

TECHNICAL SPECIFICATIONS

ASEAN Tourism Forum (ATF) 2022 16-22 January / Sihanoukville, Cambodia

I. BACKGROUND

The ASEAN Tourism Forum (ATF) is a cooperative regional effort to promote the Association of the Southeast Asian Nations (ASEAN) region as one tourist destination. This will be the 41st edition of ATF since its inauguration in Malaysia in 1981.

This year's theme is – ASEAN – A Community of Peace and Shared Future". It articulates Cambodia's commitment as a key stakeholder in the region's tourism eco-system.

TPB will be participating with a 135sqm booth and at least 11 Philippine Seller companies who will physically participate in Cambodia.

The role of TPB is to provide destination information as well as to provide an opportunity for the Philippine private sector to create and/or strengthen business relationships with international buyers. Part of the program is the hosting of the late night function and entertainment for the invited buyers.

In view of the above, TPB is in need of curated gift set with assorted health and wellness items (to include also sanitizer, essential oil travel kit, and abaca face mask) with appropriate packaging to be given out as tokens or giveaways in the ATF 2022 Philippines' hosted late night function on 20 January 2022 at the Sokha Beach Resort.

II. PURPOSE/OBJECTIVES

Through this activity, the following objectives will be met:

- To project ASEAN, specifically the Philippines, as an attractive, multi-faceted single destination;
- To create and increase awareness of the ASEAN as a highly-competitive regional tourist destination in the Asia Pacific;
- To attract more foreign tourists to the Philippines;
- To increase the Philippines' share of Intra-ASEAN travel;
- To generate leads and on-site bookings of Philippine tour packages during the event;
- To generate top-of-mind recall of the Philippines' branding, "It's more fun in the Philippines";
- To provide an opportunity for the Philippine private sector to meet and network with international buyers; and
- To strengthen cooperation among the various sectors of the ASEAN tourism industry

III. SCOPE OF WORK/DELIVERABLES

Curated gift set with assorted health and wellness items

- Items** : Alco-sanitizer / Essential Oil Travel Kit / Abaca Fiber Reusable Face Mask
Content : 150 ml for Alco-Sanitizer / 1.5ml (set of 5) for Essential Oil Travel Kit
Production : Produced within the Philippines.
Packaging : Plastic-free packaging, preferably “sinamay” / native woven gift bags with ribbon (prepare sample set for approval) and a brief description of the product
Others : To include a gift tag with TPB and Its More Fun in the Philippines logo (to be provided by end-user)
Quantity : 300 gift sets
Price : Php1,200.00 (price inclusive of : packaging, packing service & delivery of the items to TPB)
Delivery : 03 January 2022

IV. ELIGIBILITY REQUIREMENTS

1. Must be Filipino owned, operated, and legally registered company under Philippine laws
2. The company must be in operation for at least (3) years

V. TECHNICAL ELIGIBILITY REQUIREMENTS

1. Articles of Incorporation and SEC, DTI, CDA registration certificate, whichever is applicable
2. List of ongoing and completed government and private contracts, including contracts awarded but not yet started, if any, whether similar or not similar in nature and complexity to the contract to be bid within the past **three (3) years**. (Include the following information: client, project, contract amount, contract duration, status)
3. Company Profile

VI. BUDGET

The allotted budget is Php360,000.00 (inclusive of all applicable taxes).

VII. PAYMENT PROCEDURE:

Send bill to the TOURISM PROMOTIONS BOARD – ATTN: Micaela B. Ochoa, Acting Head, ASPAC Division, upon the completion of services.

VIII. EVALUATION PROCEDURE:

The winning bid shall be selected not solely based on the amount of bid, provided that the amount of bid does not exceed the above total budget.

SAMPLE / REFERENCE :



ALCO-SANITIZER



ESSENTIAL OIL TRAVEL KIT



ABACA FIBER REUSABLE FACE MASK



SAMPLE PACKAGING