



**Bid Bulletin No. 1**  
**The Philippines Participation in Expo 2020 Dubai, UAE**  
**Procurement of Consultancy Service for the Development and**  
**Delivery of News Creation, Management and Publication Strategy**  
 28 October 2020

This Bid Bulletin No. 1 is hereby issued to answer all the clarifications raised by the Tenderers:

ITEM	CLARIFICATIONS	RESPONSE
<p><b>TOR/ Page 4</b></p> <p><b>VI. Evaluation Criteria for Selection of Winning Bidder</b></p> <p><b>Table 2A</b></p> <p>B. Number of Companies or organizations that are based in the Philippines with projects executed and implemented in the UAE</p>	<p>The criterion's requirement does not exist with any PR Agency based in the UAE with offices across the GCC.</p> <p>There are two Filipino-owned/managed PR agencies in Dubai but they do not have offices in other GCC Countries.</p>	<p>This criterion refers to the number of clients that operate and are based in the Philippines but whose project/s require implementation and execution in the UAE.</p> <p>It does not refer to the number of offices that News / PR / Media Groups have across the MENASA or GCC Regions.</p>
<p><b>TOR / Page 3</b></p> <p><b>Table 1</b></p> <p>1. VAT Registration in UAE</p>	<p>1. Is VAT registration a must?</p> <p>2. Does that mean VAT is included in the budget?</p>	<p>1. Yes. VAT Registration in the UAE is a requirement for eligibility to participate in the bidding.</p> <p>2. Yes. All applicable taxes must be included and covered in the quotations submitted by the tenderers.</p>
<p><b>Table 2A</b></p> <p><b>3. Language Capabilities</b></p> <p>A Multi-lingual team who can speak English / Arabic / Filipino</p>	<p>3. Is translation and media management both in UAE and GCC included in the budget?</p>	<p>3. Yes. The costs for translation and media management both in the UAE and GCC are shouldered by the awarded bidder/tenderer.</p>

<p><b>Table 2A</b></p> <p><b>A. Applicable Experience</b></p> <ol style="list-style-type: none"> <li>1. Established presence in the UAE and networks in GCC and MENA regions</li> <li>2. Credentials and Track Record</li> <li>3. Distribution network</li> </ol>	<p>4. What are the set KPIs?</p>	<p>Tender must submit proof of activities between Oct 2019 to Oct 2020.</p> <p><b><u>Geographical coverage:</u></b>          Proof of media coverage covering UAE, GCC and MENA regions.</p> <p><b><u>Active coverage:</u></b>          Number of press releases sent to and published by the media in the UAE, GCC and MENA regions.</p> <p><b><u>Media reach:</u></b>          Advertising Coverage Equivalent (ACE) PR value and reach of press releases sent to and published by the media in the UAE, GCC and MENA</p> <p><b><u>Guaranteed exposure:</u></b>          Guaranteed exposure in main Filipino publications targeting Filipinos in UAE, GCC and MENA regions.</p> <p><b><u>Potential reach:</u></b>          Experience in promoting different countries targeting the media in the UAE, GCC and MENA regions.</p>
	<p>5. Are we going to submit a print or soft copy?</p> <p>To which email and to which address?</p>	<p>Tender must be in both printed and digital copies.</p> <p><b><u>Submit to:</u></b>          Commercial Attaché, Charmaine Mignon S. Yalong          Philippine Trade and Investment Center (PTIC)  <a href="mailto:charmainemignonyalong@dti.gov.ph">charmainemignonyalong@dti.gov.ph</a>  <a href="mailto:dubai@dti.gov.ph">dubai@dti.gov.ph</a></p>

For the guidance and information of all concerned.



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