

TERMS OF REFERENCE

(As of 05 March 2021)

I. PROJECT TITLE:

MARINE DIVING FAIR PHILIPPINE NIGHT (B2B MEETINGS AND RECEPTION)

II. BACKGROUND :

In line with its objectives to increase tourism traffic from Japan, the Tourism Promotions Board (TPB) will be participating in the Marine Diving Fair (MDF) scheduled 02-04 April 2021 at the Sunshine City Convention Center in Tokyo, Japan.

The MDF is the top diving and beach resort convention for the Japanese travel trade, diving community and holiday-seekers. Over 200 Japanese national tourism organizations, dive equipment manufacturers, hotels, airlines, specialized tour operators and other tourism-related establishments and individual from over seven countries join the fair yearly.

Last year, MDF Fair received more than 7,000 visitors for the three-day event of which 82% percent were divers, considered to be one of the high- spending travelers.

III. PURPOSE/OBJECTIVES:

In line with the Philippine participation in the Marine Diving Fair on 02-04 April 2021 at the Sunshine City Convention Center in Tokyo, Japan, the Department of Tourism and its marketing arm the Tourism Promotions Board will organize a dedicated event for business to business meetings targeting 25 Japanese buyers of dive products to be followed by Philippine Night reception targeting 40-50 private participants from the following sectors:

- Airlines
- Dive shop owners
- Media
- Travel agents

The primary objectives of this activity are the following:

- a. Create a business conversion platform for the Philippine participation in Marine Diving Fair 2021 in addition to the main exhibit activities;
- b. Generate sales leads and business for Philippine sellers who are participating as co-exhibitors of the Philippines in the Marine Diving Fair 2021;
- c. Learn key and vital market information about the consumer preference of the Japanese divers to effectively market the Philippines as the number leading dive destination of the Japanese in Southeast Asia;
- d. Sustain business relationships between Philippine dive sellers and their Japanese counterparts.
- e. Network with new business players in the Japan dive industry.
- f. Provide a venue to recognize the supporters of the Philippine dive industry.

IV. SCOPE OF WORK/DELIVERABLES

A. BUSINESS MEETINGS

- Invitation and confirmation of 25 selected dive shop companies, dive related organizations and their representatives to participate in the Philippine Dive Networking Event / Meetings on 02 April 2021 (Note: Japanese buyers must be submitted to DOT Tokyo at least two weeks before the event date. The complete list of confirmed invitees with their contact details must be submitted to DOT Tokyo to be part of its data base after the event. DOT Tokyo reserves the right to change invitees if such invitees are already business contacts of DOT Tokyo or have attended its events in the past. Each company may only be represented by one representative unless otherwise warranted.)
- Development of the mechanics for the B2B with Japanese sellers and Philippine sellers who are on-site or possibly on a remote location
- Total management of the program of the B2B eg. control of guests/ crowd control, timing of the one-on-one B2B meetings, mechanics to maintain social distancing, implementation of health and medical protocols as maybe mandated by the Japanese government, securing of permits and others measure to ensure that the event is successful and compliant with the generally accepted standards and protocols
- Manpower complement for the registration in Filipiniana
- One (1) MC (bilingual speaker / English – Japanese)
- Three (3) interpreters (Japanese – English)
- ID card / casing (for guests)
- Table signage for each participating Philippine company (logo and name)
- Calling card bowl
- Provision of one table booth with information of all the participating Philippine sellers
- Registration counter with guest list
- Technician to operate the laptop and projection and other technical requirements
- Provision of laptop to be used for the presentation
- Venue for the networking meetings

B. RECEPTION

- Appropriate venue for the Philippine Night
- Décor for the venue showing Philippine graphics (NOTE: Should supplier borrow materials from DOT, supplier must pick up and return décor / materials in good condition to DOT Tokyo. Supplier will be billed for the damage in handling the materials of DOT Tokyo.)
- Arrangement of Philippine drink and menu (Philippine beer for the toasting ceremony)
- Fishbowl for the calling cards
- Food & Beverage for 85 persons for the following:
 - 05 – Media and press
 - 50 – Dive shop operators and travel agents
 - 20 – Philippine delegations (DOT Officers and Staff and co-exhibitors)
 - 10 – Others

(Note: Menu is subject to approval of DOT Tokyo.)

- ID Card (e.g. lanyard with plastic casing, pin etc)
- LCD and Screen to showcase Philippine tourism videos
- Mechanics for the orderly distribution of giveaways
- Performer/s (subject to the approval of the DOT)
- Stage (portable or built-in at least one foot in height and an area of 2x3 sq. meter)
- One (1) technician / light and sound operator
- Two (2) receptionists for registration and gifts
- One (1) MC -
- Preparation and distribution of kits and giveaways to guests (NOTE: DOT Tokyo kits such as papers bags and the content of the kits such as giveaways and brochures)

C. TECHNICAL AND SAFETY REQUIREMENTS

- 2 Tablets / Computers on standby should there be remote meetings
- Strong Wifi connection for the duration of the Networking Event.
- Basic stage with projector and screen
- Basic sound system consider (one wireless microphone and two cable microphones, speaker for 100 sq. m. space, control, mixer, equalizer/ working sound system considering performance number)
- Basic light system (such as stage light, spotlight etc.)
- A run through and general pre-production meeting to check the plans and programs
- Arrangement for a run through and technical test one hour prior to the B2B event
- Disinfectant (eg wipes, alcohol spray) at the entrance

V. PROPOSED METHODOLOGY / APPROACH

1. Bid proponent will outline the quantifiable benefits of its proposal outlining the process on how they will develop the guest list and mechanics for the B2B
2. Bid proponent will submit a management plan and detailed financial proposal
3. Bid to include proposed venue, F&B/ menu and drink selection for the Reception (copy of the menu maybe attached with this proposal for reference)

VI. TIME FRAME AND SCHEDULE OF WORK:

The time frame and implementation will be based on the following schedule:

- | | |
|-------------------------------------|---------------|
| 1. Submission of proposal / program | 15 March 2021 |
| 2. Discussion of proposal | 16 March 2021 |
| 3. Approval of winning proposal | 17 March 2021 |
| 4. Notice of Award | 18 March 2021 |
| 5. Notice to Proceed | 19 March 2021 |

VI. TECHNICAL AND ELIGIBILITY REQUIREMENT

The Event Organizer of the Philippine Dive Business to Business Meetings and the Philippine Night should be a Japanese-registered company with 10 years minimum experience in the travel and tourism industry with extensive experience in the marketing of dive related products in Japan.

VII. BUDGET:

Total budget allocation for B2B and Philippine Night must not exceed JPY 1,200,000 (One Million Two Hundred Thousand Yen) inclusive of taxes.

The proposal must be responsive to the criteria set forth in this terms of reference and the amount of bid must not exceed the above total budget.

VIII. PAYMENT PROCEDURE:

Billing shall be made upon successful execution and completion of the project and the submission of the data base (complete with names, contact details and short company background e.g. location of dive shops, number of branches in Japanese and English version).

This Terms of Reference once signed and awarded to the CONTRACTOR by DOT serves as Agreement and Contract for both parties.

In Witness Whereof, the Parties have hereunto affixed their signatures on _____ at _____ .

CONTRACTOR

By:

DEPARTMENT OF TOURISM-TOKYO

By:

NIEL P. BALLESTEROS

Tourism Attaché

Signed in the Presence of :

