

PHILIPPINE INTERNATIONAL CONVENTION CENTER



PART I

PROJECT TITLE : **PROCUREMENT OF CONSULTING SERVICES OF AN ADVERTISING AGENCY/PUBLIC RELATIONS AGENCY/MEDIA OUTFIT (MEDIA, ADVERTISING, PUBLICITY AND PROMOTIONS)**

ABC : **₱7,510,000.00**

Reference/s : **PICC APP 2024-MC-49**
: **PICC APP 2024-MC- 50**

TABLE OF CONTENTS

PART I

SECTION I. REQUEST FOR EXPRESSION OF INTEREST	3
SECTION II. ELIGIBILITY DOCUMENTS	ERROR! BOOKMARK NOT DEFINED.
SECTION III. ELIGIBILITY DATA SHEET	ERROR! BOOKMARK NOT DEFINED.

Section I. Request for Expression of Interest



**REQUEST FOR THE EXPRESSION OF INTEREST FOR THE
PROCUREMENT OF CONSULTING SERVICES OF AN
ADVERTISING AGENCY/PUBLIC RELATIONS AGENCY/MEDIA
OUTFIT (MEDIA, ADVERTISING, PUBLICITY AND PROMOTIONS)**

1. The PHILIPINE INTERNATIONAL CONVENTION CENTER (PICC) intends to apply the sum of **SEVEN MILLION FIVE HUNDRED TEN THOUSAND PESOS (₱7,510,000.00), VAT Inclusive**, being the Approved Budget for the Contract (ABC) for payments under the contract for the Procurement of Consulting Services of an Advertising Agency/Public Relations Agency/Media Outfit (Media, Advertising, Oublicity and Promotions) (APP No. 2024-MC-49 & APP No. 2024-MC-50). Bids received in excess of the ABC shall be automatically rejected at bid opening.
2. The PICC now calls for the submission of eligibility documents for the Procurement of Consulting Services of an Advertising Agency/Public Relations Agency/Media Outfit (Media, Advertising, Publicity and Promotions). The Eligibility documents of interested consultants must be duly received by the BAC Secretariat on or before:

DATE	ACTIVITY	ADDRESS
June 5, 2024 at 10:30 am	Deadline of Submission of Eligibility Document	PICC-Bids and Awards (BAC) Secretariat Ground Floor, Delegation Building PICC Complex, Pasay City 1307
June 5, 2024 at 11:00 am	Opening of Eligibility Documents	BAC Conference Room Function Room B, 2 nd Floor, Secretariat Building PICC Complex, Pasay City 1307

Applications for eligibility will be evaluated based on a non-discretionary “pass/fail” criterion.

3. Prospective Bidders may obtain further information from the PICC-BAC and inspect the Bidding document at the address given below during office hours (Monday to Friday, 7:00 am-5:00pm).

4. 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.
5. A two-stage bidding procedure as specified in the RIRR of R.A. 9184 would be employed for this particular requirement. Bids will be evaluated using the Quality-Cost Based Evaluation. The contract will be awarded to the Highest Rated and Responsive Bidder (HRRB) which was determined as such during post-qualification.
6. The BAC 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. The short list shall consist of three (3) prospective bidders who will be entitled to submit bids. The criteria and rating system for short listing are:

Criteria	Rating
1. Applicable experience and capability of the consultant based on its record in previous engagements and quality of its performance; this will also include feedback from its past and present clients on overall work commitments specifically after sales assistance or level of attention given to projects.	50%
2. Must have at least two (2) past and present contracts within the last three (3) years similar in nature and complexity to the contract to be bid. One (1) or two (2) completed contracts should have an aggregate amount equivalent to at least 50% of the ABC.	50%
The minimum average rating to be considered for short-listing is 85%	

7. The Bidding Documents – Part I may be acquired starting May 28, 2024 by interested Consultants from the address below. Bidding Documents – Part II may only be acquired by Short Listed Consultants upon payment of the applicable fee for the Bidding Documents, pursuant to the latest Guidelines issued by the GPPB, in the amount of.

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, provided that Bidders shall pay the applicable fee for the Bidding Documents not later than the submission of their bids.

8. Deadline for the submission of eligibility documents for the short-listing of prospective Consultants shall be on **June 5, 2024 at 10:30 am**. Opening of the eligibility envelopes

shall be conducted on the same day at **11:00 am**. Function Room B, 2nd floor Secretariat Building, PICC.

9. The Philippine International Convention Center 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:

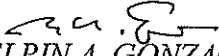
For further information, please refer to:

*BIDS AND AWARDS COMMITTEE
PHILIPPINE INTERNATIONAL CONVENTION CENTER
PICC Complex, Pasay City 1307
87894759 and 87894760
Telefax No. 87894761
Email: procurement@picc.gov.ph*

11. *You may visit the following websites:*

For downloading of Bidding Documents: www.picc.gov.ph

[Date of Issue]


MELPIN A. GONZAGA
Chairman

Section II. Eligibility Documents

1. Eligibility Criteria

- 1.1. The following persons/entities shall be allowed to participate in the bidding for Consulting Services:
 - (a) Duly licensed Filipino citizens/sole proprietorships;
 - (b) Partnerships duly organized under the laws of the Philippines and of which at least sixty percent (60%) of the interest belongs to citizens of the Philippines;
 - (c) Corporations duly organized under the laws of the Philippines and of which at least sixty percent (60%) of the outstanding capital stock belongs to citizens of the Philippines;
 - (d) Cooperatives duly organized under the laws of the Philippines; or
 - (e) Persons/entities forming themselves into a joint venture, *i.e.*, a group of two (2) or more persons/entities that intend to be jointly and severally responsible or liable for a particular contract: Provided, however, That Filipino ownership or interest thereof shall be at least sixty percent (60%). For this purpose, Filipino ownership or interest shall be based on the contributions of each of the members of the joint venture as specified in their JVA.
- 1.2. When the types and fields of Consulting Services involve the practice of professions regulated by law, those who will actually perform the services shall be Filipino citizens and registered professionals authorized by the appropriate regulatory body to practice those professions and allied professions specified in the EDS.
- 1.3. If the Request for Expression of Interest allows participation of foreign consultants, prospective foreign bidders may be eligible subject to the conditions stated in the EDS.
- 1.4. Government owned or –controlled corporations (GOCCs) may be eligible to participate only if they can establish that they (a) are legally and financially autonomous, (b) operate under commercial law, and (c) are not attached agencies of the Procuring Entity.

2. Eligibility Requirements

- 2.1. The following eligibility requirements, together with the Eligibility Documents Submission Form, shall be submitted on or before the date of the eligibility check specified in the Request for Expression of Interest and Clause 5 for purposes of determining eligibility of prospective bidders:
 - (a) Class “A” Documents –

Legal Documents

- (i) PhilGEPS Certificate of Registration and Membership in accordance with Section 8.5.2 of the IRR, except for foreign bidders participating in the procurement by a Philippine Foreign Service Office or Post, which shall submit their eligibility documents under Section 24.1 of the IRR, provided, that the winning Consultant shall register with PhilGEPS in accordance with Section 37.1.4 of the IRR;

Technical Documents

- (ii) Statement of the prospective bidder of all its ongoing and completed government and private contracts, including contracts awarded but not yet started, if any, whether similar or not similar in nature and complexity to the contract to be bid, within the relevant period provided in the EDS. The statement shall include, for each contract, the following:
 - (ii.1) the name and location of the contract;
 - (ii.2) date of award of the contract;
 - (ii.3) type and brief description of consulting services;
 - (ii.4) consultant's role (whether main consultant, subconsultant, or partner in a JV)
 - (ii.5) amount of contract;
 - (ii.6) contract duration; and
 - (ii.7) certificate of satisfactory completion or equivalent document specified in the EDS issued by the client, in the case of a completed contract;
- (iii) Statement of the consultant specifying its nationality and confirming that those who will actually perform the service are registered professionals authorized by the appropriate regulatory body to practice those professions and allied professions in accordance with Clause 1.2, including their respective curriculum vitae.

- (b) Class "B" Document –

If applicable, the Joint Venture Agreement (JVA) in case the joint venture is already in existence, or duly notarized statements from all the potential joint venture partners in accordance with Section 24.1(b) of the IRR of RA 9184.

- 2.2. The eligibility requirements or statements, the bids, and all other documents to be submitted to the BAC must be in English. If the eligibility requirements or statements, the bids, and all other documents submitted to the BAC are in foreign language other than English, it must be accompanied by a translation of

the documents in English. The documents shall be translated by the relevant foreign government agency, the foreign government agency authorized to translate documents, or a registered translator in the foreign bidder's country; and shall be authenticated by the appropriate Philippine foreign service establishment/post or the equivalent office having jurisdiction over the foreign bidder's affairs in the Philippines. The English translation shall govern, for purposes of interpretation of the bid.

- 2.3. Prospective bidders may obtain a full range of expertise by associating with individual consultant(s) and/or other consultants or entities through a JV or subcontracting arrangements, as appropriate. However, subconsultants may only participate in the bid of one short listed consultant. Foreign Consultants shall seek the participation of Filipino Consultants by entering into a JV with, or subcontracting part of the project to, Filipino Consultants.

3. Format and Signing of Eligibility Documents

- 3.1. Prospective bidders shall submit their eligibility documents through their duly authorized representative on or before the deadline specified in Clause 5.
- 3.2. Prospective bidders shall prepare an original and copies of the eligibility documents. In the event of any discrepancy between the original and the copies, the original shall prevail.
- 3.3. The Eligibility Documents Submission Form shall be signed by the duly authorized representative/s of the Bidder. Failure to do so shall be a ground for the rejection of the eligibility documents.
- 3.4. Any interlineations, erasures, or overwriting shall be valid only if they are signed or initialed by the duly authorized representative/s of the prospective bidder.

4. Sealing and Marking of Eligibility Documents

- 4.1. Prospective bidders shall enclose their original eligibility documents described in Clause 2.1, in a sealed envelope marked "ORIGINAL – ELIGIBILITY DOCUMENTS". Each copy thereof shall be similarly sealed duly marking the envelopes as "COPY NO. ____ - ELIGIBILITY DOCUMENTS". These envelopes containing the original and the copies shall then be enclosed in one single envelope.
- 4.2. The original and the number of copies of the eligibility documents as indicated in the EDS shall be typed or written in ink and shall be signed by the prospective bidder or its duly authorized representative/s.
- 4.3. All envelopes shall:
 - (c) contain the name of the contract to be bid in capital letters;
 - (d) bear the name and address of the prospective bidder in capital letters;

- (e) be addressed to the Procuring Entity's BAC specified in the EDS;
- (f) bear the specific identification of this Project indicated in the EDS; and
- (g) bear a warning "DO NOT OPEN BEFORE..." the date and time for the opening of eligibility documents, in accordance with Clause 5.

4.4 Eligibility documents that are not properly sealed and marked, as required in the bidding documents, shall not be rejected, but the bidder or its duly authorized representative shall acknowledge such condition of the documents as submitted. The BAC shall assume no responsibility for the misplacement of the contents of the improperly sealed or marked eligibility documents, or for its premature opening.

5. Deadline for Submission of Eligibility Documents

Eligibility documents must be received by the Procuring Entity's BAC at the address and on or before the date and time indicated in the Request for Expression of Interest and the EDS.

6. Late Submission of Eligibility Documents

Any eligibility documents submitted after the deadline for submission and receipt prescribed in Clause 0 shall be declared "Late" and shall not be accepted by the Procuring Entity. The BAC shall record in the minutes of submission and opening of eligibility documents, the Bidder's name, its representative and the time the eligibility documents were submitted late.

7. Modification and Withdrawal of Eligibility Documents

7.1. The prospective bidder may modify its eligibility documents after it has been submitted; provided that the modification is received by the Procuring Entity prior to the deadline specified in Clause 5. The prospective bidder shall not be allowed to retrieve its original eligibility documents, but shall be allowed to submit another set equally sealed, properly identified, linked to its original bid marked as "ELIGIBILITY MODIFICATION" and stamped "received" by the BAC. Modifications received after the applicable deadline shall not be considered and shall be returned to the prospective bidder unopened.

7.2. A prospective bidder may, through a letter of withdrawal, withdraw its eligibility documents after it has been submitted, for valid and justifiable reason; provided that the letter of withdrawal is received by the Procuring Entity prior to the deadline prescribed for submission and receipt of eligibility documents.

7.3. Eligibility documents requested to be withdrawn in accordance with this Clause shall be returned unopened to the prospective bidder concerned. A prospective bidder that withdraws its eligibility documents shall not be permitted to submit another set, directly or indirectly, for the same project. A prospective bidder that acquired the eligibility documents may also express its intention not to participate in the bidding through a letter which should reach and be stamped

by the BAC before the deadline for submission and receipt of eligibility documents.

8. Opening and Preliminary Examination of Eligibility Documents

- 8.1. The BAC will open the envelopes containing the eligibility documents in the presence of the prospective bidders' representatives who choose to attend, at the time, on the date, and at the place specified in the EDS. The prospective bidders' representatives who are present shall sign a register evidencing their attendance.

In case the submitted eligibility envelopes cannot be opened as scheduled due to justifiable reasons, the BAC shall take custody of the said envelopes and reschedule the opening on the next working day or at the soonest possible time through the issuance of a Notice of Postponement to be posted in the PhilGEPS website and the website of the Procuring Entity concerned.

- 8.2. Letters of withdrawal shall be read out and recorded during the opening of eligibility documents and the envelope containing the corresponding withdrawn eligibility documents shall be returned unopened to the withdrawing prospective bidder.

- 8.3. The eligibility documents envelopes and modifications, if any, shall be opened one at a time, and the following read out and recorded:

- (h) the name of the prospective bidder;
- (i) whether there is a modification or substitution; and
- (j) the presence or absence of each document comprising the eligibility documents vis-à-vis a checklist of the required documents.

- 8.4. The eligibility of each prospective bidder shall be determined by examining each bidder's eligibility requirements or statements against a checklist of requirements, using non-discretionary "pass/fail" criterion, as stated in the Request for Expression of Interest, and shall be determined as either "eligible" or "ineligible." If a prospective bidder submits the specific eligibility document required, he shall be rated "passed" for that particular requirement. In this regard, failure to submit a requirement, or an incomplete or patently insufficient submission, shall be considered "failed" for the particular eligibility requirement concerned. If a prospective bidder is rated "passed" for all the eligibility requirements, he shall be considered eligible to participate in the bidding, and the BAC shall mark the set of eligibility documents of the prospective bidder concerned as "eligible." If a prospective bidder is rated "failed" in any of the eligibility requirements, he shall be considered ineligible to participate in the bidding, and the BAC shall mark the set of eligibility documents of the prospective bidder concerned as "ineligible." In either case, the BAC chairperson or his duly designated authority shall countersign the markings.

9. Short Listing of Consultants

- 9.1. Only prospective bidders whose submitted contracts are similar in nature and complexity to the contract to be bid as provided in the EDS shall be considered for short listing.
- 9.2. The BAC shall draw up the short list of prospective bidders from those declared eligible using the detailed set of criteria and rating system to be used specified in the EDS.
- 9.3. Short listed consultants shall be invited to participate in the bidding for this project through a Notice of Eligibility and Short Listing issued by the BAC.

10. Protest Mechanism

Decision of the Procuring Entity at any stage of the procurement process may be questioned in accordance with Section 55 of the IRR of RA 918

Section III. Eligibility Data Sheet

Eligibility Data Sheet

Eligibility Documents	
1.2	PROCUREMENT OF SERVICES OF AN ADVERTISING AGENCY/PUBLIC RELATIONS AGENCY/MEDIA OUTFIT (MEDIA ADVERTISING, PUBLICITY AND PROMOTIONS)
1.3	<p>Eligible Consultants must be:</p> <ul style="list-style-type: none"> a) Registered with the SEC; b) A Partnership duly organized under the laws of the Philippines and of which at least 60% of the interest belongs to citizens of the Philippines; or c) A Corporation duly organized under the laws of the Philippines and of which at least 60% of the outstanding capital stock belongs to citizens of the Philippines; d) Engaged in the business of Advertising/ Consultancy/Media for the past three (3) years; and e) A Phil-GEPS Registered Supplier.
(ii)	<p>Technical Documents</p> <p>Prospective bidders shall state all their ongoing and completed government and private contracts, including those contracts awarded but not yet started, entered into within <i>three (3) years</i> before the deadline for the submission of Eligibility Documents. One (1) or two (2) completed contracts should have an aggregate amount equivalent to at least 50% of the ABC. Attach to such statement the following:</p> <ul style="list-style-type: none"> a. Certificate photocopies of the two (2) past and two (2) present contracts; and b. Certificate of satisfactory completion and acceptance of or Official Receipt/s or Sales Invoice issued for the two (2) past contracts.
4.1	Each prospective bidder shall submit one (1) original and one (1) duplicate <i>copies</i> of its Eligibility Documents.
	The deadline for submission of Eligibility Documents is June 5, 2024

8.1	The BAC will open the envelopes containing the Eligibility Documents in the presence of the prospective bidders' representatives who choose to attend, on June 5, 2024 at 11:00 a.m.	
8.5	The eligibility of each prospective bidder shall be determined by examining each bidder's eligibility requirements or statements against a checklist of requirements, using non-discretionary "pass/fail" criteria, and shall be determined as either "eligible" or ineligible".	
9.1	The BAC shall only consider for short listing those prospective bidders whose submitted contracts, as stated in the eligibility documents, are similar in nature and complexity to the contract to be bid.	
	Criteria	Rating
	a) Applicable experience and capability of the consultant based on its record in previous engagements and quality of its performance; this will also include feedback from its past and present clients on overall work commitments specifically after sales assistance or level of attention given to projects.	<i>50%</i>
	b) Must have at least two (2) past and present contracts within the last three (3) years similar in nature and complexity to the contract to be bid. One (1) or two (2) completed contracts should have an aggregate amount equivalent to at least 50% of the ABC.	<i>50%</i>
	<i>TOTAL</i>	
	<i>The minimum average rating=85%</i>	
9.3	Short listed consultants shall be invited to participate in the bidding for this project through a Letter of Invitation to Bid issued by the BAC immediately after the opening of Eligibility Documents and Short Listing pursuant to Section 24 of the RIRR-A of R.A. 9184.	
9.4	Only bids from short listed Consultants shall be opened and considered for award of contract. These short listed prospective bidders should confirm in their bids that the	

	information contained in the submitted Eligibility Documents remains correct as of the date of bid submission.