

**REQUEST FOR EXPRESSION OF INTEREST
(REINO. 2024-011)**

**SERVICES OF PUBLIC RELATIONS AGENCY FOR THE PHILIPPINE GOVERNMENT
PARTICIPATION IN EXPO 2025 OSAKA, JAPAN**

1. The *Tourism Promotions Board (TPB)*, through the **Corporate Budget FY 2024** intends to apply the sum of **Fifteen Million Pesos (PhP15,000,000.00)**, inclusive of all applicable taxes, being the Approved Budget for the Contract (ABC) to payments under the contract for the *Services of Public Relations Agency for the Philippine Government Participation in Expo 2025 Osaka, Japan*. Bids received in excess of the ABC shall be automatically rejected at the opening of the financial proposal.
2. The **TPB** now calls for the submission of **eligibility documents** for the *Services of Public Relations Agency for the Philippine Government Participation in Expo 2025 Osaka, Japan*. Eligibility documents of interested consultants must be duly received by the BAC Secretariat through **manual submission** on or before **April 4, 2024 10:00 A.M.** at TPB Office, 4th Floor Legaspi Towers 300, Roxas Boulevard Malate, Manila. The **manual opening** of the eligibility documents is on **April 4, 2024 2:00 P.M.** at TPB office. Applications for eligibility will be evaluated based on a non-discretionary “pass/fail” criterion.
3. Interested bidders may obtain further information from the BAC Secretariat of the TPB through email address bac_sec@tpb.gov.ph and/or soc_torres@tpb.gov.ph
4. A complete set of Bidding Documents may be acquired by interested Bidders on **March 20, 2024 to April 29, 2024 10:00 A.M.** from TPB Office and upon payment of the applicable fee for the Bidding Documents, pursuant to the latest Guidelines issued by the GPPB. The cost of bidding documents shall correspond to the ABC range as indicated in the table below. This shall be the maximum amount of fee that procuring entities can set for the acquisition of bidding documents.

Approved Budget for the Contract	Maximum Cost of Bidding Documents
More than 10 Million up to 50 Million	25,000.00

Bidding Document Amount: PhP25,000.00 (excluding bank and other charges).

Mode of Payment of Bidding Document

- a) Fund/Bank Transfer:
Tourism Promotions Board bank details:
Account Name: Tourism Promotions Board
Account Number: 1772-1034-13
Bank: Land Bank of the Philippines
Branch Address: Ground Floor Century Park Hotel
Harrison Plaza, Adriatico St., Malate Manila

Bidders who intend to pay the bidding documents via fund/bank transfer, facilitate the payment three (3) working days before the deadline of submission of bids in order for the TPB Cash Division to issue an Official Receipt and other relevant document.

b) Cash Payment: Pay in cash at TPB Office cash unit.

It may also be downloaded free of charge from the website of the Philippine Government Electronic Procurement System (PhilGEPS) and the website of the TPB, provided that Bidders shall pay the applicable fee for the Bidding Document 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 provision of Republic Act 9184 (RA 9184), otherwise known as the “Government Procurement 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:

	PARTICULARS	% WEIGHT
I.	APPLICABLE EXPERIENCE OF THE FIRM	60%
	A. Appropriateness of the agency for the assignment (10%)	
	<i>Public Relations Agency (Local/International Agency with office in the Philippines or joint venture with a local company (10%)</i>	
	Creative/Media/Advertising Agency that has a dedicated team for Public Relations (5%)	
	<i>Others (0%)</i>	
	B. Received an award or recognition as PR/Media Agency (10%)	
	C. Extent of network and affiliation (10%)	
	Global + Regional/ Local (10%)	
	Regional + Local (5%)	
	Local only (3%)	
	D. Years of existence as a Public Relations & Communications agency based on the articles of incorporation (10%)	
	8 years and above (10%)	
	5 to 7 years (8%)	
	Less than 5 years (5%)	
	E. Similar projects completed in the last 5 years (10%)	
	With PR campaigns executed targeting Japanese and local audience and media (10%)	
	With PR campaigns executed targeting local audience and media only (5%)	
	F. Similar projects completed in the last 5 years with at least one contract equal to or greater than Php7,500,000.00 (10%)	
	1 or more similar projects with contract cost greater than Php7,500,000 (10%)	
	Similar projects with contract cost less than Php 7,500,000 (5%)	

	PARTICULARS	% WEIGHT
II	QUALIFICATION OF PERSONNEL WHO MAY BE ASSIGNED TO THE JOB	30%
	All required personnel have more than the minimum number of years' experience in the same position mentioned in item VI of the TOR is met (30%) 1. Managing Director (Project Lead) - 10 years 2. Style Guide Specialist or Brand Specialist / Consultant – 10 years 3. Account Manager - 10 years 4. Public Relations Strategist - 10 years 5. Digital Marketing Strategist - 8 years 6. Media Liaison Officer - 8 years 7. PR Writer - 5 years 8. Copywriter - 5 years 9. Multimedia Artist - 5 years 10. Photographer – 3 years	
	The required number of personnel with the minimum number of years' experience in the same position mentioned in item VI of the TOR is met (25%)	
II	CURRENT WORKLOAD RELATIVE TO CAPACITY	10%
I.	Number of ongoing projects being handled of similar scope, nature, contract cost, and timeline of implementation	
	Two (2) projects or less (10%) Three (3) or more projects (5%)	
	TOTAL	100%

The passing score to be shortlisted is 85%.

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 citizen/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 **TPB** shall evaluate bid using the **Quality-Cost Based Evaluation/Selection (QCBE/QCBS)** procedure. The Procuring Entity shall indicate the weights to be allocated for the Technical and Financial Proposals. The criteria and rating system for the evaluation on bids shall be provided in the Instructions to Bidders.

8. The contract shall be completed from the date of acceptance of the Notice to Proceed until the presentation/submission and approval of the terminal report and all deliverables to TPB.

9. The TPB 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:

Ms. Roselle D. Romero / Mr. Socrates G. Torres
BAC Secretariat, Administrative Department
Tourism Promotions Board
4th Floor Legaspi Towers 300, Roxas Boulevard, Manila
Tel. Nos. (02) 8 525-9318 loc. 266
Email at bac_sec@tpb.gov.ph, soc_torres@tpb.gov.ph
Land Line 02-8 525 93 18 loc. 261

20 March 2024



Mr. Arnold T. Gonzales
Chairperson &
Bids and Awards Committee