

**MEMORANDUM OF AGREEMENT****KNOWN ALL MEN BY THESE PRESENTS:**

This Agreement, made and entered into by and between:

The CENTER FOR INTERNATIONAL TRADE EXPOSITIONS AND MISSIONS, a government instrumentality attached to the Department of Trade and Industry, with office address at the Golden Shell Pavilion, Roxas Boulevard, cor. Gil J. Puyat Avenue, Pasay City, represented in this act by its Executive Director PAULINA SUACO – JUAN, hereinafter referred to as CITEM;

**-and-**

The TEXTE & KONZEPTE, with address at Sandstraße 1, 96135 Stegaurach, Germany, represented in this act by its Founder CHRISTINE DICKER, hereinafter referred to as the INTERNATIONAL PUBLICIST ;

**WITNESSETH:**

WHEREAS, CITEM, will organize a Philippine Pavilion in Ambiente at Frankfurt, Germany scheduled on 07-11 February 2020;

WHEREAS, AMBIENTE, is the world's largest trade fair for consumer goods and is considered to be the annual meeting point for suppliers and trade buyers of this industry. Attended by 136,000 trade visitors from 166 countries and by 4,451 exhibitors from 92 countries, the fair covers the following three sectors: Dining (kitchenware), Giving (gift items), and Living (furniture, lighting, home accessories, seasonal décor);

WHEREAS, CITEM, recognizes the value of mounting a Philippine Pavilion in Ambiente due to the growing positive show results from the past four-year participation of Philippines and to serve as promotional tool in creating awareness and as well as attracting buyers to the Manila FAME;

WHEREAS, CITEM, recognizes Ambiente's magnitude in terms of scope of buyers and with Germany as the one of the leading visitors of Manila FAME;

WHEREAS, CITEM, intends to strengthen promotions effort of the Philippine participation in Ambiente within the European market during and after the event for the purpose of also promoting Manila FAME October 2020;

WHEREAS, the INTERNATIONAL PUBLICIST, is an industry expert with appropriate networks which can assist CITEM in promoting the Philippine participation in Ambiente;

WHEREAS, CITEM and the INTERNATIONAL PUBLICIST, enter into a Memorandum of Agreement for the purpose of implementation and execution of the communication and promotion plan of CITEM for Ambiente 2020.

NOW THEREFORE, for and in consideration of the foregoing premises and stipulations hereunder stated, the parties hereby agree as follows, as follows:

**I. PURPOSE**

CITEM to hire an International Publicist for the promotion of the Philippine Participation in Ambiente 2020 and to continue promotional efforts of the fair results leading to Manila FAME.

**II. RESPONSIBILITIES OF THE PARTIES**

A. Undertakings of the International Publicist:

- A.1 Create a marketing plan targeting European market for the international promotion of Philippine participation in Ambiente;
- A.2 Introduce and manage a German-based PR agency to invite local press, conduct press follow ups and to create the post-event report on the tradeshow;
- A.3 Create an editorial plan for key asset production, shape key messages for the production of key assets and manage the implementation of the said plan;
- A.4 Manage social media amplification in order to guarantee digital and print exposure within Europe; and
- A.5 Crafting of creative concept and direction of assets working with the local Creative Director to produce all required assets for Manila FAME and other projects, as required.

B. Undertakings of CITEM:

- B.1 Compensate the International Publicist the amount of TWENTY THOUSAND EURO (20,000.00 EURO) as per the schedule below:
  - 40% - Upon submission of marketing plan and strategies;
  - 35 % - Upon dissemination of press communique to target audience;
  - 25% - Upon satisfactory publication of all remaining output commitments and submission of a Summary Report specifying all content media formats delivered with the respective dates of publication.
- B.2 Provide the International Publicist the relevant reference materials needed as basis in delivering the scope of work;
- B.3 Assign a CITEM Contact Person who will closely coordinate the implementation of the event.

C. EFFECTIVITY

This Agreement will be effective upon signing of both parties herein and will be valid until June 2020 or until the project has been completed.

D. MISCELLANEOUS PROVISION

- 1. Each activity or project shall be supported by necessary documentation and approved by the Proper Authority;
- 2. This Memorandum of Agreement (MOA) may be modified, revised, amended, or supplemented upon the mutual written consent by both parties and acknowledged before a notary public;
- 3. Should for any reason, or in any case finds this Memorandum of Agreement inconsistent and will violate with any other applicable provisions of this agreement, the parties agree to mutually find best possible in order to achieve and accomplish the above cited undertakings;
- 4. Should there be conflict, disagreement arising from the interoperation of the MOA the parties shall mutually agree to arrive at an amicable solution and shall take into consideration the objective for which this MOA is executed.

IN TESTIMONY WHEREOF, the parties have affixed their signature on this \_\_\_\_\_ of 2020, hereat Pasay City, Philippines.

**CENTER FOR INTERNATIONAL TRADE EXPOSITIONS AND MISSIONS**

**INTERNATIONAL PUBLICIST**


By

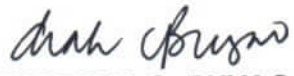
By

  
**PAULINA SUACO-JUAN**  
Executive Director  
Center for International Trade Expositions & Missions

**CHRISTINE DICKER**  
Founder  
Texte & Konzepte

**Signed in the presence of**

  
**MA. LOURDES D. MEDIRAN**  
Deputy Executive Director  
Center for International Trade Expositions and Missions

  
**MALERNA C. BUYAO**  
Chief, Controlleriship Division  
Center for International Trade Expositions and Missions

**ACKNOWLEDGEMENT**

REPUBLIC OF THE PHILIPPINES)  
PASAY CITY, METRO MANILA ) S.S

BEFORE ME, a Notary Public for and in the \_\_\_\_\_ day of \_\_\_\_\_, 2020 personally appeared the following:

NAME	CEI #	DATE / PLACE OF ISSUE
_____	_____	_____
_____	_____	_____



Known to me and to me known to be the same persons who executed the foregoing instrument and acknowledged to me that the same is their voluntary act and deed as well as free and voluntary act and deed of the entities they represent.

The Memorandum of Agreement consisting of four (4) pages, including this page, wherein this acknowledgement is written and signed by the parties and their instrumental witnesses on each and every page.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed my notarial seal on the date and place above stated.

NOTARY PUBLIC

DOC. NO. \_\_\_\_\_  
PAGE NO. \_\_\_\_\_  
BOOK NO. \_\_\_\_\_  
SERIES OF 2020