

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-2020-0126

**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 AGENCY FOR DEVELOPMENT OF COMPUTER-GENERATED IMAGERY FOR  
DESIGN COMMUNE**

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

Approved Budget	:	<b>PHP 970,000.00</b>
Deadline of Submission of Eligibility Documents, Financial Bid and Qualitative Evaluation Documents	:	<b>13 October 2020, 5:00PM</b>
Opening of Bids	:	<b>14 October 2020, 02:00PM</b>

Conduct of *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](mailto: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 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 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.*

*Financial Bid (2nd Envelope / Compressed Folder)*

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

*Qualitative Evaluation Documents (3<sup>rd</sup> Envelope / Compressed Folder)*

- **Company Profile** indicating the following:
  - i. List events and/or projects involving creation of 3d renders / models
  - ii. List of brands, media or institutions with past and current projects.
  - iii. Features / articles in local or international publications (printed or online)

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](mailto:citembac@citem.com.ph). A password protection maybe inflicted in the compressed folders to ensure security of the documents. The password for the 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](mailto:citembac@citem.com.ph).

  
**ATTY. ANNA GRACE I. MARPURI**  
Chairman, Bids and Awards Committee



# **HIRING OF CREATIVE AGENCY FOR DEVELOPMENT OF COMPUTER-GENERATED IMAGERY FOR DESIGN COMMUNE**

## **I. BACKGROUND**

The Center for International Trade Expositions and Missions (CITEM), the export promotion arm of the Department of Trade and Industry (DTI), is mandated to promote the Philippines as a reliable source of quality export products and services as it leads Philippine companies in the global market through trade fairs, missions and other marketing initiatives. CITEM organizes professionally managed and locally held signature events as well as international trade fair participations in key cities worldwide.

Through their export-oriented events, CITEM has supported the livelihood of thousands of local micro, small and medium enterprises (MSMEs) through linkages with local designers, innovators, manufacturers and suppliers to create new designs/products that have strong commercial value.

CITEM, through its signature event, Manila FAME, features designs / products developed by MSMEs in collaboration with Product Design Specialists in a curated showcase called the Design Commune. The Design Commune aims to not only promote the newly-developed products but to inspire stakeholders towards innovation, creativity and craftsmanship.

This year, Design Commune takes a new shape and form with a new collective of designers and with the transition of Manila FAME to the digital platform.

## **II. RATIONALE**

As CITEM continues to develop ways to be ahead of the digital sphere and transform its services to keep up with the latest technology and trends, the agency spearheaded a Digital Trade Community Platform (DTCP) for Manila FAME, called FAME+.

Manila FAME's main point of interest, the Design Commune also transforms itself from a physical showcase of new product collections into a virtual exhibit and digital art installation. Design Commune is one of the important components of the virtual show as buyers consider this their take-off point in sourcing for newly-developed products at FAME+. Alongside the full digitization of Manila FAME and Design Commune, CITEM would be building its 3d model library that would be consisting of the products conceptualized by the Product Design Specialists, as an alternative to the special setting showcase highlighted in every Manila FAME signature onsite exhibit.

For the agency to create a digital art installation and initiate the 3d library, CITEM intends to hire a Creative Agency with experience in Computer-Generated Imagery that shall (1) translate the sketches of the Product Design Specialists to 3d models; (2) ensure accurate and detailed 3d models translated from the sketches of the Design Consultants; (3) create interactive virtual environments to house the 3d models; (4) craft copies that will provide best description of the newly-developed products to be showcased in the virtual Design Commune, in consultation with the Product Design Specialists; and, (5) develop a webpage integrated in FAME+ that will accommodate the virtual Design Commune. The Creative Agency shall ensure that the logistical, technical and digital requirements expected from them shall be delivered based on the agreed timeline with CITEM management.

## **III. OBJECTIVES**

- To develop an interactive and virtual Design Commune integrated in the FAME+ website
- To develop a library of 3d models that consists of the products conceptualized by the Product Design Specialists of Manila FAME
- To innovate the presentation of the products for the target audience of FAME+

#### IV. SCOPE OF WORK AND DELIVERABLES

##### A. Creative and Thematic Direction

1. Develop Design Commune narrative and curatorial direction that will be translated directly in the virtual special settings and related components of the showcase.
2. Initiate the creation of CITEM's 3d model library in FAME+.

##### B. Rendition of Digital Assets

###### 1. Digital Products

- a. Manage digital assets such as photographs from exhibitors, and interpret the newly-developed products, designed by Product Design Specialists, into 3d models which will be showcased in virtual Design Commune. See below total target number of 3d models to be developed for the virtual showcase:

Particulars	No. of Virtual Products
No. of 3D rendered models	12

- b. Interpret sketches to create virtual products, scene and props if necessary.
- c. Follow design guidelines, asset naming conventions and other technical constraints as indicated by the Product Design Specialists.
- d. Create textures and UV mapping as specified in the requirements by the Product Design Specialists.
- e. Optimize, refine and correct model geometry as recommended by the Product Design Specialists and the Creative Director.
- f. Rig models and characters for animation, if necessary.

###### 2. Digital Environments

- a. Design and develop online 3d environments including a virtual lobby, a virtual gallery and digital rooms to house the 3d models of newly-developed products, following the creative direction and recommendations from the Creative Director and Product Design Specialists. See below total target number of 3d environments to be developed:

Particulars	No. of Virtual Environments
No. of 3D Lobbies Developed	1
No. of 3D Rooms Developed	2
No. of Photos for Virtual Gallery	20
<b>Total No. of Virtual Environments to be Developed</b>	<b>23</b>

##### C. Development of Product Descriptions

- a. Craft individual product descriptions of all virtual products and the overall copy / description of the collections featured in the digital showcase.

Particulars	No. of Product Descriptions
Virtual Product Descriptions	32
Overall Product Collection Descriptions (1 per room)	2
<b>Total No. of Copies to be produced</b>	<b>34</b>

#### D. Webpage development

- a. Develop a Design Commune website page to be integrated in the FAME+ webpage.

#### V. DEFINITION OF TERMS

- **3d modelling** - 3D modeling is the process of developing a mathematical representation of any surface of an object in three dimensions via specialized software. The product is called a 3D model.
- **Scene** - Most 3D software uses a scene as the primary element to contain objects. Scenes may include environment settings like ambient light and fog. Scenes include an object graph with all the data in the scene.
- **Material** - 3D models include the ability to assign materials to geometries. Materials have a varying number of properties depending on the rendering mode they support and other parameters. Depending on the platform and libraries at your disposal Materials may be limited to just colors or allow the inclusion textures and even live views.
- **Texture** - Typically a texture is just that: an image that will be applied as part of a material. In 3D land though, the use of a texture involves a bit more than in 2D. For example, there's a technique called mipmapping that affects both rendering speed and expected visual results of mapping. As you can see in figure 2, the differences can be significant.
- **UV Map** - is the 3D modeling process of projecting a 2D image to a 3D model's surface for texture mapping.

#### VI. QUALITATIVE EVALUATION

A **Qualitative Evaluation** shall be conducted prior to the opening of the bid proposal based on the following qualifications/criteria.

Only the interested bidders who will attain at least **85 points**, shall be considered for the financial bid. The lowest financial bid offer shall be awarded the contract.

Bidders will be rated by a Technical Working Group according to the following criteria:

CRITERIA	MAXIMUM POINTS
Should have relevant experience in developing 3d models for various events and projects <ul style="list-style-type: none"> <li>• 13 projects and above (35pts)</li> <li>• 9 – 12 projects (30pts)</li> <li>• 5 – 8 projects (25pts)</li> <li>• 3 projects (20pts)</li> </ul> <p><b>Document/s to be submitted:</b>  - <i>Company Profile</i>  - <i>List events and/or projects involving creation of 3d renders / models</i></p>	35

Should have experienced working with brands, media or institutions with similar requirements <ul style="list-style-type: none"> <li>• 10 or more brands, media or institutions (35pts)</li> <li>• 9 or less brands, media or institutions (25pts)</li> </ul> <p><b>Document/s to be submitted:</b></p> <ul style="list-style-type: none"> <li>- <i>Company Profile</i></li> <li>- <i>List of brands, media or institutions with past and current projects</i></li> </ul>	35
Reputation, influence and impact in the design and lifestyle community Affiliation or Collaboration with celebrities, personalities, and key industry players Exposure through print or digital publications, television, and other media Contribution to the design community by means of published works, talks and speaking engagements, lectures and workshops <p><b>Document/s to be submitted:</b></p> <ul style="list-style-type: none"> <li>- <i>Company Profile</i></li> <li>- <i>Features / articles in local or international publications (printed or online)</i></li> </ul>	30
<b>TOTAL</b>	<b>100</b>

**VII. PERIOD OF ENGAGEMENT**

The supplier will be engaged from issuance of Notice of Award to November 2020.

**VIII. BUDGET AND MODE OF PAYMENT**

Total budget is PHP 970,000.00 inclusive of all taxes to be charged to CITEM budget for Manila FAME October 2020. The following payment schedule shall be followed:

- 40% - upon submission and approval of the curatorial concept and preliminary report on the development of the Design Commune Virtual Special Setting
 

**Deliverables:** Submission of the curatorial concept and preliminary report on the development of the Design Commune Virtual Special Setting
- 50% - upon full delivery of developed Design Commune virtual exhibit integrated in the FAME+ website, including 3d models, 3d environment and individual product descriptions
 

**Deliverables:** Submission of report on the full delivery of the Design Commune virtual exhibit integrated in the FAME+ website, including 3d models, 3d environment and individual product descriptions
- 10% - upon final evaluation and certification of satisfactory services rendered

\*CITEM reserves the right to impose **reasonable deduction** on payment for unsatisfactory delivery of services subject to evaluation and consultation with the supplier.

Prepared by:



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Recommending Approval:

  
**MARJO F. EVIO**  
Division Chief, SET - OG1

  
**ATTY. ANNA GRACE MARPURI**  
OIC - Department Manager, OG1

Approved by:

  
**PAULINA S. JUAN**  
Executive Director