



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 309/294 E-mail: citembac@citem.com.ph

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: 26 February 2021

Company Name: _____

RFQ No.: 2020P-0218

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 Opening of Bids: <u>09 March 2021</u>	Time: <u>2:00PM</u>	Venue: <u>ZOOM</u>
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QTY	UNIT	ARTICLE / WORK / DESCRIPTION / SPECIFICATION	UNIT PRICE	AMOUNT
		<p>HIRING OF OFFICIAL PHOTOGRAPHER FOR 2021 HOME AND LIFESTYLE CAMPAIGNS (FALL/WINTER) PHASE 1</p> <p><i>Please see attached Terms of Reference for more details.</i></p> <p>APPROVED BUDGET FOR THE CONTRACT: <u>PHP 700,000.00</u></p> <p>DEADLINE OF SUBMISSION OF ELIGIBILITY DOCUMENTS, FINANCIAL BID, AND QUALITATIVE EVALUATION DOCUMENTS: <u>04 March 2021, 12:00NN</u></p>		

Terms and Conditions:

- 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 overwriting 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 GRACIA 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): _____
Email: _____

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-2020P-0218

**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 OFFICIAL PHOTOGRAPHER FOR 2021 HOME AND LIFESTYLE CAMPAIGNS
(FALL/WINTER) PHASE 1**

(Please see attached Request for Quotation Form for more details.)

Approved Budget	:	PHP 700,000.00
Deadline of Submission of Eligibility Documents, Financial Bid and Qualitative Evaluation Documents	:	04 March 2021, 12:00NN
Opening of Bids	:	09 March 2021, 02:00PM

Conduct of *Opening of Bids* shall be held virtually thru Microsoft Teams or Zoom and shall be open to all prospective bidders. Link of the Opening of Bids may be requested through the BAC Secretariat at citembac@citem.com.ph.

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 shall be accepted as alternate documentary document during community quarantine or similar restrictions declared, in accordance with GPPB Resolution 09-2020. However, a valid Business or Mayors permit must be submitted after award of contract but before payment.
- 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/Business Tax Return**
- 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.

Financial Bid (2nd Envelope / Compressed Folder)

- **Quotation using the attached Request for Quotation (RFQ) Form duly signed by the authorized representative.**

Qualitative Evaluation Documents (3rd Envelope / Compressed Folder)

- **Portfolio indicating:**
 - i. List of experience in professional photography, with professional/academic background in arts and advertising (if any).
 - ii. Breadth and quality of publish works.
 - iii. Experiences working with local international brands, preferably in design and advertising.

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, online submission to the BAC Secretariat through email 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

TERMS OF REFERENCE

Engagement of Professional Photographer for the Home & Lifestyle Phase 1 (Fall/Winter) Campaigns

I. EVENT BRIEF

Title of Events	Home & Lifestyle Phase 1 (Fall/Winter) Campaigns
Location	(Digital Participation)
Product Sector	Home and Lifestyle
Total budget	Php 700,000.00 (inc. VAT)
Period of Engagement	Upon release of NOA until June 2021

II. BACKGROUND & RATIONALE

Online, content remains as king. We've seen this firsthand when in 2021, the campaigns we launched in Maison & Objet Digital resulted to over \$3.183 million reported sales from our exhibitors, which is 179% of our target, and over 780 inquiries. This also paved the way for our companies to be featured in multiple local and international media platforms. We were featured prominently on the cover, and in 4 out of 8 trends by WGSN, the global authority on consumer design trends and have received feature request for another Global trend authority, Pantone, for 2022.

We aim to replicate this success across multiple online trade platforms in 2021. To do this more effectively, we are rethinking our approach and rolling out an integrated product-development-to-market strategy in two phases Phase 1 (Fall/Winter Market) and Phase 2 (Spring/Summer market). See 2021 Process Framework below.

This framework aims to 1) reduce time-to-market cycle for our exhibitors; 2) implement cost-efficient product development and content production; and 3) optimize our efforts and our resources by serving up the right content and inspiration, to the right people, at the right time.

2021 Process Framework



2021 will feature a continuous product audit, selection, development, and production shoots integrated with fameplus product development —the results of which will form part of our campaigns for OTF digital events, in two 'seasons' or phases.

The average attention span of an online user has been found to last for only 12 seconds. Within that period, any brand that's worthy of its salt, must be able to highlight its value proposition.

Competition has entirely shifted from pavilion sizes into thumbnail-size product windows, where algorithms reward good content with more discoverability. Good content is composed of high quality, captivating imagery that can effectively highlight our product stories and the uniqueness of our materials.

Since our 2021 campaigns is focused on digital participations, a highly skilled professional photographer, with keen eye for details and experience in capturing high-impact still images, to make our product stand out in digital platforms, is crucial to attract buyer attention and ultimately translate impressions into lucrative business outcomes for our exhibitors.

III. OBJECTIVE/S

To attract buyer attention and ultimately translate impressions into lucrative business outcomes for our exhibitors with high-impact and captivating images that can effectively highlight our product stories and the uniqueness of our materials.

IV. SCOPE OF WORK AND DELIVERABLES WITH BUDGET & VALUATION

MAISON & OBJET DIGITAL FAIR (MOM)	%	Value in PhP
A. PRE-PRODUCTION <ol style="list-style-type: none"> Attend the pre-production planning with the CITEM-hired Digital Content Merchandiser, production designer and project team Provide own equipment (e.g. camera [with at least 24megapixel full frame CMOS sensor], lens, flash, etc) 	20%	140,000.00
B. PRODUCTION <ol style="list-style-type: none"> Execute onsite creative and editorial direction from CITEM-hired Digital Content Merchandiser and complete the pictorials for CITEM’s 2021 Home and Lifestyle Phase 1 campaigns, within agreed timeline with the CITEM creative and project team; Shoulder own logistics requirements including transportation to and from the studio that will be identified by the Production designer within metro manila area; Provide for own personal safety requirements (PPEs, COVID testing, etc) and other personal miscellaneous expenses required throughout the duration of the pictorials; Share all RAW images to CITEM project team after the pictorial (either via shared cloud folder or via hard drive) 	30%	210,000.00
POST- PRODUCTION <ol style="list-style-type: none"> Conduct post-production briefing and final selection of photos with CITEM-hired digital content merchandiser and creative team; Edit and provide necessary touch-ups (Final Artworks) to a total of 150 images selected by the CITEM-hired digital content merchandiser and creative directors from the editorial/ vignettes; Submit all edited images to CITEM maximum 10 working days after the pictorial; Grant CITEM the full and perpetual rights and ownership to modify, distribute, and use all images (RAW and EDITED) in all of its campaigns, across multiple online and print platforms, including but not limited to its own website and social media pages. 	50%	350,000.00
GRAND TOTAL	100%	700,000.00

VI. TIMELINE & PAYMENTS

The engagement is valid from release of Notice of Award to June 2021, or upon satisfactory and complete delivery of the total quantity of photo requirements.		
Activities	Requirement for payment	% of payment
Pre-production, Submission, approval of creative direction	Submission of RAW images for selection	40% of contract cost
Production proper		
Post-production, editing and submission of final artwork	Submission of first batch of edited images Total of 75 Edited Photos	30% of contract cost
Post-production, editing and submission of final artwork	Submission of second and last batch of edited images total of 75 Edited Photos	30% of contract cost
Total of 150 final edited photos		100%

V. EVALUATION

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

CRITERIA	VALUE POINT
<p>A. Experience in Professional photography, with professional/academic background in arts or advertising is a plus:</p> <ul style="list-style-type: none"> • More than 5 years of experience in professional photography with professional/academic background in arts or advertising; 30 points • More than 5 years of experience in professional photography; 20 points • 4 years, and less, of experience in professional photography; 15 points <p style="text-align: right;"><i>(Contractor to present a Portfolio (either online or in print))</i></p>	30
<p>B. Breadth and quality of published works</p> <ul style="list-style-type: none"> • Advertising + Product+ Architecture / Design = 45 points • Architecture /Design + Product = 30 • Product = 20 <p style="text-align: right;"><i>(Contractor to present a Portfolio (either online or in print))</i></p>	45
<p>C. Has experience working with local international brands, preferably in design and advertising</p> <ul style="list-style-type: none"> • Experience working with at more than 5 international brands/campaigns; 25 points • Experience working with at least 4 or less international brands/campaigns; 15 points • Experience working with at least 3 or less international brands/campaigns; 15 points <p style="text-align: right;"><i>(Contractor to present a Portfolio (either online or in print))</i></p>	25
TOTAL	100


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. BUDGET


A total of PHP 700,000 is the approved budget contract (ABC) for this requirement (inclusive of all applicable taxes), to be sourced from 2021 Home and Lifestyle Phase 1 Campaigns budget.

Mode of Procurement: Small Value Procurement

Prepared by:


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Noted by:


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Division Chief, OTF

Recommending Approval:


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OIC – Department Manager

Approved by:


Paulina Suaco Juan
Executive Director 