



**INVITATION TO BID / EXPRESSION OF INTEREST  
FOR  
The Philippine Participation in Expo 2020  
Dubai, U.A.E.**

1. The *Department of Trade and Industry (DTI)* through the Expo 2022 Budget, intends to apply the sum of AED 70,000.00 or PHP 980,000.00 being the approved budget for the contract (ABC) for the Hiring of a **UAE-based Content Creation And Production Agency For Social Media**.
2. The DTI now calls for the Expression for Interest for the Hiring of a **UAE-based Content Creation And Production Agency For Social Media** who will build and implement an effective content marketing campaign strategy for the Philippines Expo 2020 Dubai from **1 January 2022 until post-Expo on April 30, 2022**.
3. Eligibility documents, Technical and Financial proposals of interested bidders must be duly received by the authorized representative in Dubai for the Philippine Bids and Awards Committee **on or before December 19, 2021** addressed to:

**ROSARIO T. LIWANAG**

Pavilion Director  
The Republic of the Philippines Pavilion  
Sustainability District, Expo 2020 Dubai Site  
Jebel Ali, Dubai, UAE  
Email: [rosariotanadaliwanag@dti.gov.ph](mailto:rosariotanadaliwanag@dti.gov.ph)  
Mobile: +971-56-302-2086

**Note: Please submit your bid proposals between 10:00 am and 5:00 pm only**

4. This shall undergo the Overseas Procurement procedure as specified in the **Resolution No. 28-2017** (Approving Guidelines for the Procurement of Goods and Services, Infrastructure Projects, and Consulting Services to be procured and performed overseas) and will undergo an evaluation of the submitted eligibility and technical documents to be conducted by the Authorized Representative in Dubai for Philippine Bids and Awards Committee .
5. Bidding is open to all interested bidders registered in Dubai, U.A.E. subject to the conditions for eligibility provided in the Terms of Reference.
- 6.. The engagement period of the contract shall begin from **January 01, 2022 to April 30, 2022**.
7. The *Department of Trade and Industry* reserves the right to reject any and all bids, declare a failure of bidding, or not award the contract at any time prior to contract award in accordance with Section 41 of RA 9184 and its IRR, without thereby incurring any liability to the affected bidder or bidders.
8. Upon evaluation of the bids, winning bidder will be notified via email.
9. For further information, contact the undersigned in the address indicated below:

**ROSARIO T. LIWANAG**  
Pavilion Director

The Republic of the Philippines Pavilion  
Sustainability District, Expo 2020 Dubai Site  
Jebel Ali, Dubai, UAE  
Email: [rosariotanadaliwanag@dti.gov.ph](mailto:rosariotanadaliwanag@dti.gov.ph)  
Mobile: +971-56-302-2086

Date: December 07. 2021

**PHILIPPINE TRADE AND INVESTMENT CENTER – MIDDLE EAST AND AFRICA**