

## REQUEST FOR EXPRESSION OF INTEREST

The Tourism Promotions Board, through its Special Bids and Awards Committee (BAC) invites media planning and placement agency with a minimum expertise in media planning of at least three (3) years in doing similar projects or assignments, for the submission of eligibility documents and shortlisting, and if found eligible and shortlisted, to bid for the hereunder project:

**Name of the Project** : Development of a media plan for January-June 2015 for the promotion of the Philippine Tourism Brand Focused on the Priority Source Markets to include Media Placement Buys and Implementation

**Background of the Project** : To implement the Philippine tourism brand campaign and uplift the marketing and promotions efforts of the Tourism Promotions Board (TPB) focused on its priority international source markets.

**Approved Budget for the Contract** : Six Hundred Million Pesos for January – June 2015 (PhP600,000,000.00) inclusive of all applicable taxes

**Contract Duration** : January to June 2015

The list of minimum requirements is indicated in the Eligibility Form. Eligibility of prospective bidders shall be checked using non-discretory “pass/fail” criteria. Shortlisting of eligible bidders will be done based on the following criteria: Quality of personnel who may be assigned to the project, Experience and capability of the firm and Current workload relative to the capacity. Seven (7) eligible bidders shall make up the shortlist. The evaluation procedure to be adopted shall be Quality Based Evaluation (QBE).

All particulars relative to the Eligibility Statement and Screening, Bid Security, Performance Security, Pre-Bidding Conference(s), Evaluation of Bids, Post-Qualification and Award of Contract shall be governed by the pertinent provisions of R.A. 9184 and its Implementing Rules and Regulations (IRR).

The complete schedule of activities is listed, as follows:

Activities	Schedule and Venue
1. Issuance and availability of Eligibility Documents/Checklist	December 08 to 15, 2014
2. Submission of Eligibility Requirements	Deadline is on or before December 15, 2014, up to 9:30 a.m. only, Admin. Department Tourism Promotions Board 4 <sup>th</sup> Flr. Legaspi Towers 300 Roxas Boulevard, Manila
3. Opening of Eligibility Documents / Eligibility Checking	December 15, 2014 ( 2:30 p.m.) Boardroom, Tourism Promotions Board 4 <sup>th</sup> Flr. Legaspi Towers 300 Roxas Boulevard, Manila

4. Results of Shortlisting	December 16, 2014
5. Issuance of Bid Documents to Shortlisted Eligible bidders	December 17 , 2014 (office hours only) (8:00a.m. to 5:00p.m.) BAC Secretariat, Administrative Department, TPB
6. Pre-bid Conference with Shortlisted Eligible bidders	December 18, 2014, 2:00 p.m. BAC Secretariat, Administrative Department Tourism Promotions Board (TPB)
7. Submission of Bids (Technical & Financial Bid)	Deadline is on or before 06 January, 2015 up to 9:30 a.m. only Admin. Department, Tourism Promotions Board
8. Opening of Bids (Technical & Financial bids)	January 06, 2015, 10:00 a.m. TPB Boardroom
9. Presentation of bidder/s	January 09, 2015 Venue and Time- TBA
10. Post Qualification	January 12, 2015
11. Issuance of Notice of Award and Contract	January 16, 2015
12. Issuance of Notice to Proceed	January 19, 2015

The Eligibility Documents/Checklist may be obtained at the TPB BAC Secretariat c/o Ms. Salve Ponting , Administrative Department, Tourism Promotions Board 4<sup>th</sup> Floor Legaspi Towers 300, Roxas Boulevard, Metro Manila. Submission and results of eligibility shall be in the same office.

Bid documents shall be available only to shortlisted eligible bidders upon payment of non-refundable amount of Seventy Five Thousand Pesos (Php75,000.00) to the TPB Cashier's Unit, 4<sup>th</sup> Floor Legaspi Towers 300, Roxas Boulevard, Manila.

The Tourism Promotions Board reserves the right to reject any or all bids, declare a Failure of Bidding at any time prior to the contract award, or not to award the contract, without thereby incurring any liability and make no assurance that a contract shall be entered into as a result of the bidding. Likewise, the TPB-BAC may waive any minor defect therein and accept the offer most advantageous to the government. Further, the TPB-BAC assumes no responsibility whatsoever to compensate or indemnify bidders for any expenses incurred in the preparation of the bid.

December 05, 2014

**SOLITA D. SORIANO**  
Chairperson  
Bids and Awards Committee