

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-2020-0090

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 DIGITAL CONTENT PRODUCER FOR MAISON AND OBJET
DIGITAL FAIR PARTICIPATION**

Approved Budget	: PHP 980,000.00
Deadline of Submission of Eligibility Documents, Financial Bid and Documentary Requirements for the Qualitative Evaluation	: 3 August 2020, 05:00PM
Opening of Bid	: 4 August 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, 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**
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/ 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** that includes the following:
 - i. Relevant work experience in content creation/production, publication;
 - ii. Relevant work experience in creating visual content using original photos/images, graphics, videos, infographics and other relevant materials;
 - iii. 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;
 - iv. Content Portfolio of created/produced and published in traditional, online, and social media channels, and/or applied in commercial marketing and promotional collaterals;

Bidders are encouraged to submit these documents to the BAC Secretariat online at citembac@citem.com.ph or at CITEM Office, Golden Shell Pavilion, Roxas Blvd. cor. Gil Puyat Ave., Pasay City on the above stated date and time. 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



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: 23-Jul-2020
 RFQ No: 2020-0090

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 Opening of Bids: 04 August 2020 Time: 2:00PM Venue: Online Microsoft Teams

QUANTITY	UNIT	ARTICLE / WORK / DESCRIPTION / SPECIFICATION	UNIT PRICE	AMOUNT
1	lot	HIRING OF DIGITAL CONTENT PRODUCER FOR MAISON AND OBJET DIGITAL FAIR PARTICIPATION		
		<i>Please see attached Terms of Reference for detailed requirements and scope of responsibility.</i>		
		APPROVED BUDGET FOR THE CONTRACT : PHP 980,000.00		
		DEADLINE FOR SUBMISSION OF ELIGIBILITY DOCUMENTS, FINANCIAL BID AND DOCUMENTARY REQUIREMENTS FOR THE QUALITATIVE EVALUATION : 03 August 2020, 05:00PM		

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 Digital Content Producer
for the Philippines participation in Maison & Objet Digital Fair (MOM)

I. EVENT BRIEF

Title of Events	Maison & Objet Digital Fair (MOM)
Dates	September 2020
Location	(Digital Participation)
Product Sector	Home and Lifestyle
Total budget	PhP 980,000.00 (inc. VAT)

II. RATIONALE

Throughout this unprecedented period, the Maison&Objet Paris Team was mobilized to ensure regular contact with the exhibitors and visitors, either by direct contact or through surveys. The effective lack of visibility regarding travel conditions for overseas visitors and exhibitors, along with continuous uncertainties regarding the ability to hold large gatherings in early September 2020 in Paris, has led for Maison & Objet Paris Team to call off their physical trade show in September 2020 and replace this with a brand new Digital Fair that will run from September 4th to 18th, 2020 through their digital platform, the MOM.

The Digital Fair will bring Maison & Objet to life online. The aim of this initiative is to maintain an active relationship between brands/designers and buyers/specifiers with a view to driving year-end orders, as is the case each September with their physical show. The Digital Fair will feature Digital Showrooms on the MOM digital platform to enable products to be showcased, and serve up content and inspiration.

The Digital Showrooms on MOM, initially launched in 2016, is a high-performance hub that connects brands with some 400,000 international buyers. In September, Maison&Objet will be giving those buyers the chance to discover all the latest collections in a new “showroom” format mirroring the way in which stands are presented at the fair.

Carrying 14 Philippine brands, CITEM has planned to participate in Maison & Objet’s physical trade show in September. But as in the case of all other exhibitors affected by this move of the organizers, will have to adopt to these changes and embrace the Digital Fair as alternative to ensure that we sustain our engagement with prospective buyers of the fair, and to maintain the visibility of our country branding to Maison & Objet stakeholders, albeit virtually.

Featuring thousands of other brands from all over the globe, the Philippines participation in this digital fair naturally will vie for attention of the buyers. It will thus require us to bank heavily on high-quality imagery and stories we will showcase online. In this regard, it is highly essential to engage a professional Digital Content Producer that will beautifully, and creatively put together and tell the stories of these 14 Philippine brands to project a cohesive and strong image of the country and ensure that our participation will have traction and attract attention and good impression from the users of the digital platform, which will then have the potential to translate into lucrative business leads for the brands and an enhanced reputation and image for the country and our design industry.

III. OBJECTIVES

To create an impactful, cohesive, and high-quality digital participation for the Philippines in Maison & Objet Digital Fair (MOM) through:

1. High-concept digital art and visual direction for the photoshoot and digital images of 14 Philippine brands;
2. Crafting of unique selling propositions for the products we will showcase online; and
3. Crafting of in-depth narratives for participating brands and the collective participation.

IV. SCOPE OF WORK AND DELIVERABLES WITH BUDGET & VALUATION

MAISON & OBJET DIGITAL FAIR (MOM)	%	Value in PhP
A. PRE-PRODUCTION		392,000.00
1. Craft, present, and execute the overall art and visual direction for 14 companies (in collaboration with CITEM including but not limited to the: visual and typography treatment, production plan for the collective pictorial vignettes/ stylized presentations; and individual products (up to 280 products);	40	
2. Provide and manage the manpower (studio assistants, janitorial, etc.) venue, props, and production equipment (including transportation of these equipment to the studios) e.g. lighting and tripods, etc. for the pictorials (exhibitors to shoulder shipment of items to the studios);	10	98,000.00
3. Research and interview the 14 participating companies, 2 CITEM-hired curators and the CITEM project team (total of 16 articles, 1 each per brand and 2 focused creative team and the collective participation)	10	98,000.00
B. PRODUCTION	10	98,000.00
1. Direct and manage photographers and provide styling during the pictorial of 14 participating brands within approved timeline with the project team; also provide for the safety requirements and food for the production staff and other miscellaneous expenses required throughout the duration (maximum seven days) of the pictorials;		
2. Craft a total of 16 articles featuring all participating brands , the creative team, and the overall participation in Maison & Objet Digital Fair (MOM); and	10	98,000.00
3. Craft min. of 200-character description per product shot (up to 280 products)	10	98,000.00
C. POST- PRODUCTION		
1. Conduct final touch-up and render the final artwork for images selected by the curators and the project team;	5	49,000.00
2. Fact-check all the 16 articles and product descriptions with the featured brands and the project team; and apply necessary revisions until approved by the project team	5	49,000.00
3. Provide guidance on visual treatment and graphics materials that will be digitally produced and/or published independently by CITEM , if any, for MOM, including but not limited to e-newsletters, social media campaigns, etc.		
GRAND TOTAL	100%	PhP 980,000.00

VI. TIMELINE & PAYMENTS

Activities	Timeline	Requirement for payment	% of payment
Submission and approval of Visual and Art Direction	2 nd Week of August	Approved visual and art direction [pre-production plan];	40%

		and schedule of interviews with exhibitors	
Submission and approval of content plan for copywriting requirements	2 nd week of August	Submitted content for copywriting and raw files for selection	30%
Production / Pictorial Proper	2 nd to 3 rd week of August		
Post-production and Final artwork rendition	3 rd to 4 th week of August	Submission of approved final artwork and articles	30%

The engagement is valid from release of Notice of Award to October 2020, or upon satisfactory completion of all deliverables, whichever comes later.

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, publication.</p> <p>i. With government experience - 10 points</p> <p>ii. With no government experience - 5 points</p> <p>(Document required: Portfolio indicating relevant work experience in content creation/production, publication)</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"> Leverage on visuals – photos, videos, illustrations, demonstrations, etc.; Have compelling, convincing storylines; Have takeaway messages that are clear, consistent, innovative, and fresh, and Have potential to generate online conversations and buzz, spawn “viral” interest <p>(Contractor to present a Content Portfolio created/produced and published in traditional, online, and social media channels, and/or applied in commercial marketing and promotional collaterals.)</p>	25
<p>c. Quantity and diversity of published content in various multi-media formats:</p> <p>i. At least three (3) published contents in video format - 5 points</p> <p>ii. At least five (5) published articles in any of the following formats: long-form write-up, feature articles/advertorials, listicles, short bios - 10 points</p> <p>iii. At least five published contents in any of the following formats: blogs, vlogs, - 5 points</p> <p>iv. At least three (3) published articles other than online - 5 points</p> <p>(Contractor to present a 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.)</p>	25

d. Experience in creating visual content using original photos/images, graphics, videos, infographics and other relevant materials for at least 10 entities/brands/ companies:	25
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)	
e. Knowledge of local and global trends and innovations in the home and fashion industry (Evaluator to refer to the Content Portfolio submitted)	15
TOTAL	100

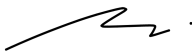
Only those who receive a passing score of **85** shall proceed to the opening of financial bid. The lowest calculated and most responsive bidder shall be declared the winner of the contract, subject to post-qualification, if required.

VI. BUDGET

A total of PhP 980,000 is earmarked for this engagement (inclusive of all applicable taxes), to be sourced from Manila FAME 2020 budget for OTF and digital participation. (See above budget vis a vis scope of deliverables).

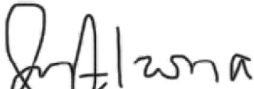
Mode of Procurement: Small Value Procurement

Prepared by:



Windy P. Anonuevo
Senior – TIDS

Noted by:



Anna Marie R. Alzona
Division Chief, OTF

Recommending Approval:



Atty. Anna Grace Marpuri
OIC – Department Manager

Approved by:



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Executive Director