

Republic of the Philippines
DEPARTMENT OF TOURISM
 351 Sen. Gil Puyat Avenue, 1200 Makati City
 Tel. No. (02) 459-5200 to 459-5230
<http://www.tourism.gov.ph>

MINUTES OF PRE-BID CONFERENCE
JULY 19, 2019 (Friday), 2:30 p.m.
5th Floor Conference Room, DOT Bldg.

Present were:

Bids and Award Committee:

A Sec. Roberto P. Alabado III	-	Chairperson
Atty. Jennifer A. Olba	-	Member
Mr. Raymund Glen A. Agustin	-	Member
Ms. Ma. Luz F. Falcunaya	-	Member

Procurement Management:

Ms. Mary Angelene A. Tolentino	-	Director
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BAC Secretariat:

Ms. Melanie Claire P. Singzon	-	Member
Ms. Maria Alma O. Almazan	-	Member
Mr. John Phire P. Villamin	-	Staff
Mr. Val Raymund C. Cervantes	-	Staff

BAC-TWG (Branding Projects):

A Sec. Howard Lance Uyking	-	Head
Dir. Czarina Zara Loyola	-	Member
Ms. Nedalin Miranda	-	Member
Ms. Jem Micaiah Turla	-	Member

End-User:

Ms. Karen Lacsamana	-	Branding
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Bidders:

Ms. Rose Dyan Em	-	Touch XDA Inc.
Ms. Krizia Guingon	-	Touch XDA Inc.
Mr. Antonio Samson	-	Touch XDA Inc.

AGENDA

- Media Planning and Placement Agency for Opportunity and Emerging Markets

CALL TO ORDER AND QUORUM:

Upon declaration of a quorum, the BAC Chairperson, ASec. Roberto P. Alabado III called the meeting to order at around 2:30 p.m. He acknowledged the presence of the BAC members, BAC secretariat members, project officers and prospective bidders.

Proceedings:

Business Matters:

- It was noted that a notice for the pre-bid conference was given to the Philippine Chamber of Commerce and Industry, Transparency and Accountability Network and the Commission on Audit. However, no representatives were sent.
- The presiding officer mentioned that the purpose of the pre-bid conference is to give an opportunity for the prospective bidders to seek clarifications on the terms of reference, including the bidding documents. However, it should be noted that any statement made at the pre-bid conference would not modify the terms of the bidding documents, unless such statement is specifically identified in writing as an amendment of the documents and issued as a supplemental/bid bulletin (IRR-A Section 22.4).
- Bidders were asked if they have seen and checked the Terms of Reference which is posted at the PhilGEPS and DOT websites. Copies of the terms of reference were distributed to the BAC members before the start of the meeting for their reference.

1. Media Planning and Placement Agency for Opportunity and Emerging Markets
(ABC: PhP 500,000,000.00)

For the record, Touch XDA Inc. is the only shortlisted bidder present for the pre-bid conference.

The following questions and clarifications were raised on the terms of reference after the project officer, Ms. Karen Lacsamana, discussed its contents:

- Branding Division shall provide the market share data to the bidders (please also refer to table below)
- Based on the market share to be provided, priority shall be given to areas with higher market share
- A list of potential events that DOT might join shall also be provided to the bidders
- Demographics/target market is open for agency recommendation
- Clarification that there is no need for the bidders to have a provision for other creative agencies for budgeting
- September shall be solely for planning while October up to December shall be focused on the implementation
- *Over-all Impact* shall be changed

Regions	Market Share Percentage
a. Western Europe	3.75%
b. Mediterranean	1.52%
c. Middle East	1.15%
d. Russia and CIS	0.58%
e. South East Asia	7.44%

Adjournment:

With no further instructions from the BAC and clarifications from the body, the Pre-bid Conference was adjourned at 2:50 p.m.

Prepared by:


VAL RAYMUND C. CERVANTES
Staff, BAC Secretariat

Noted by:


GODOFREDO R. MALDONADO, JR.
Head, BAC Secretariat

Approved by:


ASec. ROBERTO P. ALABADO III
BAC Chairperson