

TPBPHL
TOURISM PROMOTIONS BOARD PHILIPPINES
Annual Procurement Plan for FY 2016

Code (PAP)	Program / Activities / Project	PMO/ End-User	Mode of Procurement	Schedule for Each Procurement Activity				Source of Funds	Estimated Budget (PhP)			Remarks (brief description of Program/Project)		
				Ads/Post of IB/REI	Sub/Open of Bids	Notice of Award	Contract Signing		Total	MOOE	CO			
MARKETING COMMUNICATIONS														
I STRATEGIC COMMUNICATION CAMPAIGN FOR PROMOTIONS														
	PROMOTIONSTIONS "IT'S MORE FUN IN THE PHILIPPINES", AND THE NEW "MORE THAN JUST BEACHES" TACTICAL CAMPAIGN FOR 2016									Gop	600,000,000.00	600,000,000.00		In cooperation with appointed Media Planning and Placement Agency
II BPO / DIGITAL MARKETING STRATEGY														
	Support to Maintenance of Website an Social Media Presence in the various markets; Development of Internet and Mobile Business Apps; Translation Requirements; Digital Advertising Requirements													
	KOREA		Excluded							Gop	8,700,000.00	8,700,000.00		
	CHINA		Excluded							Gop	4,000,000.00	4,000,000.00		
	JAPAN		Excluded							Gop	7,000,000.00	7,000,000.00		
	SINGAPORE		Excluded							Gop	1,500,000.00	1,500,000.00		
	MALAYSIA		Excluded							Gop	1,500,000.00	1,500,000.00		
	HONG KONG		Excluded							Gop	1,500,000.00	1,500,000.00		
	TAIWAN		Excluded							Gop	1,900,000.00	1,900,000.00		
	AUSTRALIA / NZ		Excluded							Gop	10,450,000.00	10,450,000.00		
	SUPPORT TO MDG (TIV RIME)		Excluded							Gop	TBA/SCF	TBA/SCF		
	NORTH AMERICA (USA and CANADA)		Excluded							Gop	8,000,000.00	8,000,000.00		
	GERMANY		Excluded							Gop	5,000,000.00	5,000,000.00		
	LONDON / UNITED KINGDOM		Excluded							Gop	5,000,000.00	5,000,000.00		
	PHILIPPINES									Gop				
	- Maintenance of Strategic Website and Social Media		Excluded							Gop	13,300,000.00	13,300,000.00		
	MICE AND BUSINESS TRAVEL DIGITAL ADVERTISING		Excluded							Gop	5,700,000.00	5,700,000.00		
	Sub-total										73,550,000.00	73,550,000.00		
III MEDIA RELATION														
	Support to PR Requirement of TPB, DOT Overseas Offices and ground arrangement for media fam trip													
	PR & PUBLICITY													
	KOREA		Excluded							Gop	3,800,000.00	3,800,000.00		
	CHINA		Excluded							Gop	2,000,000.00	2,000,000.00		
	JAPAN		Excluded							Gop	2,000,000.00	2,000,000.00		
	HONG KONG		Excluded							Gop	1,250,000.00	1,250,000.00		
	TAIWAN		Excluded							Gop	1,250,000.00	1,250,000.00		
	SINGAPORE		Excluded							Gop	1,250,000.00	1,250,000.00		
	MALAYSIA		Excluded							Gop	1,250,000.00	1,250,000.00		
	AUSTRALIA		Excluded							Gop	1,250,000.00	1,250,000.00		
	NORTH AMERICA (USA and CANADA)		Excluded							Gop	1,500,000.00	1,500,000.00		
	EUROPE (GERMANY, LONDON)		Excluded							Gop	1,800,000.00	1,800,000.00		
	PHILIPPINES		Excluded							Gop	5,980,000.00	5,980,000.00		
	Sub-total										23,330,000.00	23,330,000.00		
	MEDIA FAM TRIPS & GROUND ARRANGEMENTS													
	KOREA		Excluded							Gop	7,000,000.00	7,000,000.00		
	CHINA		Excluded							Gop	3,000,000.00	3,000,000.00		
	JAPAN		Excluded							Gop	3,000,000.00	3,000,000.00		
	HONG KONG		Excluded							Gop	1,000,000.00	1,000,000.00		
	TAIWAN		Excluded							Gop	2,000,000.00	2,000,000.00		
	SINGAPORE		Excluded							Gop	1,000,000.00	1,000,000.00		
	MALAYSIA		Excluded							Gop	1,000,000.00	1,000,000.00		
	AUSTRALIA		Excluded							Gop	2,000,000.00	2,000,000.00		

Give-aways		NP-SVP	Delegated to the Procurement and General Services Division (GSD) (April 2016)	Gop	450,000.00	450,000.00	3,00 pcs IMFITP Toiletries Kit
Give-aways		Public Bidding	Schedule c/o Bids and Award Committee (BAC) (April 2016)	Gop	600,000.00	600,000.00	3,300 pcs IMFITP Body Bag
Give-aways		NP-SVP	Delegated to the Procurement and General Services Division (GSD) (January 2016)	Gop	450,000.00	450,000.00	3,000 pcs IMFITP ID holder w/multiple pocket pouch
Give-aways		NP-SVP	Delegated to the Procurement and General Services Division (GSD) (April 2016)	Gop	290,000.00	290,000.00	5,000 pcs IMFITP Magnetic Lapel Pins
Give-aways		Public Bidding	Schedule c/o Bids and Award Committee (BAC) (January 2016)	Gop	1,200,000.00	1,200,000.00	1,000 sets Corporate Giftbox with LeatherCover-Filler
Give-aways		NP-SVP	Delegated to the Procurement and General Services Division (GSD) (January 2016)	Gop	492,000.00	492,000.00	1,200 pcs IMFITP Ballpen with USB
Give-aways		Public Bidding	Schedule c/o Bids and Award Committee (BAC) (January 2016)	Gop	1,215,537.50	1,215,537.50	2,000 sets IMFITP Post-It Pop-Up Dispenser w/ Giftbox
Give-aways		NP-SVP	Delegated to the Procurement and General Services Division (GSD) (April 2016)	Gop	468,000.00	468,000.00	20,000 pcs IMFITP Lanyards (assorted color)
Give-aways		NP-SVP	Delegated to the Procurement and General Services Division (GSD) (January 2016)	Gop	350,000.00	350,000.00	20,000 sets Dest. Luggage Tag (10 kinds, with different foreign versions))
Give-aways		NP-SVP	Delegated to the Procurement and General Services Division (GSD) (April 2016)	Gop	150,000.00	150,000.00	IMFITP assorted ribbons (1/2" & 1" width)
	Sub-total				8,215,537.50	8,215,537.50	
2.) VPY 2016 Giveaways							
Give-aways		Public Bidding	Schedule c/o Bids and Award Committee (BAC) (January 2016)	Gop	1,600,000.00	1,600,000.00	10,000 pcs Give-aways
Give-aways		NP-SVP	Delegated to the Procurement and General Services Division (GSD) (January 2016)	Gop	260,000.00	260,000.00	1,000 pcs VPA/IMFITP Black Bag
Give-aways		NP-SVP	Delegated to the Procurement and General Services Division (GSD) (April 2016)	Gop	500,000.00	500,000.00	10,000 pcs VPA 2016 Cacha Bag
Give-aways		Public Bidding	Schedule c/o Bids and Award Committee (BAC) April 2016)	Gop	700,000.00	700,000.00	VPA lapel Pins or any VPA giveaways
Give-aways		NP-SVP	Delegated to the Procurement and General Services Division (GSD) (April 2016)	Gop	170,000.00	170,000.00	20,000 pcs VPA Button Pins
Give-aways		NP-SVP	Delegated to the Procurement and General Services Division (GSD) (January 2016)	Gop	500,000.00	500,000.00	10,000 pcs VPA Notebook 72 shts
Give-aways		NP-SVP	Delegated to the Procurement and General Services Division (GSD) (January 2016)	Gop	500,000.00	500,000.00	25,000 pcs VPA/IMFITP Souvenir Ballpen (assorted)
Give-aways		NP-SVP	Delegated to the Procurement and General Services Division (GSD) (April 2016)	Gop	260,000.00	260,000.00	20,000 pcs VPA 3M Sticker
Give-aways		NP-SVP	Delegated to the Procurement and General Services Division (GSD) (April 2016)	Gop	423,537.50	423,537.50	25,000 pcs VPA 2016 Luggage tag
Give-aways		NP-SVP	Delegated to the Procurement and General Services Division (GSD) (April 2016)	Gop	455,000.00	455,000.00	20,000 rils VPA Lanyard
Give-aways		NP-SVP	Delegated to the Procurement and General Services Division (GSD) (January 2016)	Gop	158,000.00	158,000.00	8,000 pcs VPA/IMFITP Party Hat
Give-aways		NP-SVP	Delegated to the Procurement and General Services Division (GSD) (January 2016)	Gop	360,000.00	360,000.00	2,000 pcs VPA/IMFITP Bag Ripstop with Net
	Sub-total				5,886,537.50	5,886,537.50	
	Total				14,102,075.00	14,102,075.00	
GRAND TOTAL =					962,782,075.00	962,782,075.00	

Submitted By:

Teresita D. Landan

TERESITA D. LANDAN

Head, BAC Secretariat

Recommending Approval:

BIDS AND AWARD COMMITTEE

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