

TERMS OF REFERENCE
HIRING OF A UAE-BASED EVENTS COMPANY
FOR THE STAGING OF A 3-4 MONTH LONG PHILIPPINES FOOD FESTIVAL
PHILIPPINES @ EXPO 2020 DUBAI

I. BACKGROUND AND RATIONALE

The Government of the Philippines will be participating in the **EXPO 2020 Dubai UAE** from 1 October 2021 to 31 March 2022.

Under the theme of ***Connecting Minds, Creating the Future***, the Dubai Expo provides an excellent opportunity to further enhance the country's presence in a global scale, promote the Philippines' commercial and public interest in the Middle East, North Africa, and South Asia (MENASA) region and benefit from new and sustainable solutions and transformative concepts which are the product of collaboration of ideas and experiences of various nations.

The Philippines is located at the Sustainability Theme Area in a plot size of 3,163.25 sqm with 1386.25 sqm for the pavilion and the rest of space for outdoor activation. Accordingly, the Philippines participation will revolve around the thematic concept of "**Bang-ko'ta**" or Philippine Reef.

To maximize our participation in EXPO 2020 Dubai, the Philippines will adopt a three-pronged marketing strategy: Country Branding, Trade, Tourism and Investments Promotion and Business to Consumer Activities through a National Pavilion, Exhibitions, B2B matching activities, Fora and Conferences, High-level visits, and Cultural Events.

The Department of Trade and Industry (DTI) which has been designated by the Office of the President as lead implementing agency for this activity by virtue of Administrative Order # 17 is tasked to plan, execute and supervise the National Pavilion, all commercial activities within the Pavilion (i.e. Café, Souvenir shops) business programs, events and cultural presentations of the Philippines in EXPO Dubai 2020.

II. OBJECTIVES

The Department of Trade and Industry (DTI) in partnership with the Philippines Tourism Promotions Board (TPB) will hold a Philippines Food Festival, a 3 to 4-month long business and cultural event that celebrates the Philippines culinary culture to the global audience in the Expo 2020 Dubai from December 2021 to March 2022.

With the end goal of promoting the Philippines as a preferred tourism destination and trade partner through the celebration of Filipino cuisine, the event aims to:

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. Strengthen promotion of the DOT's "It's More Fun in the Philippines" campaign, highlighting cuisine as an important facet of Philippine tourism destinations;
3. Encourage a global appreciation of Philippine cuisine, ensuring lasting and extensive patronage of Filipino food products beyond Expo 2020 Dubai; and
4. Mainstream the diverse flavors of Filipino food and ingredients, and expand Philippine exports by tapping into the global market of Expo 2020 Dubai and gaining direct access to importers, distributors, and consumers.

DTI will need the services of a UAE-Based **EVENTS COMPANY** (EC) that will:

- a) Develop a comprehensive event plan for the staging of a 3 to 4-month Philippines Food Festival in the United Arab Emirates (UAE) during Expo 2020 Dubai;
- b) Manage the planning, implementation, and evaluation of the event;
- c) Implement a marketing campaign of the event through relevant offline and online platforms.

III. SCOPE OF SERVICES

The Events Company shall provide comprehensive services for the following official events/ activities for the 3 to 4-month long Philippines Food Festival from December 2021 to March 2022:

TARGET DATE & IMPLEMENTATION	COMPONENTS
	A. PH Food Festival Events and Activations in the following areas:
December 2021	a. Mangrove Café at the Philippines Pavilion
January/February/March 2022	b. Hotel Groups
January/February/March 2022	c. Filipino Restaurant and Food Chains
February 2022	d. Major Supermarkets in the UAE
	B. PH Food Festival Opening Receptions (Multi-location happening on different dates)
7 December 2021	a. Philippines Food Festival Dinner Launch
January/February/March 2022	b. Philippines Food Festival Opening Launches (Multi-location happening on different dates)
November 2021- March 2022	C. Marketing Communications Campaign
	<ul style="list-style-type: none"> ▪ Digital campaigns featuring Philippine Cuisine ▪ Features on major lifestyle magazines and digital channels; ▪ Media Invitational ▪ Event Documentation and Global Media Coverage; ▪ Outdoor Advertising ▪ Collateral Design and Production

IV. EVENT GENERAL GUIDELINES:

1. All activities and events shall be coordinated closely with the Alternate Commissioner General of the POC, the POC Secretariat, and relevant parties.
2. Always apply the 3S: Scale, Scope and Simultaneous execution in the implementation of the PH Food Festival events and activities.
3. PH Food Festival events and activities should always carry the three (3) brands:
 - Bangkota (Philippines Pavilion)
 - Food Philippines
 - It's more fun in the Philippines

Note: No introduction of new brands shall be made.

4. Concept plan and menu preparation should be an authentic Philippine cuisine.
5. In case any of the approved activities in the 3 to 4-month Philippine Food Festival is cancelled, DTI and EC will negotiate terms of payment or undertake replacement tasks or projects.
6. IMPORTANT NOTE: Unless otherwise specified in the Terms of Reference (TOR), costs for the enumerated services and facilities ARE INCLUSIVE IN THE EC RATE.
7. Must be open to handle all other events outside of those indicated in the list which will be costed out using same rates as quoted.
8. Keep the Philippine Embassy, Consulate and the Philippine Trade and Investment Office in Dubai, UAE in the loop with event details, protocol and other aspects of the project/s.

V. GENERAL REQUIREMENTS

1. Hire a professional Food and Beverage Consultant or Chef Consultant who will coordinate the design and curation of the menus with Participating Food Festival (PFF) Partners.
2. Design and fabricate all the Food Boats, including thematic props and venue paraphernalia necessary for the PFF Partner venues.
3. Organize and execute all the Raffle Draws and craft the mechanics in coordination with PFF Partners as well as **procure all the prizes.**

Promotional Prizes	
Mangrove Cafe	600 food gift boxes for dine-in worth AED100 (100 per day for six days)
Hotel Groups	<ul style="list-style-type: none"> ➤ One Philippine Tour Package for 2 pax, 4 days/3 nights in Palawan or Boracay ➤ One Roundtrip Dubai-Manila-Dubai economy ticket for 1 pax ➤ 100 entry passes to Expo 2020 Dubai with a special tour of the PH Pavilion ➤ 100 Go Lokal! Gift Bags
Filipino Restaurants & Food Chains	<ul style="list-style-type: none"> ➤ 100 entry passes to Expo 2020 Dubai with a special tour of the PH Pavilion ➤ 100 Go Lokal! Gift Bags

4. Organize, execute, and procure all requirements for the Opening Launches at PFF Partner venues WITH A MAJOR OPENING LAUNCH IN A DINNER RECEPTION IN A HIGH- END VENUE OF PARTNER HOTEL GROUP (*refer to Item B.*) 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.
5. Design and produce 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 PFF venues.

6. Execute a multichannel communications strategy together with the PFF Partners (maximizing their own promotional networks and budgets) to promote the event that may include outdoor advertising through street banners and the like (*refer to Item C*).
7. Provide well curated and directed, high quality photograph and video production services to capture all the aforementioned events of the PH Food Festival and submit to DTI-POC in the prescribed digital format:
 - Photographs (in JPEG, PNG file format) with corresponding captions
 - Videos (in MP4 file format) with subtitles
8. Secure 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.
9. 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
10. Submit a full report on a monthly basis of all activities undertaken for the 3 to 4-month project period with the following proposed chapters:
 - Event Background
 - Dedicated page per activity with corresponding photo and relevant article
 - Curated gallery
 - By the numbers & Project Impact
 - Partner & Stakeholder Details

VI. SPECIFIC DELIVERABLES

A. EVENTS AND ACTIVATIONS

1. MANGROVE CAFÉ AT THE PH PAVILION @ EXPO 2020 DUBAI

Dates: December 3, 4, 10, 11, 17, and 18 (6 weekend days)

Note: dates may change depending on discussions with the Café Operator

Target Audience: Expo 2020 Dubai Visitors

EC Tasks:

- a. Design and Fabricate “Food Boats” as props and other venue paraphernalia.
- b. Organize and provide 600 Food Gift Boxes (100 per day for 6 days) in a creative and sustainable packaging as part of promotional activities for dine-in worth AED 200.
- c. Provide 200 VIP food gift boxes for the Country Pavilion Commissioner Generals and arrange for the delivery of said promotional tokens
- d. Coordinate closely with the Expo 2020 Dubai Organizers and Point Persons for the approval of the activities and necessary permits at the Philippine Pavilion. The request must include date and time of promotion.

Note: Per Expo 2020 Dubai, food gift boxes may only be distributed within the country Pavilion space

- e. Tap Dubai based Filipino Food Brand Companies to participate in this endeavor
- f. Provide the necessary promotional collateral materials (i.e. Posters, Flyers etc.)
- g. Provide well curated and directed, high quality photography and video production services to capture the PH Food Festival activities at the Mangrove Café.

2. HOTEL GROUPS

Dates: January/February/March 2022

Duration: for a period of at least 2 weeks per hotel

Target Audience:

- Local and foreign guests booked in the Hotel
- Trade buyers
- Diplomatic Corps
- Expo Officials and Country Pavilion Representatives
- Influencers, Bloggers, Opinion Makers, Food Enthusiasts etc.
- Lifestyle, Business, Travel Media Editors

EC Tasks:

- a. Coordinate and organize partnership proposals for the promotion of Philippine Cuisine in the aforesaid Hotel Groups in their Hotel Restaurants and/or Café outlets for a period of at least 2 weeks
- b. Collaborate, thru its Food & Beverage (F&B) / Chef Consultant, with the hotel F&B team for the design and curation of the Menu to feature authentic Philippine cuisine.
- c. Fabricate Food Boats for the buffet display and necessary promotional/ marketing props and paraphernalia. The number and size of the Food Boat should be proportional in the available space (the Food Boat may not necessary be built for mobility)
- d. Coordinate and organize an opening ceremony launch per participating Hotel Group
- e. Coordinate with the hotel regarding in-house entertainment, music and ambient sound
- f. Organize the mechanics of the Bangkok Raffle whether in manual or digital application to include if necessary printing of the raffle tickets, procurement all the prizes and supervision of the the draw (manual or digital)
- g. Provide print or digital design for event promotional/ collateral materials (i.e. flyers, posters etc.) in coordination with the hotel for co-branding
- h. Provide well-curated and directed, high quality photography and video production services to capture the PH Food Festival activities in the various participating Hotels

3. FILIPINO RESTAURANTS AND FOOD CHAINS

Dates: January/February/March 2022

Target Audience:

- Local and foreign customers
- Overseas Filipinos and their families

EC Tasks:

- a. Coordinate, organize, and tap Philippine Restaurants and Food Chains in Dubai in coordination with designated Filipino organizations to promote the Philippines Food Festival; and ensure the following:
 - Creation/ adoption of Bangkok-themed inspired menu
 - Co-branding with the Bangkok for all restaurant collaterals. e.g. placemats, table standees, posters, takeaway boxes, tissues, bottled water wrap, lapel pins, and staff uniform
 - Collaboration with the F&B/ Chef consultant
- b. Organize one (1) opening launch in a major restaurant venue located in a high-traffic Mall.
- c. Fabricate Food Boats and necessary props and paraphernalia for selected/appropriate restaurants. The number and size of the Food Boats should be proportional in the available space (the Food Boat may not necessary be built for mobility)
- d. Provide print or digital design for event promotional/ collateral materials (i.e. flyers, posters etc.) in coordination with the restaurant for co-branding.
- e. Organize the mechanics of the Bangkok Raffle whether in manual or digital application to include if necessary printing of the raffle tickets, procurement all the prizes and supervision of the the draw (manual or digital)
- f. Provide well curated and directed, high quality photography and video production services to capture the PH Food Festival activities in the various participating Restaurants and food chains

4. MAJOR SUPERMARKETS IN THE UAE

Dates: February 2022

Duration: at least 2 weeks' exposure

Minimum Location and Space Requirement: at least one (1) aisle or an island measuring 6-10 sqm.

Target Supermarkets:

- a. Carrefour
- b. Lulu
- c. Waitrose
- d. West Zone
- e. Al Maya
- f. Choithram

EC Tasks:

- a. Coordinate with Philippine Trade and Investment Center-Dubai and DTI Export Marketing Bureau (EMB) in the implementation of the project and in negotiating with Major Retail supermarkets in the U.A.E. including an opening ceremony/launch per participating supermarket outlet.

B. PH Food Festival Opening Receptions

(multi-location happening on different dates)

B.1. Philippines Food Festival Dinner Launch

Date: 7 December 2021

Venue: TBC (preferably in a 5-star venue)

Expected Guests: 150 pax

- Philippine Government and Business Delegation
- Expo 2020 Dubai Officials
- International Country Participants
- Participating Hotels and Filipino Restaurants in Dubai & UAE
- Global and Filipino Chefs and culinary leaders of the Emirates Culinary Guild
- Trade buyers
- Global and Filipino Food Brand Partners (Magnolia, San Miquel, Purefoods et al)
- Influencers, Bloggers, Opinion Makers, Food Enthusiasts
- Lifestyle, Business, Travel Media Editors
- Travel & Tour Operators in Dubai. UAE

EC Tasks:

1. Arrange and provide an exclusive and upscale event which will serve as a launch pad of the Philippines Food Festival. The launch to feature: the Bangkok Menu developed by the Dubai Culinary Team/ Celebrity Filipino Chef/s and Philippine Food Ingredients/products
2. Handle and provide all the necessary logistical requirements (invitations/ programme/ venue/ physical and technical equipment/ food & beverage, etc.) plus manpower and all other necessary arrangements for the launch as follows:
 - a. Manage the Invitation and registration:
 - Creation of an accurate and relevant database of invitees
 - Design, prepare and send out invitations (print, e-invites)
 - Undertake follow-ups and confirmation of attendees
 - Registration system, procedure, paraphernalia, personnel
 - b. Oversee and provide all the necessary arrangements for the event venue:
 - Select/reserve /prepare/set-up venue for the event
 - Backdrop and photo branding walls
 - Stage, design, décor and dismantling
 - Materials for venue styling
 - Table/chairs
 - Sound equipment (microphones)
 - Lighting equipment

- AV equipment
 - Special effects (as needed)
 - Registration table/ guest book/badges
 - Booth system for culinary demonstrations (as required)
 - Signage
 - Other physical and technical requirements necessary
- c. Oversee and supervise the Program flow for the event which must feature creatively the following:
- Program Objectives
 - Philippines Bangkok Menu
 - Philippine Cuisine and Ingredients
 - Line-up of activities (i.e. Food demonstrations of PH cuisine by Dubai based Filipino Chefs)
- d. Provide the following for smooth program flow:
- Program & Technical scenarios/script
 - Emcee spiel
- e. Provide the following Manpower requirements
- Master of Ceremonies/ Professional Emcee
 - Liaison Officers for VIPs
 - Registration Staff
 - Usherettes
 - Translator (as needed)
- Note: provide uniform and badges and other needed paraphernalia
- f. Provide Entertainment; Program, Music, and Ambient Sound in line with Bangkok Theme
- g. Coordinate with the Hotel/Venue for all F&B requirements
- Menu planning
 - Food service (formal dinner)
 - Table arrangement (with center piece, menu card with programme details)
 - Food boats display of the special Bangkok menu
- h. Provide the necessary collateral materials
- i. Provide Shuttle Services to and from the designated Official Hotel/s to the Event venue
- j. Provide high quality photography/ Video Production and Documentation Services that are well curated and directed to capture the PH Food Festival Launch

B.2. Philippines Food Festival Opening Launches (Multiple Venues)

Date: January/February/March 2022

Refer to A.2.d.

EMC is expected to coordinate with the Hotel Groups and deliver EMC scope in B.1.

C. MARKETING COMMUNICATIONS CAMPAIGN

EC Tasks

1. Formulate a Marketing Communications Plan for the 3 to 4-month long Festival which should complement the approved Marketing Communications Strategic Plan and branding directions of the POC for the Philippines participation in Expo 2020 Dubai. The Plan should include but not limited to the ff.:
 - a. Clear and defined event goal
 - b. Target market/s
 - c. Value proposition of the PH Food Festival campaign to angle the event as a Philippine brand
 - d. Detailed campaigns/event activation to be initiated/implemented in a 3-month period including timings and time frames
 - e. Metrics or key performance indicators as basis the effectiveness of marketing initiatives
 - f. Budget breakdown of costs per activity/campaign, materials, photography/video services, digital assets including production (if applicable), etc.
2. Implement the approved Marketing Communications Plan through relevant offline and online platforms in consideration of Philippine Bangkok brand guidelines.
3. Design and produce 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 the PH Pavilion and at PFF venues.
4. Provide press releases on the event/s to Global Media Outlets and features on major lifestyle magazines.
5. Design, implement, and manage digital marketing campaigns using Facebook, You Tube, and LinkedIn.
6. Conduct Media events or Invitational/s, especially but not limited, to the Launches
7. Provide Digital/ Outdoor advertising
8. Collateral design and production of all creative requirements

VII. TECHNICAL ELIGIBILITY

- Must be operated and legally registered Events Company (EC) in the UAE.
- Must have a track record of providing event organization services for the past 3 years to various high-level events, organizations, and companies held in the UAE.
- Team members must have a minimum of 3-years' 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 as 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.

VIII. ELIGIBILITY REQUIREMENTS

TECHNICAL DOCUMENTS	PASS	FAIL
1. Applicable Experience/Legal Documents		
<ul style="list-style-type: none"> ▪ Must be operated and legally registered Events Company in Dubai or in the UAE Required Documents: <ul style="list-style-type: none"> ➢ Copy of Trade license with validity/date issued by a UAE Municipality ➢ Company profile ➢ Letter of intent signed by Company's authorized signatory 		
2. Technical Documents		
<ul style="list-style-type: none"> ▪ Must assign a dedicated person 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. Said person to be assigned to the project must have a minimum of 3-years' experience in organizing high level events in the UAE. Required Documents: <ul style="list-style-type: none"> ➢ Detailed Resume 		
<ul style="list-style-type: none"> ▪ The company must have at least 3-years' experience in event planning and coordination, preferably but not limited to Food Festivals. Required Documents: <ul style="list-style-type: none"> ➢ Lists of ongoing projects/ previous contracts or activities undertaken for the past 3-5 years ➢ Number of Country Pavilions in Expo Dubai to be serviced as clients for operations and management. ➢ Workers Welfare and Assurance Action plan ➢ Event Management and Administrative Support Services Plan 		
3. Financial Documents		
<ul style="list-style-type: none"> ▪ Must submit an Audited Financial Statement showing among others the prospective tenderer's total and current assets and liabilities, for the preceding calendar year which would not be earlier than two (2) years from the date of proposal submission. Required Document: <ul style="list-style-type: none"> ➢ Audited Financial Statement for the past year CY 2019-2020 ➢ Certificate of Net Financial Contracting Capacity ➢ Statement of Single Largest completed contract of similar nature within the last 2 years ➢ Certificate or Letter of commendation of satisfactory performance by clients in the past two years or Citation ➢ Notarized Bid Securing Declaration ➢ Financial Proposal to cover all expenditures 		

Note: The Evaluation Criteria for this Bid will be based on a 70% Technical eligibility and 30 % Financial eligibility

IX. TENDER TIMELINE

ACTIVITY	NO. OF DAYS	TARGET DATE CY 2021
Posting of Invitation to Bid	1 day	September 13
Clarification / Bid Bulletins	7 days	September 20 Deadline for Clarifications
BID Submission Deadline & Bid Opening	10 days	September 30
Review of Eligibility	2 days	October 2
Awarding of Bid	4 days	October 6
Contract Preparation	2 days	October 8
Start of Coordination Meetings		October 9

X. TERMS OF ENGAGEMENT/ PAYMENT

The Events Planner shall be hired for the period of 3-4 months, from December 2021 to March 2022.

Approved budget for the contract is **Php 14,418,120.00** inclusive of all applicable taxes. Cost of items should be broken down with budget allocated per project component as follows:

- | | |
|--|-------------------|
| a. Events and Activations | -Php 9,418,120.00 |
| b. Marketing Communications Campaign | -Php 2,500,000.00 |
| c. Philippines Food Festival Dinner Launch | -Php 2,500,000.00 |

The winning bid shall be determined based on the quality of the proposal with the most advantageous financial package cost, provided that the amount of bid does not exceed the abovementioned contract price.

Please note that actual award to the winning bidder shall be upon receipt of the fund transfer for this project from the Tourism Promotions Board (TPB) to the Department of Trade and Industry (DTI).

Invoices and Payments must be issued/ payable to the **Republic of the Philippines Pavilion - Expo 2020 with license no. EXP-01-46**

Payment will be output based, subject to applicable Philippines/Dubai government laws and regulations and payable in tranches and upon submission of deliverables/ accomplishment report based on the following:

The indicative payment scheme is as follows:

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
Upon booking of the venue for the Opening Receptions of the Philippines Food Festival and approval of the menu selection, program of activities, venue set up, list of invitees and confirmation in writing/contract signing of partnerships for at least 50% of the targeted components and activations.	30% of contract fee

Upon confirmation in writing/contract signing of partnerships for the remaining 50% of the targeted components and activations.	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

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