



Bid Notice Abstract

Request for Proposal (RFP)

Reference Number 7343119
Procuring Entity DEPARTMENT OF TOURISM
Title CONSULTANCY SERVICES ON THE REVISITING AND UPDATING OF THE MEETINGS, INCENTIVES CONVENTIONS AND EXHIBITIONS (MICE) ROADMAP 2030

Area of Delivery

Solicitation Number: 2020 - 12 - 0114	Status	Active
Trade Agreement: Implementing Rules and Regulations	Associated Components	3
Procurement Mode: Negotiated Procurement - Small Value Procurement (Sec. 53.9)	Bid Supplements	0
Classification: Consulting Services	Document Request List	0
Category: Consulting Services	Date Published	10/12/2020
Approved Budget for the Contract: PHP 395,000.00	Last Updated / Time	10/12/2020 00:00 AM
Delivery Period:	Closing Date / Time	14/12/2020 14:00 PM
Client Agency:		
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Description

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TERMS OF REFERENCE FOR THE CONSULTANCY SERVICES ON THE REVISITING AND UPDATING OF THE MEETINGS, INCENTIVES CONVENTIONS AND EXHIBITIONS (MICE) ROADMAP 2030

December 2020 – May 2021

A. BACKGROUND

The development of the Meetings, Incentives, Conventions and Exhibitions (MICE) Roadmap 2030 is a project initiated by the Philippine Association of Convention/ Exhibition Organizers and Suppliers Inc. (PACEOS) in partnership with the Department of Tourism (DOT), Department of Trade and Industry – Board of Investments (DTI-BOI) and the Tourism Promotions Board.

The MICE Roadmap 2030 which was launched in 2018 aims to position the Philippines as a leading MICE destination in Asia Pacific and the Middle East. To achieve this targets, the roadmap presented a number of recommendation for consideration of the government and industry stakeholders, which includes but not limited to the following: (1) Recognizing MICE as high value - adding industry through provision of political and budgetary support; (2) Enhancing the competitive advantage of Filipino event organizers and industry players; (3) Improving broadband service by removing legal as well as economic barriers; (4) Setting regulatory policies to preserve tourist attractions critical on MICE industry; (5) Building large-scale, world-class MICE venues with complementing infrastructures; (6) Reviewing and enhancing MICE training modules; (7) Developing a new cadre of globally competitive MICE professionals; (8) Providing incentive package for MICE event organizers; (9) Creating a MICE clearinghouse; and (10) Strengthening research and development on MICE.

The said roadmap contains information on the Philippine MICE industry and its neighboring countries in Asia and the Pacific, providing relevant basis in assessing the state of development of country's MICE industry. However, it may be

noted that at the time of writing (2016-2018), MICE related statistical data such as the computation of the industry's Gross Value Added (GVA) and contribution to employment are limited or not available, hence the need to use proxy data. In addition to this, proposed action plans does not equally address the development of each sector of the MICE Industry and some targets do not align with proposed action plans.

With the disruption caused by the coronavirus pandemic, which severely affected international and domestic travel and forced MICE events/ activities to be cancelled or postponed, the future landscape of MICE industry posed new challenges and opportunities.

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B. OBJECTIVES

The MICE Roadmap 2030, which serves as the blueprint for the development of the Philippine MICE Industry, needs to be revisited and updated due to limitations mentioned in the previous study and the occurrence of the global pandemic. The program aims to achieve the following:

1. Assessment of the feasibility and relevance of the MICE Roadmap 2030 targets;
2. Recalibration and identification of targets for each of the four MICE segments (Meetings, Incentives, Conventions and Exhibitions);
3. Updating of the statistical data and pertinent information; Development of methods to improve collection of statistical data
4. Inclusion of a COVID-19 impact assessment on Philippine MICE stakeholders; and
5. Identification and inclusion of proposed measures on COVID-19 response and recovery for Philippine MICE Stakeholders.

C. SCOPE OF WORK

The Consultant/s will be required to undertake the following activities:

- a. Conduct rapid assessments and consultations with focal persons who have thorough knowledge in MICE and relevant institutions necessary for data and information;
- b. Assess the feasibility and relevance of the roadmap targets and recommend amendments if necessary;
- c. Review existing MICE statistical sources and recommend a strategy to strengthen MICE data collection;
- d. Create an inventory of MICE players in the Philippines and assess the impact of COVID-19 in their operations and businesses;
- e. Study the strategies undertaken by neighboring countries in the Asia and the Pacific for COVID-19 response and recovery;
- f. Recommend strategies for the recovery and development of the Philippine MICE Industry;
- g. Identify strategies to further develop MICE tourism as a product;
- h. Prepare and present the revised roadmap to the MICE Roadmap Technical Working Group (TWG) for review;
- i. Revise the draft based on the comments and recommendations of the MICE Roadmap TWG and submit the final version to the TWG and the MICE Roadmap Inter-agency Coordinating Group (IACG) Heads, for approval;
- j. Present the revised MICE Roadmap to the Trade and Industry Development (TID) Updates.

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D. DELIVERABLES AND TIMELINE

Deliverable

Timeline

A. Review of the MICE Roadmap, consultations and research work with concerned MICE players, government and industry associations

December – 2nd week of March

B. First Draft and presentation to the MICE Roadmap TWG generated from data and inputs, assessments, consultations, and focus group discussions.

3rd week of March

C. Second Draft revised from comments provided by the MICE Roadmap TWG.

3rd week of April

D. Final Draft, subject for approval of the TWG and MICE IACG Heads, printed in six (6) copies and digital format.

2nd week of May

The roadmap shall be guided by the following proposed framework of the Sectoral Competitiveness Roadmap:

I. Introduction

II. Vision, goals, and targets

III. Strategies and timelines

IV. State of the Industry

V. Support to industry development

VI. SWOT analysis

VII. Recommendations

E. APPROVED BUDGET

The project has an approved budget of Three Hundred Ninety-Five Thousand Pesos (₱395,000.00) including taxes and other fees. Logistical requirements such as airfare, accommodation, meals, and arrangements pertaining to consultations, data gathering, and report generation shall be borne by the consultant/s.

F. TECHNICAL AND ELIGIBILITY REQUIREMENTS

The consultant/s shall be eligible to the following qualifications:

- a. Must be a duly registered professional consultancy services (individual or consultancy firm) based in the Philippines;
- b. Must have a Post Graduate Degree in at least any of the following fields: Tourism, Economics, Public Administration, as well as a degree in a field of direct relevance to the project.

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- c. Must have at least three (3) years of extensive national experience in the preparation of tourism plans, strategies, frameworks, or roadmaps; experience in developing public use-based and tourism-based products and services
- Once qualifications are met, interested parties may submit their Curriculum vitae (CV), a copy of related projects and

proposed work plan.
G. PROJECT OFFICER
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Other Information

Eligibility Requirements

1. Registration Certificate from Security and Exchange Commission (SEC), Department of Trade and Industry (DTI) for sole proprietorship, or CDA for cooperatives.
2. Mayor's/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 Zone Area,

In cases of recently expired Mayor's/Business permits, it shall be accepted together with the official receipt as proof that the bidder has applied for renewal within period prescribed by the local government unit.

For individual consultants not registered under a sole proprietorship, a BIR Certificate of Registration shall be submitted, in lieu of DTI registration and Mayor's/Business permit.

3. PhilGEPS Registration Number
4. Latest Income/Business Tax Return (For ABC above Php500, 000.00)
5. Professional License/Curriculum Vitae
6. List of key personnel to be assigned to the contract to be bid, with their complete qualification and experience data.
7. 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 as provided in the Terms of Reference.
8. Original or Certified True Copy of Duly Notarized Omnibus Sworn Statement

Note: Kindly submit your proposal together with your eligibility requirements thru email and sent it to jsfrancisco@tourism.gov.ph on or before 14 December 2020 at 02:00 pm. Late and unsigned proposals shall not be accepted.

Created by John Paulo Samonte Francisco

Date Created 09/12/2020

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