

**TECHNICAL SPECIFICATIONS**  
**SERVICES OF AN EVENTS MANAGEMENT COMPANY (EMC) FOR TPB'S PARTICIPATION TO THE KOREA**  
**UNDERWATER SPORTS EXPO (KUSPO) 2024**

**I. BACKGROUND:**

KUSPO is Korea's largest underwater sports expo and takes place in conjunction with the Seoul International Sports & Leisure Industry Show (SPOEX).

The Seoul International Sports & Leisure Industry Show (SPOEX) is a top trade show leading the latest trends in Korea's sports and leisure industry. It is an outstanding show attracting more than 60,536 visitors from the domestic and overseas sports and leisure industry every year. SPOEX was approved by the Union des Foires Internationales (UFI) in 2005 and has been named the "Promising International Show" by the Korean Ministry of Trade, Industry and Energy.

Considered as one of the most suitable business trading hub in the Region, Korea, has one of the largest population of divers, watersports lovers, and high quality financial services and distributors. With its estimated 500,000 licensed divers, the TPB's participation in the Expo will be strategically highlighting the Philippines' best diving spots to the Korean traveling public.

The Philippines is the most popular diving destination for Koreans due to its proximity and accessibility, world famous dive spots, year-round tropical climate with clean underwater visibility, and availability of several dive shops providing services in Korean at most of the dive sites in the Philippines.

In view of this, the Tourism Promotions Board Philippines (TPB) is in need of the services of an Events Management Company (EMC) to assist in the preparation, coordination and implementation of requirements relative to the said event.

**II. OBJECTIVES:**

The TPB's participation to KUSPO 2024 is in line with the office's mandate and its continuing efforts to promote the Philippines as a top of mind and world-class dive destination. It also aims to:

- Showcase the Philippines' underwater resources to Korea, as well as to other foreign dive enthusiasts;
- Establish new contacts and sustain old ones to generate business opportunities for the Philippine dive operators; and
- Contribute and/or sustain the increase of arrival from Korea to the Philippines.

**III. SCOPE OF SERVICES:**

The Tourism Promotions Board (TPB) is inviting qualified Events Management Companies/Event Organizers or other Suppliers providing similar services, preferably with counterparts in Korea, to assist in the preparation, coordination, and implementation of requirements for the abovementioned event based on the following guidelines:

**A. Food & Beverage Requirements**

1. Free-flowing refreshments (coffee, tea, juice, water, and snacks) throughout the event.

2. Lunch packs for the Philippine Delegation around 20 pax for four (4) days at ₱700.00 per meal. Preferably with rice. Menu for approval of TPB.
3. Manage permits and registrations required by the organizers.

B. Promotional/Consumer Activities for the Philippine Booth

1. Provision of the following booth components:
  - Foodie Corner – Philippine cuisine and agricultural products such as chocolates, coffee, fresh tropical fruits, dried mangoes, and delicacies will be showcased in the Philippine booth.
  - A presentation zone that has a stage and wide digital screen (85-inch LED TV) to showcase Philippine tourism videos.
2. Provide physical and technical requirements and coordinate with the TPB and PDOT Korea technical team of the venue for the set up and installation of all physical and technical requirements, to include, but not be limited to the following:
  - Audio-Visual and Lighting System (speakers, microphones, etc.)
  - LCD projector and screen (as needed)
  - Stage truss system (as needed)
  - Microphones (lapel and wireless) and amplifiers
  - Laptops (mac and windows) with appropriate connectors
  - Presentation Clicker/Laser Pointer
  - Appropriate cables and video adapters (VGA, HDMI, etc.)
  - Professional lighting system (if needed)
3. Giveaways for the VIPs and Consumers  
Provision of the following giveaways (including shipment to Korea at least one week before the event):

Item	Recipients	Quantity
Laminated upcycled bag or cacha bag	Consumer	200
Currency wallet	Consumer	200
Premium Jacket with Filipino Weave or Premium Serving Trays	VIP	25
Box of Filipino snacks (dried mangoes, dried mangoes with chocolate, and award-winning Filipino chocolate bar)	Consumer	200
<b>Total Allotted Budget for Giveaways: PHP 200,000.00</b>		

*\*\*\*Sample of each item should be submitted to TPB for approval before production/purchase of all items prior to shipping to Korea. To ensure compliance with the quantity of giveaways, PDOT Korea will issue a Certification of Acceptance.*

4. Provision of two (2) Korean and English-speaking booth assistant for the whole duration of the event stationed at DOT Korea to facilitate and assist throughout the project implementation (2 persons for 4 days @ US\$ 150.00 each per day)
5. Provision of six (6) Korean to English interpreters/translators for the whole duration of the event assigned to each Philippine stakeholder co-exhibitors to facilitate and assist throughout the project implementation (6 persons for 4 days @ US\$ 150.00 each per day)
6. Provision of transportation and courier services for the following:
  - 1 logistical van to transport the promotional materials and booth supplies during ingress and egress (14 hours' x 3 days in Seoul, South Korea)
  - Delivery/transportation services for goods, materials, office supplies, props, and other items for the event to and from supplier storage to the venue.

- One (1) coaster for the Philippine Sellers from the Incheon International Airport to the official venue  
*\*2018 model or newer with driver inclusive of gas and parking fees*  
*\*Inclusive of licensed driver, fuel, driver's meals, applicable parking, toll fees, and overtime fees.*

**IV. PROJECT IMPLEMENTATION SCHEDULE**

Date: **22-25 February 2024**

Venue: **COEX Mall, Seoul, South Korea**

**V. ADDITIONAL TECHNICAL REQUIREMENTS**

- Must be a duly registered Philippine company engaged in the business as and Events Management Company/Project Management Company with experience in event organization and implementation; preferably with a counterpart in Korea;
- Must be in operation for at least three (3) years; and
- Must have organized and implemented at least three (3) fairs/events with similar scale, with international participation or audience, preferably in Korea.

**VI. APPROVED BUDGET FOR THE CONTRACT:**

The Approved Budget for the Contract (ABC) is **SIX HUNDRED SIXTY-FIVE THOUSAND EIGHT HUNDRED PESOS ONLY (PHP665,800.00)**, inclusive of all applicable taxes and bank-related fees).

**VII. TERMS OF PAYMENT:**

- Must be willing to provide services on a “send-bill” arrangement **based on the actual costs incurred** inclusive of all applicable taxes, charges, and service fees.
- **Payment Term is thirty (30) working days and 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 in accordance with prevailing accounting and auditing rules and regulations.
- Suppliers are 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.
- **Send the bill statement** to the **TOURISM PROMOTIONS BOARD PHILIPPINES** after the completion of services.

**MICKA ANJELLA D. CALZADO**

Acting Head, North Asia Division

International Promotions Department

4/F Legaspi Towers 300, Roxas Boulevard Manila 1004

**VIII. CONTRACT DURATION**

The contract shall commence from the date of receipt of the Notice to Proceed (NTP) until the full implementation of all deliverables.

**IX. PROJECT OFFICER'S CONTACT INFORMATION:**

**MR. MARK NICOLE M. EVANGELISTA**

Market Specialist III

North Asia Division

International Promotions Department

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