

TERMS OF REFERENCE

- I. PROJECT TITLE** :BOOTH CONTRACTOR FOR THE DESIGN
CONCEPTUALIZATION AND SET-UP OF THE PHILIPPINE
PAVILION IN THE INTERNATIONALE TOURISMUS BORSE
(ITB) BERLIN 2023
VENUE : MESSE BERLIN, GERMANY
DATE : 07 – 09 March 2023

II. PURPOSE/OBJECTIVES:

The Tourism Promotions Board (TPB) Philippines is in need of the services of a Booth Contractor who has the capability to contract a renowned Filipino designer team and be able to implement the design of the Philippine Pavilion into a most feasible structural form that will conform to the exhibit guidelines of the venue.

The concept for the Philippine Pavilion should have a total design approach – being able to integrate Filipino creativity & artistry, interior design, furniture, home accessories and space planning holistically while showing how to strike a balance between business opportunities and social responsibilities.

1. The design team must be composed of Filipino designers who are active practitioners of modern Philippine architecture and design (architecture and interior design practice); advocates of environmentally sustainable design and practices the principles of ecological sustainability;
2. The company of the design team to be contracted by the Booth Contractor must be Filipino-owned;
3. The design team must have at least 2 year's experience in designing similar projects that showcase the modern, progressive Philippines in the international arena, aligned with the Philippine country brand and overarching directions of the DOT management on responsible and sustainable tourism;
4. The design team must have at least 2 years experience in collaborating, coordinating and supervising the construction of the Philippine booths/pavilions/stands in the international scene with foreign contractors, and be able to do so for the Internationale Tourismus Borse (ITB) Berlin;
5. The design team's company must have a strong professional relationship with other Filipino designers and furniture companies, and have proven capability to curate, recommend and negotiate with them for the lease and/or purchase of furniture and accent pieces (at cost purchase) needed to complete the Philippine experience through its pavilion design.

The design of the Philippine pavilion aims to attain the following objectives:

1. Communicate and generate positive “name recall” of the refreshed tourism brand “It’s More Fun in the Philippines” anchoring on responsible and sustainable tourism;
2. Establish the Philippines as a preferred tourist destination in Asia that provides optimal experience featuring and emphasizing its culture, cuisine, and people;
3. Create an atmosphere that reflects a modern and progressive Philippines claiming

its position as one of the “premiere” destinations in Asia;

4. Showcase cross promotion of Philippine tourism and trade products and services (furniture, furnishings, food/culinary, artifacts, architecture, and the likes);
5. Attract and encourage consumer, press and travel trade guests to visit the Philippine Pavilion;
6. Provide a highly functional, interactive yet visually appealing area for the provision of Philippine tourism information, product updates, audio visual presentations, table top business meetings, and other promotional activations that will showcase the Philippine artistic ingenuity;
7. Highlight the Philippine destinations with focus on interest/motivation driven strategies that compliments the country’s culture and trade products;
8. Incorporate the use of interactive display solutions, new digital technology, and/or augmented reality devices in presenting the Philippines to the international market to drive interest through a taste of the optimum experience in the country.

III. SCOPE OF WORK/DELIVERABLES

1. Engagement with Filipino designers who are active practitioners of modern Philippine architecture and design (architecture and interior design practice) and to provide the following:
 - Designers’ fee
 - Transportation from 4-11 March
 - International Airfare (MNL-BER-MNL)
 - Hotel Accommodations (2 pax)
 - Per diem
2. The design of the Pavilion should have a fusion of history and modern Filipino touches with focus on sustainable tourism destinations and communities providing trade partners and visitors a total sensory experience through various trade and consumer activities lined-up for the event.

Note: Bidder should be flexible in terms of incorporating inputs of TPB in the overall look of the Philippine pavilion and be able to provide necessary adjustments on paper (floor plan and perspectives) within 48 hours after inputs from TPB. Final set of floor plan and perspectives and working drawings should be approved and signed before implementation.

3. Philippine Pavilion Details:

Size: 299 m². located at Hall 26 A (Stand Nos: 100, 123)
Stand Nos. 100 – 287 m²
123 – 23 m² (Corner Stand)

4. Provide individual company work stations or negotiating tables with 3 chairs and individual lockable storage box (or cabinet/drawer) for each Philippine private sector exhibitor located along the perimeter of the stand (27 co-exhibitors), to include installation of individual corporate identity; appropriate electric outlets and adaptors per table; individual brochure stand/rack; Wi-Fi connectivity

5. One (1) enclosed main VIP Reception Lounge that can comfortably accommodate 8 officials/guests at one given time and should have the following: lounge chairs, center & side tables, 1 huge LCD screen with player, Wi-Fi connectivity, appropriate accessories, console tables with lockable cabinets, sufficient number of electric outlets with adaptor (if needed);
6. Mini Lounge for the Secretary or the COO to have a small coffee machine and water dispenser plus a couch and a small table, lockers, full length mirror, floor lamp, enough sockets.
7. Activation area for the three (3) weavers to include fabrication of loom holder and display racks
8. Two (2) Philippine Information counters with at three (3) high chairs per counter, LED screen/s, power outlet, lockable cabinets, brochure racks, Directory of Philippine Co-Exhibitors with stand, floor plan, appropriate visuals and accessories;
9. An area equipped with LED Wall, DVD Player and other necessary technical riders that could double-up for video presentations, live animation, and media briefs/announcements on the new marketing directions and strategies of DOT and TPB relative to the promotion of the Philippines as a choice destination for leisure travel, FITs, M.I.C.E., etc.
10. Provide animator/performers' technical rider, such as, but not limited to:
 - At least two (2) microphones with stand
 - A/V system
11. Furnitures and fixtures should depict a modern Philippines and conform to the general theme policy direction of anchoring on responsible and sustainable tourism under the umbrella country branding campaign *It's more fun in the Philippines*™®
12. Appropriate storage area with lockable lockers (enough to accommodate personal belongings/effects of Philippine sellers/ reps), storage areas should have the following: lockable lockers, wardrobe/coat hangers, mirror, shelves for brochures to include a mini office area for the color printer with ink, bond paper, etc.
13. Service kitchen cum dining area (for the Philippine delegation) which should have the following: sink with running water, hot and cold water dispenser, coffee maker, water percolator, refrigerator, storage cabinet and shelves, trash bins with ample supply of trash bags, dining area with counters and bar stools, lockable door;
14. Coffee/bar nook to serve as an experiential area to promote Philippine Coffee only found in the Philippines.
The nook must have a counter with adequate shelves, sink or its equivalent washing bin, waste baskets, and other related paraphernalia, such as, but not limited to:

Coffee bar

- a. Espresso Machine
 - 3-group La Marzocco Linea AV or higher
 - 17g baskets
- b. Espresso Grinders

- 2x Anfim SP11/2x La Marzocco Volcano/2x or 2x Mahlkonig EK43
 - c. Barista Tools
 - Steaming pitchers
 - Tamper
 - Knock box
 - d. Coffee paper cups with Philippines sleeve (printed only)
15. Digital printing, using materials that are ecological, for backdrop visuals/overhead ceiling banners with trusses/interior decor as needed, fresh plants and flowers, sufficient lighting plan and fixtures and other decorative elements and accessories;
 16. Elevated carpeted platform/floor to conceal the electrical wirings
And connections;
 17. The VIP reception lounge should have the following: lounge chairs, center and side tables, 1 huge LCD screen with video player, wi-fi internet access, appropriate and accessories, console tables with lockable cabinets and appropriate;
 18. Furnitures and fixtures should depict a modern Philippines anchoring on the general directions of DOT Management on responsible and sustainable tourism;
 19. Sufficient power outlets (minimum of 2 sockets) and correct amp;
 20. Other pertinent inclusions deemed necessary by both parties to improve the general look and function of the stand and other logistical services as needed;

IV. TIME FRAME AND SCHEDULE OF WORK

The contract duration is for a period of three to four-month period with a timeline that is workable and as agreed upon by DOT Frankfurt, TPB and the Design Team

V. BUDGET

Total Budget allocation for the overall design concept and set up is **THREE HUNDRED FOURTY-FOUR THOUSAND SEVEN HUNDRED THIRTY-THREE EUROS AND 12/100 (EUR344,733.12)**

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

VI. DEADLINE FOR SUBMISSION OF PROPOSAL

Due to the limited lead-time, the booth contractor must be able to come up with the most feasible timeline for the design concept of the Philippine pavilion and at the same time work closely with the TPB relative to the design and necessary graphical requirements.

Deadline for submission of the proposal is on:

VII. PAYMENT PROCEDURE

Payment Procedure:

- The DOT-Frankfurt Office shall be invoiced for the full cost of conceptualizing, designing, and constructing the Philippines stand at the International Tourismus Börse 2023 once the implementation dates have ended.
- Any additional or supplemental activities that will entail additional cost shall require prior authorization and approval from DOT Frankfurt office, subject to the execution of a written addendum agreement.

PROPOSAL TO BE SUBMITTED (By post or e-mail) TO:

Contact Persons:

MR. DAKILA F. GONZALES

Tourism Attaché
DOT - Frankfurt

MS. JAMILLE FRANCINE A. CONCEL

Operations Officer
DOT - Frankfurt
E-mail: jamille@morefunphilippines.de

SIGNED BY PROPONENT:

Signature: _____
Name: _____
Company: _____
Company Designation: _____
Date: _____