

TECHNICAL SPECIFICATIONS

Services of an Events Management Company for the Philippine MICE Roadshow in Japan

25 – 30 August 2025 (indicative dates) | Tokyo and Osaka, Japan

I. OVERVIEW

The **Philippine MICE Roadshow in Japan** is a strategic promotional initiative organized by the Tourism Promotions Board (TPB) Philippines, in collaboration with the Philippine Department of Tourism (PDOT) – Tokyo and Osaka. This roadshow aims to position the Philippines as a premier destination for Meetings, Incentives, Conferences, and Exhibitions (MICE) by engaging directly with key players in Japan’s business events and travel sectors.

The roadshow will feature a series of in-person business meetings, presentations, and networking sessions with corporations and companies offering incentive (or reward) travel for employees, as well as with travel agencies, destination management companies (DMCs), and professional organizers of meetings, conferences, and congresses who specialize in MICE travel.

Taking place in two major Japanese cities — **Tokyo and Osaka** — the roadshow seeks to:

- Showcase the Philippines’ latest MICE offerings and tourism developments;
- Enhance the country’s visibility and brand positioning in the Japanese market;
- Establish and deepen relationships with potential clients, stakeholders, and partners through direct engagement;
- Generate qualified business leads and inquiries for future MICE-related collaborations and bookings.

This initiative also forms part of the Philippines’ special events lineup in August 2025 in connection with its participation in Expo 2025 Osaka, further amplifying the country’s presence in Japan and highlighting its readiness to host world-class business events.

To support the successful planning and execution of this activity, the TPB invites a qualified and experienced **Events Management Company (EMC)** to provide end-to-end assistance in the preparation, coordination, and implementation of all logistical and programmatic requirements for the roadshow.

II. OBJECTIVES

TPB’s conduct of the MICE Roadshow in Japan aims to achieve the following objectives:

- To increase visibility and strengthen brand positioning of the Philippines in the Japanese market
- To engage with potential clients (key decision makers), partners, and stakeholders and generate leads and business inquiries for future collaborations
- To introduce MICE products/services and strengthen relationships through direct engagement
- To showcase our MICE expertise through presentations, discussions and educate the Japanese Buyers about trends, innovations, and best practices in the MICE industry in the Philippines
- To promote specific MICE destinations and event venues in the Philippines

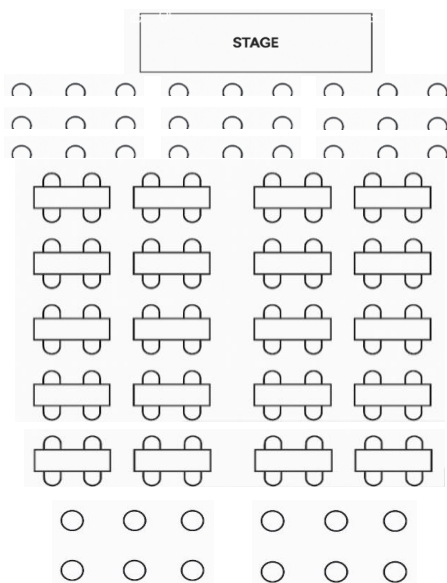
III. SCOPE OF DELIVERABLES

Lease of Venue for the Sales Presentation/B2B in Tokyo and Osaka

1. Booking and rental of the following function rooms within 5-10 kms from the PDOT offices in Tokyo and Osaka for the venues of the B2B appointments:
 - Philippine MICE Sales Presentation and B2B in Tokyo
26 August 2025, 0800-1800H
 - Philippine MICE Sales Presentation and B2B in Osaka
28 August 2025, 0800-1800H
2. Venue must accommodate at least 70 pax (30 sellers + 15 buyers + 15 interpreters + 10 DOT/TPB) based on the proposed floor layout below
Note: The final number of pax to be accommodated will be advised two (2) weeks before the event.
3. Must be able to provide LED or basic projector screen/s and sound and lighting system
4. Venue must be equipped with air conditioning units
5. The bidder must identify and submit proposed venues supported with photos (online photos are permitted) upon submission of the technical bid

Venue Set-up and Physical/Technical Requirements

1. Organizing, planning, facilitating the set-up, maintenance and dismantling of the venue
2. Should have an elevated stage for the Philippine MICE presentation and speeches
3. LED or basic projector screen for the presentation
4. Stage/set design
5. Podium
6. Twenty (15) skirted appointment tables
7. Twelve (12) to fifteen (15) cocktail tables
8. Chairs in theatre style in front of the stage (25-30 pcs)
9. Two (2) chairs in front and two (2) chairs behind each of the 15 appointment tables
10. Should include basic technical requirements (i.e. lights and audio-visual equipment, PA system, wireless microphones (lapels, clickers, etc.)
11. Should include overall venue décor/execution for the event to include, but not limited to: table decorations and set-up with authentic and elegant plants, native centerpieces and/or Philippine weaves
12. Must arrange t-shaped A4 sized portrait acrylic standee for each appointment table (with table number and seller company logo/name)
13. Set-up registration table/s with weave and signage with 3 chairs at the foyer, preferably with a storage / cabinet on the side for the giveaways
14. Production of printed IDs and lanyards of Buyers, Sellers and DOT/TPB personnel (to be distributed during the registration) in Tokyo and Osaka (design to be submitted together with the technical bid)
15. Proposed floor layout:



F&B station

Required Personnel of the EMC

1. Key Personnel to be involved in the project must have a minimum of three (3) years of relevant experience supported by CVs to be submitted together with the technical bid:

Key Personnel	Minimum No. of Years of Experience	Educational Background
Project Manager	At least 3 years	College Graduate
Stage/ Technical Director	At least 3 years	College Graduate
Writer	At least 3 years	College Graduate
Master of Ceremony (Emcee) / Host (preferably English-, Nihongo- and Filipino-speaking)*	At least 3 years	College Graduate

Curriculum vitae (CV) of all members of Key Personnel must be submitted together with the technical bid proposal.

2. Master of Ceremony (MC)/Host

To provide services during the sales presentations / B2B in Tokyo and Osaka for the following:

- Introduction speakers and presenters in an engaging manner and manage the overall flow of the program
- Presentation the house rules during the event
- Facilitation the Q&A and raffle draw segments (TBA) during the program
- Translation of English presentation slides/decks into Nihongo at least one (1) week before the event

Note: The EMC must shoulder all professional fees and travel expenses (accommodation, transportation, meals, allowances and incidental expenses) of all key personnel.

3. Tour Guides/Interpreters

- At least (2) tour guides to facilitate services for the members of the delegation during all the proposed activities during the inspection of unique venues (maximum of 2 days)
- Must be fluent in both English and Nihongo.

4. Fifteen (15) Nihongo Interpreters during the sales presentation / B2B in Tokyo and Osaka

- Must be fluent in both English and Nihongo
- Will provide interpretation during business discussions between Japanese buyers and Filipino sellers on 26 August 2025 in Tokyo and 28 August 2025 in Osaka, from 1300H to 1800H
- Will be assigned to individual appointment tables

Note: The EMC shall cover the professional fees of all interpreters. TPB will advise the final number of interpreters needed two (2) weeks before the event.

Invitation and Confirmation of MICE Buyers in Tokyo and Osaka

1. Submit a vetted and confirmed list (translated in English) of 15 MICE Buyer Participants for B2B Meetings

- Deliverables:
 - Osaka: 15 confirmed MICE Buyer participants
 - Tokyo: 15 confirmed MICE Buyer participants
- Selection Criteria:
 - Proven track record of organizing outbound business events, incentive tours, association meetings, conferences, or exhibitions abroad
 - Interest or prior experience with Southeast Asia, especially the Philippines
 - Belong to sectors such as travel agency, pharmaceuticals, finance, automotive, electronics, consumer goods, direct-selling, insurance, and business federations, to name a few
 - MICE agencies, professional conference organizers (PCOs), event management companies, corporate travel divisions, and relevant industry associations
- Output:

A vetted and confirmed list of 30 MICE Buyer Participants for B2B Meetings (15 in Osaka, 15 in Tokyo) complete with:

- Company name
 - Contact person and position
 - Email and phone number
 - Business type and company background
2. Send an invitation and confirm the participation of each MICE Buyer for both Tokyo and Osaka via email from 16 to 30 July 2025 based on the approved list from TPB.
 3. Submit the final list of 15 MICE Buyers each from Tokyo and Osaka to TPB by 01 August 2025
 4. Proposed program on 26 August 2025 in Tokyo and 28 August 2025 in Osaka.

Note: The same program will be implemented in both cities.

0800-1300H	Ingress
1300H	Arrival and Registration of Japanese Buyers, Philippine Sellers, VIPs and Other Guests
1330H	Opening Ceremonies A. Welcome Remarks <ul style="list-style-type: none"> – Tourism Attache Niel Ballesteros for Tokyo – Tourism Attache Jerome Diaz for Osaka B. Keynote Message from TPB Official
1345H	Philippine MICE Presentation by TPB Official
1355H	Housekeeping rules for the business session
1400H	Individual B2B Appointments Each Philippine Seller will move from Table 1 to Table 2 every ten (10) minutes until he/she reaches Table 20 to present products/services to Japanese Buyers. Notes: <ol style="list-style-type: none"> a. There will be a Japanese interpreter in each of the Buyers' tables throughout the business appointments to facilitate interpretation of the conversations b. The duration of each appointment would be ten (10) minutes each.
1400H	Start of Business-to-Business Appointments
1400-1410H	Business Appointment 1
1411-1420H	Business Appointment 2
1421-1430H	Business Appointment 3
1431-1440H	Business Appointment 4
1441-1450H	Business Appointment 5
1451-1500H	Business Appointment 6
1501-1510H	Business Appointment 7
1511-1520H	Business Appointment 8
1521-1530H	Business Appointment 9
1531-1540H	Business Appointment 10
1541-1600H	Afternoon Snacks Photo Opportunity Raffle Draw (TBA)
1600-1610H	Appointment 11
1610-1620H	Appointment 12
1620-1630H	Appointment 13
1630-1640H	Appointment 14
1640-1650H	Appointment 15
1650-1700H	Appointment 16
1700-1710H	Appointment 17
1710-1720H	Appointment 18
1720-1730H	Appointment 19
1730-1740H	Appointment 20

1740H	End of B2B Appointments
1740-1900H	Egress

PR and Publicity

- Four-Page Feature Article – Pre-Event Announcement in specialized magazine on MICE industry
- Two-Page Feature Article – Post-Event Summary
- Must allow a maximum of three (3) revisions of the PR draft (in English) based on TPB feedback
- The minimum PR/media values generated must be at least PHP400,000.00 by the end of October 2025

Note: *An engagement of a MICE media agency is highly recommended which will cost at least PHP700,000.00 in Japan for the invitation of quality MICE Buyers under their database and offer an optimal PR and Publicity package*

Food and Beverage (F&B)

1. Afternoon Snacks
Date / Time: 26 August 2025 | 1530H
Venue: Tokyo
Number of Pax: 70 pax
Set-Up: Bento Box and Drinks
2. Afternoon Snacks
Date / Time: 28 August 2025 | 1530H
Venue: Osaka
Number of Pax: 70 pax
Set-Up: Bento Box and Drinks
 - Must be able to cater food and beverage requirements for 70 pax
 - Must provide an allocation for one round of beverage (subject to the approval of TPB)
 - Must submit three (3) menu options in English (subject to the approval of TPB)
 - Can accommodate special diet (for personnel with special dietary needs: vegetarians, diabetics, low-sodium, hypoallergenic or gluten free with allergies and people who eat halal food)
 - Must provide a beverage station for coffee, tea and water for the duration of the event in Tokyo and Osaka
 - Must be able to provide appropriate/ themed styling and linen for the banquet set up (themed centerpieces/ banquet tables)
 - Must be able to provide uniformed and well-trained banquet service personnel
 - Food served shall be fresh, hot and ready at least 30 minutes before the scheduled time
 - Provide cocktail tables adorned with accents inspired by Philippine weaves or textiles to enhance the cultural ambiance
 - Include a 10% buffer to accommodate additional guests, if needed
 - Oversee all necessary permits and registrations, as required by the venue
3. Dinner (Pre-Event Briefing in Tokyo)
Date / Time: 25 August 2025 | 1900H (TBC)
Venue: TBA, Tokyo
Number of Pax: 50 pax (Philippine Sellers + DOT/TPB personnel)
Set-Up: Buffet with Reserved Tables and Seats for the Sellers (preferably in an enclosed area)
4. Dinner (Pre-event Briefing in Osaka)
Date / Time: 29 August 2025 | 1900H (TBC)
Venue: TBA, Osaka
Number of Pax: 50 pax (Philippine Sellers + DOT/TPB personnel)
Set-Up: Buffet with Reserved Tables and Seats for the Sellers (preferably in an enclosed area)
 - Must be able to cater food and beverage requirements to the number of persons required
 - Must provide an allocation for one round of beverage (for TPB's approval)
 - Must submit three (3) menu options in English (subject to the approval of TPB)

- Can accommodate special diet (for personnel with special dietary needs, vegetarians, diabetics, low-sodium, hypoallergenic or gluten free with allergies and people who eat halal food) (for confirmation with TPB)
- Oversee reservation and all necessary permits as required by the venue.

Logistical Requirements

1. Provide the following requirements:

- Accommodations (single/twin/triple sharing arrangements) of the entire EMC team for the duration of the project (preferably same hotel where the TPB delegation is billeted)
- Round-trip international economy air tickets with travel insurance for Manila-based members of the EMC team. Air tickets should be re-bookable, re-routable, and refundable.
- Full board meals for the EMC team for the duration of the project, including technical rehearsals.
- Passport processing fees, visas (if necessary), working permit, airport fees/taxes, customs fees, and vans for inland transportation for the duration of the event to include airport transfers
- All transportation requirements of the EMC team to include rental of vans as needed
- All administrative costs and other miscellaneous expenses
- Should develop and execute a logistical plan on the following but not limited to:
 - Ingress and egress
 - Resources and technical requirements
 - Food and beverages
 - Collateral requirements
 - Staff requirements
 - Space allocation/room assignments
- All transportation requirements of the EMC team during ingress, actual event and egress, as needed.

Administrative Requirements

- Entrance fees to select Unique Event Venues
- Entrance fees to select Sustainability Experience

Other Requirements

To cover all charges in the event venue (electricity charges, permits, and other fees/surcharges).

IV. INDICATIVE PROJECT IMPLEMENTATION SCHEDULE

Date: 25 – 30 August 2025 (indicative dates)

Location: Tokyo and Osaka, Japan

V. ADDITIONAL/ELIGIBILITY REQUIREMENTS

1. Must be a Filipino-owned, operated, and legally registered Company under Philippine laws and must have been in operation for the last three (3) years, organizing/handling similar events.
2. Should only have maximum of two (2) events between 01 July – 31 August 2025 with the TPB to ensure highest quality of service delivery.

VI. APPROVED BUDGET FOR THE CONTRACT

The Approved Budget for the Contract (ABC) is **FOUR MILLION SEVEN HUNDRED THOUSAND PESOS ONLY (PHP4,700,000.00)**, inclusive of all applicable taxes, fixed agency service fees, bank charges, FOREX differential (as applicable), and other fees that may be incurred.

For appreciation, the proposed budget breakdown is as follows but may be subject to adjustment as may be deemed beneficial by the TPB management to its program:

Invitation of Buyers/engagement of a MICE media agency ~15% <i>*estimated at PhP700,000</i> Tokyo B2B and Tour of Unique Venues Relations ~34% <i>*estimated at PhP1,600,000</i> Osaka B2B and Expo Site Tour Relations ~34% <i>*estimated at PhP1,600,000</i> Other costs ~17% <i>*estimated at PhP800,000</i>	*Inclusive of VAT and Agency Service Fee (ASF)/ Management Fee and other fees (bank charges, etc.)
PHP4,700,000.00	

VII. TERMS OF PAYMENT

Particulars/ Milestones	Payment Scheme / Percentage of Payment
1st Tranche Upon receipt of proposed venue (including proof of reservation), proposed B2B venue (including proof of reservation), confirmed list of buyers per city, PR plan, menu and giveaways	70% of the total contract price
2nd Tranche Upon the completion of the deliverables and program with certification of project implementation/completion and post-event report other corresponding documentary requirements such as proof of deliverables, etc.	30% of the total contract price
TOTAL CONTRACT PRICE (inclusive of service charge and all applicable taxes)	<u>100%</u>

Willing to provide services on a “send-bill” arrangement. Processing of payment shall be initiated upon certification by the end-user of satisfactory completion of services and issuance of billing statements accompanied by supporting documents by the supplier. Payment must be made following prevailing accounting and auditing rules and regulations. Total cost should be based on actual expense. (ABC)

Please send a billing statement to TOURISM PROMOTIONS BOARD PHILIPPINES, 6F FIVE-ECON CENTER, MOA COMPLEX, PASAY CITY addressed to:

MARIA MARGARITA MONTEMAYOR NOGRALES
 Chief Operating Officer, Tourism Promotions Board

Note: The supplier is encouraged to have a Landbank account. Payment will be made through LBP bank deposit. In case the supplier does not have a Landbank account, bank charges will be shouldered by the supplier.

VIII. CONTACT INFORMATION

For inquiries, please contact the following:

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