

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-2020-0115

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 CONTENT DEVELOPER FOR ITIM EXHIBITION IN MANILA

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

Approved Budget	: PHP 448,000.00
Pre-Bid Conference	: 24 September 2020, Thursday, 05:00PM
Deadline of Submission of Eligibility Documents, Financial Bid and Qualitative Evaluation Documents	: 28 September 2020, Monday, 05:00PM
Opening of Bids	: 29 September 2020, Thursday, 02:00PM

Conduct of *Pre-Bid Conference and Opening of Bids* shall be held virtually thru Microsoft Teams or Zoom and shall be open to all prospective bidders. The BAC Secretariat may be reached through email at citembac@citem.com.ph for request of these links.

The *Notice of Award* 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:

Eligibility Documents (1st Envelope / Compressed Folder)

1. Mayor's Permit for the current year or for individuals, BIR Certificate of Registration

Expired Mayor's permit with Official Receipt of renewal application, subject to submission of Business or Mayor's permit after award of contract but before payment, shall be accepted as alternate documentary document during community quarantine or similar restrictions declared, in accordance with GPPB Resolution 09-2020.

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

Unnotarized Omnibus Sworn Statement subject to compliance therewith after award of contract before payment shall be accepted as alternate documentary requirement during community quarantine or similar restrictions declared, in accordance with GPPB Resolution 09-2020.

5. Notarized Special Power of Attorney, Notarized Secretary's Certificate or Board/Partnership Resolution for partnership, corporation, cooperative, or joint venture, whichever is applicable

Unnotarized Special Power of Attorney or Unnotarized Secretary's Certificate or Board/Partnership Resolution are likewise accepted in accordance with ARTA Advisory No. 01 series of 2020 on the Advisory for the Adoption of Fast-Track Measures during the COVID-19 State of Calamity.

Qualitative Evaluation Documents (3rd Envelope / Compressed Folder)

- **Curriculum Vitae or Portfolio** that includes the following:
 - i. Relevant work experience in content creation/production and publication;
 - ii. Content created/produced/published in print and digital; and
 - iii. Brands that the company have worked with and awards / recognitions received

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 must be disclosed an hour before the date and time of the Opening of Bids indicated above.

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.


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: 17-Sep-2020

RFQ No: 2020-0115

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 submitted to CITEM BAC or in a compressed folder submitted at citembac@citem.com.ph.

Schedule of Pre-Bid Conference: <u>24 Sept. 2020</u>	Time: <u>2:00PM</u>	Venue: <u>Microsoft Teams / Zoom</u>
Schedule of Opening of Bids: <u>29 September 2020</u>	Time: <u>2:00PM</u>	Venue: <u>Microsoft Teams / Zoom</u>

QUANTITY	UNIT	ARTICLE / WORK / DESCRIPTION / SPECIFICATION	UNIT PRICE	AMOUNT
		HIRING OF CONTENT DEVELOPER OF ITIM EXHIBITION		
		<i>Please see attached Terms of Reference for more detailed requirements and scope of responsibility.</i>		
		APPROVED BUDGET FOR THE CONTRACT : PHP 448,000.00		
		DEADLINE FOR SUBMISSION OF ELIGIBILITY DOCUMENTS, FINANCIAL BID AND DOCUMENTARY REQUIREMENTS FOR THE QUALITATIVE EVALUATION : 28 September 2020, 05:00PM		

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) _____

E-mail: _____

TERMS OF REFERENCE
Engagement of a Content Developer
ITIM EXHIBITION
15 – 31 October 2020
Manila, Philippines



I. EVENT BRIEF

Title of Events	ITIM Exhibition in Manila
Dates	15 October – 31 October 2020
Location	Aphro Living Art/Design in Makati
Product Sector	Furniture/Lamps and Lighting/Home/Fashion
Area	100sqm
Total Budget	Php 448,000.00 (inclusive of taxes)

II. RATIONALE

CITEM shall organize an exhibition called ITIM: Material Manipulations in Black to be held in Aphro Living Art/Design in Makati from 15 October – 31 October 2020. ITIM exhibition is supposedly to be staged last April in Fuorisalone in Milan, Italy but, the show was deferred to April 2021 due to the COVID-19 pandemic.

This Manila exhibition of ITIM: Material Manipulations in Black will showcase 9 brands/companies from Fuorisalone 2020 and is geared towards marketing and promoting of the Philippines as a destination that reflects the presence of young, new design movement with innovative/design-driven and high value products.

Thus, it becomes necessary to effectively communicate the story of the participating brands via the digital platform to the different design/business stakeholders through engaging the services of a Content Developer.

The Content Developer to be hired must be capable of crafting strategic digital content/narratives to drive traffic, encourage engagement, and ensure audience retention through effective storytelling.

Storytelling is important in making authentic human connections and the better we are at it, the deeper connections we make. Thus, the Content Developer must be able to tell the big picture story that inspires and influences which go beyond the buzzwords but convey the visions like a real human. It is about inspiring others to follow our lead through the art of storytelling.

ITIM exhibition will be part of the special events in the Manila FAME + digital platform.

III. OBJECTIVES

To be engaged is a content developer and shall help CITEM to do the following:

1. To develop compelling and authentic storyline through research and interviews.
2. To develop a distinct language and tone of voice for the participants.
3. To create a content strategy and story angles and concept that value Filipino craftsmanship and imagination as manifested in our culture, living traditions and the environment.
4. To promote the participating Philippine brands through stories that are engaging, creative and informative.

IV. SCOPE OF WORK AND DELIVERABLES

MONTH	SCOPE OF WORK AND DELIVERABLES
	ITIM: Material Manipulation in Black Exhibition Manila
	Print and Digital Platform
Last week of September	- Submission of the Content Plan/Creative Direction
1 st week of October	- Concept paper about the exhibition which summarizes the essence/rationale of the ITIM Exhibition which will not exceed 1000 characters
1 st week of October to 2 nd week of October	- Develop copywriting for 2 press releases
2 nd week of October to last week of October	- Develop copywriting for 3 e-card campaigns
1 st to 2 nd week of October	<ul style="list-style-type: none"> - Development/Design of Website/Microsite To be embedded in the Manila FAME + digital platform following its platform, content systems, and other technical requirements subject to approval by CITEM and the outsourced developer of the Manila FAME + digital platform. <ul style="list-style-type: none"> • UI/UX Design. Creation of compatible UI/UX design for the website/microsite including strategy, ideation, concept work, and prototypes • Coordination and consultation with the Manila FAME + developer for best practices and principles alignment, front-end development, and implementation • Design must follow the Client's final branding system • Creation of a mini website/microsite housing the entire narrative of the exhibition and the approved direction by CITEM • Gallery feature with zoom in capabilities for the photos. - Development of Content for the Website/Microsite (Content Population) : <ul style="list-style-type: none"> Copywriting <ul style="list-style-type: none"> • Copywriting, copy editing and visuals for the main pages, following the UI/UX design. This will include a short write up about the brand, product descriptions/dimensions of all the products to be showcased. Photography <ul style="list-style-type: none"> • Responsible for the 1-day photography including shooting and post-processing to document the exhibition following the new normal • Provide their own transportation, protective gear/materials for the

	<p>team personal and environmental sanitation measures</p> <ul style="list-style-type: none"> • Zoom call shoot setup with the project management team • Submission 30 high-resolution photos of lifestyle shots and individual shots following shotlist pre-approved by Client to be submitted via Google Drive <p>Videography</p> <ul style="list-style-type: none"> • Responsible for the 1-day rate including shooting and editing, a one-camera set-up, and audio equipment • Included in editing are use of license free music, and the creation of custom OBBs and CBBs following the exhibition's main branding. • Provide their own transportation, protective materials for the team, personal and environmental sanitation measures • Zoom call shoot setup with the project management team • One (1) 90-second film in Client's preferred format • Two (2) 15-second films in 9x16 vertical format for social media
Late September to End December	- Management and Technical support for 3 months

V. EVALUATION

A qualitative evaluation shall be conducted based on the technical proposal below with a passing score of 90%. Only those who passed the qualitative evaluation shall have their financial bid opened.

Qualifications	Value Point
<p>Relevant experience of the company/individual as a creative strategist/ creative consultant/content creator in the area of creative writing/copywriting.</p> <ul style="list-style-type: none"> - 5 years and more (35 points) - 1 - 4 years (20 points) - No experience (0 points) <p>(Document Required: CV/Portfolio indicating relevant work experience in content creation/production and publication)</p>	35
<p>Quality of published content created/ produced in various multi-media formats showing effective and optimized content that:</p> <ul style="list-style-type: none"> - Have compelling and convincing storylines; - Have takeaway messages that are clear, consistent, innovative, and fresh 	35

(Document Required: CV/Portfolio presenting the content created/produced/published in print and digital)	
Reputation and influence in the community <ul style="list-style-type: none"> - Past and current relationship/industry affiliations with key players/ influential personalities - Awards/Recognition received (30 points) 	30
(Document Required: CV/Portfolio indicating the brands the company/individual have worked with and awards/recognitions received)	
TOTAL	100

VI. ESTIMATED BUDGET

Total Budget - PHP 448,000.00 (inclusive of all taxes)
Procurement Mode - Small Value Procurement

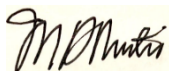
VII. CONDITIONS OF PAYMENT

The contracted firm shall be compensated in the amount of PHP 448,000.00 inclusive of taxes.

Payment shall be processed based on the following terms:

- 30% upon submission of the content plan/creative direction
- 50% upon satisfactory delivery of the website/microsite in time for the launch of the Manila FAME + digital platform
- 20% upon completion of the project by December 2020

Prepared by:



Marie Dominique M. Rustia
Senior Trade Industry Devt. Specialist
Fashion Lifestyle Division

Noted by:



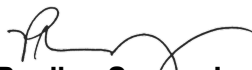
Anna Marie R. Alzona
Division Chief
Fashion Lifestyle Division

Recommending Approval:



Atty. Anna Grace Marpuri
OIC – Department Manager
Operations 1

Approved by:



Paulina Suazo-Juan
Executive Director