

## **TERMS OF REFERENCE**

Department of Trade & Industry

Procurement of Consultancy Service for the Development and Delivery of

### **NEWS CREATION, MANAGEMENT AND PUBLICATION STRATEGY**

#### **FOR FILIPINO and BUSINESS COMMUNITIES**

#### **in the MENASA AND GCC REGIONS**

Philippines' Participation in EXPO 2020 DUBAI

## **I. BACKGROUND AND RATIONALE**

The Government of the Philippines will participate in the EXPO 2020 Dubai UAE from **October 2021 to March 2022**. Under the theme: "Connecting Minds, Creating the Future," the EXPO 2020 Dubai provides an excellent opportunity to enhance the country's presence in a global scale, promote the Philippines' commercial and public interest in the Middle East, North Africa, and South Asia (MENASA) and Gulf Cooperation Council regions, and benefit from new and sustainable solutions and transformative concepts that are product of the collaborative ideas and experiences of various nations.

The EXPO 2020 Dubai is expected to host 25 million visitors on site during the six-month period, 70% of which are international while 30% are local. The visitors will include, but not be exclusive to, the general public, youth, businesses and governments. Beyond the number of physical visits, the EXPO 2020 Dubai also serves a unique platform to showcase and narrate the Philippines' participation to a wider number of virtual visitors.

To maximize the Philippine participation in EXPO 2020 Dubai, the Philippines will adopt a three-pronged marketing strategy: Country Branding, Trade, Tourism, and Investments Promotion and Business to Consumer Activities through a National Pavilion, Exhibitions, B2B matching activities, Fora and Conferences, High-level visits, and Cultural Events.

### **Bang-kó-ta: Philippine Reef Expo 2020 Dubai**

The Philippine participation revolves around the thematic concept: "Bang-kó-ta" – a Philippine Reef – presented as a metaphorical microcosm of the Philippines. Bang-kó-ta provides a glimpse of who Filipinos are as a nation. It seeks to trigger the search for Cultural Sustainability and Truthfulness through the Affirmation of the Filipino's Core Identity. Bang-kó-ta proudly announces the culture of the Philippines and its future to the world: our history, creative people, dreams, discoveries and evolution.

Like the complex coral reef that originated from a single polyp, the Philippine Pavilion will be located at the Sustainability District with a plot size of 3,163.25 sq.m. (Refer to the approved Themed Statement and Creative Direction as attached)

The Department of Trade and Industry (DTI) which has been designated by the Office of the President as the lead implementing agency for this activity by virtue of Administrative Order # 17 is tasked to plan, execute, and supervise the National Pavilion, including all programs, events and cultural presentations of the Philippines in EXPO 2020 Dubai.

In view of the above, the DTI is in need of a **Dubai-based News Management Agency**, which will build an effective news content strategy for Filipino communities in the MENASA and GCC regions to:

- Ensure that news content is closely aligned with the brand and business objectives of the Philippines at the Expo 2020 Dubai
- Amplify news content to expand the Philippines' reach to more Filipino communities in the said regions

### **III. OBJECTIVES:**

By generating progressive news coverage and stakeholder communication, the objectives of the News Management Agency are:

- To recognize overseas Filipino communities in the MENASA and GCC regions as partners by providing them with sufficient, favorable and relevant social, cultural and economic information on the Philippines' participation at the Expo 2020 Dubai
- To provide full participation and representation of Filipino and business communities in these regions
- To create a positive relationship between the Philippines and the Filipino and business communities in the MENASA and the GCC regions

### **V. SCOPE OF WORK AND DELIVERABLES**

Under the overall guidance and supervision of the Alternate Commissioner General of the Philippine Organizing Committee (POC), the News Management Agency will deliver the following:

**1. News generation, creation and development for Filipino and business communities in the MENASA and GCC Regions**

*News content published in print and other media platforms designed to inform and educate*

**2. News Distribution and Publication**

*Promotion and publication of news content to targeted audiences in multiple media formats through owned, free or paid channels and publications*

**3. Editing and Versioning of news content**

*Management of multiple news content versions and presentation Changes*

**4. Public Affairs and Media Relations**

*Involves direct coordination with Dubai-based media outlets for the production, broadcast and publication of news information to the target audience*



5. Sourcing and Acquisition of materials including digital assets to support news content

6. Assistance and coordination of Press/Media Conferences in Dubai, UAE

## VI. EVALUATION CRITERIA FOR SELECTION OF WINNING BIDDER

**TABLE 1**

<b>ELIGIBILITY CRITERIA (Pass / Fail)</b>	
1. VAT Registration in UAE	
2. Company Profile / Information	
3. Business License to Operate in UAE	
4. Tax Clearance (or its equivalent in UAE)	

**TABLE 2**

<b>SELECTION CRITERIA</b>			
<b>I. Technical</b>	<b>Evaluation</b>		<b>75%</b>
	<i>a. Applicable Experience</i>	50%	
	<i>b. Company Portfolio</i>	50%	
	<b>TOTAL</b>	<b>100%</b>	
<b>II. Financial</b>	<b>Evaluation</b>		<b>25%</b>
	<b>TOTAL</b>		<b>100%</b>

**TABLE 2A**

<b>CRITERIA</b>	<b>%</b>	<b>BIDDER A</b>	<b>BIDDER B</b>	<b>BIDDER C</b>
<b>A. APPLICABLE EXPERIENCE</b>	<b>50%</b>			
<b>1. Established presence in the UAE and networks in GCC and MENA regions</b>	<b>5%</b>			
4 years and below	1			
7 years to 5 years	3			
8 years and above	5			
<b>2. Credentials and Track Record</b>	<b>20%</b>			
<i>A. Proven and documented evidence of capabilities in content generation, management and distribution over the last 3 years in the UAE, GCC and MENA regions</i>	<b>5%</b>			

9 and below reputable clients	1			
12 to 10 reputable clients	3			
13 and above reputable clients	5			
<b>B. Number of companies or organizations that are based in the Philippines with projects executed and implemented in the UAE</b>	<b>15%</b>			
9 and below reputable clients	3			
12 to 10 reputable clients	9			
13 and above reputable clients	15			
<b>3. Distribution network</b>	<b>20%</b>			
<i>Proven history of publishing and distributing content using owned, shared or paid media in the UAE, GCC and MENA regions</i>				
9 and below reputable clients	5			
12 to 10 reputable clients	10			
13 and above reputable clients	20			
<b>4. Language capabilities</b>	<b>5%</b>			
<i>A multi-lingual team who can speak English / Arabic / Filipino</i>				
English / Filipino	2			
English / Arabic	2			
English / Arabic / Filipino	5			

**TABLE 2B**

<b>CRITERIA</b>	<b>%</b>	<b>BIDDER A</b>	<b>BIDDER B</b>	<b>BIDDER C</b>
<b>B. COMPANY PORTFOLIO</b>	<b>50%</b>			
<b>1. Structure, scope, environment and image of the news agency</b>	<b>10%</b>			
<b>a. Size</b> <i>A minimum of 3 offices across the MENASA and GCC Regions. Plus point for offices across Asia Pacific</i>	4			
<b>b. Membership of any professional bodies in UAE</b> <i>A minimum of 3 memberships</i>	2			
<b>c. Client portfolio</b>				
<i>International credentials of the news agency, of its shareholders, its clients, any partners, etc.</i>	2			
<i>Positioning, general recognition and image of the company.</i>	2			

<b>2. Organization and extent of the service/s</b>	<b>20%</b>			
<b>a. General company philosophy and professional approach</b> With visible ties and strong connection to the Filipino Community in the UAE, GCC and MENA regions	10			
<b>b. Operational structure</b> - Commercial structure and profile of any partners - Internal organization: specialization/integration - Definition and role of key departments in the company	5			
<b>c. Scope of services and presence or not of particular functions</b> A minimum of 5 conducted studies/research, sponsorship, multi-media, direct marketing.	5			
<b>3. Business/Industry Working Practices</b>	<b>20%</b>			
<b>a. Knowledge-based information sources</b> <ul style="list-style-type: none"> <li>Applies/interprets standard information from a table, figure and/or graphs</li> </ul>	8			
<ul style="list-style-type: none"> <li>Applies research methods to gather information</li> </ul>				
<b>b. Availability and access to platforms</b> that can generate information regarding audience sentiments, particularly sentiments of Filipino Community in UAE, GCC and MENA regions	8			
<b>c. Team of minimum of five (5) members for this project</b> Senior contacts and teams for this project, experience and expertise in detailed CVs	4			
<b>EVALUATED BY:</b>  _____ <b>Printed Name and Signature</b>	Date: _____			

**VII. ENGAGEMENT PERIOD :** November 15, 2020 – May 15, 2021 or six (6) months

**VIII. BUDGET AND TERMS OF PAYMENT:**

AED 71,071.43 (@Php 14.00)  
 (Note: Inclusive of 5% tax in Dubai, UAE)

PHP 995,000.00  
 (Note: Inclusive of 5% tax in Dubai, UAE)



**TABLE 3**  
**TIMELINE OF DELIVERABLES**  
**and TERMS OF PAYMENT**

<b>PAYMENT TRANCHE/S</b>	<b>DELIVERABLE/S</b>	<b>AMOUNT (@Php14.00)</b>
1 <sup>st</sup> Payment December 15, 2020	A minimum of two (2) content activities in print or online media every month <i>(Press release, features, community announcement, interview, Op-Ed)</i>  One (1) monthly report containing media monitoring report and Activity Accomplishments	AED 11,845.24 (Php165,834.00)
2 <sup>nd</sup> Payment January 15, 2021	A minimum of two (2) content activities in print or online media every month <i>(Press release, features, community announcement, interview, Op-Ed)</i>  One (1) monthly report containing media monitoring report and Activity Accomplishments	AED 11,845.24 (Php165,834.00)
3 <sup>rd</sup> Payment February 15, 2021	A minimum of two (2) content activities in print or online media every month <i>(Press release, features, community announcement, interview, Op-Ed)</i>  One (1) monthly report containing media monitoring report and Activity Accomplishments	AED 11,845.24 (Php165,834.00)
4 <sup>th</sup> Payment March 15, 2021	A minimum of two (2) content activities in print or online media every month <i>(Press release, features, community announcement, interview, Op-Ed)</i>  One (1) monthly report containing media monitoring report and Activity Accomplishments	AED 11,845.24 (Php165,834.00)
5 <sup>th</sup> Payment April 15, 2021	A minimum of two (2) content activities in print or online media every month <i>(Press release, features, community announcement, interview, Op-Ed)</i>  One (1) monthly report containing media monitoring report and Activity Accomplishments	AED 11,845.24 (Php165,834.00)
6 <sup>th</sup> Payment May 15, 2021	A minimum of two (2) content activities in print or online media every month <i>(Press release, features, community announcement, interview, Op-Ed)</i>  One (1) monthly report containing media monitoring report and Activity Accomplishments	AED 11,845.24 (Php165,834.00)
<b>TOTAL</b>		<b>AED 71,071.43</b> <i>(inclusive of 5% Tax in Dubai, UAE)</i> <b>PHP 995,000.00</b> <i>(inclusive of 5% Tax in Dubai, UAE)</i>

**IX. SOURCE OF FUNDS** : PH EXPO 2020 FUNDS

Prepared by:



**GILDA R. DELA CRUZ**

Philippine Expo 2020 Dubai Secretariat

Approved by:



**ASSISTANT SECRETARY ROSVI C. GAETOS**

Alternate Commissioner-General  
Philippine Expo 2020 Dubai

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