



## **Request for Expression of Interest for the Procurement of Consulting Services for the Integrated Marketing Campaign for the Rebranding of the Philippine Tourism Brand**

1. The *Department of Tourism (DOT)*, through the *2023 General Appropriations Act (GAA)* intends to apply the sum of *Two Hundred Fifty Million Philippine Pesos (PhP250,000,000.00)* being the Approved Budget for the Contract (ABC) to payments under the contract for *DOT-SBAC-REI No. 2023-008*. Bids received in excess of the ABC shall be automatically rejected at the opening of the financial proposals.
2. The *DOT* now calls for the submission of eligibility documents for the *Procurement of Consulting Services for the Integrated Marketing Campaign for the Rebranding of the Philippine Tourism Brand*. Eligibility documents of interested consultants must be duly received by the SBAC Secretariat on or before *June 2, 2023 until 9:00 a.m. only at the Procurement Management Division, 4<sup>th</sup> Floor, DOT Bldg., No. 351 Sen. Gil Puyat Avenue, Makati City*. *Eligibility Check will be on June 2, 2023 to be held at the 4<sup>th</sup> Floor Conference Room, DOT Bldg., 351 Sen. Gil Puyat Avenue, Makati City at 2:00 p.m.* Applications for eligibility will be evaluated based on a non-discretionary “pass/fail” criterion.
3. Interested bidders may obtain further information from *DOT* and inspect the Bidding Documents at the address given below during *8:00 a.m. to 5:00 p.m.*
4. A complete set of Bidding Documents may be acquired by interested bidders on *May 26 to June 1, 2023 (8:00 a.m. to 5:00 p.m.) from the address below*.

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.

5. The SBAC 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 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:
  - *Applicable experience of the consultant and members in case of joint ventures, considering both the overall experiences of the firms or, in the case of new firms, the individual experiences of the principal and key staff, including the times when employed by other consultants (60%);*
  - *Qualification of personnel who may be assigned to the job vis-à-vis extent and complexity of the undertaking (20%); and*

- *Current workload relative to capacity (20%);*

**Passing Rate: 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 Based Evaluation (QBE)* procedure. The criteria and rating system for the evaluation of bids shall be provided in the Instructions to Bidders.
8. The contract shall be for six (6) months from the receipt of the Consultant of the Notice to Proceed;
9. The *DOT* 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:

**Mr. GODOFREDO R. MALDONADO, JR.**  
*Head, DOT-SBAC Secretariat*  
*Procurement Management Division, 4<sup>th</sup> Floor, DOT Bldg.*  
*351 Sen. Gil Puyat Ave., Makati City*  
*Telephone Nos. 459-5200 to 30 loc. 425*  
*Email Address: grmaldonado@tourism.gov.ph*  
*Facsimile No.: 459 5200 to 30 Loc. 425*  
*Website Address: www.tourism.gov.ph*



**USEC. FERDINAND C. JUMAPAO**  
**SBAC Chairperson**