

REQUEST FOR EXPRESSION OF INTEREST (REI) NO. 2024-009

FULL-SERVICE MARKETING AGENCY FOR THE PHILIPPINE M.I.C.E. BRAND AND CAMPAIGN ROLLOUT

1. The **Tourism Promotions Board (TPB) Philippines**, through **2024 Approved Corporate Operating Budget** intends to apply the sum of **Forty Million Pesos Only (PhP40,000,000.00)** being the Approved Budget for the Contract (ABC) to payments under the contract for **Full-Service Marketing Agency for the Philippine M.I.C.E. Brand and Campaign Rollout / REI No. 2024-009**. Bids received in excess of the ABC shall be automatically rejected at the opening of the financial proposals.
2. The **TPB Philippines** now calls for the submission of eligibility documents for the **Full-Service Marketing Agency for the Philippine M.I.C.E. Brand and Campaign Rollout**. Eligibility documents of interested consultants must be duly received by the BAC Secretariat on or before **21 March 2024 at 09:00 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 the **TPB Philippines, Bids and Awards Committee (BAC) Secretariat** and inspect the Bidding Documents at the address given below during the officer hours from **08:00 AM to 05:00 PM from Monday to Friday (or during weekdays)**.
4. A complete set of Bidding Documents may be acquired by interested Bidders on **14 March–12 April 2024** 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)*.

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 shortlist shall consist of **five (5) prospective bidders** who will be entitled to submit bids. The criteria and rating system for shortlisting are:

| CRITERIA | | PERCENTAGE WEIGHT (%) |
|--------------|---------------------------------------------------------------------------------------|-----------------------|
| I. | Applicable Experience of the Agency | 50 |
| II. | Qualification of Principal and Key Staff of the Agency who may be assigned to the job | 30 |
| III. | Current Workload Relative to Capacity | 20 |
| TOTAL | | 100 |

The hurdle rate for Short Listing: At least 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 commence *upon the date of receipt of the Notice to Proceed (NTP) until the full implementation of all deliverables.*
9. The ***TPB Philippines***, 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:

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BAC Secretariat, Tourism Promotions Board Philippines
4/F Floor Legaspi Towers 300, Roxas Boulevard, Manila
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14 March 2024



ARNOLD T. GONZALES
 Chairperson &
 Bids and Awards Committee