

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-2023-0141

**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 PHOTOGRAPHY WITH STYLING SERVICES FOR MAISON & OBJET 2024

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

Approved Budget for the Contract	:	PHP 550,000.00
Deadline of Submission of Eligibility Documents, Financial Bid, and Qualitative Evaluation Documents	:	09 October 2023, 12:00PM
Opening of Qualitative Evaluation Documents	:	09 October 2023, 12:00PM
Opening of Eligibility Documents and Financial Bid	:	10 October 2023, 02:00PM

Conduct of 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 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)

- Curriculum Vitae of team members, composed of a creative director, stage stylist and photographers**
- Portfolio (either online or print) of published works**
- List of equipment**
- List of clients and campaigns**

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. 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.


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: _____

Company Name: _____
Address: _____
Contact No.: _____

Date: 05 October 2023
RFQ No.: 2023-0141

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.

Deadline of Submission of Eligibility Documents, Financial Bid, Qualitative Evaluation Documents: 09 October 2023	Time: 12:00PM
Schedule of Opening of Qualitative Evaluation Documents: 09 October 2023	Time: 12:00PM
Schedule of Opening of Eligibility Documents and Financial Bid: 10 October 2023	Time: 02:00PM Venue: ZOOM

QTY	UNIT	ARTICLE / WORK / DESCRIPTION / SPECIFICATION	UNIT PRICE	AMOUNT
1	lot	<p>HIRING OF PHOTOGRAPHY WITH STYLING SERVICES FOR MAISON & OBJET 2024</p> <p><i>(Please see attached Terms of Reference for detailed requirements and scope of work)</i></p> <p><u>APPROVED BUDGET FOR THE CONTRACT: PHP 550,000.00</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

Procurement of Photography with Styling
for Masion & Objet January 2024

I. EVENT BRIEF

Title of Event	Overseas Trade Show Participation in Maison & Objet 2024
Location	Manila Studio c/o Photographer's recommendation
Product Sector	Furniture and Lighting
Total budget	PhP 550,000.00 (inc. VAT)
Period of Engagement	Upon release of Job Order until November 2023

II. BACKGROUND & RATIONALE

CITEM, the Philippines' leading export promotion agency, is determined to reinforce its global reputation by showcasing the country as a reliable supplier of diverse and well-curated home and lifestyle products through representing a collective of creative enterprises in international exhibitions and trade shows.

A significant event on the horizon is the premier French trade fair, Maison & Objet, taking place in Paris, France on 18-22 January 2024. This well-celebrated fair is among Europe's top three events for interior design, making it a crucial platform for unveiling the best of the Philippines' home and lifestyle exports.

After a four-year hiatus from the French trade fair scene, this comeback is of great importance. To make a lasting impression and generate excitement leading up to the physical show, a strong campaign is imperative. We need to create a buzz that will sustain the anticipation of visitors as the event draws near. A key focus of this campaign will be the captivating visuals aligned with our theme of blurring lines between design and art, and focusing on furniture and lamps & lighting pieces that have sculptural forms. To achieve this, the services of a highly skilled professional photographer is indispensable.

The selected photographer should possess a keen eye for details and extensive experience in capturing high-impact still images. The role is to ensure that our products highlight the exceptional craftsmanship of our participating exhibitors and stand out on digital and traditional platforms that will be used as marketing collaterals and attract the attention of potential buyers and ultimately translate viewers' impressions into lucrative business outcomes for our exhibitors.

III. OBJECTIVE/S

To create visually striking images that showcase distinctive materials of our products, highlighting innovation and craftsmanship, suitable for digital and traditional marketing collaterals.

To be able to capture the essence of merging design and art with imagery that transforms our products into the stature of sculpture pieces creating value beyond its utility.

To produce compelling photos that capture buyers' interest and drive them to take action – resulting to sales or favorable business outcomes to our exhibitors.

IV. SCOPE OF WORK AND DELIVERABLES WITH BUDGET & VALUATION

MAISON & OBJET 2024	%	Value in PhP
<p>A. PRE-PRODUCTION</p> <ol style="list-style-type: none"> 1. Submit proposed set designs (with provision for hanging products) based on the concept provided by CITEM. 2. Book and shoulder cost of venue for the shoot. (Venue must be near CITEM office or in nearby cities). 3. Provide own equipment (e.g. camera with at least 24megapixel full frame CMOS sensor, lens, flash, etc.) and shoot venue location with production stylist / stage designer <p><i>Condition: Attend pre-production meetings and present proposal options on stage styling and design.</i></p>	25%	137,500.00
<p>B. PRODUCTION</p> <ol style="list-style-type: none"> 1. Fabricate and install approved set design based on materials presented during pre-production. 2. Execute onsite creative and editorial direction and complete the pictorials for Maison et Object 2024 campaigns, within agreed timeline with the CITEM creative and project team; <p><i>Conditions: Shoulder own logistics requirements including transportation to and from the recommended shoot location or studio within Metro Manila.</i></p> <p><i>Provide for own personal safety requirements and other personal miscellaneous expenses required throughout the duration of the pictorials;</i></p> <p><i>Share all RAW images to CITEM project team after the pictorial (either via shared cloud folder or via hard drive)</i></p>	50%	275,000.00
<p>C. POST- PRODUCTION</p> <ol style="list-style-type: none"> 1. Conduct post-production briefing and final selection of photos with creative and project team; 2. Edit and provide necessary touch-ups (Final Artworks / digital renders) to a total of 180-225 stylized images of 60-75 different products selected by creative team from the editorial (Averaging: 15 exhibitors X 4 products X 3 angles. FA is based on actual number of available products. The estimate of 4 items per exhibitor is a forecast. If this is not met, cost remains unchanged); 3. Submit all edited images to CITEM in the following formats: <ul style="list-style-type: none"> • A cloud-based platform • 1TB hard drive • (Printed) Contact sheets <p>within a maximum of 10 working days after the pictorial;</p> <p><i>Condition: Grant CITEM the full and perpetual rights and ownership to modify, distribute, and use all images (RAW and EDITED) in all of its campaigns, across</i></p>	25%	137,500.00

<i>multiple online and print platforms, including but not limited to its own website and social media pages.</i>		
GRAND TOTAL	100%	550,000.00

VI. TIMELINE & PAYMENTS

The engagement is valid from release of Job Order to End of November 2023 or upon satisfactory and complete delivery of the total quantity of photo requirements.		
Activities	Requirement for payment	% of payment
Pre-production, Submission, approval of Project Team	Submission of RAW images for selection	40% of contract cost
Production proper (October 23 to 25, 2023)		
Post-production, editing and submission of final artwork (November 1 to 8, 2023)	Submission of 180 - 225 edited and stylized images (FA and contact sheet format)	60% of contract cost
(November 9 to 15, 2023)	Submission of further revisions	
	Total of 180- 225 final edited photos	100%

V. EVALUATION

For the Qualitative Evaluation, bidders will be assessed based on the following criteria:

CRITERIA	VALUE POINT
<p>A. Experience in Professional photography and Creative Direction, with professional/academic background in arts or advertising is a plus:</p> <ul style="list-style-type: none"> • More than 5 years of experience in professional photography with professional/academic background in arts or advertising; 30 points • More than 5 years of experience in professional photography; 20 points • 4 years, and less, of experience in professional photography; 15 points <p><i>Requirement: CV of team members, composed of a creative director, stage stylist, photographers</i></p>	30
<p>B. Breadth and quality of published works</p> <ul style="list-style-type: none"> • Advertising + Product+ Architecture / Design; 45 points • Architecture /Design + Product; 30 points • Product; 20 points <p><i>Requirement: Portfolio (either online or in print) and list of equipment</i></p>	45
<p>C. Has experience working with local or international brands, preferably in design and advertising</p> <ul style="list-style-type: none"> • Over 20 brands /clients / campaigns; 25 points • 16-20 brands /clients / campaigns; 15 points • 10-15 brands /clients / campaigns; 5 points <p><i>Requirement: list of clients and campaigns</i></p>	25
TOTAL	100

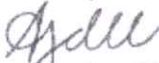
Only those who receive a passing score of **85** shall proceed to the opening of financial bid. The lowest calculated and most responsive bidder shall be declared the winner of the contract, subject to post-qualification, if required.

VI. BUDGET

A total of **Php 550,000** is the approved budget contract (ABC) for this requirement (inclusive of all applicable taxes), to be sourced from OTF 2023 budget.

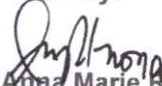
Mode of Procurement: Small Value Procurement

Prepared by:



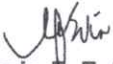
Tracey De Las Llagas
Senior TIDS, OG1-OTF

Noted by:



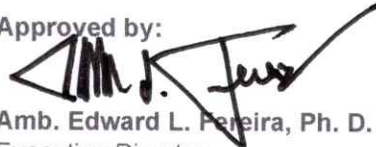
Anna Marie R. Alzona
Division Chief, OG1-OTF

Recommending Approval:



Marjo F. Evio
OIC – Department Manager, OG1

Approved by:



Amb. Edward L. Pereira, Ph. D.
Executive Director

