***Section VII. Technical Specifications***

**Technical Specifications**

| **Specification** | **Statement of Compliance** |
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| **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 UAE-BASED EVENTS COMPANY**

**FOR THE STAGING OF A 3-4 MONTH LONG PHILIPPINES FOOD FESTIVAL PHILIPPINES @ EXPO 2020 DUBAI**

**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 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. |  |
| 2. | **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 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 TO BE SUBMITTED BY TENDERER** |  |
|  | 1. Copy of Trade license with validity/date issued by a UAE Municipality 2. Company profile 3. Letter of intent signed by Company’s authorized signatory 4. Detailed Resume 5. Lists of ongoing projects/ previous contracts or activities undertaken for the past 3-5 years 6. Number of Country Pavilions in Expo Dubai to be serviced as clients for operations and management. 7. Workers Welfare and Assurance Action plan 8. Event Management and Administrative Support Services Plan 9. Audited Financial Statement for the past year CY 2019-2020 10. Certificate of Net Financial Contracting Capacity 11. Statement of Single Largest completed contract of similar nature within the last 2 years 12. Certificate or Letter of commendation of satisfactory performance by clients in the past two years or Citation 13. Notarized Bid Securing Declaration 14. Financial Proposal to cover all expenditures |  |
| 4. | **SCOPE OF WORK** |  |
|  | 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:   1. **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   1. **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)   1. **Philippines Food Festival Opening Launches**   (Multi-location happening on different dates)  November 2021- March 2022  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  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. |  |
|  | Design and fabricate all the Food Boats, including thematic props and venue paraphernalia  necessary for the PFF Partner venues. |  |
|  | Organize and execute all the Raffle Draws and craft the mechanics in coordination with PFF  Partners as well as procure all the prizes. |  |
|  | 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. |  |
|  | 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. |  |
|  | 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. |  |
|  | 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 |  |
|  | 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. |  |
|  | 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. |  |
|  | 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 |  |
| 5. | **EVENT DETAILS / SPECIFICATIONS** |  |
|  | 1. **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 Bangkota 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 Bangkota-themed inspired menu * Co-branding with the Bangkota for all restaurant collaterals. e.g. placemats, table standees, posters, takeaway boxes, tissues, bottled water wrap, lapel pins, and staff uniform * 3⁄4 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 Bangkota 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. |  |
|  | 1. **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 Bangkota 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 Bangkota 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 Bangkota  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 Bangkota 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. |  |
|  | 1. **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 Bangkota 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 |  |
| 6. | **BUDGET AND TERMS OF PAYMENT** |  |
|  | 1. 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:  * Events and Activations -Php 9,418,120.00 * Marketing Communications Campaign -Php 2,500,000.00 * c. Philippines Food Festival Dinner Launch -Php 2,500,000.00 |  |
|  | b. 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. |  |
|  | c. 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). |  |
|  | d. Invoices and Payments must be issued/ payable to the Republic of the Philippines Pavilion - Expo  2020 with license no. EXP-01-46 |  |
|  | e. 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:   |  |  | | --- | --- | | 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 | |  |
| 7. | **Timeliness for Implementation of the Project** |  |
|  | As soon as awarded |  |

**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