# 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-2020-0157

## 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:

### HIRING OF A MEDIA FIRM FOR THE PROMOTION OF PHILIPPINES IN THE FRENCH/EU MARKETS

Approved Budget for the Contract: PHP 1,200,000.00

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 <a href="mailto:citembac@citem.com.ph">citembac@citem.com.ph</a>.

ATTY. ANNA GRACE I. MARPURI Chairman, CITEM-BAC



## CENTER FOR INTERNATIONAL TRADE EXPOSITIONS AND MISSIONS Golden Shell Pavilion, Roxas Blvd. Cor. Sen. Gil Puyat Avenue, Pasay City Tel.: (632) 8-831-2201 local 309/218 E-mail: <a href="mailto:citembac@citem.com.ph">citembac@citem.com.ph</a>

CITEM.BAC.FR.008

#### REQUEST FOR QUOTATION (OVERSEAS PROCUREMENT)

Company Na	me: _			19-Nov-2020 2020-0157		
Address:	_					
Contact No.:	-					
Gentlemen: Please	quote h	ereunder your lowest possible price(s) for the following article(s)/work(s) which are urgently needed by this	s office. It is			
requested that at citembac@	at the quo	tation be sealed, signed and stamped in an envelope and submitted to CITEM BAC or in a compressed folde	r submitted			
_	·	ng of Bids: 24 November 2020/enue: Zoom	Time:	2:00 PM		
QUANTITY	UNIT	ARTICLE / WORK / DESCRIPTION / SPECIFICATION	UNIT PRICE	AMOUNT		
		Hiring of a Media Firm for the Promotion of Philippines in the French/EU				
		Markets				
		Please see attached Terms of Reference for more details.				
		Approved Budget for the Contract: PHP 1,200,000.00	-			
		Deadline of Submission of Quotation: 23 November 2020, Monday, 5:00PM				
Terms and			aa aa HC Dallas			
		ed prices must be inclusive of all costs and applicable taxes. Prices shall be quoted in Philippine Pe processed after receipt of invoice. Other terms of payment will be based on the Contract agreed by		•		
Purchaser a						
3.) Any alte	rations,	erasures or overwritings shall be valid only if they are signed or initialed by the bidder or his/her aut	horized represe	ntative.		
		eserves the right to reject any or all bids offer and waive any defects therein and accept bid/s it may	1			
consider ad	lvantage	ous to the government.				
			5	5119259		
			GRACE I. MARPI AC Chairman	URI		
TO: CITEM	Bids an	d Awards Committee:				
Per your request, I/We have indicated the prices of the above mentioned article(s)/work(s) on the unit price/amount						
requiremen		e also certify that we have read, understood and shall conform with the terms and conditions	OI UIIS			
NO 11 TO 1		te Submitted Signature over printed name of the Authorized Compa	ny Representa	tive		
	Da	tte Submitted  Signature over printed name of the Authorized Compa  Designation:				
Telephone n	o (s):	- 55.g. idda ii				



### TERMS OF REFERENCE (TOR) HIRING OF A MEDIA FIRM FOR THE FRENCH/EU MARKETS

#### I. BACKGROUND AND RATIONALE

The Philippines Participation in *Salon International de l'Alimentation* or SIAL Paris has always been one of the most successful and profitable events which CITEM regularly organizes in terms of business results.

In 2018, the biennial food trade event, housed 7,200 exhibitors from 119 countries and welcomed 310,000 visitors from 200 countries. It is considered a crossroad of world agri-business supply and demand, a launch pad for food innovation, and an observatory for food trends.

CITEM plans to hire a SIAL-accredited media firm in support of the physical participation. However, due to the current pandemic situation, the tradeshow organizer decided to postpone the show to October 2022. Because of this postponement, CITEM recognized the need to be present even more in the French market and push thru with the engagement of a media firm.

In line also with CITEM's current digital thrust, it is building up its online and digital media initiatives in its trade fairs, missions and other marketing activities in order to sustain its position as a leading export promotion agency and better perform its mandate in building the brand of the Philippines as a premier sourcing destination for quality export products and services in the world.

We require a media firm which offers multi-media software, website designing data base, trade shows and events, print and publication services particularly in the French market and nearby countries.

All promotional content and materials of the hired media firm must be tied together with the communications strategy of CITEM and the Global Food's tone and branding. The media firm is expected to plan and produce CITEM's content in the website, social media, e-newsletter and print.

#### II. OBJECTIVES

- 1. To make effective use of media and its services to connect to target audience/buyers in France/EU and nearby French-speaking countries such as Canada, Luxembourg, etc. via online and in print, despite the postponement of the show;
- 2. To strengthen CITEM's content-driven promotion and be able to effectively communicate that the Philippines is a source of export quality food products in the French/EU market.

#### III. REQUIREMENT

Hire a media firm with professional information experience and with a multi-media eco system targeting all decision-makers in the retail and mass consumption sectors.

#### IV. PERIOD OF ENGAGEMENT

The media firm shall be contracted within a period of three (3) months upon awarding of bid by CITEM BAC Secretariat.



#### V. SCOPE OF WORK AND DELIVERABLES

Scope of Work	Deliverables
Dedicated online section + 3 months promotional campaign	To design and host a dedicated page in the media firm's website, featuring Filipino food exhibitors that participate in SIAL Paris under the FOODPhilippines brand. This dedicated page will have the address of a web page of each participating Filipino food exhibitors; website users who clicked on a web page or a Uniform Resource Locator (URL) will be redirected onto the exhibitor's website.  Deliverables/requirements include:  A. Four (4) articles to be created and to be to be posted in the dedicated website in a span of 3 months  B. Will highlight 20 PH companies on the right-hand column of the page through a rotating company list with hyperlink to our IFEX NXTFOOD Asia website.  C. Presence of advertising exclusivity around the article and the list page for 3 months

#### **VI. QUALIFICATIONS**

- 1. At least 10 years of extensive experience in the field on multi-media services in France; and
- 2. Recognized as one of the leaders in the field of professional information in France.

#### **VII. TECHNICAL EVALUATION**

#### 1. EXPERIENCE AND CAPABILITY: 100 points

The Media Firm to be hired should possess relevant experience in multi-media services such as multi-media software, website design, trade events, among others.

	Below 10 years	10
Years of extensive experience in multi- media services	10-14 years	15
30 pts	15-20 years	20
·	21-25 years	25
	Over 25 years	30
Number of average monthly unique	350,000/mo	10
visitors in company website 25 pts	350,001-450,000/mo	15
25 μισ	450,001-550,000/mo	20
	550,001 and above	25
Portfolio of international and local clients	Local only (regardless of number)	0
5 pts	15-20 clients	3
·	21-25 clients	4
	26 and above clients	5
Proposal	Strategy	30
40 pts	Timetable	10



#### **FINANCIAL PROPOSAL:**

Only companies who will get a score not lower than <u>85 points</u> will be considered and shall proceed to financial bidding.

The contract should be awarded to the lowest bidder.

#### **VIII. PROPOSED TIMELINE**

Month/Year	Activity
2nd week of November 2020	Approval of Evaluation/Preparation of PRs
4th week of November 2020	Bidding Process
December 2020 to 1st week of February 2021	Producing/creation of content
Mid February '21 -last week of May ' 21	Release of content material on-line

#### IX. PAYMENT TERMS

The proposed payment scheme for the campaign will be billed progressively upon completion of the following milestones:

Milestones	Payment %
Upon approval of the concept proposal for the PH microsite	40%
Release of content material on-line	40%
Submission of microsite performance report and future digital strategy recommendations.	20%
Total	100%

#### X. ESTIMATED BUDGET

The above expense shall be charged to the Web Marketing Division amounting to Php 1.2M.

Prepared by:

**VICKY M. ARELLANO** 

STIDS

EVA MARIE C. MARIQUINA

**OIC-Division Chief** 

OG2-OTF

Approved by:

Noted by:

Recommending Approval:

ROWENA G. MENDOZA

OIC-Department Manager

OG2

PAULINA SUACO-JUAN

**Executive Director**