



HRAS - PROCUREMENT

REQUEST FOR QUOTATION
Sealed Bidding

PR No.: EMB - 52677

Date: 11/17/2022

R.F.Q. No.: 202211-12140

Delivery As scheduled

Gentleman:

Please quote hereunder your lowest possible price(s) for the following item(s) which is/are urgently needed by this office. It is requested that the quotation be signed, sealed or stamped and submitted to the Supply Section, Ground Floor Department of Trade and Industry, 361 Sen. Gil J. Puyat Avenue, Makati City, Metro Manila.

Table with 5 columns: NO, QUANTITY, UNIT, ARTICLE, UNIT PRICE, TOTAL PRICE. Row 1: 1.0, UNIT, Provision of Services --Hiring of Events Management Company for the 5th Philippine National Halal Conference on 12-13 December 2022 in Metro Manila. See attached Terms of Reference.

\*\*\*\*\*NOTHING FOLLOWS\*\*\*\*\*

Remarks All item should be treated as one lot. Please note on the delivery term indicated above. ABC-PHP1,000,000.00

Prepared by: MARYLYN GRACE M. AMPOAN ADMIN. OFFICER II

Very truly yours, MARY ANN D. YULAS SUPERVISING ADMIN. OFFICER

DTI SHOPPING COMMITTEE Department of Trade and Industry

As per your request, I/We have indicated the prices of the above mentioned articles on the Unit Price and Total Price columns.

Date Submitted

Signature over Printed Name

POSITION:

COMPANY:

## Terms of Reference

Requirement	:	Events Management Company (EMC)
Title of the Project	:	5 <sup>th</sup> Philippine National Halal Conference
Duration of the Project	:	11-14 December 2022
Venue	:	Metro Manila and Online Platform

### **Background**

The Philippine Halal Export Development and Promotion Board will once again host the annual Philippine National Halal Conference (PNHC). Now in its 5<sup>th</sup> Edition, the Philippine National Halal Conference will be conducted on 12-13 December 2022 onsite in Metro Manila and online via livestreaming platforms. The 5<sup>th</sup> PNHC will bear the theme "Mainstreaming Philippine Halal Trade through Digitalization and Competitiveness Towards Inclusive Growth".

The Philippine National Halal Conference is an event that serves as the annual highlight of the Philippine Halal Export Development and Promotion Board (Halal Board), which was established by virtue of Republic Act 10817, otherwise known as the Philippine Halal Export Development and Promotion Act of 2016. The Halal Board is chaired by the Secretary of Trade and Industry, while the Director of the Export Marketing Bureau serves as the Head of the Interagency Secretariat of the Board.

Gaining momentum from the success of the 4<sup>th</sup> Philippine National Halal Conference on 02-03 December 2022 in Dusit Thani Manila, the 5<sup>th</sup> Philippine National Halal Conference will once again gather industry experts and entrepreneurs to participate in various activities focused on scaling strategies to reach Halal export markets and focuses on addressing major challenges of the Philippine Halal Industry.

The event is on a mission to capacitate and harness the competitiveness of existing and potential local Halal community to tap the growth opportunities available and for existing and potential large exporters to further develop their products in becoming competitive in the Global Halal Market. Additionally, it is on a mission to build an environment uniting the stakeholders in transforming the Philippines as a competitive, innovative, sustainable, and high-income country.

The two-day event will immerse participants in the latest development in the Global Halal Market thus, providing entrepreneurs with vital ideas to navigate and successfully thrive in the Global Halal Industry, discuss major challenges of the PH Halal Industry as identified by the EMB-Halal Section to ensure a prospering Halal market, and strengthen the collaboration among government and private organizations by identifying their key roles and responsibilities in the Halal value chain. The event is comprised of several components involving:

- Executive Talk (12 December) - focuses on providing halal awareness and halal industry knowledge to stakeholders by sharing the defined role of each member agency in establishing a competitive Halal economy;

- Virtual Halal Roadshow (13 December) - to be conducted for participants outside of Metro Manila which will focus on training and inspiring domestic halal manufacturers to scale up and/or venture export; and
- Thematic Discussion (13 December) – the objective is to advance the knowledge and skills of halal manufacturers and HCBs by providing them with the latest ideas, innovations, technology and some best halal practices.
- Online Business-to-Business Matching Session (Date: TBD) with buyers from major Muslim/Halal markets in collaboration with Philippine Trade and Investment Centers (PTIC) globally.
- Halal Showcase Display and/or Halal Special Setting in All Day Supermarket (TBC).

The Conference is organized in collaboration with the members of the Philippine Halal Export Development and Promotion Board, relevant DTI Offices/Bureau, together with other relevant government agencies, and private sector stakeholders.

In line with the above, the Export Marketing Bureau (EMB) seeks the services of an Event Management Company (EMC) that would professionally organize and aid the Philippine Halal Export Development and Promotion Board in ensuring the smooth and successful conduct of the 5th Philippine National Halal Conference.

#### **OBJECTIVES**

The Conference aims to accomplish the following objectives:

- Provide capacity building to advance Halal stakeholders' knowledge regarding Halal market and its best practices.
- Bring in new ideas/ perspective on Halal System or Manufacturing particularly best practices of other Islamic and non-Islamic country that has been successful in this industry e.g., Malaysia, Indonesia, and Thailand.
- Cascade to the regional offices of DTI and other agencies the important knowledge on Halal Exports in support to EMB's strategic goal which is to implement programs and policies that will result to the development of an exporting culture.
- Maximize opportunities in the Global Halal market.
- Strengthen the relationship of PH Halal stakeholders and trade relationship of the government, through PHEDPB and BARMM by signing of the Memorandum of Cooperation.
- Maximize promotion of the Halal-certified products, Halal tourism, and Halal stakeholders.
- Establish fortified linkage between government and Halal Certifying Bodies (HCBs).
- Establish strong linkage among relevant government agencies for a more efficient Halal supply chain.
- Facilitate the exchange of information between participants to advance their Halal knowledge and brainstorm on the possible strategies in solving the identified problems.
- Encourage manufacturers to enter the Halal market and pursue product export.
- Encourage investors to invest in productive investments in Halal-related sectors.

#### **TARGET GROUP/BENEFICIARIES**

- Philippine Halal Manufacturer and Producers
- Philippine Halal Export Development and Promotion Board
- DTI - Regional Operations Group

- Local and International Foreign Investors
- Halal Certification Bodies
- Muslim Religious Leaders
- Tourism Sector Stakeholders
- Domestic Consumers
- The Academe
- Other Halal Stakeholders

**TARGET NUMBER OF PARTICIPANTS**

Date	Target
12 December 2022	150 Onsite Participants 500 Online Participants
13 December 2022	150 Onsite Participants 500 Online Participants

**SCOPE AND DELIVERABLES OF THE SERVICE PROVIDER**

**PRE-EVENT**

- EMB and EMC shall meet to discuss the visual concept and thematic design which must be aligned with the event theme.
- EMC shall conceptualize and present at least two (2) Visual Concepts and Thematic Designs within seven (7) days after the said meeting, for deliberation and approval of EMB.
- Conceptualization, design, and installation of Halal Product Showcase.
- Conceptualization, design, and delivery of customized zoom background and layout of speakers for the webinars, subject to the approval of EMB.
- Conceptualization and design of the event logo, subject to the approval of EMB.
- Conceptualization, design, production, and delivery of the following, subject to the approval of EMB:
  - 200 Conference Kits which include customized IDs with case and lanyard, stationery and pens, program of activities, locally sourced tokens for participants) subject for approval of EMB.
  - 200 Electronic Certificates subject for approval of EMB
  - 20 Traditional Certificates subject for approval of EMB
  - 20 Plaques with box subject for approval of EMB
  - 20 locally sourced tokens for Resource Speakers subject for approval of EMB
  - 20 Jackets and Shirts for the Organizers
- Provide a dedicated Event Manager and Event Coordinator who will directly liaise and coordinate all conference concerns to the Export Marketing Bureau.
- Conceptualization and design of social media content for posting on various social media platforms by DTI-EMB.
- Conceptualization and design of a zoom customized pre-registration page.
- Provision of manpower to set up the venue and other necessary elements for the conference within the agreed ingress period.
- Invite, coordinate and ensure of at least (2) presence from major networks during the conference.
- Assist the Export Marketing Bureau in disseminating invitations to stakeholders.

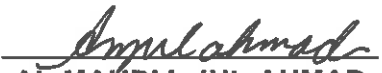


- Identification, application, and securing of all necessary permits from authorities in relation to the conference.

#### **VENUE COORDINATION**

- Coordinate with all venue authorities to use facilities, required utilities, and technical requirements such as electrical capacity requirements, floor weight, and display good storage among others.
- Coordinate with all venue authorities the display showcase and secure approval of the same.
- Coordinate with the venue and secure all necessary permits intended for the Conference including Ingress and Egress.
- Coordinate with the venue and ensure availability of strong internet connection for the smooth conduct of the webinars, conference, and live streaming.
- Assess the safety and security of the venue such as fire exits, access to entry and exit points, and appropriate safety equipment in compliance with the minimum health protocols by government authorities.

#### **EVENT PROPER**

- Provision of all necessary Critical and Support Staff to ensure the successful and smooth conduct of the Conference.
- Provision of manpower for the registration table to act as Event Secretariat and assist EMB personnel.
- Monitor the registration of online and onsite participants in coordination with EMB.
- Provision of manpower to serve as ushers/usherettes and assist participants during the conference.
- Provision of a host to moderate the program, preferably a Muslim or someone with knowledge of Halal.
- Provision of a voice-over talent to assist the host in ensuring the smooth program flow of the Conference.
- Direct and manage the program flow in close coordination with EMB.
- Provision of an online platform for the business-to-business matching sessions.
- Provision of an online platform for the conduct of the webinar.
- Provision of at least one (1) laptop for registration of onsite participants.
- Coordinate with DTI and/or EMB for live streaming of the Conference on various social media platforms.
- Provision of an LED Wall for the 2-Day Conference appropriate for the stage and/or the venue location.
- Provision of an Photo Wall for the 2-Day Conference appropriate for the venue location.
- Provision of Lights and Sounds System for the 2-Day Conference appropriate for the stage and/or the venue location.
- Provision of all necessary communication and IT equipment necessary for the Conference.
- Provision of one (1) onsite heavy-duty printer.
- Provision of an onsite professional photographer and videographer for the 2-Day Conference.
- Provision of a Same-Day-Edit (SDE) Video with a minimum duration of 1 minute and a maximum duration of 2 minutes.

<b>POST-EVENT</b>	
<ul style="list-style-type: none"> <li>• Turn over all documentation of the Conference such as zoom recordings, video, photos, and other available materials to EMB.</li> <li>• Facilitate the sending and collection of the Customer Satisfactory Rating Form in coordination with EMB.</li> <li>• Turn over the list of attendees/participants during the conference to EMB.</li> <li>• Turn over all documents and materials to EMB in portable solid-state drive (SSD).</li> </ul>	
<b>PAYMENT TERMS AND SCHEDULE</b>	
<ul style="list-style-type: none"> <li>• The EMB and EMC shall agree on the payment terms and schedule which shall be indicated in the contract of service.</li> </ul>	
<b>APPROVED BUDGET FOR THE CONTRACT (ABC)</b>	
<ul style="list-style-type: none"> <li>• The approved budget for the contract is <b>One Million Pesos Only</b> (PHP 1,000,000.00) inclusive of all charges and taxes.</li> </ul>	
<b>ELIGIBILITY OF THE EVENTS MANAGEMENT COMPANY</b>	
<ul style="list-style-type: none"> <li>• Must be a reputable Production House with experience in holding or completed at least (3) Large-Scale Domestic and/or International Events with business, economic, or industry for the past 3 years</li> <li>• Must be in the business for not less than Five (5) years</li> <li>• Must have handled at least three (3) Halal Events for Cultural Sensitivity Concerns.</li> <li>• Must have experience in handling a nationwide live broadcast setup.</li> <li>• Must have experience in handling Business-to-Business Matching Meetings.</li> </ul>	
Prepared by:	Reviewed by:
 <b>AL-MAHDI I. JUL-AHMAD</b> STIDS, Export Marketing Bureau	 <b>DATUBIMBAN P. PANGONOTAN JR.</b> Head, Halal Section
Noted by:	
 <b>JHINO B. ILANO</b> Director III, Export Marketing Bureau	