



TOURISM PROMOTIONS BOARD PHILIPPINES  
Annual Procurement Plan for FY 2015

Code (PAP)	Program / Activities / Project	PMO/ End-User	Mode of Procurement	Schedule for Each Procurement Activity				Source of Funds	Estimated Budget (PhP)			Remarks (brief description of Program/Project)				
				Ads/Post of IB/REI	Sub/Open of Bids	Notice of Award	Contract Signing		Total	MOOE	CO					
<b>MARKETING COMMUNICATIONS</b>																
<b>I STRATEGIC COMMUNICATION CAMPAIGN FOR PROMOTIONS</b>																
	"IT'S MORE FUN IN THE PHILIPPINES" THE "VISIT PHILIPPINES YEAR 2015" TACTICAL CAMPAIGN AND SUPPORT TO THE " POWER BRANDING" CAMPIGN STRATEGY		Public Bidding	Schedule c/o Bids and Award Committee (January - December 2015)				Gop	600,000,000.00	600,000,000.00		In cooperation with appointed Media Planning and Placement Agency  n.b. supplemental budget of Php600,000,000.00 from the DBM using the Special Account in the General Fund for Tourism Promotin, for the Media Planning and Placement funding requirement for August 2015 to January 2016				
<b>II BPO / DIGITAL MARKETING STRATEGY</b>																
	Support to Maintenance of Website an Social Media Presence in the various markets; Development of Internet and Mobile Business Apps; Translation Requirements; Digital Advertising Requirements															
	KOREA		Excluded	REMITTANCE C/O FOREIGN OFFICE				Gop	8,457,610.00	8,457,610.00						
	CHINA		Excluded					Gop	6,993,319.00	6,993,319.00						
	JAPAN		Excluded					Gop	8,745,584.00	8,745,584.00						
	SINGAPORE		Excluded					Gop	2,776,132.00	2,776,132.00						
	MALAYSIA		Excluded					Gop	2,776,132.00	2,776,132.00						
	HONG KONG		Excluded					Gop	2,776,132.00	2,776,132.00						
	TAIWAN		Excluded					Gop	7,526,132.00	7,526,132.00						
	AUSTRALIA / NZ		Excluded					Gop	5,350,237.00	5,350,237.00						
	SUPPORT TO MDG (TIV RIME)		Excluded					Gop	8,175,414.00	8,175,414.00						
	NORTH AMERICA (USA and CANADA)		Excluded					Gop	10,043,097.00	10,043,097.00						
	GERMANY		Excluded					Gop	3,559,989.00	3,559,989.00						
	LONDON / UNITED KINGDOM		Excluded					Gop	1,979,354.00	1,979,354.00						
	PHILIPPINES		Excluded					Gop	13,014,709.00	13,014,709.00						
	- Maintenance of Strategic Website and Social Media		Excluded					Gop	4,979,353.00	4,979,353.00						
	MICE AND BUSINESS TRAVEL DIGITAL ADVERTISING		Excluded					Gop	87,153,194.00	87,153,194.00						
	Sub-total															
<b>III PUBLIC RELATION AND PUBLICITY</b>																
	Support to PR Requirement of DOT Overseas Offices or budget to be used collectively to launch VPY 2015 globally															
	KOREA		Excluded	REMITTANCE C/O FOREIGN OFFICE				Gop	3,379,530.00	3,379,530.00						
	CHINA		Excluded					Gop	2,498,240.00	2,498,240.00						
	JAPAN		Excluded					Gop	1,873,678.00	1,873,678.00						
	HONG KONG		Excluded					Gop	1,873,678.00	1,873,678.00						
	TAIWAN		Excluded					Gop	1,873,678.00	1,873,678.00						
	SINGAPORE		Excluded					Gop	1,498,943.00	1,498,943.00						
	MALAYSIA		Excluded					Gop	1,498,943.00	1,498,943.00						
	AUSTRALIA		Excluded					Gop	1,498,943.00	1,498,943.00						
	NORTH AMERICA (USA and CANADA)		Excluded					Gop	1,249,093.00	1,249,093.00						
	EUROPE (GERMANY, LONDON, RUSSIA)		Excluded					Gop	1,249,093.00	1,249,093.00						
	PHILIPPINES		Excluded					Gop	5,939,509.00	5,939,509.00						
	Sub-total															
<b>IV TRI-MEDIA TACTICALADVERTISING CAMPAIGNS</b>																
	Support to Joint Promotions and Advertising Opportunities with Overseas Offices and/or other Marketing Partners															
	KOREA		Excluded	REMITTANCE C/O FOREIGN OFFICE				Gop	13,128,532.00	13,128,532.00						
	CHINA		Excluded					Gop	25,242,250.00	25,242,250.00						
	JAPAN		Excluded					Gop	25,242,250.00	25,242,250.00						
	SINGAPORE		Excluded					Gop	7,296,349.00	7,296,349.00						
	MALAYSIA		Excluded					Gop	4,899,226.00	4,899,226.00						
	HONG KONG		Excluded					Gop	4,899,226.00	4,899,226.00						
	TAIWAN		Excluded					Gop	9,649,226.00	9,649,226.00						
	SUPPORT TO MDG (TIV RIME)		Excluded					Gop	4,899,225.00	4,899,225.00						
	AUSTRALIA/NZ		Excluded					Gop	9,146,900.00	9,146,900.00						

	NORTH AMERICA (USA and CANADA)		Excluded		Gop	8,793,800.00	8,793,800.00		
	GERMANY		Excluded		Gop	14,986,791.00	14,986,791.00		
	LONDON, UNITED KINGDOM		Excluded		Gop	23,793,395.00	23,793,395.00		
	PHILIPPINES		Public Bidding	Schedule c/o Bids and Award Committee (January - December 2015)	Gop	14,935,718.00	14,935,718.00		
	MICE BUSINESS TRAVEL AND TOURISM INVESTMENT		Excluded		Gop	3,693,396.00	3,693,396.00		
	Sub-total					170,606,284.00	170,606,284.00		
<b>V</b>	<b>PRODUCTION OF COLALLATERAL MATERIALS</b>								
	<b>A. CREATIVE DEVELOPMENT (Brochure / Ad Materials)</b>		Public Bidding	Schedule c/o Bids and Award Committee (January - December 2015)	Gop	7,119,980.00	7,119,980.00		
	<b>B. PRINTING OF INSTUTIONAL BROCHURE (to include Multi-Lingual Brochure)</b>								
	<b>1. "ITS MORE FUN IN THE PHILIPPINES" (IMFITP)</b>								
	3,000 pcs Airport ID holder w/multiple pocket pouch		NP-SVP	Delegated to the Procurement and General Services Division (PGSD) (October 2015)	Gop	450,000.00	450,000.00		
	800 pcs IMFITP Towel		NP-SVP	Delegated to the Procurement and General Services Division (PGSD) (November 2015)	Gop	400,000.00	400,000.00		
	50,000 pcs Subic and Clark Brochures		NP-SVP	Delegated to the Procurement and General Services Division (PGSD) (December 2015)	Gop	429,000.00	429,000.00		
	3,000 pcs USB (Male/Female Conector)		NP-SVP	Delegated to the Procurement and General Services Division (PGSD)	Gop	65,500.00	65,500.00		
	200 pcs IMFITP/VPA Hoody Jacket		NP-SVP	Delegated to the Procurement and General Services Division (PGSD)	Gop	170,000.00	170,000.00		
	3,000 pcs Destination Weave Bab (Long-Champ)		Public Bidding	Schedule c/o Bids and Award Committee (November 2015)	Gop	1,800,000.00	1,800,000.00		
	5,000 pcs Garterized Pen Holder		NP-SVP		Gop	350,000.00	350,000.00		
	2,500 pcs Bady Bag		NP-SVP		Gop	487,500.00	487,500.00		
	30,000 pcs 10 Destination Luggage Bag		NP-SVP	Delegated to the Procurement and General Services Division (PGSD) (November 2015)	Gop	495,000.00	495,000.00		
	1,500 pcs 3 in 1 Universal Adaptor (w/ USB Connector)		NP-SVP		Gop	500,000.00	500,000.00		
	400 pcs TPB Leather Cover notebook with Corporate Giftbox		NP-SVP		Gop	500,000.00	500,000.00		
	50,000 pcs Surigao Sity and Siargao Island Brochure		NP-SVP	Delegated to the Procurement and General Services Division (PGSD) (December 2015)		429,000.00	429,000.00		
	2,000 pcs IMFITP/TPB Corporate Shoulder Bag		NP-SVP	Delegated to the Procurement and General Services Division (PGSD)	Gop	495,000.00	495,000.00		
	3,000 pcs Toiletries Kit		NP-SVP	Delegated to the Procurement and General Services Division (PGSD) (October 2015)	Gop	450,000.00	450,000.00		
	18/36/4 pcs Cut out Letter (Add'l Mats) Storage Bxs		NP-SVP	Delegated to the Procurement and General Services Division (PGSD) (September 2015)	Gop	25,000.00	25,000.00		
	300 pcs IT&CMA Programme Bangkok		NP-SVP		Gop	12,000.00	12,000.00		
	1 pc Palawan Image, Editing/Enhancement		NP-SVP		Gop	50,000.00	50,000.00		
	5,000 pcs IMFITP Non woven Pouch for (glitter finish)		NP-SVP	Delegated to the Procurement and General Services Division (PGSD) (July 2015)	Gop	215,000.00	215,000.00		
	22 pcs Refurbishing & Storage boxes for CuT Out Letters "Philippines" for MicePhiltex		NP-SVP		Gop	124,900.00	124,900.00		
	25 pcs Brochures to Tokyo,Japan		NP-SVP		Gop	4,000.00	4,000.00		
	60 kls Promo Mats to DOT Vietnam		NP-SVP	Delegated to the Procurement and General Services Division (PGSD) (June 2015)	Gop	45,000.00	45,000.00		
	166 kls Promo Mats to New York		NP-SVP		Gop	112,423.50	112,423.50		
	Supply, Hauling & Transfer		NP-SVP	Delegated to the Procurement and General Services Division (PGSD) (May 2015)	Gop	9,500.00	9,500.00		1 lot TPB Exhibit Material for APEX at SMX May 21-24, 2015
	50,000 pcs IMFITP Interim Brochures		NP-SVP		Gop	380,000.00	380,000.00		
	12 pcs Banner for PBA 3' x 9'		NP-SVP		Gop	2,559.60	2,559.60		
	4 images Coyote Pop up (8' & 20' width serpentine)		NP-SVP	Delegated to the Procurement and General Services Division (PGSD) (April 2015)	Gop	242,676.70	242,676.70		
	2 pc PBA Banner		NP-SVP	Delegated to the Procurement and General Services Division (PGSD) (February 2015)	Gop	600.00	600.00		
	10 pcs VPY 2015 Billboard for 12 months (at Luneta Park)		NP-SVP	Delegated to the Procurement and General Services Division (PGSD) (March - December 2015)	Gop	295,000.00	295,000.00		
	5,000 @ Asean Festival and Asean Adventure		NP-SVP	Delegated to the Procurement and General Services Division (PGSD) (January 2015)	Gop	118,000.00	118,000.00		
	3 kinds Creative Updating of Manila, Cebu/Bohol & Boracay		NP-SVP	Delegated to the Procurement and General Services Division (PGSD) (December 2015)	Gop	375,000.00	375,000.00		
	50,000 pcs Iloilo City and Guimaras Island brochures		NP-SVP	Delegated to the Procurement and General Services Division (PGSD)	Gop	429,000.00	429,000.00		
	50,000 pcs IMFITP Manila Map brochures		NP-SVP		Gop	475,000.00	475,000.00		
	50,000 pcs Palawan brochures		NP-SVP	Delegated to the Procurement and General Services Division (PGSD) (December 2015)	Gop	430,500.00	430,500.00		
	50,000 pcs Cebu/Bohol map brochures		NP-SVP		Gop	429,000.00	429,000.00		
	IMFITP Multi-purpose Invites		NP-SVP		Gop	221,899.20	221,899.20		
	Promtional materials of Frankfurt		NP-SVP	Delegated to the Procurement and General Services Division (PGSD) (April 2015)	Gop	500,000.00	500,000.00		Remittance to Foreign Office
	Bohol & Davao brochures & KTT for Korean Market		Public Bidding	Schedule c/o Bids and Award Committee (July 2015)	Gop	1,426,500.00	1,426,500.00		Remittance to Foreign Office
	Printing of Japan Destination Map		Public Bidding	Schedule c/o Bids and Award Committee (July 2015)	Gop	5,000,000.00	5,000,000.00		Remittance to Foreign Office
	5,000 pcs Pop-Up Destination in the Philippines		Public Bidding	Schedule c/o Bids and Award Committee (December 2015)	Gop	2,000,000.00	2,000,000.00		
	50,000 pcs Davao City & Samal Island brochures		NP-SVP	Delegated to the Procurement and General Services Division (PGSD) (December 2015)	Gop	429,000.00	429,000.00		
	Sub-total					20,373,559.00	20,373,559.00		
	<b>2. VISIT PHILIPPINES AGAIN (VPA) 2016</b>								
	5,000 pcs Pop-up Slip Destinatio in Cover		NP-SVP	c/o Bids and Award Committee (January - December 2015)	Gop	50,000.00	50,000.00		
	5,000 pcs VPA/IMFIT Souvenir Ballpen		NP-SVP		Gop	462,500.00	462,500.00		
	5,000 pcs Fodable Non-woven Bag		NP-SVP		Gop	500,000.00	500,000.00		
	1,000 pcs Travel accessories(Luggage Strap/w/buckles/lock/tag)		Public Bidding		Gop	800,000.00	800,000.00		
	3,000 pcs Power bank w/ body leather wrap, 10,000 mAh		Public Bidding		Gop	2,700,000.00	2,700,000.00		
	950 pcs Pina scarf (black & Brown colors)		Public Bidding		Gop	950,000.00	950,000.00		
	1,000 pcs Scarf made in knitted fabric w/ slogan design		Public Bidding		Gop	700,000.00	700,000.00		
	10,000 pcs VPA 2016 Cacha Bag		NP-SVP	Delegated to the Procurement and General Services Division (PGSD) (September 2015)	Gop	500,000.00	500,000.00		
	30,000 pcs VPA 2016 Luggage tag		NP-SVP		Gop	495,000.00	495,000.00		
	10,000 pcs VPA 2016 3M Sticker		NP-SVP		Gop	195,000.00	195,000.00		



F. PRINTING AND PRODUCTION OF MICE, BUSINESS TRAVEL AND TOURISM INVESTMENT MATERIALS		Schedule c/o Bids and Award Committee (January - December 2015)	Gop	7,119,980.00	7,119,980.00		
<b>GRAND TOTAL =</b>				<b>975,663,413.00</b>	<b>975,663,413.00</b>		

Submitted By:

*Tdl Landan*  
**TERESITA D. LANDAN**  
 Head, BAC Secretariat

**Recommending Approval:**

**BIDS AND AWARD COMMITTEE**

*Le Sy*  
**LEAH MARIE C. SY**  
 Chairperson

*Carla*  
**MA. CARLA REMEDIOS E. MIRANDA**  
 Member

*Marivic*  
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**MA. NEDALIN L. MIRANDA**  
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*Elizabeth*  
**ELIZABETH E. GANDIA**  
 Member

*Arnold*  
**ARNOLD GONZALES**  
 Member

**Approved by:**  
  
**DOMINGO RAMON C. ENERIO III**  
 Chief Operating Officer