

TERMS OF REFERENCE
HIRING OF A FILIPINO DUBAI BASED FOOD & BEVERAGE CONSULTANT
for the Philippine Participation in Expo 2020 Dubai

I. BACKGROUND AND RATIONALE

The Government of the Philippines will be participating in the **EXPO Dubai 2020** UAE from 1 October 2021 to 31 March 2022.

Under the theme of ***Connecting Minds, Creating the Future***, the Dubai Expo provides an excellent opportunity to further 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) region and benefit from new and sustainable solutions and transformative concepts which are the product of collaboration of ideas and experiences of various nations.

The Philippines is located at the Sustainability Theme Area in a plot size of 3,163.25 sqm. with 1386.25 sqm. for the pavilion and the rest of space for outdoor activation. Accordingly, the Philippine participation will revolve around the thematic concept of "**Bang-ko'ta**" or Philippine Reef.

To maximize our participation in EXPO Dubai 2020, 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.

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

Among the attractions in the Philippine Pavilion for this exposition will be a Specialty Café where the DTI intends to promote and showcase Philippine Cuisine. In order to move forward with the preparations for this exposition, DTI appointed Razon's Middle East to operate and manage the Café within the Philippine Pavilion;

II. OBJECTIVES

In order to ensure a distinctively Philippine inspired culinary experience and at the same time offer a variety of international cuisine that will attract/cater to a global audience; DTI will need the assistance of a Dubai based Food & Beverage Consultant who shall assist the Restaurant Operator in developing the menu to be served at the PH Pavilion Cafe and shall be tasked to monitor, oversee and critique the various aspects of the Café operations;

The F & B Consultant will undertake the following:

1. Assist the appointed PH Pavilion Café Operator in the development of the Menu to be served at the PH Pavilion Cafe and in monitoring the various aspects of the Café operations to ensure and guarantee a distinctively inspired Philippine culinary experience that will attract and cater to a Global Audience.

2. Mobilize and establish a team of Filipino Chef volunteers based in Dubai to help develop the Menu for the PH Pavilion Café
3. Abide by the Food Code developed by the Food and safety Department of the Dubai Municipality and adopt/ implement the new health and safety regulations that will be put in place for the Expo event in light of the Covid 19 pandemic.

III. GENERAL GUIDELINES

- a. The Café operations must strictly adhere to the theme statement of the Philippine Pavilion and Expo Organizers (as listed below) in terms of ambiance, food presentation packaging, F&B menus, staff uniforms, and amenities.

Philippine Pavilion Theme Guide:

“ ***Bang-ko'-ta***” will serve as the central metaphor of the Philippine Pavilion with **Cultural sustainability Sustainability** as the main concept which is the affirmation of who we are as Filipinos and; **Permeability** as the design philosophy built on experiences of freely flowing environments, porosity of boundaries and **Connectivity** to emphasized the Filipino as Global citizen spread out all over the world connected by travel, technology and migration.

Dubai Expo Theme Guide:

The theme of **Connecting Minds, Creating the future** is structured around the three sub-themes of Opportunity, Mobility and Sustainability.

- b. F & B menus to be offered should be uniquely and distinctively Filipino and should feature products and elements, ingredients and other food applications originating from the Philippines. All food products must be Halal
- c. F & B menus should likewise offer a variety of international cuisine to cater to a Global Audience
- d. Cafe operations must strictly adhere to the health and sanitary regulations and adopt environmentally-responsible operations focusing on the 3R's (reduce, reuse and recycle). Pls. refer to the attached Expo 2020 Dubai Special Regulation #9/ Food Code/ Food and beverage guide

IV. SPECIFIC SCOPE OF SERVICES

The F & B Consultant shall:

- a. Mobilize Filipino Chef volunteers based in Dubai who will assists in the development of new recipes, beverages, and plan menus (for dine-in and take-out) that are distinctively Filipino and are representative of the cuisine of the various regions in the Philippines/ daily specials suitable for Filipinos and a global audience.
- b. Train the Chefs of the Café Operator in the preparation of the new recipes. Provide cooking sessions with Training Modules;

- c. Provide expert guidance and direction on Café Operations to the appointed Restaurant Operator (in coordination with the Philippine Creative Team) in terms of the following:
- Food curation, quality assurance and presentation
 - Pricing/Budgeting
 - Food safety and hygiene
 - Dietary and nutrition requirements
 - Dining amenities (dining wares and other utensils)
 - Inventory control of food and beverage items
 - SOP for area sanitation/ waste management design
 - Compliance with Sustainability practices of Expo
- d. Conduct trainings for the:
- Café personnel (supervisors, waiters, servers, utility personnel) on the proper internal/external customer service; including Filipino Hospitality training
 - Kitchen personnel (cooks, food handlers etc..) on proper food hygiene, food handling and food presentation
- e. Provide inputs and suggestions in terms of the following quality control aspects to improve Café Operations:
- Food quality and presentation
 - Kitchen safety standards and hygiene
 - Customer service
 - Inventory Management
 - Area sanitation
 - Sustainability practices
- f. Development of special menus for catering services required by POC for special/important events
- g. Assist the PH Café Operator in sourcing Philippine ingredients in the UAE
- h. Submit reports and documents as necessary and in support of contract payments

V. TECHNICAL ELIGIBILITY

1. A Filipino Citizen
2. Must be knowledgeable in the Food and Beverage Industry of the UAE
3. Must have the support of a wide network of Senior Filipino Chefs and Culinary Leaders in the Emirates Culinary Guild
4. Must be registered/accredited with the Philippine Government Electronic Procurement System (PhilGEPS)

VI. MANDATORY DOCUMENTS:

1. Individual Profile detailing experience and expertise in the Food and Beverage Industry in the UAE
2. PhilGeps certificate of Registration

VII. PERIOD AND TERMS OF ENGAGEMENT/PAYMENT

The F & B Consultant shall be hired for a period of **6 months** (subject to renewal) from **December 2020 to May 2021**. Payment terms as listed below:


OUTPUT/MILESTONE	% OF PAYMENT
Upon presentation and approval of the "Bangkota" Menu proposal/ training modules for the PH Pavilion Cafe	15 %
Upon completion of the cooking sessions with the Café Chefs for the new recipes for the PH Pavilion Café	40%
Upon completion of the Training Modules for the PH Pavilion Café staff	30%
Upon submission of reports and documents as necessary in support of contract payments	15%
Total:	100%

The F & B Consultant shall be paid a professional service fee of **FIVE HUNDRED THOUSAND PESOS (Php 500,000)** in **AED 35,715.00** inclusive of all taxes, its direct and overhead expenses (e.g. transportation, communication, messengerial, supplies, materials, logistics, manpower support and representation) and subject to applicable Government rules and regulations.

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