

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-2020-0067

**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 ART DIRECTOR FOR THE PHILIPPINE PARTICIPATION IN  
FUORISALONE 2020**

Approved Budget	:	PHP 600,000.00
Pre-Bid Conference	:	03 March 2020, 02:00PM
Deadline of Submission of Eligibility Documents, Financial Bid and Documentary Requirements for the Qualitative Evaluation	:	06 March 2020, 05:00PM
Opening of Bid	:	10 March 2020, 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)*

- Portfolio indicating the following:
  - relevant work experience in content creation/production
  - relevant work experience in creating visual content using original photos/images, graphics, videos, infographics and other relevant materials
- Content portfolio created / produced / published in traditional, online, and social media channels, and/or applied in commercial marketing and promotional collaterals, specifying media formats used, and the respective quantities for each

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

PHILEXPORT  
PTTC  
CITEM



**REQUEST FOR QUOTATION**

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

Date: 21-Feb-2020  
 RFQ No: 2020-0067

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 Pre-Bid Conference:	<u>27 February 2020</u>	Time:	<u>2:00PM</u>	Venue:	<u>Meeting Room 1</u>
Schedule of Opening of Bids:	<u>10 March 2020</u>	Time:	<u>2:00PM</u>	Venue:	<u>Meeting Room 1</u>

QUANTITY	UNIT	ARTICLE / WORK / DESCRIPTION / SPECIFICATION	UNIT PRICE	AMOUNT
		<b>HIRING OF ART DIRECTOR FOR THE PHILIPPINE PARTICIPATION IN FUORISALONE 2020</b>		
		Date of Engagement: March - April 2020		
		<i>Please see attached Terms of Reference for more details.</i>		
		APPROVED BUDGET FOR THE CONTRACT : <u>PHP 600,000.00</u>		
		DEADLINE FOR SUBMISSION OF ELIGIBILITY DOCUMENTS, FINANCIAL BID AND DOCUMENTARY REQUIREMENTS FOR THE QUALITATIVE EVALUATION : <u>06 March 2020, 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) \_\_\_\_\_  
 E-mail: \_\_\_\_\_

**TERMS OF REFERENCE**  
Engagement of an Art Director  
Fuorisalone  
21 -26 April 2020  
Milan, Italy



## I. EVENT BRIEF

<b>Title of Events</b>	Fuorisalone 2020
<b>Dates</b>	21 – 26 April 2020
<b>Location</b>	Brera Design District, Milan, Italy
<b>Product Sector</b>	Furniture/Lamps and Lighting/Home/Fashion
<b>Pavilion Size</b>	100sqm
<b>Total Budget</b>	Php 600,000.00 (inclusive of all taxes)

## II. RATIONALE

CITEM shall organize the Philippines' participation in Fuorisalone 2020 in Milan Italy on 21 – 26 April 2020.

Fuorisalone is the set of events distributed in different areas of Milan on the same days when the Salone Internazionale del Mobile takes place. Every year, in April, Salone and Fuorisalone define the Milan Design Week, the most important event in the world of design.

Fuorisalone is not a fair, and does not have a unique organization office but, rather a spontaneous event, organized by individuals or group of companies, reunited under a common project. Studiolabo is the author of the platform of Fuorisalone specifically in the Brera Design District.

Since 2003, Fuorisalone, is the official guide to the event. It is a communication platform, which offers a support system to companies, agencies, private people or associations for the conception, creation and promotion of events during the Milano Design Week.

Thus, it becomes necessary to effectively communicate the launching of the participating brands to different design stakeholders in Europe through engaging the services of an Art Director.

The Art Director to be hired for Fuorisalone 2020 must be capable of crafting the art/creative/content direction to drive traffic, encourage engagement, and ensure audience retention. The consultant to be hired must also be capable of creating graphics that will complement the brands' identities and create a unifying brand logo to represent the Philippines' participation at the event. These graphics shall be used for all promotional platforms – print and online.

## III. OBJECTIVES

1. To craft the art/creative direction needed to drive traffic, encourage engagement and ensure audience retention for the Philippine participation in Fuorisalone 2020;
2. To create original graphics, including logos to be used for digital and PR releases;
3. To promote the participating Philippine brands through content that are engaging, creative and informative.

#### IV. SCOPE OF WORK AND DELIVERABLES

MONTH	SCOPE OF WORK AND DELIVERABLES	TIMELINE
March - April 2020	<b>Fuorisalone 2020</b>	
	<ol style="list-style-type: none"> <li>1. Art Direction/Creative Direction</li> <li>2. Photography (Art/Creative Direction and Production) of products for digital and PR purposes.</li> <li>3. Logo Design</li> <li>4. Text Design on Glass/Walls</li> <li>5. Lay-out/Design of E-cards (5)</li> <li>6. Lay-out/Design of printed postcard/brochure for distribution</li> <li>7. Lay-out/Design of press kit</li> </ol>	<ol style="list-style-type: none"> <li>1. Second week of March</li> <li>2. Second week of March</li>   <li>3. Second week of March</li> <li>4. Second week of March</li> <li>5. Third week of March - April</li> <li>6. Third week of March - April</li>   <li>7. 4<sup>th</sup> week of March - April</li> </ol>

Note: Specifications/details/directions of the deliverables must be anchored on the approved concept/creative brief.

#### V. EVALUATION

For the Qualitative Evaluation, bidders will be assessed based on the following criteria:

CRITERIA	VALUE POINT
<p>a. Experience with any government agency in work related content creation/production and publication.</p> <ol style="list-style-type: none"> <li>i. With government experience - 10 points</li> <li>ii. With no government experience - 5 points</li> </ol> <p><b>(Document required: Portfolio indicating relevant work experience in content creation/production)</b></p>	10
<p>b. Quality of published content created/produced in various multi-media formats showing effective and optimized content that:</p> <ul style="list-style-type: none"> <li>• Leverage on visuals – photos, videos, illustrations, demonstrations, etc.;</li> <li>• Have takeaway messages that are clear, consistent, innovative, and fresh, and</li> <li>• Have potential to generate online conversations and buzz, spawn “viral” interest</li> </ul> <p><b>(Document Required: Content Portfolio created/produced/published in traditional, online, and social media channels, and/or applied in commercial marketing and promotional collaterals.)</b></p>	25
<p>c. Quantity and diversity of published content in various multi-media formats:</p> <ol style="list-style-type: none"> <li>i. At least three (3) published content in video format - 5 points</li> <li>ii. At least three (3) published content in any of the following formats: long-form write-up, feature articles/advertorials, listicles, short bios - 5 points</li> <li>iii. At least three (3) published content in any of the following formats: blogs/vlogs - 5 points</li> <li>iv. At least three (3) published content other than online - 5 points</li> </ol>	20

(Document Required: List of content created/produced and published in traditional, online, and social media channels, and/or applied in commercial marketing and promotional collaterals, specifying media formats used, and the respective quantities for each.)	
d. Experience in creating visual content using original photos/images, graphics, videos, infographics and other relevant materials for at least 10 entities/brands/ companies:  i. Experience with 10 outfits or more - 25 points ii. Experience with less than 10 outfits - 0 points  (Document required: Portfolio indicating relevant work experience in creating visual content using original photos/images, graphics, videos, infographics and other relevant materials)	25
e. Knowledge of local and global trends and innovations in the home and fashion industry  (Evaluator to refer to the Content Portfolio submitted)	20
<b>TOTAL</b>	<b>100</b>

Only those who receive a passing score of **85** shall proceed to the opening of financial bid. The lowest calculated and most responsive bidder shall be declared the winner of the contract, subject to post-qualification, if required.

#### VI. ESTIMATED BUDGET

Total Budget - PHP 600,000.00 (inclusive of all taxes)  
Procurement Mode - Small Value Procurement

#### VII. CONDITIONS OF PAYMENT

The contracted firm shall be compensated Six Hundred Thousand Pesos (PHP 600,000.00) only, inclusive of taxes. Payment shall be processed based on the following terms:

- 50% upon submission of creative concept/photo artworks
- 50% upon satisfactory delivery of the remaining output commitments

Prepared by:



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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 Suaco-Juan**  
Executive Director