



## **BIDS AND AWARDS COMMITTEE**

### **Notice of Eligibility and Short Listing**

October 16, 2019

**TeamAsia (Hamlin-Ituralde Corporation)**  
18<sup>th</sup> Floor Aeon Center, Northgate Cyberzone  
Filinvest Corporate City, Alabang  
Muntinlupa City

Sirs/Mesdames:

1. **PHILIPPINE INTERNATIONAL CONVENTION CENTER ("PICC")** intends to apply funds in the amount of Thirteen Million Four Hundred Fifty Thousand Pesos (**₱13,450,000.00**) to eligible payments under the contract for **PROCUREMENT OF SERVICES OF AN ADVERTISING AGENCY/PUBLIC RELATIONS AGENCY/MEDIA OUTFIT** for which the Bidding Documents are issued.
2. PICC now invites bids for the Consulting Services of an Advertising/Public Relations Agency/Media Outfit to develop and recommend a good advertising plan for PICC. More details on the services are provided in the Terms of Reference (TOR) for the project.
3. The Consultant shall be selected in accordance with Quality Cost-Based Evaluation (QCBE) procedures as described in the Bidding Documents.
4. This notice has also been addressed to the following short listed consultants:
  - 1) Mullen Lowe Philippines
  - 2) TBWA/Santiago Mangada Puno Advertising, Inc.
5. It is not permissible for you to transfer this invitation to any other consultant.
6. The Bidding Documents shall be available at the PICC-BAC Secretariat anytime during office hours from October 17, 2019 to November 13, 2019 (8:00 am – 5:00 pm) after payment of a non-refundable fee of **Thirteen Thousand Seven Hundred Fifty pesos** (P13,750.00.)
7. Pre-Bid Conference will be held on **October 24, 2019 at 2:00 p.m.**, Ground floor, PICC Delegation Building, which shall be open only to the short-listed Consultants who have purchased the Bidding Documents. The opening of the required bid documents has been scheduled on **November 14, 2019 at 10:00 a.m.**

Yours sincerely,

A handwritten signature in black ink, appearing to read "Melpin A. Gonzaga", is written above the printed name.

**MELPIN A. GONZAGA**  
Chairman



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**Notice of Eligibility and Short Listing**

October 16, 2019

**Mullen Lowe Philippines**

6784 Ayala Ave.

Makati City

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Yours sincerely,

  
**MELPIN A. GONZAGA**  
Chairman



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October 16, 2019

**TBWA/Santiago Mangada Puno Advertising, Inc.**  
1195 Chino Roces Ave. corner Yakal St.  
San Antonio, Makati City

Sirs/Mesdames:

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Chairman