

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-2019-0312

**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 the requirement:

**HIRING OF INTERNATIONAL PUBLICIST FOR THE
PHILIPPINE PARTICIPATION IN SALONE
INTERNAZIONALE DEL MOBILE 2020**

Approved Budget: USD 17,500.00 OR PHP 910,000.00

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

TERMS OF REFERENCE

Engagement of an International Publicist / Design Publication,
for the Philippine Participation in Salone Internazionale del Mobile 2020



I. BACKGROUND AND RATIONALE

CITEM shall organize a Philippine participation in Salone del Mobile on 21-26 April 2020 in Milan, Italy. Launched in Milan in 1961, Salone del Mobile is considered as the global benchmark event for the furnishing and design sector. It defines the Milano Design Week, which is the most important event for the international design community.

After missing the show for two consecutive years, from 2018 to 2019, CITEM intends this comeback to have a strong impact and to position the Philippines as a country that produces and nurtures brands with strong identity and distinct design sensibilities that appeal to the global markets.

To generate awareness on the Philippines' design capabilities, it is necessary to engage the services of an International Publicist from a reputable design publication. The International Publicist will present Philippine brands' creativity, craftsmanship strongly anchored on heritage and tradition, and innovation through gathering and creating content prior to the show. The content that will be shared to the publication's highly engaged audience.

In addition, as an authorized voice and industry leader in design, the International Publicist will also provide insights and guidance in crafting the strategy plan in the participation in Salone del Mobile.

The International Publicist will also craft a comprehensive story on the Philippine pavilion and the participating brands in Salone del Mobile leading up to the show proper and during the show proper. Ultimately, the content that will be created by the International Publicist will increase brand awareness, reach a larger audience, and assist in driving interest and future growth.

II. OBJECTIVES

The objectives for hiring an international publicist for the Philippine participation in Salone del Mobile are:

1. To increase global awareness of key Philippine brands and their rich design and craftsmanship;
2. To acquire insights and solicit strategies on how to plan and position the Philippines' comeback to Salone;
3. To highlight to the global audience the participation of Philippine brands in Salone del Mobile;
4. To develop creative content on Philippine design and Philippine brands participating in Salone targeted to a niche audience for optimal engagement and to be shared to international press; and
5. To leverage on the brand of a reputable agency/publication/ who has the knowledge and experience in the design industry to effectively reach to and communicate with its highly engaged audience.

III. SCOPE OF WORK AND DELIVERABLES

CITEM shall engage the services of a seasoned and reputable International Publicist or a Design Publication (entity or company) to amplify publicity for the Philippine participation in Salone del Mobile 2020.

Undertakings:

1. **Craft a comprehensive story on Philippine brands, designers, and manufacturers.** The International Publicist / Editor or Writer of the International Publication shall gather materials and create content highlighting the capabilities of Philippine manufacturers, the strengths of Filipino designers and the potential of emerging local brands targeted to a global audience.

- The article shall appear on the Design Publication homepage for at least 2 weeks and shall remain on the website indefinitely.
- The article shall be shared to the Design Publication's daily newsletter subscribers as soon as published.
- The article shall be shared to the Design Publication's weekly newsletter to subscribers the week following publication.

2. Share the crafted story above in the Design Publication's social media accounts upon publishing:

- 1 Instagram post
- 1 Instagram story
- 2 Facebook posts
- 1 share to Twitter
- 1 share to LinkedIn

3. Craft a story on the Preview of the Philippine Pavilion and key brands participating in Salone. The article will deliver a comprehensive preview of the Philippine Pavilion and other Philippine brands leading up to Salone.

- The article shall appear on the Design Publication's homepage for at least 2 weeks and remain on the website indefinitely.
- The article shall be shared to the Design Publication's daily newsletter subscribers as soon as published.
- The article shall be shared to the Design Publication's weekly newsletter to subscribers the week following publication.

4. Share the crafted custom story on the Philippine pavilion and Philippine brands in Salone del Mobile in the Design Publication's social media accounts:

- 1 Instagram post
- 1 Instagram story,
- 2 Facebook posts
- 1 share to Twitter
- 1 share to LinkedIn

Other Deliverables:

- Provide advice on the Philippine participation and presentation in Salone del Mobile, including identifying key brands with huge potential in the show.
- Offer consultation on how Philippine brands can penetrate key and emerging markets.

IV. PERIOD OF ENGAGEMENT

The international publicist will be engaged from the issuance of Notice of Award to April 2020.

V. ESTIMATED BUDGET

Total Budget	- PHP910,000
Procurement Mode	- Negotiated Procurement (Overseas Procurement)

VI. CONDITIONS OF PAYMENT

The contracted firm will be engaged as soon as awarded and shall be compensated Seventeen Thousand Five Hundred Dollars (USD 17,500) only or Nine-Hundred and Ten Thousand Pesos only (PHP910,000), inclusive of taxes. Payment shall be processed based on the following terms:

- 30% upon submission of content proposal including specific deliverables and timeline.
- 30% upon publication and sharing of the first full story on Philippine design for Manila FAME 2019 Event Review.
- 40% upon publication and sharing of the pre-Salone del Mobile story and submission of the summary of all content published.

Conversion: 1 USD = 52 PHP

Prepared by:



Ma. Pamela C. Parra
SP-STIDS
Home Lifestyle Division

Noted by:



Anna Marie R. Alzona
Division Chief
Fashion Lifestyle Division

Recommending Approval:



Atty. Anna Grace Marpuri
OIC-Department Manager
Operations Group 1

Approved by:



Paulina Suaco-Duan
Executive Director

