

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-2020-0199

**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 COMMUNITY MANAGERS FOR THE FOODPhilippines WECHAT AND
WEIBO ACCOUNTS**

(Please see attached Request for Quotation Form for more details.)

Qualitative Evaluation Documents to be submitted:

1. List of copy and/or feature writing experience in a reputable Chinese publication, agency, or brand
2. Links of written articles related to at least 10 unique content pieces (including but not limited to articles, listicles, social media captions) across reputable sites with their own domain.
3. Proof on knowledge of the Chinese business channels (businesses and consumers) and Chinese social media use.
4. Certifications or evidence of Chinese language proficiency in Mandarin, Cantonese, and Hokkien.

Approved Budget of the Contract: PHP 39,500.00 PER MONTH OR PHP 237,000.00

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.



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



TERMS OF REFERENCE (TOR)
HIRING OF COMMUNITY MANAGERS FOR THE FOODPhilippines
WECHAT AND WEIBO ACCOUNTS

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.

FOODPhilippines is a branding initiative of CITEM that enforces the image of the Philippines as a source of quality food products derived from fresh, healthy, and natural ingredients. Under this national brand, the Philippines is positioned as Asia's most exciting sourcing destination for food exports, being one of the world's top exporters of fresh fruits and marine products. FOODPhilippines unifies the promotional efforts of the government in overseas trade exhibitions and events to project one brand, one image, and one voice.

As CITEM continues to develop ways to be ahead in the digital sphere and transform its services to keep up with the latest technology and trends, the agency also aims to firmly establish its branding initiatives in foreign markets through technological solutions. CITEM aims to utilize proper social media channels to communicate its desired brand message to target markets. The Chinese market is a ripe and lucrative market for the continued penetration of Philippine food products as determined by the Philippine participation in three overseas trade fairs in China spearheaded by CITEM in 2020. Namely, the China International Fair for Investment and Trade (CIFIT), the China International Import Expo (CIIE), and the China-ASEAN Expo (CAEXPO).

Sina Weibo and WeChat, as the prevalent social media platforms used by the Chinese audience, are the crucial platforms which the FOODPhilippines brand must penetrate in order to secure its foothold in China. While website development builds are ongoing, it is imperative for the agency to engage its various stakeholders at all levels. Most importantly, daily conversation must be ensured in the social media channels on a daily basis. Thus, it is imperative to bolster manpower complement through hiring of an outsourced service provider with experience in community management and knowledge of the Chinese audience to have a synergized management of the FOODPhilippines assets.

II. OBJECTIVES AND REQUIREMENT

To hire a company or an individual that has the following qualifications:

- Must have engaged copy and/or feature writing experience in a reputable Chinese publication, agency, or brand.
- Must have knowledge of the Chinese market (businesses and consumers) and Chinese social media use.
- Must have produced at least ten (10) unique content pieces (including but not limited to articles, listicles, social media captions) across reputable sites with their own domain. Must provide sample links of articles written.

- Must have certifications or evidence of Chinese language proficiency (written or oral) in Mandarin, Cantonese, and Hokkien.
- Content creation experience on the following, an advantage:
 - Food
 - Agriculture
 - Philippine Cuisine and Personalities
 - Import and Export
 - Investments

III. PERIOD OF ENGAGEMENT

The Community Manager/s shall be contracted within a period of six (6) months upon recommendation of the Bids and Awards Committee (BAC) and awarding of the Head of Procuring Entity (HoPE).

IV. SCOPE OF WORK AND DELIVERABLES

The Community Manager/s shall be responsible for the following:

A. Content Deliverables – Digital Planning and Creation

1. Translate copies originating from CITEM to the desired Chinese language ensuring there are no errors in terms of grammar, punctuation, and spelling; and,
2. Check for readability and style and rewrite or revise the copy to be appropriate for the Chinese language and audience.

B. Community Management

1. Translate approved content on Weibo and WeChat social media accounts in accordance with strategies set by the agency;
2. Support the team's lead generation campaigns in both social, email, and other direct response marketing initiatives;
3. Monitor activity and insights in the social media accounts of the agency; and,
4. Answer inquiries and reply to comments on social media accounts.

C. Documentation of Work Rendered

1. Submit a Monthly Accomplishment Report and official invoice of monthly services rendered to effect payment.

CITEM shall be responsible for the following:

1. Conduct orientation on CITEM's projects, officers, and main mandate;
2. Conduct a brand review of FOODPhilippines and an update on all digital projects executed so far;
3. Provide all pertinent data and information needed to facilitate coordination with CITEM's internal and external stakeholders;
4. Provide access to CITEM's digital accounts and shared documents where work will be documented;
5. Conduct weekly meeting on an as-needed basis to determine status of the project's social media organic campaign execution;
6. Review and approve all content before releasing/publishing in the social media platforms; and,
7. Ensure monthly payment of service provider upon submission of required documents.

V. QUALITATIVE BID AND TECHNICAL EVALUATION

CITEM will conduct a procurement process per Republic Act (RA) 9184. To fully satisfy and so as not to compromise the quality of the requirements, a qualitative evaluation is necessary in the selection process. A Technical Working Group (TWG) will be assigned to evaluate the interested bidders using the following criteria:

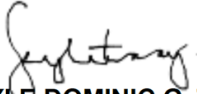
PARTICULARS		POINTS	RATING
1. Must have a copy and/or feature writing experience in a reputable Chinese publication, agency, or brand (30 POINTS)			30
	With experience to write for at least 2 reputable brand, publication or agency	30 points	
	With experience to write 1 reputable brand, publication or agency	10 points	
2. Must have written at least 10 unique content pieces (including but not limited to articles, listicles, social media captions) across reputable sites with their own domain. Please provide sample links of articles written. (40 POINTS)			40
	20 or more unique articles	40 points	
	15-19 unique articles	25 points	
	10-14 unique articles	20 points	
<ul style="list-style-type: none"> 3. Must have knowledge of the Chinese business channels (businesses and consumers) and Chinese social media use. (15 POINTS) 			15
	Knowledge in Chinese business channels and Chinese social media use	15 points	
	Knowledge in Chinese social media use only	10 points	
	Knowledge in Chinese business channels only	8 points	
4. Must have certifications or evidence of Chinese language proficiency in Mandarin, Cantonese, and Hokkien. (15 points)			15
	One language certification	5 points	
	Two Chinese language certifications	10 points	
BONUS: <ul style="list-style-type: none"> Content creation experience on the following, an advantage: <ul style="list-style-type: none"> - Food - Agriculture - Chinese Cuisine and Personalities - Import and Export 		5 points	
		TOTAL	100

Note: The Candidate must get a passing score of at least 85 points.

IX. PAYMENT TERMS

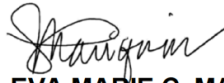
CITEM will process the payment of the winning bidder in six (6) monthly installments based on the awarded contract amount upon submission of the Monthly Accomplishment Report and Invoice for services rendered. The Approved Budget for the Contract amounts to PHP 237,000.00 thus bids should not exceed this amount. This expense shall be charged to the CAEXPO 2020 Budget.

Prepared by:



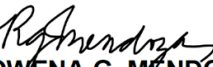
KYLE DOMINIC G. TA-AY
SP TIDS

Noted by:



EVA MARIE C. MARIQUINA
OIC-Division Chief
OG2-OTF

Recommending Approval:



ROWENA G. MENDOZA
OIC-Department Manager
OG2

Approved by:



MA. LOURDES D. MEDIRAN
Supervising Deputy Executive Director