

**REQUEST FOR EXPRESSION OF INTEREST (REI) No. 2023-016  
(2<sup>nd</sup> Posting)**

**CONSULTING SERVICES TO DEVELOP AND IMPLEMENT THE COMPREHENSIVE SOCIAL MEDIA  
MARKETING COMMUNICATION PLAN OF THE TOURISM PROMOTIONS BOARD**

1. The ***Tourism Promotions Board***, through the ***2023 Approved Corporate Operating Budget*** intends to apply the sum of ***Thirty Million Pesos Only (Php30,000,000.00)*** being the Approved Budget for the Contract (ABC) to payments under the contract for ***Consulting Services to Develop and Implement the Comprehensive Social Media Marketing Communication Plan of the Tourism Promotions Board /REI 2023-016***. 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 ***Consulting Services to Develop and Implement the Comprehensive Social Media Marketing Communication Plan of the Tourism Promotions Board***. Eligibility documents of interested consultants must be duly received by the BAC Secretariat on or before ***24 July 2023, 9:00 AM*** at ***BAC Secretariat, Procurement and General Services Division, 4/F Legaspi Towers 300, Roxas Boulevard, Manila***. 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*** and inspect the Bidding Documents at the address given below during the office hours from ***9:30 – 6:30 PM***.

***BAC Secretariat  
Procurement and General Services Division  
Tourism Promotions Board  
4<sup>th</sup> Floor, Legaspi Towers 300, Roxas Boulevard, Manila***

4. A complete set of Bidding Documents may be acquired by interested Bidders on ***14 July – 22 August 2023*** from the address below *and upon payment of the applicable fee for the Bidding Documents, pursuant to the latest Guidelines issued by the GPPB, in the amount of **Twenty-Five Thousand Pesos Only (Php25,000.00)**.*

***BAC Secretariat  
Procurement and General Services Division  
Tourism Promotions Board  
4<sup>th</sup> Floor, Legaspi Towers 300, Roxas Boulevard, Manila***

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	50
II. Qualification of Principal and Key Personnel who may be assigned to the project	30
III. Current Workload Relative to Capacity	20
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 for twelve (12) months to commence from the date of the Consultant’s receipt of the Notice to Proceed but not earlier than December 2023 until the completion of the deliverables identified in the final payment.
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:  
*Roselle D. 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*

**14 July 2023**

***(Sgd.)***  
**ARNOLD T. GONZALES**  
*Chairperson*  
*Bids and Awards Committee*



