

## TERMS OF REFERENCE

I. **PROJECT NAME** : Procurement of Services of an Events Management Company (EMC) for the Health and Sales Mission in Middle East

II. **PROJECT DATE** : April 23 to 26, 2024

III. **VENUE** : Abu Dhabi and Dubai, United Arab Emirates (UAE)

### IV. OBJECTIVES

- To provide a platform for the Department and the private sector to meet, establish, and renew linkages with Arab counterparts in UAE;
- To highlight the Philippines as a promising health tourism destination, and to conduct a product presentation of the medical travel and wellness tourism portfolio to Middle East buyers, governments, travel agents, and medical integrators; and
- To provide a platform for Philippine suppliers and Middle East buyers to meet face-to-face and create a mutually beneficial business relationship and network and generate leads.

### V. MINIMUM REQUIREMENTS

- A. Must be PHILGEPS registered
- B. Must have capacity to operate in Abu Dhabi and Dubai, United Arab Emirates (UAE) and Riyadh, Kingdom of Saudi Arabia (KSA) to enable coordination with suppliers
- C. Must have minimum of six (6) years' experience in planning, implementing, and managing similar travel trade projects in Middle East, and has the capacity to engage the services of relevant contractors for the implementation of the event
- D. Must have experience in dealing with National Tourism Organizations preferably in the ASEAN and Middle East Region;
  - i. Must have a certificate of satisfactory performance from five (5) previous clients or projects
  - ii. Must have in-depth knowledge of the Philippines
  - iii. Must have an established network in tourism-experience in conducting related B2B events in UAE with satisfactory rating from contracting party with corresponding certification;
- E. Must be willing to do advance payment to relevant suppliers within the cost parameter set by the PDOT and approval of the project component
- F. Manpower complement: 1 event manager, and 2 dedicated staff member
- G. Bidders must submit their quotation with cost breakdown to differentiate the amount of service fee and amount to be earmarked for the payment to the third parties or other proprietors. Otherwise tax withheld will be credited from the total contract prize.

### VI. SCOPE OF WORK AND DELIVERABLES

#### A. Health and Sales Mission in Middle East in Abu Dhabi and Dubai, UAE on April 24 (Wednesday) and April 25 (Thursday), 2024 respectively.

1. Organize a Business-to-Business (B2B) meeting and networking at a 5-star property near Al Muroor Road area in Abu Dhabi and near Deira City Centre in Dubai to be rented for the Health and Sales Mission event to include the following:
  - a. At least 170-190 sqm. room area with additional pre-function area
  - b. Reception table and 4 chairs in the entrance with logbook, pen and calling card tray
  - c. Can accommodate 30-40 participants set up for the product presentation and to have meeting tables for all stakeholders for B2B meetings
  - d. Presentation setup
2. Develop a buyers list and invite travel buyers to the B2B; handle invitation and confirmation of attendance of at least 20 to 25 agents per city. Prepare and send invitation/confirmation of

attendance of UAE agents for the sales mission and B2B to compose of Middle East buyers, government, travel agents, and medical integrators.

3. Secure approval of an appropriate government clearance/business permits relative to the holding of trade event and similar activities for all sellers and buyers. Approximately 5-6 hours per venue.
4. Audio-visual requirement (for both venue) such as but not limited to: 1 large (8 ft. or above) projector screen, 2 podiums with 1 microphone each and 2 microphones to go around during Q&A, good sound system, technical crew, and minimal stage décor per sales mission. The program script, PPT speeches, necessary graphics and content for the seminar will be provided by the PDOT.
5. Secure appropriate F&B requirement and venue rental (if applicable) near Al Muroor Road area in Abu Dhabi on April 24, 2024, from 9:00 AM to 2:00 PM – inclusive of two (2) coffee breaks with snacks and one (1) Lunch; (Minimum of 20 pax)
6. Secure appropriate F&B requirement and venue rental (if applicable) near Deira City Centre in Dubai on April 25, 2024, from 9:00 AM to 2:00 PM – inclusive of two (2) coffee breaks with snacks and one (1) Lunch; (Minimum of 20 pax)
7. For purposes of event documentation, provide 1 event photographer for the Abu Dhabi and Dubai health sales mission.
8. Over all coordination, management and supervision during preparation & events proper including provision of an event manager and event host who must be proficient in English.

**VII. Post Event Activities:**

Prepare terminal report (in collaboration with the end-user) with relevant statistics, analysis and recommendations, as well as proper documentation.

**VIII. BUDGET**

Total budget allocation for the project is **NINE HUNDRED EIGHTY-NINE THOUSAND FIFTY-SEVEN PESOS AND 37/100 (PHP 989,057.37)** inclusive of taxes and other applicable fees. Financial proposal should allow modifications in schedules according to the needs and requirements of the end user.

The winning bid however shall be determined based on the proposal with the most advantageous financial and design package cost, provided that the bid amount does not exceed the above total budget.

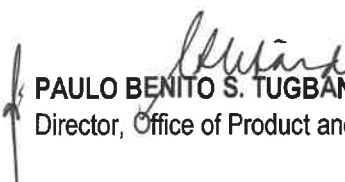
**IX. PAYMENT TERMS**

Send bill arrangement and a 60-day payment period upon submission of complete billing and supporting documents. Bill must be addressed to the Department of Tourism.

**X. CONTACT PERSON**

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