particularly about the stories of Filipino craftsmanship and export products
	To widen Manila FAME's reach and strengthen its branding in various digital platforms in the Philippines as the country's premier source of quality export products and services
	To strengthen CITEM's content-driven promotion to attract more buyers and visitors to sign up for Manila FAME

IV. PERIOD OF ENGAGEMENT

The service firm shall be contracted from September to October 2019 or within two (2) months upon awarding of a bid by CITEM Bids and Awards Committee (BAC).

V. SCOPE OF WORK AND DELIVERABLES

Scope of Work	Deliverables	Specifics
Export Promotion Briefing (200 pax)	Co-organize an Export Promotion Briefing with the CITEM Management	<p>In line with CITEM's event concept and target audience, the event production outfit shall submit an action plan for the event slated on October 1 for 200 pax: 100 in the morning and 100 in the afternoon.</p> <p>Under this action plan, the event production outfit shall produce the event with requirements, that includes, but not limited to:</p> <ol style="list-style-type: none"> (1) Venue with stage platform and podium, design props, overall physical styling and arrangement, complimentary water, coffee and wifi, as well as notepads and pens or pencil. The venue must be at a conference hall in a 5- to 4-star hotel or an events space area in Makati City pegged at venues like Makati Diamond Residences or Whitespace. (2) Audio-visual equipment which includes stage lights and sound system, 9x12ft LED Wall or projector screen with live food and recording, 3 microphones; (3) Food and beverages for 200 pax: <p>For 10:00-12:00 PM morning session (100 pax): AM snacks (1 food variant with complimentary water) and Lunch Buffet (5 food variants with complimentary water and iced tea).</p> <p>For 1:00-3:00 PM afternoon session (100 pax): Afternoon Snacks (2 variants of snacks with complimentary water and iced tea).</p> <ol style="list-style-type: none"> (4) One (1) Emcee/host and one (1) moderator, voice over; (5) At least four (4) food catering attendants and table distributor (6) At least two (2) Ushers and usherettes; (7) At least three (3) Technical Staff and Production Staff;

<p>Media Preview (80 pax)</p>	<p>Co-organize a media preview to promote Manila FAME with the CITEM Management and its contracted Digital PR Agency</p>	<p>The media preview shall be held at 4:00-7:00 PM on the same date and venue of the Export Promotion Briefing. The event production outfit must coordinate with the Digital PR Agency hired by CITEM, which will provide the event concept and program flow, and manage the media preview.</p> <p>The event production outfit must be responsible for the handling and payment of the overall logistics of the event, such as, but not limited to:</p> <ol style="list-style-type: none"> (1) Venue with stage platform and podium, design props, overall physical styling and arrangement and complimentary water, coffee and wifi. The venue must be at a conference hall in a 5- to 4-star hotel or an events space area in Makati City pegged at venues like Makati Diamond Residences or Whitespace. (2) A separate and more intimate adjacent space at the venue of the Export Promotion Briefing must be provided to accommodate 80 pax for networking cocktail. (3) Audio-visual equipment which includes stage lights and sound system, 9x12ft LED Wall or projector screen with live feed and recording, 3 microphones; (4) Six (6) variants of light cocktails/hors d'oeuvre; (5) One (1) Emcee/host; (6) At least three (3) food catering attendants and table distributor (7) At least two (2) Ushers and usherettes; (8) At least three (3) Technical Staff and Production Staff;
<p>Updating and Coordination</p>	<p>Event Updates</p>	<p>As part of administrative support, the event production outfit shall (1) develop an action plan and breakdown on necessary logistics and provide timely feedback/status of preparations to CITEM; (2) coordinate with CITEM on the overall execution of the event, promotion, as well as budget allocation; (3) follow the creative direction provided by CITEM and its contracted Digital PR Agency, and (4) the event production outfit shall maintain an efficient filing and referencing system of all documents.</p>
<p>Post-Event Report</p>	<p>Submission of Event Report and Feedback</p>	<p>The event production outfit shall submit to CITEM a post-event report of the Export Promotion Briefing and Media Preview within fifteen (15) working days after the Export Promotion Briefing and Media Preview.</p>

VI. RESPONSIBILITIES OF CITEM AND EVENT PRODUCTION OUTFIT

EVENT PRODUCTION OUTFIT

1. Designate one (1) project coordinator to ensure the timely delivery of outputs and coordination with CITEM, through the Communications Management Division (CMD), as well as, the contracted Digital Public Relations (PR) Agency, during the contract period.
2. Submit an action plan three (3) working days after the issuance of job order (JO). The action plan must include the necessary logistical requirements and budget breakdown for the Export Promotion Briefing and the Media Preview. The action plan shall also be in line with CITEM's overall event concept of the Export Promotion Briefing and is subject for review and approval of CITEM Management.
3. Ensure consistency with the overall objective and concept of the Export Promotion Briefing based on CITEM's concept and mandate; and Media Preview based on Manila FAME's branding and messaging.

4. Provide and shoulder all costs of necessary personnel, facilities, accommodation, production equipment and setup, and conduct all necessary preparatory and other activities to accomplish the agreed scope of work and deliverables, i.e., venue and caterer, event planning and coordination and multimedia and audio-visual production. Any additional costs incurred relative to any aspect of the event shall solely be charged to the Event Production Outfit;
5. Regularly coordinate with CITEM and contracted Digital PR Agency during project duration to discuss activities, issues and other concerns related to the event;
6. Submit reports detailing work progress, issues and concerns, and recommended next steps in relation with the project at no additional cost to CITEM;
7. Provide meals and accommodation for their onsite staff for the whole duration of the conference and media preview, including ingress and egress period;
8. All event preparations and proceedings should be treated with full confidentiality and may not be shared by any other party aside from CITEM;
9. A post-event report should be submitted to CITEM within fifteen (15) days after the event. The final post-event report should be submitted in a printout with a printable document file in a USB drive.

CITEM

1. Provide all information and materials needed to accomplish the scope of work, including event concept for Export Promotion Briefing and Manila FAME's Marketing and Communications (MarComm) brief for Manila FAME Media Preview.
2. Review and approve all materials and deliverables produced by the Event Production Outfit;
3. Provide at least two (2) support staff to coordinate with the Event Production Outfit;
4. Provide necessary pre-work and post-work files, materials and information to the event production outfit;
5. Provide final copies of the speeches, messages and presentation materials for the speakers and resource person/s to the event production outfit;
6. Issue a Certificate of Completion within five (5) working days upon the submission of a full post-event report for the full payment of the services.

VII. DOCUMENTARY REQUIREMENTS

CITEM will conduct a procurement process per Republic Act (RA) 9184. The contract shall be awarded to the lowest calculated and responsive bidder.

VIII. PAYMENT TERMS

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

Milestones	Date of Payment	Payment %
Approval of action plans for CITEM Export Promotion Briefing and Manila FAME Media Preview (fourth week of October 2019)	Thirty (30) working days after approval of action plan.	20%
Co-organizing and facilitation of CITEM Export Promotion Briefing and Media Preview (first to second week of October 2019)	Thirty (30) working days after event and after submission of procurement proof.	30%
Submission of post-event report of CITEM Export Promotion Briefing and Manila FAME Media Preview (Fourth week of October 2019)	Thirty (30) working days after submission of post-event report.	50%
Total		100%

IX. ESTIMATED BUDGET

The above expense shall be charged to the Events Management and Production Services under IP-Corporate Communications 2019 budget with a total maximum budget allotment of Nine Hundred Eighty Thousand Pesos (Php 980,000.00).

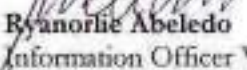
X. OTHER TERMS AND CONDITIONS

1. The Agency estimate Approved Budget of Contract (ABC) for the project is Nine Hundred Eighty Thousand Pesos (Php 980,000.00) inclusive of all applicable taxes, commissions, bank charges and other fees as may be incurred in the process.
2. All multimedia content and original materials (raw and edited) conceptualized and produced in conjunction with this event production contract shall be owned by CITEM, with full and exclusive rights, relative to the future use thereof both in the Philippines and internationally. This should be submitted to CITEM in a portable hard drive/s provided by the winning bidder.
4. All material/s produced by the winning bidder should be original and aligned to CITEM's mandate.
5. The winning Event Production Outfit shall be subject to the assessment by CITEM according to the effectiveness of delivery of any part or phase of the project. CITEM reserves the right to terminate the services of the winning bidder should any part of the deliverables be unsatisfactory.

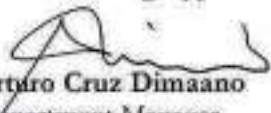
Prepared by:


Timothy P. Alcantara
 Information Officer III
 Communication Management Division

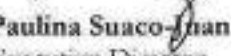
Noted by:


Ryanorlie Abeledo
 Information Officer V
 Communication Management Division

Recommending Approval:


Arturo Cruz Dimaano
 Department Manager
 CCSD

Approved by:


Paulina Suaco-Juan
 Executive Director