

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-2019-0328

**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 FOOD PHOTOGRAPHER WITH FOOD STYLIST FOR  
FOOD PHILIPPINES 2020 MARKETING COLLATERALS**

Approved Budget	: PHP 900,000.00
Deadline of Submission of Eligibility Documents, Financial Bid and Documentary Requirements for the Qualitative Evaluation	: 16 December 2019, 05:00PM
Opening of Bid	: 19 December 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 (1<sup>st</sup> 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 (2<sup>nd</sup> Envelope)*

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

*Qualitative Evaluation Documents (3<sup>rd</sup> Envelope - Clear Plastic Sleeve Folder)*

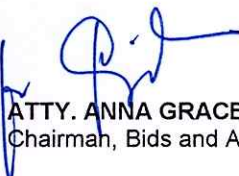
1. High quality printed portfolio with a minimum of 50 samples per photography in the field of food photography and others in a clear plastic sleeve folder or coffee table type of portfolio.
2. List of equipment with specifications that the photographer/s or company possess and intend to use in executing CITEM photography requirements. (to be included in the clear plastic sleeve folder)
3. Photographers/Company background with a profile of its clients (with contact person) within the last five (5) years. Samples of client usage is highly recommended e.g. photos used in publications and print material. (to be included in the clear plastic sleeve folder)

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. (02) 8-831-2201 local 309/294 or email at [citembac@citem.com.ph](mailto: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 : \_\_\_\_\_

Company Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
Contact No.: \_\_\_\_\_

Date: 10-Dec-19  
RFQ No: 2019-0328

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 Pre-Bid Conference: N/A Time: N/A Venue: N/A  
Schedule of Opening of Bids: 19 December 2019 Time: 2:00PM Venue: Meeting Room 1

QUANTITY	UNIT	ARTICLE / WORK / DESCRIPTION / SPECIFICATION	UNIT PRICE	AMOUNT
		Hiring of Food Photographer with Food Stylist for Food Philippines 2020 Marketing Collateral		
		<i>Please see attached Terms of Reference for more details.</i>		
		Approved Budget : <u>Php 900,000.00</u>		
		Deadline of Submission of Eligibility Documents and Financial Bid and Documentary Requirements for Qualification		
		: <u>16 December 2019, 05:00PM</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 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 FOOD PHOTOGRAPHER W/ FOOD STYLIST FOR FOOD PHILIPPINES 2020**

### **I. RATIONALE:**

The Center for International Trade Expositions and Missions (CITEM) is mandated to market and promote the Philippines as a reliable source of quality export products and services in the global market through trade fairs and missions and other export promotional programs. For this purpose, the Agency organizes professionally managed, locally held signature events as well as international trade fair participation.

For over 35 years, CITEM has established the country's image as a premier destination for quality export products and services and continues to set the highest standards of creativity, excellence and innovation to achieve export competitiveness in the international market.

With digital marketing as part of CITEM's major thrust for 2020, content marketing is now considered a vital aspect in executing the Agency's project. This whole new perspective in export promotion now starts via well-packaged and professionally managed and designed promotional collateral and ends 24/7 in the digital platform. With this new shift in promoting the Food Philippines as a brand, it is vital to have a rich archive of images in executive the Food Philippines' marketing initiatives for 2020.

This vision requires high-quality images that capture the country's heart and soul; lifestyle images that echo the country's intrinsic design inclination in everyday living; as well as images of gastronomic feast or ordinary dining experiences that spell tropical haven and paradise. This new content-driven marketing direction requires the services of high-end photographers that can do lifestyle and creative interpretations of ordinary things, people and situations, as well as highly styled food photography that captures the unforgettable flavors that the Philippines is serving in the world's table. These images will be used in CITEM's 2020 international promotions which includes fresh and processed food products, under the content development strategy which was moved by the Food Philippines project management team.

As a practice, CITEM's Visual Design Division (VDD) only hires photographers for its products offerings. For 2020, the agency's new direction in photography includes creating visually captivating scenes of food products, and this is achievable through collaborations with the best food stylists and production team who are experts in framing fresh and processed food products. Elevating the requirement for food photographers to those who can do food styling and creative rendering/interpretation of products, can help CITEM heighten the quality of projected end-result to that of art, an image worthy of the new design-led marketing direction and a step closer to the 2020 vision: creating a distinct Food Philippines brand.

### **II. OBJECTIVE:**

To hire an onsite official professional photographer w/ food stylist to do stylized food product photography during on a scheduled basis.

*Note: schedule will be discussed upon submission of the concept plan*

### **III. METHODOLOGY**

The following steps shall be adopted by Visual Design Division for the procurement of a Service Provider for professional photographer for the 2020 international participation in food-related events.

1. The procurement for the service provider shall be bid out using the quality method of procurement;
2. Bidders, who passed the pre-bidding requirements, shall be elevated to the qualitative mode of procurement;
3. Only bidders who passed the qualitative assessment with a score of 85% shall be allowed to submit their financial bid;
4. The following deductions shall be imposed on below par performance which will constitute delay in delivery, poor execution of work, substandard quality of services or non-compliance with the project outputs as indicated in these terms of reference resulting in a fair to satisfactory performance rating:
- 5.

Adjectival Rating	Percentage Deduction from Total Contracted Amount (PhP900,000 / VAT inclusive)
Satisfactory	10%
Fair	15%
Poor	No payment and subject to revocation of contract.

6. Winning bidder shall coordinate closely with Visual Design Division for the onsite photography requirements; and
7. Processing of payments shall be on a progressive type.

1 <sup>st</sup> payment	<b>December 2019</b> – awarding of the supplier  <b>January 2020</b> – Submission of the content plan	Submission and approval of the concept plans, shotlist, and timeline.	15% of the total payment inclusive of VAT
2 <sup>nd</sup> payment	Based on the approved timeline of the supplier	Execution and submission of the 1 <sup>st</sup> set of photoshoot (products to be shot will be based on the approved concept plan).	15% of the total remaining payment inclusive of VAT
3 <sup>rd</sup> payment	Based on the approved timeline of the supplier	Execution and submission of the 2 <sup>nd</sup> set of photoshoot (products to be shot will be based on the approved concept plan).	15% of the total remaining payment inclusive of VAT
4 <sup>th</sup> payment	Based on the approved timeline of the supplier	Execution and submission of the 3 <sup>rd</sup> set of photoshoot (products to be shot will be based on the approved concept plan)	15% of the total remaining payment inclusive of VAT
5 <sup>th</sup> payment	Based on the approved timeline of the supplier	Execution and submission of the 4 <sup>th</sup> set of photoshoot (products to be shot will be based on the approved concept plan).	15% of the total remaining payment inclusive of VAT
6 <sup>th</sup> payment	Based on the approved timeline of the supplier	Execution and submission of the 5 <sup>th</sup> set of photoshoot (products to be shot will be based on the approved concept plan).	15% of the total remaining payment inclusive of VAT
7 <sup>th</sup> payment	Based on the approved timeline of the supplier	Submission of the 1TB hard drive with all the photos.	10% of the total remaining payment inclusive of VAT
		<b>TOTAL:</b>	<b>100%</b>

#### IV. SCOPE OF WORK & OUTPUT

1. The photos will consist of the following:
  - a. Unlimited photo layout per session of premium photography with prop styling product shots per ingredient/food inclusive of props, food styling and cooking requirements;
    - i. Top shot
    - ii. Tight/close shot
    - iii. Full shot
  - b. Photographer with stylist shall present to CITEM concept plan of the actual shoot.
2. The layouts of high - resolution photo images in RAW and best JPEG format taken with, at least, a 24 mega pixel CMOS Camera.
3. **Raw copy** of photo images are to be submitted to CITEM **after photo every session** to be filled transferred to CITEM Visual Design Division
4. Photographer has to submit one (2) post-processed, of each REQUIRED shots. (To be included in the 1TB portable hard drive).
5. **Photographer shall deliver their edited/post-processed photos and other requirements among others 7 working days after the the last photo session.**

#### V. RESPONSIBILITIES OF THE SERVICE PROVIDER/S or SUPPLIER

1. Report directly to the Visual Design Division;
2. Ensures the fully satisfactory compliance of the scope of work and the delivery of the outputs stipulated in this project;
3. Provide the necessary equipment, tools, props and crew for the respective coverage. Additional crew members are at the discretion of the service provider/s, and at no extra cost to CITEM as client;
4. To treat images / concepts created or developed by reason of this engagement / contract with high confidentiality, such that these images shall not be used or published without the written consent of CITEM.
5. Products, ingredients and props should be provided by the photographer with stylist  
*(only exhibitor's products will be provided by CITEM)*
6. Venue or studio with complete lighting equipment should also be provided by the photographer with stylist

#### V. RIGHTS AND RESPONSIBILITIES OF CITEM

1. Facilitating the service provider/contractor to acquire access to the place, venue, or subjects identified for coverage;
2. Provide the shot list guide for the project/s to be undertaken;
3. Have exclusive ownership of all images/concepts created or developed by reason of this engagement/contract; and
4. Right to penalize, if deemed necessary, or deduct the contract price if violations are incurred, such as delay in delivery, quality of service, or non-compliance to the project outputs, among others.

## VI. MINIMUM QUALIFICATIONS STANDARD

1. Compliant with the requirements of CITEM's Bids and Awards Committee (BAC), in reference to government procurement or Republic Act 9184.
2. Has been in the line of business of photography for more than five (5) years and with a good track record with clientele in photography.
3. Has the expertise in the respective field of product photography, food styling and with an eye for capturing photos with high visual impact at minimal given direction.
4. Possession/Usage of the following equipment:
  - i. Professional Digital SLR Camera, with at least 24 megapixel CMOS Sensor Digital SLR;
  - ii. Wide, Normal and Zoom lens;
  - iii. Tripod and a set of studio lights and modifiers (softboxes, scrims, grids etc.) white and various colored backgrounds seamless paper background at least 6 ft. wide on stands for shooting big products like furniture, sculptures, etc.
  - iv. Light meter & wireless transmitter.
5. Has competent and technically-equipped assistant/s in photography.

## VII. EVALUATION SYSTEM

1. Interested bidders shall undergo a qualitative mode of procurement. The Qualitative Evaluation (QE) shall be made by an in-house panel composed of the CITEM Division and Department representatives.
2. For evaluation, the bidder shall:
  - i. Bidders are required to submit high quality printed portfolio with a minimum of **50 samples** per photography in the field of food photography and others in a clear plastic sleeve folder or coffee table type of portfolio. **(Bidders who failed to submit printed portfolio, shall not be included in the qualitative evaluation)**
  - ii. List of equipment with specifications that the photographer/s or company possess and intend to use in executing CITEM photography requirements. *(To be included in the clear plastic sleeve folder.)*
  - iii. Photographers/Company background with a profile of its clients (with contact person) within the last five (5) years. Samples of client usage is highly recommended. e.g. Photos used in publications and print material. *(To be included in the clear plastic sleeve folder)*
3. Only bidders who passed the qualitative mode of procurement with the score of 85% shall submit the bid documents

**VII. SELECTION CRITERIA**

PARAMETERS	NO. OF POINTS
The treatment and applicability of the photos for CITEM Food Philippines projects and requirements, e.g., likely photos we can use or want to use for print and press release materials.	<b>40</b> (highest point)
Image quality and aesthetic value of the photos, e.g., the framing, the choice of viewpoint, and ability to capture the mood or ambiance.	<b>30</b> (highest point)
Photographer or Company background / profile of the bidder together with a list of clientele with samples of photos done within the last 5 years. <i>(Present the company or venture set up with a list of projects and clients with samples.)</i>	<b>20</b> (highest point)
List of technical equipment with specifications and resources to be used in executing or rendering services for CITEM projects, e.g., camera unit/s, its accessories, equipment, props, computer type and its software, etc.	<b>10</b> (highest point)
<b>TOTAL</b>	<b>100</b>

Bidders with an average score of 85 and above points in the QE shall qualify for the Financial Bid. The bidder with responsive Financial Bid shall be considered the Official Photographer for this requirement.

**VIII. TOTAL ALLOTTED BUDGET:**

Nine Hundred Thousand Pesos (Php 900,000.00) inclusive of VAT.

**PREPARED BY:**

**RECOMMENDING APPROVAL BY:**



**MARIA PATRICIA P. BAGULBAGUL**  
Creative Arts Specialist III  
Visual Design Division



**ARTURO CRUZ DIMAANO**  
Department Manager III  
Creative and Communication Department

**APPROVED BY:**



**PAULINE SUACO-JUAN**  
Executive Director, CITEM

**FOOD PHILIPPINES 2020 PHOTOGRAPHER WITH FOOD STYLIST QUALITATIVE EVALUATION**

NAME OF RATEE: \_\_\_\_\_  
 NAME OF RATER: \_\_\_\_\_  
 DIVISION: \_\_\_\_\_  
 DATE: \_\_\_\_\_

**Kindly rate the prospective bidder/s using the following criteria:**

Bidders are required to submit high-quality printed portfolio with a minimum of **50 samples** per photography in the field of food photography and others in a clear plastic sleeve folder. **(Bidders who failed to submit printed portfolio, shall not be included in the qualitative evaluation)**

P A R A M E T E R S	RATER'S ASSIGNED POINTS	TOTAL
A. Treatment and applicability of the photos for CITEM projects and requirements:	<b>Not to exceed Total of 40 pts.</b>	
• Originality of the photos		
• Use of special technique/s		
• Lighting and composition		
• Balance in the entire photo		
B. Image quality and aesthetic value of the photos:	<b>Not to exceed Total of 30 pts.</b>	
• Subject and interest		
• Food Styling		
• Depth of field		
C. Photographer/Company background with a profile of its clients (with contact person) within the last 5 years. Samples of photo shot are highly recommended:	<b>Not to exceed Total of 20 pts.</b>	
• Company Profile (5 pts. or 0)		
• List of Company's Clients (5 pts. or 0)		
• Years of Experience as Photographer.	<b>SELECT ONE ONLY.</b>	
	5 years = 10 pts	
	1 - 4 years = 5pt	
D. List of technical equipment (with specifications) and resources to be used in executing or rendering services for CITEM projects:	<b>Not to exceed Total of 10 pts.</b>	
• Complete list of equipment used.		
<b>GRAND TOTAL</b>		

**NOTE:** Bidders with an average of **85 and above** points in the QE shall qualify for the financial bid.

PRINTED NAME & SIGNATURE OF RATER