

REQUEST FOR EXPRESSION OF INTEREST (REI No. 2021-018)

1. The **Tourism Promotions Board**, through the **2021 Approved Corporate Operating Budget** intends to apply the sum of **Two Hundred Fifty-Eight Million Pesos Only (PhP258,000,000.00)** being the Approved Budget for the Contract (ABC) to payments under the contract for **Full-Service Media Agency for Tourism Promotions Board's (TPB) Global Media Plan and Placements/REI No. 2021-018**. Bids received in excess of the ABC shall be automatically rejected at the opening of the financial proposals.
2. The **Tourism Promotions Board** now calls for the submission of eligibility documents for **Full-Service Media Agency for Tourism Promotions Board's (TPB) Global Media Plan and Placements**. Eligibility documents of interested consultants must be duly received by the BAC Secretariat on or before **27 August 2021 at 10:00am, send to bac_sec@tpb.gov.ph**. The opening of the eligibility documents is on **27 August 2021 at 10:30am, via the Zoom virtual platform**. Applications for eligibility will be evaluated based on a non-discretionary "pass/fail" criterion.
3. Interested bidders may obtain further information from **BAC Secretariat** of the **Tourism Promotions Board** through emails **bac_sec@tpb.gov.ph** and/or **janet_villafranca@tpb.gov.ph**. The Secretariat will attend to your email during the office hours from 9:30am – 6:30pm.
4. A complete set of Bidding Documents may be acquired by interested Bidders on **19 August – 20 September 2021**, send your request to **bac_sec@tpb.gov.ph** and/or **janet_villafranca@tpb.gov.ph**, and upon payment of the applicable fee for the Bidding Documents, pursuant to the latest Guidelines issued by the GPPB. The cost of Bidding Documents is in the amount of **Fifty Thousand Pesos Only (PhP50,000.00)**.

It may also be downloaded free of charge from the website of the Philippine Government Electronic Procurement System (PhilGEPs) and the website of the Procuring Entity, provided that Bidders shall pay the applicable fee for the Bidding Documents not later than the submission of their bids.

5. The BAC shall draw up the short list of consultants from those who have submitted Expression of Interest, including the eligibility documents, and have been determined as eligible in accordance with the provisions of Republic Act 9184 (RA 9184), otherwise known as the “Government Procurement Reform Act”, and its Implementing Rules and Regulations (IRR). The short list shall consist of **five (5) prospective bidders** who will be entitled to submit bids. The criteria and rating system for short listing are:

CRITERIA	PERCENT WEIGHT
I. Applicable Experience of the Consultant/Consulting Firm (5 Years)	60%
II. Qualification of Principal and Key Personnel of the Consultant who may be assigned to the project 1. Managing Director 2. Account Director/Supervisor 3. Digital Account Manager/Strategist 4. Strategic Media Planner 5. Media Buyer 6. Digital Media Buyer 7. Creative Director/Manager 8. Media/Data Analyst 9. Graphic Artist/Designer 10. Copywriter	30%
III. Current Workload Relative to Capacity Number of ongoing projects being handled of similar scope and nature	10%
TOTAL	100%

The passing score to be shortlisted is 80%

6. Bidding will be conducted through open competitive bidding procedures using non-discretionary “pass/fail” criterion as specified in the IRR of RA 9184.

Bidding is restricted to Filipino citizens/sole proprietorships, cooperatives, and partnerships or organizations with at least sixty percent (60%) interest or outstanding capital stock belonging to citizens of the Philippines.

7. The Procuring Entity shall evaluate bids using the **Quality-Cost Based Evaluation/Selection (QCBE/QCBS)**. The Procuring Entity shall indicate the weights to be allocated for the Technical and Financial Proposals. The criteria and rating system for the evaluation of bids shall be provided in the Instructions to Bidders.
8. The contract shall be completed within **three (3) – five (5) months** to commence from the date of the Consultant’s acceptance of the Notice to Proceed until the acceptance of TPB of all the reports.

9. The **Tourism Promotions Board** 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.
10. For further information, please refer to:

Eloisa A. Romero / Janet G. Villafranca
BAC Secretariat, Tourism Promotions Board
4/F Floor Legaspi Towers 300, Roxas Boulevard, Manila
Tel. Nos. 8525-9318 loc. 273 / 8525-9318 loc. 270
Email: bac_sec@mis.tpb.gov.ph/bac_sec@tpb.gov.ph/janet_villafranca@tpb.gov.ph
Website: ww.tpb.gov.ph

19 August 2021


ATTY. VENANCIO C. MANUEL III
Chairperson 
Bids and Awards Committee