

MEMORANDUM OF AGREEMENT

KNOW ALL MEN BY THESE PRESENTS:

This Contract made and entered into at Manila this 08 day of July 2013, by and between:

The **TOURISM PROMOTIONS BOARD**, a government owned and controlled corporation organized and existing under the laws of the Republic of the Philippines with office address at the 4th floor Legaspi Towers 300 Roxas Boulevard, Metro Manila, herein represented by **DOMINGO RAMON C. ENERIO III**, Chief Operating Officer and hereinafter referred to as "**TPB**";

- and -

The **ICONCEPT GLOBAL ADVERTISING INC.**, with office address at 311-A MCCM Bldg., Roosevelt Ave., San Francisco Del Monte, Quezon City, represented by **MR. MARLON OWEN V. CRUZ**, **Business Development Manager** and hereinafter referred to as "**ICONCEPT**".

WITNESSETH:

WHEREAS, the Tourism Promotions Board (TPB) and in cooperation with the private sectors, is spearheading the preparations for the 12th PHILIPPINE TRAVEL EXCHANGE (PHITEX) 2013 on September 04-06, 2013 at the SMX Convention Center, MOA Complex, Pasay City, with main objective of sustaining the growth of inbound tourist arrivals in the Philippines and adopting the theme "Unending Possibilities of Fun in the Philippines".

WHEREAS, in connection to the above project ,the **TPB** requires the services of a professional who shall render and perform the design, development, web hosting and maintenance of the PHITEX Site and develop a business site for the Philippine Travel Exchange with a built in system for buyer/seller delegate matching appointment that will generate a perfect match in appointment schedule.

WHEREAS, given the present situation, the **TPB** is in need of an Information Communication Technology (ICT) Solutions Provider who can implement and undertake immediately the required technical requirements of the PHITEX 2013 Site;

WHEREAS, the Bids and Awards Committee (BAC) in its BAC Resolution No. 2013-016 Annex A recommended the award of the **Design, Development, Web Hosting, and Maintenance with a Business Appointment Schedule of the Phitex 2013 Site to ICONCEPT**;

WHEREAS, **ICONCEPT** undertakes to provide the services required by **TPB** at the herein specified location;

NOW THEREFORE, for and in consideration of the foregoing premises, the parties have hereto agreed, as follows:

Marlon Owen V. Cruz

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