

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-2020-0024

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 CREATIVE DIRECTOR FOR MANILA FAME OCTOBER 2020

Approved Budget	: PHP 900,000.00
Pre-Bid Conference	: 28 January 2020, 02:00PM
Deadline of Submission of Eligibility Documents, Financial Bid and Documentary Requirements for the Qualitative Evaluation	: 31 January 2020, 05:00PM
Opening of Bid	: 04 February 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 (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.

Qualitative Evaluation Documents (3rd Envelope)

- Portfolio that includes the following:
 - i. Length of relevant experience in creative direction in home and fashion lifestyle;
 - ii. List of experiences as a creative consultant or director of brands/installations/events in home and fashion lifestyle;
 - iii. Past and current relationship / industry affiliations with key players or influential international personalities as well as exposure through publications
 - iv. Relevant contributions to the design community (e.g. publications or speaking engagements)

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.

ATTY. ANNA GRACE J. 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: 20-Jan-2020

RFQ No: 2020-0024

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>28 January 2020</u>	Time:	<u>2:00PM</u>	Venue:	<u>Meeting Room 1</u>
Schedule of Opening of Bids:	<u>04 February 2020</u>	Time:	<u>2:00PM</u>	Venue:	<u>Meeting Room 1</u>

QUANTITY	UNIT	ARTICLE / WORK / DESCRIPTION / SPECIFICATION	UNIT PRICE	AMOUNT
		HIRING OF CREATIVE DIRECTOR FOR MANILA FAME OCTOBER 2020		
		<i>Please see attached Terms of Reference for detailed requirements and scope of responsibility.</i>		
		APPROVED BUDGET FOR THE CONTRACT : <u>PHP 900,000.00</u>		
		DEADLINE FOR SUBMISSION OF ELIGIBILITY DOCUMENTS, FINANCIAL BID AND DOCUMENTARY REQUIREMENTS FOR THE QUALITATIVE EVALUATION : <u>31 January 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
HIRING OF CREATIVE DIRECTOR FOR MANILA FAME OCTOBER 2020**

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

This 2020, Manila FAME will be restructured into 4 distinct shows under one Manila FAME brand: Signature, Sourcing, NEO, Artisans x NTF. Each show will feature different brands/companies that are grouped together based on their business profile and objectives.

To effectively leverage on this positioning, it was deemed necessary to engage the services of an expert who will be able to put together a cohesive design direction in all the 4 shows of Manila FAME October 2020 that will meet the requirements of the varied target markets of each show.

The Creative Director will conceptualize a creative/thematic direction and translation of branding concept for each of the 4 shows, ensuring a cohesive presentation under 1 Manila FAME brand. His/her role will be pivotal in curating and the consistent translation and application of the approved direction and concept in all critical components of all shows. He/she will be responsible for orchestrating the entire collective and arranging all the elements together in a harmonious whole that will provide a seamless experience for buyers and visitors to appreciate Manila FAME.

OBJECTIVES

1. Guarantee the total creative direction is provided to ensure total presentation of Manila FAME brand translated to the 4 shows; and,
2. Guarantee the consistent translation and application of the approved creative/thematic direction and branding concept in all critical components of the 4 shows.

REQUIREMENT

- Hire a **Creative Director** with creative experience in the home/fashion markets and has established a track record as recognized influencer in the field who embodies the Manila FAME branding.

SCOPE OF WORK

Creative Director Undertaking:

1. Conceptualize a creative/thematic direction and translation of branding concept for each of the 4 shows ;
2. Guarantee the consistent translation and application of the creative/thematic direction and branding concept in all critical components of the 4 Manila FAME shows (e.g. printed collaterals, signages, digital marketing materials, event experience, special events, environmental graphics);
3. Weave the Manila FAME shows into a cohesive whole ensuring its consistency to the approved creative/thematic direction of the Manila FAME brand.
4. Portray the role of a Brand Ambassador. Headline promotion, PR activities and Networking. Attend the Media Preview Activity.

EVALUATION BY THE TECHNICAL WORKING GROUP

The interested bidder should undergo Qualitative Evaluation, based on the parameters below. Only the Bidder, with a minimum score of at least **85 points**, shall be considered for the financial bid.

Qualifications	
Relevant experience in creative direction in home and fashion lifestyle; <ul style="list-style-type: none"> ▪ Length of relevant experience <ul style="list-style-type: none"> ○ 15 years and more (35 points) ○ 10 – 14 years (30 points) ○ 9 – 13 years (25 points) ○ below 9 years (20 points) 	35 points
Should have had experience as creative consultant or director of brands/installations/events in home and fashion lifestyle; <ul style="list-style-type: none"> ○ 10 brands/installation/events and above (35 points) ○ 9 brands/installation/events and below (25 points) 	35 points
Reputation, influence and impact in the design community <ul style="list-style-type: none"> ▪ Past and current relationship/industry affiliations with key players/ influential personalities as well as exposure through publications (15 points) ▪ Relevant contributions to the design community (e.g. publications, speaking engagements) (15 points) 	30 points
TOTAL	100 points

PROGRAM OF ACTIVITIES

Submission of the creative/design brief of the critical components of the 4 Manila FAME shows (e.g. printed collaterals, signages, digital marketing materials)	
Meetings	- To ensure to weave the 4 Manila FAME Shows: Signature, Sourcing, NEO and Artisans x NTF into a collective whole consistent to the Manila FAME brand

Media Preview - Portray the role as brand ambassador
Ingress - Visit to the shows to ensure the consistent translation and application of the approved direction and branding to each show's components
Show Proper - Portray the role as brand ambassador
Evaluation - Assessment and next steps

PERIOD OF ENGAGEMENT

The Creative Director will be engaged from the issuance of Award Notice to November 2020.

BUDGET AND MODE OF PAYMENT

Budget for hiring services of the Creative Director is **Php900,000.00 inclusive of all taxes** to be charged to CITEM budget for Manila FAME October 2020.

Payment shall be made in the following schedule:

- 50% - upon submission of the creative/design brief of the critical components of the 4 Manila FAME shows (e.g. special setting, printed collaterals, signages, digital marketing materials) for Manila FAME October 2020.

Deliverables: submission of creative brief for Manila FAME October 2020: Signature, Sourcing, NEO and Artisans x NTF

- 40% - upon execution of the creative/design plan to the components of the Manila FAME October 2020 shows.

Deliverables: submission of accomplishment report with photos of the components of the Manila FAME October 2020 shows.

- 10% - upon submission of Manila FAME October 2020 post-event evaluation report

Deliverables: submission of Manila FAME October 2020 post-event evaluation report.

Prepared by:

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STIDS

Noted by:

Marjo F. Evio
Division Chief

Recommending Approval:

Atty. Anna Grace I. Marpuri
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Approved by:

Pauline S. Juan
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