

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-2022-0142

**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 VISUAL MERCHANDISER / CURATOR FOR THE PHILIPPINE PARTICIPATION IN  
AMBIENTE 2023**

(Please see attached Request for Quotation Form and Terms of Reference for more details.)

Approved Budget for the Contract	: PHP 900,000.00
Deadline of Submission of Eligibility Documents, Financial Bid and Qualitative Evaluation Documents	: 24 October 2022, 12:00PM
Opening of Qualitative Evaluation Documents	: 24 October 2022, 12:00PM
Opening of Eligibility Documents and Financial Bid	: 25 October 2022, 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](mailto:citembac@citem.com.ph).

The *Notice of Award* shall only be issued to the lowest calculated and responsive 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 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)*

- **Curriculum Vitae / Profile, Portfolio / List of Clients indicating:**
  - Track record of as a creative consultant particularly as for curatorial/ visual merchandising requirement for international physical trade events on home décor, houseware, gifts, and/or seasonal décor sectors
  - Track record in curating digital platforms may it be an exhibit, storefront, ecommerce website, or any other related portals
  - Market expertise in the European commercial market with at least 2 clients


To encourage the sanctity of the bids, bidders must submit these documents separately, on the above stated date and time, either on the following:

- Physical Submission at the CITEM Office, Golden Shell Pavilion, Roxas Blvd. cor. Gil Puyat Ave., Pasay City, or
- Online submission to the BAC Secretariat through email 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 must be disclosed on or before the date and time of the Opening of Eligibility Documents, Financial Bid and Qualitative Evaluation Documents as indicated above. Failure to disclose the password during the opening of bids may result to non-responsiveness of the bid.

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).

For



**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: 19 October 2022

Company Name: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 Contact No.: \_\_\_\_\_

RFQ No.: 2022-0142

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 / [citembac@cittem.com.ph](mailto:citembac@cittem.com.ph).

Deadline of Submission of Eligibility Documents, Financial Bid and Qualitative Evaluation Documents: <b>24 October 2022</b>	Time: <b>12:00PM</b>
Schedule of Opening of Qualitative Evaluation Documents: <b>24 October 2022</b>	Time: <b>12:00PM</b>
Schedule of Opening of Eligibility Documents and Financial Bid: <b>25 October 2022</b>	Time: <b>02:00PM</b> Venue: <b>Zoom</b>

QTY	UNIT	ARTICLE / WORK / DESCRIPTION / SPECIFICATION	UNIT PRICE	AMOUNT
1	lot	<p><b>HIRING OF VISUAL MERCHANDISER /            CURATOR FOR THE PHILIPPINE            PARTICIPATION IN AMBIENTE 2023</b></p> <p>APPROVED BUDGET FOR THE CONTRACT: <u>PHP 900,000.00</u></p> <p><u>Please see attached Terms of Reference for more details.</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.

For

**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: \_\_\_\_\_

**I. Event Brief**

<b>Title</b>	Ambiente 2023
<b>Date</b>	03-07 February 2023
<b>Profile of Exhibitors</b>	Manufacturers/traders of home décor, houseware, seasonal décor and gift items that are currently serving the German and European market and/or want to expand their business to the said market.
<b>Budget</b>	Php900,000.00
<b>Target no. of exhibitors</b>	15 companies

**II. Show Background**

Ambiente is the world’s largest trade fair for consumer goods and considered to be the annual meeting point for suppliers and trade buyers of this industry. The fair covers three sectors: Dining (kitchenware), Giving (gift items), and Living (furniture, lighting, home accessories, seasonal décor).

Despite the downward trend in trade show attendance worldwide and the threat of coronavirus in the trade fair industry, the 2020 edition of Ambiente managed to push through. Occupying an exhibition space of 306,500 sqm, the fair featured 4,460 from 92 countries, 85% of which coming from outside Germany.

Buyer attendance, however, decreased by 20%. Compared to the buyer count of 2019 at 136,000, only around 108,000 buyers came to Ambiente 2020 from nearly 160 countries. Most of the visitors, 62% to be exact, came from countries outside Germany. Due to the unusual global situation, noticeable shifts could be observed among the top ten visiting nations of Ambiente. After Germany, there were Italy, France, the Netherlands, Spain, the UK, Turkey, the United States, Russia, Japan, and China. Growth in the number of visitors could also be observed from nations such as Estonia, Japan, Jordan, Colombia, Romania, and Turkey.

In 2020, Philippines marked its fifth year of continued participation in Ambiente carrying the Lifestyle Philippines brand. For the past editions, Philippines has shown a strong participation result as evident by the growing export sales of participating companies. This growth, however, has been affected by the decrease in the number of show buyer attendance in 2020. Number of trade inquiries, on the other hand, has continued to increase. This just shows that there is a growing interest to Philippine products among trade buyers and that the yearly presence of the Philippines is now acknowledged by select visitors.

With this, Ambiente has been preferred by many Philippine Home Décor and Gifts exporters. Philippines has gained a significant traction in Ambiente and is expected to show more progressive participation growth throughout the years. It is a trade event deemed significant to be continuously pursued.

With the need to innovate and as a result of the global pandemic restricting travels and face to face gatherings, Ambiente offers a hybrid participation through their online event and their online sourcing platform NEXTRADE. On top of the physical show, Ambiente is to introduce a digital trade show held simultaneously happening in time with the physical event to cater a wider range of audience and to bring the trade show to the buyer’s screen allowing them to source despite of any restrictions. All online sourcing will be fulfilled by their sourcing platform NEXTRADE. For 2023, CITEM intends to utilize

these opportunities to maximize available assets and to adapt with today's demand for innovation.

### **III. Rationale**

In 2023, CITEM will introduce a new way of exhibiting in overseas trade shows. To maximize usage of limited space, there will be no individual spaces but rather lifestyle presentation of products. Given this new direction, a Visual Merchandiser / Curator will be hired to ensure that the Philippine Pavilion will have a cohesive and unified display of goods. A curated exhibit is necessary as this is Philippines come back participation in Ambiente after two years and it is essential for the country to attract new and old buyers to again visit the booth. Based on Ambiente experience and benchmarking findings from previous editions, visual display is crucial in leading buyers to the Pavilion.

### **IV. Objectives**

1. To ensure a holistic and cohesive presentation of the Philippines Pavilion in Ambiente 2023;
2. To provide a design theme and concept for the Philippine participation in Ambiente to serve as reference in the preparation of design requirements from exhibition to promotional materials;
3. To ensure that the physical exhibit is reflected and connected with the digital exhibit of all participating companies;
4. To provide an expert assessment on the participation on how to improve their future booth presentation.

### **V. Scope of Work**

The Visual Merchandiser / Curator for the Philippine Participation in Ambiente 2023 will be engaged from October 2022 to February 2023 to deliver the following scope of work:

1. Design Theme
  - Submit a Project Plan to detail the proposed participation design theme, color scheme, and concept for the Philippine participation in Ambiente 2023 in consideration with the theme identified by the project team;
2. Booth Design
  - Develop the general booth and structural design concept for the Philippine participation in coordination with the assigned CITEM Exhibition Designer.
  - Develop an exhibitor space layout for the products to be featured to ensure that all products/companies have equal exposure and easily identifiable.
  - Direct how digital technology can be adapted to follow the new normal protocols and to address the gap caused by the lack of company representative's physical presence.
3. Product Selection
  - Conduct product selection / final line selection of each participating companies while taking into consideration equal product representation of companies carrying big furniture items vs. small décor and gifts products.
4. Curation
  - Physically curate the Philippine Pavilion for the Ambiente event proper;

- Curate the Philippine Pavilion digital booth to ensure that all featured companies are properly represented, and that the booth visually adheres to the overall design theme of the participation;
  - Curate each participating exhibitor's digital booth to ensure that all company storefronts in Ambiente reflects or are connected with the physical exhibit and that they adhere to the overall direction of the participation;
  - Should there be a need for a direction for the product photoshoot for the featured products in Ambiente, the Curator must be able to produce necessary guide documents required.
5. Business Consultation
- Conduct pre-event seminar / consultation to participating companies on topics of market trends and how to cope with the market post-pandemic;
  - Provide assessment for each participating company based on their show performance at Ambiente and identify areas for improvements on how they can improve their succeeding participation in international fairs.
6. Brand Ambassadorship
- Represent the Philippine participation in Ambiente 2023 in local and international marketing and promotion initiatives which include features and interview across various media platforms;
  - Engage in various activities intended for the promotion of the Philippine participation in Ambiente 2023 such as, but not limited to courtesy calls, launches, and press conferences.
7. Others
- Shoulder all logistics, administrative, incidental and personal expenses needed to accomplish the deliverables at no additional cost to CITEM;
  - **Shoulder cost of travel to and from Frankfurt, Germany to do exhibit curation;**
  - All materials must be approved by CITEM and the hired Curator must be willing to allow revisions should CITEM require them;
  - Recommend actions and solutions on how to improve future exhibit in Ambiente;
  - Should there be any areas that are unclear and need decision making, CITEM's decision should be followed;
  - Submission of post-event report to include: 1) accomplishment report, 2) recommendations on exhibit and promotion, 3) assessment of each participating exhibitors.

## **VI. Responsibilities of CITEM**

CITEM shall adhere to the following responsibilities:

1. Assign a point person from CITEM to serve as coordinator between the Visual Merchandiser / Curator and the exhibitors and for any other questions and concerns;
2. Assist in routing for review and approval of all content submitted by the Visual Merchandiser / Curator.
3. Provide access to the previous product photos of FAME+ to be used by the Visual Merchandiser / Curator as reference and/or additional product selection options for the Pavilion, if necessary.

**VII. Qualification**

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

<b>QUALIFICATION</b>	<b>VALUE POINT</b>
<p>Must have a track record of at least 5 events as a creative consultant particularly as for curatorial / visual merchandising requirement for international physical trade events on home décor, houseware, gifts, and/or seasonal décor sectors</p> <p>Document required: CV / Profile, Portfolio / List of Clients</p>	<p>Number of international events /exhibitions curated</p> <ul style="list-style-type: none"> <li>• 10 and more (45 points)</li> <li>• 8 to 9 events (30 points)</li> <li>• 6 to 7 events (20 points)</li> <li>• 5 events (10 points)</li> <li>• 4 events and below (0 points)</li> </ul>
<p>Must have a track record in curating digital platforms may it be an exhibit, storefront, ecommerce website, or any other related portals.</p> <p>Document required: CV / Profile, Portfolio / List of Clients</p>	<ul style="list-style-type: none"> <li>• With experience curating a digital exhibit (10 points)</li> <li>• Without experience (0 points)</li> </ul>
<p>Market expertise in the European commercial market with at least 2 clients</p> <p>Document required: Portfolio / List of Clients</p>	<p>Number of European-based clients and/or local clients with Europe as a target market</p> <ul style="list-style-type: none"> <li>• 10 clients and more (45 points)</li> <li>• 5 to 9 clients (30 points)</li> <li>• 2 to 4 clients (15 points)</li> <li>• 1 and below (0 points)</li> </ul>

**VIII. Budget and Mode of Payment**

Total Budget: Php900,000.00

Budget Source: Pre-Operating Budget Ambiente 2023

Mode of Procurement: SVP

Payment shall be made in the following schedule:

<b>PAYMENT</b>	<b>PROPOSED DELIVERABLES</b>
40% of the contract price (October)	Submission of design theme and concept proposal
40% of the contract price (October – December)	<ul style="list-style-type: none"> <li>• Selection of products</li> <li>• Development of booth design with EDD</li> <li>• Booth layout and plans (physical &amp; digital)</li> </ul>
20% of the contract price (January – February)	<ul style="list-style-type: none"> <li>• Pre-event seminar with the exhibitors</li> <li>• Curation of the digital exhibit</li> <li>• Curation of the physical exhibit</li> <li>• Submission of post-event report</li> </ul>

**TERMS OF REFERENCE FOR THE PROCUREMENT OF  
HIRING OF VISUAL MERCHANDISER / CURATOR  
PHILIPPINE PARTICIPATION IN AMBIENTE 2023**

**ambiente**

*Prepared by:*

  
**KATRINA ALYSSA C. LEDESMA**  
STIDS, OG1-OTF

*Noted by:*

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

*Recommending Approval:*

  
**MARJO F. EVIO**  
OIC, OG1

*Approved by:*

  
**DEP. EXEC. DIR. MA. LOURDES D. MEDIRAN**  
Officer-in-charge, CITEM