

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-2023-0112

**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 FASHION SHOW MANAGEMENT TEAM FOR MANILA FAME 2023  
SPECIAL EVENTS**

*(Please see attached Request for Quotation Form and Terms of Reference for detailed requirement and scope of work)*

Approved Budget for the Contract	: PHP 650,000.00
Pre-Bid Conference	: 19 September 2023, 02:00PM
Deadline of Submission of Eligibility Documents, Financial Bid, and Qualitative Evaluation Documents	: 22 September 2023, 05:00PM
Opening of Qualitative Evaluation Documents	: 22 September 2023, 05:00PM
Opening of Eligibility Documents and Financial Bid	: 26 September 2023, 02:00PM

Conduct of Pre-Bid Conference and Opening of Bids shall be held virtually thru 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 link will be released on the actual day of the procurement activity.

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)*

- 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 provided that the renewed permit shall be submitted before the award of the contract.*
- 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.*
- Latest Income/Business Tax Return**
- Notarized Omnibus Sworn Statement**
- 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)*

- Company or individual profile indicating number of years in the industries of creative and/or project direction, event curation and creative consultancy**
- List of Manpower Team**
- List of clients and projects broken down into government agencies and private sector projects within the past two (2) years**
- Concept proposal, timeline and milestones**

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).

## 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: 14 September 2023  
RFQ No.: 2023-0112

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 or compressed folder and submitted to CITEM BAC / [citembac@citem.com.ph](mailto:citembac@citem.com.ph).

Pre-Bid Conference: <b>19 September 2023</b>	Time: <b>02:00PM</b>	Venue: <b>ZOOM</b>
Deadline of Submission of Eligibility Documents, Financial Bid, Qualitative Evaluation Documents: <b>22 September 2023</b>	Time: <b>05:00PM</b>	
Schedule of Opening of Qualitative Evaluation Documents: <b>22 September 2023</b>	Time: <b>05:00PM</b>	
Schedule of Opening of Eligibility Documents and Financial Bid: <b>26 September 2023</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 FASHION SHOW MANAGEMENT TEAM FOR MANILA FAME 2023 SPECIAL EVENTS</b></p> <p><i><u>(Please see attached Terms of Reference for detailed requirements and scope of work)</u></i></p> <p><u>APPROVED BUDGET FOR THE CONTRACT: PHP 650,000.00</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 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**  
**Fashion Show Management for Manila FAME 2023 Special Event**

**I. BACKGROUND AND RATIONALE**

The Center for International Trade Expositions and Missions (CITEM) is the export promotion arm of the Philippine Department of Trade and Industry (DTI). CITEM is committed to developing, nurturing, and promoting globally competitive small and medium enterprises (SMEs), exporters, designers, and manufacturers by implementing an Integrated Approach to Export Marketing in partnership with other government and private entities. For three decades, CITEM has established the country's image as the premier destination for quality export products and services. It continues to set the highest standards of creativity, excellence, and innovation to achieve export competitiveness in the international market.

For decades, the **Center for International Trade Expositions and Missions (CITEM)**, as the DTI's export promotion arm of the government, has poured in considerable effort and modest achievements to banner our products and services to the world market given its limited resources. One of our signature events, the **Manila FAME**, the Philippines' premier trade show for quality home, fashion, and lifestyle products is celebrating its **40th "Ruby" anniversary** and its return onsite after three years since the pandemic, on 19-21 October 2023.

In line with this, **we are staging the Manila FAME's "Pagsibol: A Gala Night Celebrating Filipino Design Excellence"** with **First Lady Liza Araneta Marcos as our invited Guest of Honor and Keynote Speaker**. This will be a gathering of members of the diplomatic corps, government officials, businessmen, and international buyers and exhibitors on 19 October 2023 at 6:00 PM.

The event is set to honor this year's best in Philippine design through KATHA Awards in the home, fashion, and lifestyle sectors. However, a highlight of this special event is a fashion show celebrating the fabled Manila Carnival Queens of 1900s and the reimagination of the "Bagong Anyo" showcasing the creativity of our local designers using local textiles and indigenous materials.

We need a Fashion Management Team contractor which specializes in handling fashion shows and pageants to provide show direction for this special event. CITEM needs experts in the industry who can ensure the success of intended fashion show component of the special event by creating the show flow proper and ensuring seamless management of the show. They will also oversee the coordination with the designers for the gowns and accessories that will be showcased during the special event.

**II. QUALIFICATIONS**

- Must be a company in the Philippines which specializes in production and execution of live events especially fashion shows and pageants.
- Must be in operations for at least than **20** years.
- Must have an extensive clientele base that includes local and foreign retail brands, designer fashion labels, hotel and mall chains, mobile and electronic brands, corporations, and government institutions.
- Must have an end-to-end manpower team which includes a Director, Scriptwriter, Lighting Designer, Production manager, Production Coordinator, Production Assistants, Spinner, Voice-over, models and hair and make-up artists who will ensure a smooth events management production that will include conceptualization, pre-production planning,

organization of suppliers, backstage coordination and management, live event direction and execution among others.

### III. SCOPE OF WORK and REQUIREMENTS

The Fashion Management Team shall:

1. Conceptualize and design the program and content for the fashion show event, with details as follows:
  - Creative/Content direction:  
Develop the overall creative direction and show conceptualization following the general theme of Pagsibol: A Gala Night Celebrating Filipino **Design Excellence**. To ensure a holistic approach in presenting the Pagsibol components: Carnival Queen and the Bagong Anyo, (e.g. incorporation of local fabrics/ fashion in the costumes, incorporation/ fusion of local dances in the dance presentations, etc.).
2. Oversee program and content of the fashion show component of the special event:
  - Manage, coordinate, the pre-, during and post-production operations, visual lay-out of the venue, physical and technical requirements, program flow, artistic content and other elements and requirements for pre-production activities, rehearsals (to be held at the venue proper) and ingress, and the coordination with prospective performers regarding the incorporation of performances for the fashion component of the special event;
3. Draft spiels for the Pagsibol: Carnival Queen and Bagong Anyo show component; Prepare the script/walkthrough and detailed program scenario based on the over-all concept as approved by CITEM.
4. Provide an end-to-end manpower team which includes the various teams:

#### **Fashion Management Team**

- Director  
The Director is in charge of executing final show program.
- Scriptwriter  
Scriptwriter prepares the script of the whole show.
- Lighting Designer  
Lighting designer plans and executes lighting design for the show.
- Production manager  
Production Manager ensures all items provided by Director in place on the day of the show.
- Production Coordinators and Assistants  
Production Coordinators and Assistants work with the director to ensure all cast members are in place for their portions.
- Spinner  
The spinner executes the canned music for the show.
- Voice-over  
Voice over talent announces spiels part of the script that is not announced by the host.

**Professional Models**

25 models

**Hair and Make-up stylists**

HMU stylists for 25 models

Submit an initial manpower list that would include the names of ALL members of the fashion management team and designers, hair and make-up artists that will be assigned onsite during the event.

5. Arrange for and shoulder their team and traveling expenses (air fare [when applicable] / land transfers, accommodation, meals), logistical expenses (shipment, rentals, etc.) and all necessary permits needed for the implementation of the program.
6. Submit a list to CITEM of the items/materials to be purchased by another production outfit for the venue enhancements. Note: CITEM reserves the right to own any pre-selected items used to style the venue to be used for future events.
7. Oversee, coordinate, and execute rehearsals of the whole-show and present a final dry-run and technical dress rehearsal of the event for final approval of CITEM at least a week before the show date.
8. Must provide a progress report (which includes 1) final end-to-end manpower list that would include the names of ALL members of the fashion management team, hair and make-up artist, professional models who will be assigned onsite during the event.
9. Must conduct a casting-call of professional models to be approved by the CITEM team.
10. Must provide a post-activity report to CITEM and attend the debriefing with Manila FAME Special Events Team and CITEM Management.

**IV. PERIOD OF ENGAGEMENT**

The Fashion Management Team shall be contracted from the issuance and signing of job order, whichever comes later until the November 10, 2023.

**V. EVALUATION AND SELECTION**

- 1) Only contractors complying with the qualification requirements specified on Item II (Qualifications) shall be reviewed and evaluated. Said prospective bidders shall be required to submit their eligibility requirements to BAC.
- 2) Those who pass eligibility requirements shall proceed to screening by a Technical Working Committee, based on the following selection criteria:

**Technical Specification**

Interested bidder/s should undergo Qualitative Evaluation, based on the parameters below. Only those with TWG score of at least 90 points will proceed to financial bid. All technical and financial bid requirements must be submitted at the same time. Contract shall be awarded to the lowest calculated and responsive bidder.

QUALIFICATIONS	POINTS
The company should have at least 20 years relevant experience in the Philippines in production and execution of live events which specializes on fashion shows, press junkets, pageants, and corporate launches.	30

<p>Above 30 years – 30 points 26 – 30 years – 25 points 20 -25 years – 20 points Less than 20 years – 0 points</p>	
<p>The company must provide end-to-end manpower team which include a Fashion Team (includes Creative Director, Scriptwriter, Lighting Designer, Production manager, Production Coordinator, Production Assistants, Spinner, Voice-over; 25 professional ramp models; and Hair and Make-up Artists.</p> <p>Complete end-to-end manpower team – 30 points With incomplete listing – 0 points</p>	30
<p>The company must have an execution and concept proposal of the show based on the rationale of the event, together with the logistical requirements</p> <p>Concept proposal – 30 (Project Vision - 10 points; Timeline and milestones - 10 points; Project Targets – 10 points) Non-submission of a concept proposal - 0</p>	30
<p>The company should have an experience working and/is currently working with at least two (1) government agency and three (3) clients from the private sector within the past 2 years.</p> <p>With 1 or more government agency client/s and 3 clients from the private sector in the past 2 years - 10 points, With no government agency client/s and less than 3 clients from the private sector in the past 2 years - 0 points,</p>	10
<b>TOTAL</b>	100

Aside from the documents required by the Bids and Awards Committee of CITEM, other documents to be submitted to the project team for the Qualitative Evaluation are as follows:

1. Company or individual profile indicating number of years in the industries of creative and/or project direction, event curation and creative consultancy;
2. List of Manpower Team
3. List of clients and projects broken down into government agencies and private sector projects with the past 2 years
4. Concept proposal; Timeline and Milestones;

#### VI. BUDGET AND MODE OF PAYMENT

Mode of Procurement: Small Value Procurement

Total budget is Php650,000.00 inclusive of applicable taxes, with the following mode of payment:

- 20% - upon approval of Event Concept/Proposal  
**Deliverable:** Approved Concept brief, Approved event components/activities;
- 30% - upon submission of Progress Report  
**Deliverable:** Showcase description; Final list of end-to-end manpower team; Rehearsal schedule and casting call; Final approved list of models;

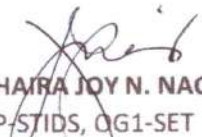
- 40% - upon execution of actual event (fashion show) for the Pagsibol event  
**Deliverable:** actual performance of fashion showcase; certificate of satisfactory services rendered
- 10% - upon submission of Final Report and Conduct of Debriefing  
**Deliverable:** Report with Recommendations; Debriefing meeting and submission of post-activity report

Prepared by:

Noted by:


  
**ALFREID GAINES P. ANTONIO**  
OG-1 SIGNATURE EVENTS TEAM

  
**MARIO F. EVIO**  
OIC-Department Manager, OG-1

  
**SHAIRA JOY N. NACINO**  
SP-STIDS, OG1-SET

Recommending Approval:

  
**MA. LOURDES D. MEDIRAN**  
Deputy Executive Director

Approved by:  
  
**AMB. EDWARD L. FERREIRA, Ph.D**  
Executive Director