

**Republic of the Philippines  
PHILIPPINE INTERNATIONAL CONVENTION CENTER  
PICC Complex, 1307 Pasay City  
BIDS AND AWARDS COMMITTEE (BAC)**

June 6, 2022

**CONSULTANCY SERVICES OF AN ADVERTISING AGENCY/PUBLIC  
RELATIONS AGENCY/MEDIA OUTFIT**

**ADDENDUM NO. 01**

This Addendum is issued to amend/revise certain provisions of the Request for Expression of Interest for the above-captioned procurement. Said amendments are as follows:

I. Section I-Request for Expression of Interest

- **2.** The PICC now calls for the submission of eligibility documents for the purpose of short-listing for the abovementioned requirement. Eligibility documents of interested bidders must be duly received by the BAC Secretariat on or before **9:30 a.m. of June 16, 2022**. Applications for eligibility will be evaluated based on a non-discretionary "pass/fail" criterion.
  
- **4.** Criteria
  - **2.** Must have at least two (2) past and present **advertising/media/public relations** contracts within the last three (3) years similar in nature and complexity to the contract to be bid. One (1) or two (2) **of the past** contracts should have an aggregate amount equivalent to at least 50% of the ABC.

II. Section III- Eligibility Data Sheet

- Clause 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 16, 2022** at Meeting Room 10, 3<sup>rd</sup> floor, Delegation Building at **10:00 am**.

III. Checklist of Eligibility Documents

- **2.** List of completed government and private **advertising/media/public relations** contracts within the last

three (3) years, **one (1) or two (2) of which have** a value equivalent to at least fifty (50) percent (50%) of the Approved Budget for Contract (ABC). The statement on the similar contract shall include, for each contract, the following:

Corrected copies are attached. Bidders are advised to replace their original copies with the corrected copies.

For guidance and information of all concerned.

  
**MELPIN A GONZAGA**  
Chairman

Received by:

\_\_\_\_\_  
(Signature over printed name)  
Telephone/Fax No. \_\_\_\_\_  
Date: \_\_\_\_\_  
Name of Company: \_\_\_\_\_

**BIDS AND AWARDS COMMITTEE**

**SECTION I - REQUEST FOR EXPRESSION OF INTEREST**

**PROCUREMENT OF THE CONSULTANCY SERVICES OF AN ADVERTISING AGENCY/PUBLIC RELATIONS AGENCY/MEDIA OUTFIT**

1. The *Philippine International Convention Center (PICC)*, through the *Approved Budget for CY 2022*, intends to apply the sum of **THREE MILLION THREE HUNDRED EIGHTY-TWO THOUSAND PESOS (Php3,382,000.00)**, VAT Inclusive, being the Approved Budget for the Contract (ABC) to payments under the contract for the **Procurement of Consultancy Services of an Advertising Agency/Public Relations Agency/Media Outfit (APP No. 2022-22)**.
2. The *PICC* now calls for the submission of eligibility documents for the purpose of short-listing for the abovementioned requirement. Eligibility documents of interested bidders must be duly received by the BAC Secretariat on or before **9:30 a.m. of June 16, 2022** at 10:00 a.m. Applications for eligibility will be evaluated based on a non-discretionary “pass/fail” criterion.
3. Interested bidders may obtain further information from the BAC Secretariat and inspect the Bidding Documents at the address given below during office hours.
4. The *PICC-BAC* shall draw up the short list of bidders from those who have submitted the 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:

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 <i>advertising/media/public relations</i> 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%

**Checklist of Eligibility Documents for the Procurement of the Consultancy  
Services of an Advertising Agency/Public Relations Agency/Media Outfit**

**A.1 ELIGIBILITY DOCUMENTS:**

**CLASS "A" DOCUMENTS:**

**1. *LEGAL DOCUMENTS***

(a) Certified Photocopy of the Valid PhilGEPS Registration Certificate (Platinum Membership) (all pages); if any of the documents mentioned in Annex "A" is not current, the new document should be submitted;

Or in case of expired PhilGEPS Registration Certificate (Platinum Membership);

(b) Registration certificate from Securities and Exchange Commission (SEC), Department of Trade and Industry (DTI) for sole proprietorship, or Cooperative Development Authority (CDA) for cooperatives or its equivalent document,

and

(c) Mayor's or Business permit issued by the city or municipality where the principal place of business of the prospective bidder is located, or the equivalent document for Exclusive Economic Zones or Areas;

and

(d) Tax clearance per E.O. No. 398, s. 2005, as finally reviewed and approved by the Bureau of Internal Revenue (BIR).

Provided, that the current PhilGEPS Registration Certificate (Platinum Membership) shall be part of the post-qualification documents to be submitted by the Lowest Calculated Bidder

**2. *TECHNICAL DOCUMENTS***

1. List of all ongoing government and private contracts, including contracts awarded but not yet started (see attached SF-GOOD-13a), which are similar or not similar in nature and complexity with the contract to be bid.

2. List of completed government and *private advertising/media/public relations* contracts within the last three (3) years, *one (1) or two (2) of which have a value* equivalent to at least fifty percent (50%) of the Approved Budget for Contract (ABC). The statement on the similar contract shall include, for each contract, the following:

(2.1) the name and location of the contract;

(2.2) date of award of the contract;

(2.3) type and brief description of consulting services;

(2.4) consultant's role (whether main consultant, sub-Consultant, or partner in a JV)

(2.5) amount of contract;

(2.6) contract duration; and

(2.7) Certificate of Satisfactory Completion issued by the client or a copy of the Official Receipt/Sales Invoice.

3. 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, including their respective curriculum vitae;
4. Organizational Chart;
5. Approach, Work Plan, and Schedule;
6. List of Key personnel to be assigned to the contract to be bid, with their complete qualification & experience data.

## ***II. FINANCIAL DOCUMENT***

- a. Audited Financial Statements, showing, among others, the total and current assets and liabilities, stamped "received" by the BIR or its duly accredited and authorized institutions, for the immediately preceding calendar year.

### Section III. Eligibility Data Sheet

1.2	<b>PROCUREMENT OF THE CONSULTANCY SERVICES OF AN ADVERTISING AGENCY / PUBLIC RELATIONS AGENCY / MEDIA OUTFIT</b>
1.3	<p>Eligible Consultants must be:</p> <ul style="list-style-type: none"> <li>a) Dully licensed Filipino citizens/sole proprietorship;</li> <li>b) Partnership duly organized under the laws of the Philippines and of which at least 60% of the interest belongs to citizens of the Philippines;</li> <li>c) 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;</li> <li>d) Cooperatives duly organized under the laws of the Philippines; or</li> <li>e) Must be engaged in the business of Advertising / Consultancy / Media for the past three (3) years</li> <li>f) 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.</li> </ul>
(iii)	Prospective bidders shall state all its ongoing and completed government and private contracts, including those contracts awarded but not yet started, entered into within three (3) years prior to the deadline for the submission of Eligibility Documents. Submit Certificate of satisfactory completion and acceptance of completed contracts.
4.2	Each prospective bidder shall submit one (1) original and one (1) duplicate <i>copy</i> of its Eligibility Documents.
	The deadline for submission of Eligibility Documents is June 13, 2022 before 9:30 a.m.
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 <i>June 16, 2022</i> at Meeting Room 10, 3 <sup>rd</sup> floor, Delegation Building at <i>10:00 a.m.</i>