



BID BULLETIN # 2

**Hiring of an Events Management Company for
 In-Store Promotions during Expo 2020 Dubai**

17 January 2022

This Bid Bulletin No. 2 is hereby issued to answer all the clarifications raised by the Tenderers:

ANNOUNCEMENT:

Submission of Bid Proposals

Two (2) hard copies should be submitted to the Philippine Trade and Investment Center – Dubai addressed to Commercial Attaché Charmaine Mignon S. Yalong and one (1) soft copy to be sent via email on or before 26 January 2022, not later than 5:00 PM. Late submissions will not be accepted.

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ITEM	CLARIFICATIONS	RESPONSE
Scope of Services Page 6	<ul style="list-style-type: none"> ▪ Abu Dhabi is the base of our company, are we still eligible to participate in the bidding? 	<ul style="list-style-type: none"> ▪ This bid is open to all UAE-based Events Management Company (EMC). The appointed EMC must ensure readiness to travel to anywhere in the UAE for coordination meetings and implementation of services.
Target Products for Promotion Pages 2-5	<ul style="list-style-type: none"> ▪ Will the products to be promoted will be provided? 	<ul style="list-style-type: none"> ▪ YES. A non-exhaustive list of Philippine brands and products with corresponding categories have been initially provided through the Terms of Reference for this activity.
Scope of Services Page 6-9 Event Execution Guidelines Page 9	<ul style="list-style-type: none"> ▪ If they have available artworks that they would like us to use 	<ul style="list-style-type: none"> ▪ Throughout the execution of this activity, the EMC shall be required to provide, manage, and oversee all design requirements, in coordination with DTI and the supermarkets. ▪ Note that the In-store promo events and activities should always carry the following branding: <ul style="list-style-type: none"> ○ Department of Trade and Industry ○ Bangkota (Philippines Pavilion @ Expo 2020 Dubai) ○ Food Philippines
Scope of Services Page 6-9	<ul style="list-style-type: none"> ▪ If they have available marketing collaterals that 	<ul style="list-style-type: none"> ▪ Collateral design and production is among the services required from the EMC.

Event Execution Guidelines Page 9	they wish to be distributed	<ul style="list-style-type: none"> ▪ Note that the In-store promo events and activities should always carry the following branding: <ul style="list-style-type: none"> ○ Department of Trade and Industry ○ Bangkoto (Philippines Pavilion @ Expo 2020 Dubai) ○ Food Philippines 												
Scope of Services Page 6-9	<ul style="list-style-type: none"> ▪ Are they going to provide pack shots for all of the products of each participating company/brands? 	<ul style="list-style-type: none"> ▪ This will be agreed among the appointed EMC, the participating Philippine companies, and the supermarkets. The EMC should be ready to provide pack shots should be required. 												
Eligibility, Technical Requirements and Scoring Criteria Page 10-12	<ul style="list-style-type: none"> ▪ Is the project to be activated in all the seven Emirates? 	<ul style="list-style-type: none"> ▪ NO. The specific Emirates wherein the in-store promo events will be held shall be discussed and agreed among the DTI, the appointed EMC, the participating Philippine companies, and the supermarkets. Priority would be Abu Dhabi, Dubai, and Sharjah. 												
Scope of Services Page 5	<ul style="list-style-type: none"> ▪ Number of days of in-store promotions 	<ul style="list-style-type: none"> ▪ Each of the target supermarkets should hold in-store promotion for a minimum of 7 calendar days to a maximum of 14 calendar days. <table border="1" data-bbox="773 800 1471 1079"> <thead> <tr> <th>Proposed Dates</th> <th>Supermarkets</th> </tr> </thead> <tbody> <tr> <td>16 February – 22 February</td> <td>Al Maya</td> </tr> <tr> <td>23 February – 01 March</td> <td>Lulu</td> </tr> <tr> <td>02 March – 08 March</td> <td>Spinneys</td> </tr> <tr> <td>09 March – 15 March</td> <td>Choithrams</td> </tr> <tr> <td>16 March – 23 March</td> <td>West Zone</td> </tr> </tbody> </table>	Proposed Dates	Supermarkets	16 February – 22 February	Al Maya	23 February – 01 March	Lulu	02 March – 08 March	Spinneys	09 March – 15 March	Choithrams	16 March – 23 March	West Zone
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Project Proponents Page 2	<ul style="list-style-type: none"> ▪ Which channel (Malls, Hypermarkets, Supermarkets, Gas stations)? 	<ul style="list-style-type: none"> ▪ The In-Store Promotion Events will be organized with the following partner <u>supermarkets/hypermarkets</u>: <ul style="list-style-type: none"> ○ Al Maya Group ○ T. Choithrams and Sons ○ Lulu Hypermarket UAE ○ Spinneys ○ West Zone Supermarket 												
Target Products for Promotion Pages 3-5	<ul style="list-style-type: none"> ▪ Type of product to be promoted (Food or Non-Food) 	<ul style="list-style-type: none"> ▪ Food and beverage will be prioritized. Inclusion of other non-food items such as personal care products will be discussed and agreed with the respective supermarkets. 												
Minimum Location and Space Requirement Page 5	<ul style="list-style-type: none"> ▪ Will this activity involve multiple branches or locations of the identified supermarkets? ▪ Number of stores/outlets 	<ul style="list-style-type: none"> ▪ The target is to hold In-Store Promotion Events in 5-6 selected branches of each supermarket in the UAE. Specific branches will be discussed and agreed among DTI, EMC, and the supermarkets. 												


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