***Section VII. Technical Specifications***

**Technical Specifications**

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| **Specification** | **Statement of Compliance** |
| **STATE THE COMPLETE TECHNICAL SPECIFICATIONS** | *[Bidders must state here either “Comply” or “Not Comply” against each of the individual parameters of each Specification stating the corresponding performance parameter of the services and equipment offered. Statements of “Comply” or “Not Comply” must be supported by evidence in a Bidders Bid and cross-referenced to that evidence. Evidence shall be in the form of manufacturer’s un-amended sales literature, unconditional statements of specification and compliance issued by the manufacturer, samples, independent test data etc., as appropriate. A statement that is not supported by evidence or is subsequently found to be contradicted by the evidence presented will render the Bid under evaluation liable for rejection. A statement either in the Bidder's statement of compliance or the supporting evidence that is found to be false either during Bid evaluation, post-qualification or the execution of the Contract may be regarded as fraudulent and render the Bidder or supplier liable for prosecution subject to the applicable laws and issuances.]* |

**HIRING OF A DUBAI BASED EVENTS MANAGEMENT COMPANY**

**based on the provided TERMS OF REFERENCE**

**for the IN-STORE PROMOTIONS IN VARIOUS SUPERMARKETS IN UAE**

**TECHNICAL SPECIFICATIONS**

**INSTRUCTIONS TO THE BIDDER:** Indicate **“COMPLY”** per line number under **Bidder’s Statement of Compliance** if Bidder can meet the technical specifications and project requirements. DO NOT LEAVE ANY BLANK. A **“YES”** or **“NO”** **ENTRY WILL NOT BE ACCEPTED. FAILURE TO CONFORM WILL RESULT IN A RATING OF “FAILED”.**

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| # | **MINIMUM SPECIFICATIONS** | **Statement of compliance** |
| 1. | **Background/ Objective for services being procured** |  |
|  | The DTI will hold In-Store Promotion Events from 01 February 2022 to 30 April 2022. The activity is part of the food activation activities in line with the Philippines’ participation in the Expo 2020 Dubai. The specific objectives of this in-store promotion are the following:   1. Position the Philippines as a global center of food and gastronomy by introducing a new Filipino culinary direction with wider appeal to international participants and visitors of Expo 2020 Dubai and the UAE; 2. Encourage a global appreciation of Philippine cuisine, ensuring lasting and extensive patronage of Filipino food products beyond Expo 2020 Dubai; 3. Mainstream the diverse flavors of Filipino food and ingredients; 4. Expand Philippine exports by tapping into the global market of Expo 2020 Dubai and gaining direct access to importers, distributors, and consumers;and 5. Explore and tap consumer preference in the UAE for sustainable and green products. |  |
| 2. | **TECHNICAL ELIGIBILITY** |  |
|  | * Must be operated and legally registered Events Management Company (EMC) in the UAE. * Must have a track record of providing event organization services for the past three (3) years to various high-level events, organizations, and companies held in the UAE. * Team members must have a minimum of three (3) years of experience in organizing events in the UAE. * Must have an existing database and demonstrated ability to collaborate with strategic partners in Dubai, UAE relative to the project. Such us experience in partnering with hotels, restaurants, Filipino Chefs, Culinary Leaders, Major Retail Supermarkets, and F&B logistics industries and should be able to negotiate preferential rates and terms. * Must be willing to adhere to the Payment Terms of the Philippine Government. |  |
| 3. | **TECHNICAL DOCUMENTS REQUIRED** |  |
|  | 1. Trade license issued by the Dubai Municipality 2. Lists of previous contracts or international events undertaken for the past 2 years plus endorsement of satisfactory delivery of the project 3. Lists of events and clients provided with administrative and support services for the past 2 years 4. Detailed resume of the dedicated person and other personnel to be assigned to the project (indicting experience, etc. Key Production Personnel to be assigned to the project must have a minimum of 3 years of professional and practical experience in organizing large scale events/ world class entertainment productions 5. Lists of ongoing projects in the UAE 6. Copy of Award Certificates (International/ local) if any 7. Audited Financial Statement for the past year CY 2020 - 2021 |  |
| 4. | **SCOPE OF WORK** |  |
|  | The EMC shall provide comprehensive services for the following In-Store Activities  1. 16 February – 22 February – Al Maya  2. 23 February – 01 March – Lulu  3. 02 March – 08 March – Spinneys  4. 09 March – 15 March – Choithrams  5. 16 March – 23 March – West Zone  **Minimum Location and Space Requirement:** Provision of at least one (1) aisle or an island measuring 6-10 sqm. in 5-6 selected branches of each supermarket in the UAE. |  |
|  | **Marketing Communications Campaign**   * Digital campaigns featuring Philippine Food and Brands * Engagement of influencers and key opinion leaders * Features on major lifestyle magazines and digital channels of PH exporters to UAE (or Middle East) * Media Invitational * Event Documentation and Global Media Coverage * Outdoor Advertising * Collateral Design and Production   Manage and oversee the design and production of all promotional materials for multi-media marketing communications strategy to include social media exposure, as well as traditional media and printed collaterals like posters and flyers for mass distribution at, but not limited to, the PH Pavilion and at partner supermarkets.  Coordinate with Supermarket Partners on the production of necessary thematic props and venue paraphernalia  Coordinate with DTI and the supermarkets in posting FOODPhilippines’ promotional materials in the DTI and supermarkets’ website, app, and/or social media sites |  |
|  | **In-Store Design, Fabrication and Set-up**   * Provide all planning, design, and architectural/engineering services required for the proper design and for all other services necessary for the construction. * Manage and oversee the design and production of thematic props and venue paraphernalia in the participating supermarkets venues * Coordinate with the POC Secretariat and the supermarket partners on the design and production of the display stand in selected supermarket branches * Coordinate with DTI and supermarket on the design, print, distribution, and installation of FOODPhilippines store promo collaterals (such as posters, arch, onsite collaterals, etc.) in the supermarkets * Coordinate with DTI and supermarkets to identify the Philippine products/brands for promotion |  |
|  | **Logistical and Technical Arrangements**  Ensure securing relevant and applicable government permits and certifications from the UAE and Expo 2020 Dubai relative to the implementation of the project. Including but not limited to Food Certifications, Event Permits, Raffle prizes and COVID-19 Safety Certifications.  Process appropriate product and brand registration of identified new Philippine products and brands to promote as per Dubai Government import and food control regulations;  Assist in crafting the partnership agreement with the Supermarket Partners  Organize, execute, and procure all requirements for the Opening Launches at partner supermarkets to include but not limited to physical and technical arrangements, invitations and confirmations, program and entertainment, food and beverage cost per head, manpower and all other necessary arrangements for each of the identified venues  Process permits for live cooking and food sampling for the duration of the in-store promotion subject to the COVID-19 health and safety guidelines of the Dubai Government. |  |
|  | **In-store Promotion Event**  Manage and ensure successful execution of the in-store promotion in selected supermarket branches:  1. Lulu  2. West Zone  3. Choithrams  4. Al Maya  5. Spinneys  Assign a dedicated Supervisor/overall coordinator who shall oversee, manage, and closely coordinate with the PH Alternate Commissioner General and the concerned Government agencies/ private sector entities on all arrangements required per event  Execute a multichannel communications strategy together with the partner supermarkets (maximizing their own promotional networks and budgets) to promote the event that may include outdoor advertising through street banners and the partner supermarkets  EMC to liaise closely with DTI, supermarkets, and participating Philippine companies in organizing the in-store promotion, and directly report to DTI for the duration of the in-store promotion period  Organize an opening ceremony/launch per selected supermarket branches  Provide merchandisers to man the in-store promo space.  Coordinate with Chef Consultant/F&B Consultation and Supermarket Partners in administering and managing live cooking stations in selected supermarket branches  Manage logistical arrangements, supply, restocking, and pull out of Philippine products and brands featured in the in-store promotion |  |
|  | **Raffle Draws**  Provide the mechanics and prizes for the raffle draws.  Organize and execute all the Raffle Draws and craft the mechanics in coordination with partner supermarkets:   |  |  | | --- | --- | | **Promotional Prizes** | | | Supermarkets  1. Lulu  2. West Zone  3. Choithrams  4. Al Maya  5. Spinneys | * Four (4) Philippine Tour Package for 2 pax, 4 days/3 nights in Palawan or Boracay * Four (4) Roundtrip Dubai-Manila-Dubai economy tickets for 2 pax * Sixty (60) entry passes to Expo 2020 Dubai with a special tour of the PH Pavilion * Sixty (60) Go Lokal! Gift Bags | |  |
|  | **Photography and Video Production Service**  Provide well-curated and directed, high-quality photography and video production services to capture all the events of the in-store promotion events and submit to DTI-POC in the prescribed digital format:   * Photographs (in JPEG, PNG file format) with corresponding English and Arabic captions * Videos (in MP4 file format) with English and Arabic subtitles |  |
|  | **Dismantling and Egress**  Dismantling of thematic props and venue paraphernalia in the participating supermarkets venues |  |
|  | **Reports**  Submit a full report monthly of all activities undertaken for the project period with the following proposed chapters:   * Event Background * Dedicated page per activity with corresponding photo and relevant article * Curated gallery * PR and marketing report (social media, news outlet engagement, etc.) * By the numbers & Project Impact on Sales * Partner & Stakeholder Details |  |
| 7. | **OTHER DELIVERABLES** |  |
|  | Must submit a financial proposal to cover all expenditures to be incurred in the performance and delivery of said services, broken down per item/activity. It is understood that some items/activities may be cancelled or may be added. |  |
| 8. | **BUDGET AND TERMS OF PAYMENT** |  |
|  | 1. Approved budget for the contract is **Php 6,300,000.00 (Six Million Three Hundred Thousand Pesos Only) / or AED 452,985.91** inclusive of all applicable taxes   *Note: Exchange rate used AED1.00 = PhP13.91 but prevailing exchange rate on the date of the opening of bids will be used.* |  |
|  | 1. Invoices and Payments must be issued/ payable to the **Department of Trade and Industry** |  |
|  | 1. Posting of 5% special bank guarantee as performance bond |  |
|  | 1. Payment will be output based, subject to applicable Philippine/Dubai government laws and regulations, and payable in tranches and upon submission of deliverables/ accomplishment report based on the following: |  |
| . | |  |  | | --- | --- | | **Deliverables** | **% of Payment** | | Upon presentation and approval of the comprehensive event plan, marketing communications plan, and financial proposal for the 3 to 4-month Philippines Food Festival. | 15% of contract fee | | Signed partnership agreement with the Supermarket Partners for at least 50% of the targeted components and activations.  Processed all requirements for the Opening Launches at partner supermarkets to include but not limited to physical and technical arrangements, invitations and confirmations, program and entertainment, food and beverage cost per head, manpower and all other necessary arrangements for each of the identified venues  Processed permits for live cooking and food sampling for the duration of the in-store promotion subject to the COVID-19 health and safety guidelines of the Dubai Government. | 30% of contract fee | | Upon confirmation in writing/contract signing of partnerships for the remaining 50% of the targeted components and activations.  Processed all requirements for the Opening Launches for the remaining partner supermarkets to include but not limited to physical and technical arrangements, invitations and confirmations, program and entertainment, food and beverage cost per head, manpower and all other necessary arrangements for each of the identified venues  Processed permits for live cooking and food sampling for the duration of the in-store promotion subject to the COVID-19 health and safety guidelines of the Dubai Government. | 30% of contract fee | | Upon complete submission of all deliverables and the final accomplishment report of the Philippines Food Festival. | 25% of contract fee | | **Total** | **100% of contract fee** | |  |
| 9. | **Timeliness for Implementation of the Project** |  |
|  | Start of engagement to include simultaneous delivery of Goods and Services – |  |

**I hereby certify that the statement of compliance to the foregoing technical specifications are true and correct, otherwise, if found to be false either during bid evaluation or post-qualifications, the same shall give rise to automatic disqualification of our bid.**

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| Name of Company: |  |
| Signature: |  |
|  | Signature Over Printed Name of Authorized Representative |
| Date: |  |

**Conforme:**

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Name & Signature of Authorized Representative

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Date signed