

TERMS OF REFERENCE
HIRING OF A UAE-BASED EVENTS MANAGEMENT COMPANY
FOR THE STAGING OF THE IN-STORE PROMOTION DURING THE
PHILIPPINES @ EXPO 2020 DUBAI

I. BACKGROUND AND RATIONALE

The Government of the Philippines is 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 Expo 2020 Dubai 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.

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 2020 Dubai.

One of the key events during the Philippines participation in Expo 2020 Dubai is the conduct of the in-store promotion for FOODPhilippines in major and large supermarkets in the UAE that offer unrivalled choice of more than 100,000 food and non-food products as well as thousands of household goods, including Filipino brands.

FOODPhilippines is a branding initiative of the Government of the Philippines to promote Filipino food overseas. Bringing FOODPhilippines in-store is the first of its kind for the brand, and creating partnership with the major and largest supermarkets in the UAE, with the most diversified profile of customers will help the brand achieve stronger business-to-consumer (B2C) engagement.

The FOODPhilippines in-store promotion will be held from May 2022 to July 2022 building on the gains in the Philippines' participation in Gulfood, the largest food and beverage exhibition in the region, the three-month long Philippine Food Festival, and the Philippines' participation in Expo 2020 Dubai.

The retail chain brands enumerated below are chosen based on their geographical reach or the extent of the brand's presence in the Middle East region, and the wide range of Philippine brands and products offered. Each supermarket will feature FOODPhilippines for a week to maximize the promotion of Philippine products and brands in all major supermarkets in the UAE. Targeting different retail chain brands for the in-store promotion instead of only one allows the FOODPhilippines brand to cover a larger and diverse population, and the various market segmentation of supermarket chains in the UAE, from 'city' community grocery stores to hypermarkets.

Below is the proposed schedule and target supermarkets for FOODPhilippines in-store promotion:

Proposed Dates	Supermarkets
May 2022	Al Maya
May 2022	Spinneys
June 2022	Lulu
June 2022	Choithrams
July 2022	West Zone

II. OBJECTIVES

The DTI will hold In-Store Promotion Events from May 2022 to July 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.

III. PROJECT PROPONENTS

1. Philippine Department of Trade and Industry (“DTI”)
 - a. Philippine Department of Trade and Industry – Expo Secretariat (“DTI Expo Secretariat”)
 - b. Philippines Department of Trade and Industry - Export Marketing Bureau (“DTI-EMB”)
 - c. Philippine Trade and Investment Center (“PTIC”) – Dubai
2. Philippine Participating Companies
3. Events Management Company (“EMC”)
4. Supermarkets (“Supermarkets”)
 - a. Al Maya Group (“Al Maya”)
 - b. T. Choithrams and Sons (“Choithrams”)
 - c. LuLu Hypermarket UAE (“LuLu”)
 - d. Spinneys (“Spinneys”)
 - e. West Zone Supermarket (“West Zone”)

IV. TARGET PRODUCTS FOR PROMOTION

Consumer behavior is always changing and evolving, and the pandemic has evoked consumer spending habits towards essential items and health and safety-first lifestyle. According to the PwC Global Consumer Insights Survey COVID-19 Pulse released in July 2021, the desire for healthier lifestyle, sustainable and ethical consumption in the UAE and Middle East region grew stronger during lockdown. The new norm of lifestyle in the UAE and GCC region is attributed to the high income per capita, and the large and diverse expatriate population responsible in the rapid spread of awareness on the importance of health and

safety.¹ Moreover, the onset of the COVID-19, coupled with high-incidence of lifestyle diseases in the region, is encouraging healthy food habits that has led to a boost in demand for organic, and healthy food, with consumers seeking more home-cooked dishes and plant-based products with high nutritional value.

According to Organic & Real, one of the largest online platform for specialty products in the UAE, the GCC market for organic food and specialty items is still small, but the annual growth rate is 20%. The UAE market's size is around AED 12.4 billion in 2018 as compared to KSA at around AED 25 billion. In 2020, the GCC consumed 46.8 million metric tonnes of food, with Saudi Arabia and the UAE consuming a combined 77.9% due to greater population. In terms of pricing, larger Emirati households have also shown their willingness to pay more for organic and alternative products to prevent lifestyle diseases while Asians are very sensitive to prices but now gaining traction due to the pandemic. For Europeans, pricing is not a concern as they are leaning towards eating organic and healthy products.²

Category-wise, organic, and healthy products are also gaining more shelf space in the supermarkets in the UAE, such as Carrefour, Lulu, and Spinneys, among others. Nutritious convenience food and ready-to-cook packaged variants have also grown in popularity with the presence of global food retailers to the region, alongside demand for private labels. With the region's population estimated to reach 66.5 million by 2025, consumers have become increasingly price sensitive, prompting large retailers to turn to private labels to safeguard revenue.³ Previously, people simply wanted to buy the cheapest option, but a lot more players have entered the market, triggering a significant drop in prices of organic and healthy products. Other food categories that saw slight increase in demand include cupboard items, such as tinned or jarred items, rice, pasta, eggs, fish, pulses, oils and fats, honey, healthy snack items as well as frozen foods.⁴

Food consumption in the GCC has been stable in the past years with a few lows and highs depending on the economic situation. In terms of the type of food consumed, staples such as rice, wheat and other grains have always seen a steady to high demand, but in recent years, boosted by the impact of the pandemic, the GCC region has also witnessed increased sales in the health food category. Foods such as quinoa, chia seeds, sprouted brown rice are quickly picking up demand with the increasing percentage of health-conscious consumers. Moreover, initiatives taken by the government in line with food security, local production, and support towards the health and wellbeing of the population has changed the overall outlook and dynamics of the food sector in the region.⁵

According to Euromonitor International, China is the world's fastest-growing market for vegan, organic and health food products, with a predicted growth rate of 17.2% between 2015 and 2020 followed by the UAE and Australia at 10.6% and 9.6%, respectively. The growth in demand for vegan, organic and health food products in the GCC region reached 39% in 2020 and expected to grow 16% annually until 2025, compared to 11% growth globally.

In view of this, the DTI proposes to promote the following food categories:

- Gourmet and Premium Products
- Alternative and Plant-Based Products
- Healthy Grab-and-Go Snacks
- Heat-and-Eat Food Options

¹ <https://www.dwtc.com/en/industry-insights/why-the-middle-east-organic-market-is-ripe-with-opportunity>

² <https://qulifnews.com/uae/health/dubai-start-up-aims-to-make-organic-foods-more-accessible-1.60919769>

³ <https://organicandnatural.com/uae-consumers-willing-to-pay-higher-prices-for-certified-organic-food/>

⁴ <https://salaamgateway.com/story/uae-plant-based-foods-strike-new-ground-with-local-production-and-voluntary-halal-certification>

⁵ <https://qulifbusiness.com/explainer-booming-healthy-snacks-sector-region-well-regulated/>

⁵ <https://www.khaleejtimes.com/business/gcc-food-consumption-to-grow-at-moderate-pace>

V. SCOPE OF SERVICES

Dates: 01 April 2022 – 31 July 2022

Duration: One week per supermarket included in the list.

1. May 2022 – Al Maya
2. May 2022 – Spinneys
3. June 2022 – Lulu
4. June 2022 – Choithrams
5. July 2022 – West Zone

Minimum Location and Space Requirement: Provision of at least one (1) aisle or an island in 5-6 selected branches of each supermarket in the UAE based on the maximum allowable space in the respective supermarket branches

DTI will need the services of a UAE-Based **EVENTS MANAGEMENT COMPANY (EMC)** to provide comprehensive services for the following:

TARGET DATE OF IMPLEMENTATION	COMPONENTS
April 2022 - July 2022	<p>Marketing Communications Campaign</p> <ul style="list-style-type: none"> ● Digital marketing campaigns featuring Philippine Food and Brands ● Engagement of influencers and key opinion leaders ● Features on major lifestyle magazines and digital channels of PH Food and Brands to UAE (or Middle East) ● Media Invitations ● Event Documentation ● Collateral Design and Production <p>Manage and oversee the design and production of all promotional materials for multi-media marketing communications strategy to include social media exposure and printed collaterals like posters and flyers for mass distribution at, but not limited to, the PH Pavilion and at partner supermarkets.</p> <p>Coordinate with Partner Supermarkets on production of necessary thematic props and venue paraphernalia.</p> <p>Coordinate with DTI and the supermarkets in posting FOODPhilippines’ promotional materials in the DTI and supermarkets’ websites, apps, and/or social media sites.</p>
April 2022 - July 2022	<p>In-Store Design, Fabrication and Set-up</p> <p>Provide all planning, design, and architectural/engineering services required for the proper design and for all other services necessary for the construction.</p>

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.

April 2022 – July 2022

Logistical and Technical Arrangements

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, prizes and COVID-19 Safety Certifications. This may include securing the necessary entry permits and certifications of at least 15 new exporters to the UAE with one (1) to three (3) SKUs each.

Assist in crafting the partnership agreement with the Supermarket Partners.

Organize, execute, and procure all requirements for the launching ceremonies 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 (optional), manpower and all other necessary arrangements for each of the identified venues

Process permits for food sampling activities for the duration of the in-store promotion, subject to the COVID-19 health and safety guidelines of the concerned local government entity.

Arrange and coordinate all necessary logistical requirements for the shipments and entry of Philippine products to Dubai for the in-store promotion event. This includes, but not limited to:

- freight forwarders for the shipment of the products
- shipping charges, if applicable, to cover shipping of products through other courier companies
- necessary permits and/or certification upon entry of products in Dubai

April 2022 - July 2022

In-store Promotion Event

Manage and ensure successful execution of the in-store promotion in selected supermarket branches:

1. Al Maya
2. Spinneys
3. Lulu
4. Choithrams
5. West Zone

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 a launching ceremony per selected supermarket branches.

Provide merchandisers to man the in-store promo space.

Coordinate with Chef Consultant/F&B Consultation and Partner Supermarkets in administering and managing preparation of pre-packed samples.

Manage logistical arrangements, storage and handling, supply, restocking, and pull out of Philippine products and brands featured in the in-store promotion.

Social Media Contests

Prepare and execute a social media influencer marketing campaign plan, which includes identifying criteria for selecting/hiring social media influencers who will conduct the social media contests as well as the terms of influencer marketing partnerships.

Craft the mechanics for the social media contests in coordination with the social media influencers and other relevant proponents.

Provide the prizes for the social media contests.

Organize and execute the social media contests.

April 2022 – July 2022

<p>May 2022 – July 2022</p>	<p>Photography and Video Production Services</p> <p>Provide photography and video production services to capture all the in-store promotion events and submit to DTI-POC in the prescribed digital format:</p> <ul style="list-style-type: none"> • Photographs (in JPEG, PNG file format) with corresponding English and Arabic captions • Videos (in MP4 file format) with English and Arabic subtitles
<p>May 2022 – July 2022</p>	<p>Dismantling and Egress</p> <p>Dismantling of thematic props and venue paraphernalia in the participating supermarkets venues</p>
<p>May 2022 – July 2022</p>	<p>Reports</p> <p>Submit a full report monthly of all activities undertaken for the project period with the following proposed chapters:</p> <ul style="list-style-type: none"> • 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

A **coordination meeting** shall be convened by the DTI on the day prior to the first day of the engagement to discuss and ensure common understanding of the tasks, expected outputs, and working arrangements set forth in this Terms of Reference.

IV. EVENT EXECUTION 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 FoodPhilippines events and activities.
3. In-store promo events and activities should always carry the following branding:
 - Department of Trade and Industry
 - Bangkoto (Philippines Pavilion)
 - FoodPhilippines
4. In case any of the approved activities in the contract is cancelled, DTI and EMC will negotiate terms of payment or undertake replacement tasks or projects.
5. **IMPORTANT NOTE:** Unless otherwise specified in the Terms of Reference (TOR), costs for the enumerated services and facilities ARE INCLUSIVE IN THE EMC RATE.
6. 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.

7. Keep the Department of Trade and Industry and the Philippine Trade and Investment Office in Dubai, UAE in the loop with event details, protocol, and other aspects of the project/s.

VII. 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 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. SELECTION CRITERIA

- A. The criteria and rating system for short listing are:
1. Applicable experience and qualification of the events marketing company (60 points);
 2. Legal and technical documentation (10 points); and
 3. Financial proposal (30 points).
 4. Cut-off score should be 70 points

IX. ELIGIBILITY, TECHNICAL REQUIREMENTS AND SCORING CRITERIA

TECHNICAL DOCUMENTS		SCORE 70 POINTS
1. Applicable Experience and Qualification	60 POINTS	60 POINTS
<ul style="list-style-type: none"> ● The company must have at least three (3) years of experience in event planning and coordination, preferably but not limited to In-Store Promotion Events. <p>Required Documents:</p> <ul style="list-style-type: none"> ● Lists of ongoing projects/ previous contracts or activities undertaken for the past 3-5 years ● Event Management and Administrative Support Services Plan <p><i>Scoring:</i></p> <ul style="list-style-type: none"> ● <i>3 or more years of experience in organizing marketing events in the UAE (20 points)</i> ● <i>1- 2 years of experience in organizing marketing events in the UAE (10 points)</i> ● <i>Less than a year of experience in organizing marketing events in the UAE (0 points)</i> 		20 POINTS

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 • Accomplished Technical Specifications Compliance Form • Accomplished Schedule of Requirements Compliance Form 	
Scoring:	
<ul style="list-style-type: none"> • <i>With valid trade license issued by a UAE municipality (10 points)</i> • <i>No valid trade license issued by a UAE municipality (0 points)</i> 	30 POINTS
3. Financial Documents	

- 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:

- Audited Financial Statement for the past year CY 2020-2021
- 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
- Financial Bid Form

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

X. TENDER TIMELINE

ACTIVITY	NO. OF DAYS	Target Dates
Posting of Invitation to Bid	1 day	9 March 2022
Clarification / Bid Bulletins	5 days	10-16 March 2022
BID Submission Deadline & Bid Opening	7 days	17-25 March 2022
Review of Eligibility	1 day	28 March 2022
Awarding of Bid	1 day	29 March 2022
Contract Preparation	2 days	30-31 March 2022
Start of Coordination Meetings	1 day	1 April 2022

XI. TERMS OF ENGAGEMENT/ PAYMENT

The Events Management Company shall be hired for a period of 4 months from 01 April to 31 July 2022.

Approved budget for the contract is **Php 6,300,000.00**, inclusive of all applicable taxes. Cost of items in the budget should be broken down with budget appropriation as follows:

a. In-store Activation and Events	Php 1,000,000.00
b. In-Store Design, Fabrication, Set-up, and Dismantling	Php 2,000,000.00
c. Marketing Communications Campaign	Php 2,000,000.00
d. Logistics support	Php 1,000,000.00
e. Space Rental	Php 300,000.00

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.

Invoices and Payments must be issued/ payable to the **Philippine Department of Trade and Industry**.

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 4-month In-Store Promotion Event	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 launching ceremonies 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.	30% of contract fee
Processed permits for food sampling activities for the duration of the in-store promotion subject to the COVID-19 health and safety guidelines of the concerned local government entity.	
Upon confirmation in writing/contract signing of partnerships for the remaining 50% of the targeted components and activations.	
Processed all requirements for the launching ceremonies 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 (optional), manpower and all other necessary arrangements for each of the identified venues.	30% of contract fee

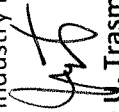
Processed permits for food sampling activities for the duration of the in-store promotion subject to the COVID-19 health and safety guidelines of the concerned local government entity.	25% of contract fee
Upon complete submission of all deliverables and the final accomplishment report of the In-Store Promotion Event.	25% of contract fee
Total	100% of contract fee

Prepared by:

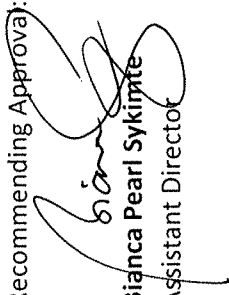

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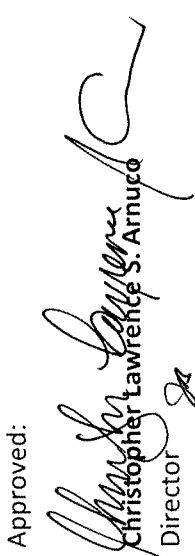

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