

**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-2021-0064**

**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 INTERNATIONAL FASHION BUYER MARKETING  
AGENT FOR FAME+ SOURCING FESTIVAL IN OCTOBER 2021**

*(Please see attached Term of Reference for more details)*

**Approved Budget for the Contract: PHP 720,000.00 or USD 14,400.00**

**Qualitative Evaluation Documents to be submitted:**

1. Company Profile and CV of company representative indicating combined years of experience working in Fashion
2. Portfolio showing digital B2B Matching Experience in Fashion
3. Fashion Buyer Network/Database and Screenshot of number of contacts in CRM
4. List of clients indicating experience in working with other government organization or agency in a similar capacity

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 [citembac@citem.com.ph](mailto:citembac@citem.com.ph).

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



## REQUEST FOR QUOTATION (OVERSEAS PROCUREMENT)

Date: 11 August 2021

Company Name: \_\_\_\_\_

RFQ No.: 2021-0064

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 OR compressed folder and submitted to CITEM BAC.

<b>Deadline of Submission of Quotation and Qualitative Evaluation Documents:</b> <u>16 August 2021</u>	<b>Time:</b> <u>12:00NN</u>
<b>Schedule of Opening of Qualitative Evaluation Documents:</b> <u>16 August 2021</u>	<b>Time:</b> <u>12:00NN</u>
<b>Schedule of Opening of Bids:</b> <u>17 August 2021</u>	<b>Time:</b> <u>02:00PM</u> <b>Venue:</b> <u>Zoom</u>

QTY	UNIT	ARTICLE / WORK / DESCRIPTION / SPECIFICATION	UNIT PRICE	AMOUNT
1	lot	<p><b>HIRING OF INTERNATIONAL FASHION BUYER MARKETING AGENT FOR FAME+ SOURCING FESTIVAL IN OCTOBER 2021</b></p> <p><i>(Please see attached Term of Reference for more details)</i></p> <p><b>APPROVED BUDGET FOR THE CONTRACT: PHP 720,000.00 OR USD 14,400.00</b></p> <p><b><u>Qualitative Evaluation:</u></b> Passing grade is 85 points. Required to submit below documents:</p> <ol style="list-style-type: none"> <li>1. Company Profile and CV of company representative indicating combined years of experience working in Fashion</li> <li>2. Portfolio showing digital B2B Matching Experience in Fashion</li> <li>3. Fashion Buyer Network/Database and Screenshot of number of contacts in CRM</li> <li>4. List of clients indicating experience in working with other government organization or agency in a similar capacity</li> </ol>		

**Terms and Conditions:**

- 1) The above-quoted prices must be inclusive of all costs and applicable taxes. Prices shall be quoted in Philippine Peso or US Dollar.
- 2) Payment will be processed after receipt of invoice. Other terms of payment will be based on the Contract agreed by CITEM and Supplier.
- 3) Any alterations, erasures or overwriting shall be valid only if they are signed or initialed by the bidder or his/her authorized representative.

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).: \_\_\_\_\_

Email: \_\_\_\_\_

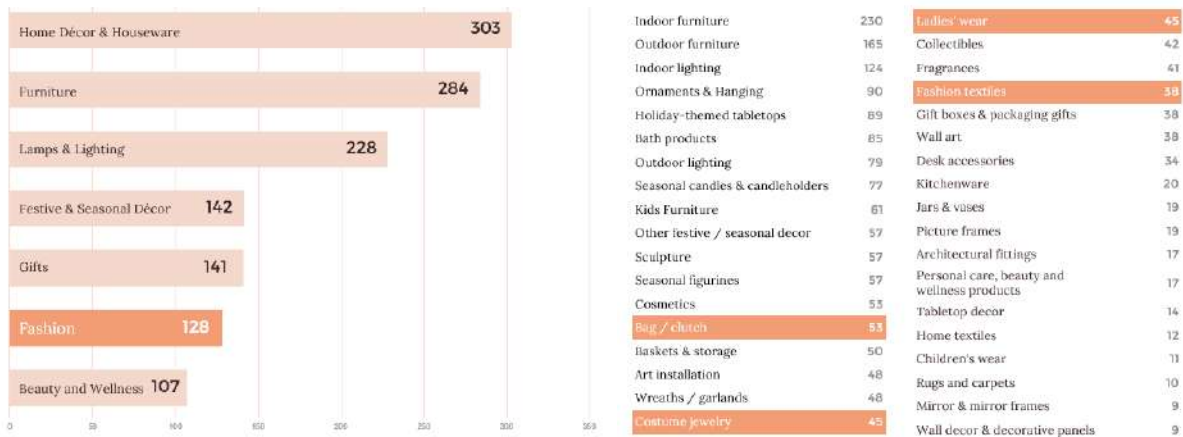
## Terms of Reference

### Contracting of International Fashion Buyer Marketing Agent For FAME+ Sourcing Festival in October 2021

#### I. BACKGROUND AND RATIONALE

In October 2020, Manila FAME launched its newest digital trade and community platform called FAME+. This enables buyers and exhibitors to connect with each other all throughout the year, with or without the physical show.

As of June 2021, a total of 259 exhibitors have been onboarded, more than 41% of which are from the fashion sector. However, the number of buyers interested to source for fashion remain low.



Out of 981 registered FAME+ buyers, only 13% or 128 are interested in the platform's fashion portfolio. The data also shows that there are only very few buyers who are looking to source for the sub-categories of fashion such as bags / clutches, costume jewelry, ladies' wear, and fashion textiles. This is also reflected in the buyer inquiries sent through the platform.

To bring in more fashion buyers to the FAME+ website and to help match participating fashion exhibitors with buyers in the B2B activities during the sourcing festival happening on 20-22 October 2021, it is recommended to hire an overseas-base buyer marketing agent for fashion. With the help of the contracted firm, CITEM will be able to tap more leads outside its own database.

#### II. OBJECTIVES

1. To increase awareness of FAME+ among more international fashion buyers
2. To increase registration of fashion buyers in FAME+
3. To provide leads for fashion companies and brands participating in the B2B Matching activities during the FAME+ sourcing festival

4. To build stronger business connections with international fashion buying networks

### **III. REQUIREMENT**

It is recommended to hire an overseas-based fashion buyer marketing agent with strong established networks in international fashion circles to ensure that the fashion companies and brands on FAME+, particularly those participating in the B2B matching event during the sourcing festival on 20-22 October 2021, would be able to meet fashion importers, wholesalers, distributors, retailers, and specialty stores. The contracted firm will help FAME+ reach global markets with a focus on Asia Pacific and Europe.

### **IV. SCOPE OF WORK**

The contracted international fashion buyer marketing agent shall perform the following duties:

#### *Pre-Event ( 25 August – 19 October 2021 1)*

- Promote FAME+ and the B2B event during the FAME+ sourcing festival to its own database of 4,000 contacts through EDM (electronic direct mail) and send 2 e-newsletter per month (total of 6 from August to October); target to recruit at least 60 international fashion buyers to register to FAME+ prior to the event and B2B activities; buyers may be from anywhere except the Philippines
- Provide support in FAME+ registration for its recruited buyers, if necessary
- Provide support in the registration to B2B activities and/or other digital events during the FAME+ sourcing festival in October 2021
- Provide consultation services in the planning and development of the B2B digital event
- Promote FAME+ and the sourcing festival event in October through different communication channels such as its own website, social media, and other online listings to encourage registration to the site and participation in the B2B event
- Orient/brief CITEM and Exhibitors about market trends and insights in our target geographies
- Guide CITEM screening and selecting the right set of Exhibitors most relevant to market demands
- Invite at least 20 qualified fashion buyers to participate in the B2B matching activities during the FAME+ sourcing festival in October; the 20 participating fashion buyers may or may not be different from the 60 buyers recruited to register to FAME+
- Prepare buyers' profile and business information prior to the B2B event and provide contact list of buyers after the event
- Provide support to participating buyers in terms of using and navigating the platform

#### *Event Proper (20-22 October 2021)*

- Mobilize confirmed participating buyers and ensure their presence during their pre-determined time slots and to communicate any changes to the buyers and to CITEM

- Organize a minimum of 2 meetings per buyer during the B2B event and assist in scheduling to ensure that meetings with exhibitors do not overlap
- Provide support in terms of platform use during the one-on-one business meeting if requested by the buyer

*Post-Event (23 October – 23 November 2021)*

- Follow-up results of meetings conducted and provide follow-up support to participating buyers and/or exhibitors if requested by either party
- Distribute to and collect FAME+ surveys to participating buyers
- Provide a comprehensive post-event report on the meetings conducted, matches made, inquiries booked or pending, buyer feedback and recommendations

Definition of Term:

*Fashion Buyer* – refers to an overseas-based importer, wholesaler, specifier, and retailer of fashion wearables, accessories, footwear, and complements. It may also be a specialty store or e-commerce with a fashion selection.

**V. QUALIFICATIONS**

- Must have an extensive background in fashion, knowledge on market trends and buyer behavior, and experience in organizing and/or promoting fashion events;
- Must have conducted international digital B2B matching activities / events;
- Must have its own extensive database of international fashion buyers with a focus on Asia Pacific and Europe;
- Must have worked with a foreign government organization or agency in the past for a similar project and in a similar capacity.

**VI. QUALITATIVE EVALUATION**

The interested bidder should undergo Qualitative Evaluation, based on the parameters below. A minimum score of **85 points** is required to be considered for the financial bid.

Qualification	Score
Combined Years of Experience Working in Fashion <i>Requirement:</i> Company Profile & CV of company representative	0-4 Years: 0 Points 5-9 Years: 20 Points 10 Years or More: 30 Points
Digital B2B Matching Experience in Fashion <i>Requirement:</i> Portfolio	0 Event: 0 Points 1-5 Events: 10 Points More than 5 Events: 20 Points
Fashion Buyer Network / Database	Less than 1000 contacts: 0 Points 1000-2000 contacts: 10 Points 2001-3000 contacts: 20 Points

<i>Requirement:</i> Screenshot of number of contacts in its CRM	3000 contacts or more: 30 Points
Experience in working with other foreign government organization or agency in a similar capacity  <i>Requirement:</i> List of Clients	Without experience: 0 Points With experience: 20 Points
<b>Total/Maximum Score</b>	<b>100 Points</b>

## VII. BUDGET

Total Budget: PHP 720,000 or USD 14,400 (inclusive of all taxes)

Budget Source: Manila FAME (Hybrid) + OTF budget

Mode of Procurement: Negotiated Procurement (Overseas Procurement)

## VIII. PAYMENT TERMS

The total budget for the hiring of international fashion buyer marketing agent is PHP 720,000 or USD 14,400, inclusive of all applicable taxes. This shall be paid in two tranches:

- 40% of the contract price upon sending of at least 3 e-newsletters, and confirmation of participation of 10 buyers (50%) to the B2B event in October at least 15 days before the sourcing festival

*Requirements:* CRM report with conversion rate to be cross-checked with FAME+ website analytics; profiles of confirmed fashion buyers including their products of Interest or specific requirements, if any

- 60% of the contract price upon sending of the completed number of 6 e-newsletters, participation of 20 buyers in the B2B event during the FAME+ sourcing festival, and submission of post-event report within 30 days after the sourcing festival in October

*Requirement:* Post-event report including complete list of successfully registered FAME+ fashion buyers, complete list of fashion buyers who participated in the B2B activities and total number of B2B meetings arranged, business results, and buyer feedback and recommendations; accomplished FAME+ surveys from all 20 buyers

In case of incomplete delivery, the following deductions will be made from the contract price:

For every e-newsletter not sent <i>Deliverable:</i> 6 e-newsletters	PHP 25,000 / USD 500
For every no-show buyer at the B2B event <i>Deliverable:</i> 20 buyers	PHP 25,500 / USD 510

## IX. PERIOD OF ENGAGEMENT

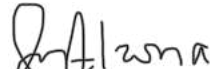
Engagement will commence from the signing of contract until the submission of report within 30 days after the event in October 2021.

*Prepared by:*



**MA. PAMELA PARRA**  
STIDS, OG1-OTF

*Noted by:*



**ANNA MARIE ALZONA**  
DC, OG1-OTF

*Recommending Approval:*



**ATTY. ANNA GRACE MARPURI**  
OIC, OG1

*Approved by:*



**PAULINA SUACO-JUAN**  
Executive Director