



# **ELIGIBILITY DOCUMENTS**

**Consulting Services for the  
SPECIALIZED COMMUNICATION PROGRAM:  
STRATEGIC REGIONAL COMMUNICATION  
AND INVESTOR RELATIONS CAMPAIGN  
FOR CLARK**

June 2018

**Control No. \_\_\_\_\_**

9

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## REQUEST FOR EXPRESSION OF INTEREST

### **Consulting Services for the SPECIALIZED COMMUNICATION PROGRAM: STRATEGIC REGIONAL COMMUNICATION AND INVESTOR RELATIONS CAMPAIGN FOR CLARK**

1. The Bases Conversion and Development Authority (BCDA), through its 2018 Corporate Budget approved by the BCDA Board of Directors, intends to apply the sum of **Eight Million Five Hundred Thousand Pesos (PhP8,500,000.00)** inclusive of all applicable taxes and fees being the Approved Budget for the Contract (ABC) for the Consulting Services for the Specialized Communication Program: Strategic Regional Communication and Investor Relations Campaign for Clark. Bids received in excess of the ABC shall be automatically rejected at the opening of the financial proposals.

More details on the scope of work are provided in the Terms of Reference (TOR) for the project.

2. The BCDA now calls for the submission of eligibility documents for Consulting Services for the Specialized Communication Program: Strategic Regional Communication and Investor Relations Campaign for Clark. The Consultant's work includes but shall not be limited to the implementation of a holistic communication campaign in order to build investor confidence in BCDA and its various projects in Clark to prospective investors and key business leaders in the Asia Pacific region.

4. A Pre-Eligibility Conference for the discussion of Eligibility Documents will be conducted on **June 19, 2018, 11:00 a.m.** at the **BCDA Corporate Center, 2/F, Bonifacio Technology Center, 31st Street, corner 2<sup>nd</sup> Avenue, Bonifacio Global City, Taguig City**

5. Prospective bidders must submit their Eligibility Documents on or before **June 25, 2018, 10:00 a.m.** at the BCDA Corporate Office (same address above). Applications for eligibility will be evaluated based on a non-discretionary "pass/fail" criterion. The Opening of Eligibility Documents is on the same day at **10:30 a.m.** at the BCDA Corporate Office (same address above).

6. The BAC for Consultancy shall draw up a shortlist of at most seven (7) consultants from those who have submitted the eligibility documents, and have been determined as eligible in accordance with the provisions of Republic Act (RA) 9184, otherwise known as the "Government



Procurement Reform Act”, and its Implementing Rules and Regulations (IRR). Shortlisted bidders shall be entitled to submit bids.

7. The bidder must be registered with the Philippine Government Electronic Procurement System (<http://www.philgeps.gov.ph>) as a legitimate service provider for government requirements and must have the following qualifications:

- a. The Consulting Firm must strictly be a communication firm with a regional affiliation in the Asia Pacific.
- b. The Consulting Firm must have handled at least three (3) communication projects either for government or private firms.
- c. The Consulting Firm must have at least five (5) years business operations. In the case of joint ventures, any of the partners should have at least five (5) years business operations.
- d. The Consulting Firm must have a partner affiliate in the Asia Pacific region that :
  - i. has at least five (5) years business operations;
  - ii. an established regional presence in handling clients in government, multinational and/or financial institutions, and doing investment promotions, stakeholder and reputation management, strategic communications solutions, cross-market research and/or business advisory services in the Asia Pacific region;
  - iii. has a strong and established presence in the ASEAN and the Asia Pacific region—with at least one (1) office within the region aside from the Philippines.
  - iv. has strong and established media network in the Asia Pacific, that includes ASEAN-member countries, as well as China, Japan, Hong Kong, Taiwan, and/or Australia.
  - v. must have handled at least three (3) projects in the abovementioned industries amounting to at least half the price of the Approved Budget for Contract (ABC).
- e. The Consulting Firm must assign a communication team with the following qualifications:

	<b>Years of experience in the Asia Pacific region, relevant to his function in the team</b>	<b>Number of projects handled which are similar to the requirement</b>



Communication Strategist	at least 10 years	at least 10 projects
Project Director	at least 5 years	at least 5 projects
Publicity Management Specialist	at least 5 years	at least 5 projects
Writer	at least 3 years	at least 3 projects

- f. Any Consulting Firm which is directly associated or which may be directly associated with any entity which has a conflict of interest in, or bias against the BCDA Group shall be disqualified from bidding for the Consulting Services for the Specialized Communication Program: Strategic Regional Communication and Investor Relations Campaign for Clark.

8. The Consultant must be assessed based on the most favorable compliance of the criteria set by BCDA.

9. The criteria and rating system for short listing are:

Criteria	Score	Required Minimum Score
1. Applicable Experience of the Consultant	50%	
1. Qualification of personnel who shall be assigned to the project	40%	
1. Current Workload of the personnel relative to capacity Note: <i>Current Workload Relative to Capacity pertains to the ratio between one (1) proposed key personnel to current number of projects he/she is handling.</i>	10%	
TOTAL SCORE	100 %	70%

10. Shortlisted eligible bidders may purchase the Bid Documents at a nonrefundable fee of Php10,000 at the BCDA Corporate Office (same address above).
11. Bidding shall be conducted through open competitive bidding procedures and is subject to the conditions for eligibility as specified in the IRR of RA 9184.





12. Bidding is restricted to Filipino citizens/sole proprietorships, cooperatives, and partnerships or organizations with at least sixty percent (60%) interest or outstanding capital stock belonging to citizens of the Philippines.
13. BCDA shall evaluate the bids using the Quality-Based Evaluation (QBE) procedure.
14. The Contract for the Specialized Communication Program: Strategic Regional Communication and Investor Relations Campaign for Clark shall be completed within six (6) months from receipt of Notice to Proceed (NTP).
15. BCDA reserves the right to accept or reject any or all of the Bids without giving any reason whatsoever.
16. BCDA reserves the right to waive any minor defects in the Qualification Documents and Bid Proposals and accept the offer it deems most advantageous to the Government.
17. BCDA reserves the right not to proceed with the Bidding Process without prior notice of incurring liability and without giving any reason whatsoever.
18. For questions and clarifications, please contact:

**JEFF RANDELL B. VIÑAS**


Head Secretariat

Bids and Awards Committee for Consultancy Services

Tel. No. (632) 575-1739

Email address: jbvinas@bcda.gov.ph

Date of posting: 16 June 2018



**JOSHUA M. BINGCANG**

Chairperson, Bids and Awards Committee – Consultancy Services



Section II  
**ELIGIBILITY DOCUMENTS**

**1. Eligibility Criteria**

- 1.1. The following persons/entities shall be allowed to participate in the bidding for Consulting Services:
- (a) Duly licensed Filipino citizens/sole proprietorships;
  - (b) Partnerships duly organized under the laws of the Philippines and of which at least sixty percent (60%) of the interest belongs to citizens of the Philippines;
  - (c) Corporations duly organized under the laws of the Philippines and of which at least sixty percent (60%) of the outstanding capital stock belongs to citizens of the Philippines;
  - (d) Cooperatives duly organized under the laws of the Philippines; or
  - (e) 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.
- 1.2. When the types and fields of Consulting Services involve the practice of professions regulated by law, those who will actually perform the services shall be Filipino citizens and registered professionals authorized by the appropriate regulatory body to practice those professions and allied professions specified in the **EDS**.
- 1.3. If the Request for Expression of Interest allows participation of foreign consultants, prospective foreign bidders may be eligible subject to the conditions stated in the **EDS**.
- 1.4. Government owned or –controlled corporations (GOCCs) may be eligible to participate only if they can establish that they (a) are legally and financially autonomous, (b) operate under

commercial law, and (c) are not attached agencies of the Procuring Entity.

## 2. **Eligibility Requirements**

2.1. The following eligibility requirements, together with the Eligibility Documents Submission Form, shall be submitted on or before the date of the eligibility check specified in the Request for Expression of Interest and Clause 5 for purposes of determining eligibility of prospective bidders:

(a) Class "A" Documents –

### Legal Documents

- (i) PhilGEPS Certificate of Registration and Membership in accordance with Section 8.5.2 of the IRR, except for foreign bidders participating in the procurement by a Philippine Foreign Service Office or Post, which shall submit their eligibility documents under Section 24.1 of the IRR, provided, that the winning Consultant shall register with PhilGEPS in accordance with Section 37.1.4 of the IRR;

### Technical Documents

- (ii) 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 provided in the **EDS**. The statement shall include, for each contract, the following:
  - (ii.1) the name and location of the contract;
  - (ii.2) date of award of the contract;
  - (ii.3) type and brief description of consulting services;
  - (ii.4) consultant's role (whether main consultant, subconsultant, or partner in a JV)
  - (ii.5) amount of contract;

(ii.6) contract duration; and

(ii.7) certificate of satisfactory completion or equivalent document specified in the **EDS** issued by the client, in the case of a completed contract;

(iii) 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 in accordance with Clause 1.2, including their respective curriculum vitae.

(b) Class "B" Document –

If applicable, the Joint Venture Agreement (JVA) in case the joint venture is already in existence, or duly notarized statements from all the potential joint venture partners in accordance with Section 24.1(b) of the IRR of RA 9184.

2.2. The eligibility requirements or statements, the bids, and all other documents to be submitted to the BAC must be in English. If the eligibility requirements or statements, the bids, and all other documents submitted to the BAC are in foreign language other than English, it must be accompanied by a translation of the documents in English. The documents shall be translated by the relevant foreign government agency, the foreign government agency authorized to translate documents, or a registered translator in the foreign bidder's country; and shall be authenticated by the appropriate Philippine foreign service establishment/post or the equivalent office having jurisdiction over the foreign bidder's affairs in the Philippines. The English translation shall govern, for purposes of interpretation of the bid.

2.3. Prospective bidders may obtain a full range of expertise by associating with individual consultant(s) and/or other consultants or entities through a JV or subcontracting arrangements, as appropriate. However, subconsultants may only participate in the bid of one short listed consultant. Foreign Consultants shall seek the participation of Filipino Consultants by entering into a JV with, or subcontracting part of the project to, Filipino Consultants.

### 3. **Format and Signing of Eligibility Documents**

- 3.1. Prospective bidders shall submit their eligibility documents through their duly authorized representative on or before the deadline specified in Clause 5.
- 3.2. Prospective bidders shall prepare an original and copies of the eligibility documents. In the event of any discrepancy between the original and the copies, the original shall prevail.
- 3.3. The Eligibility Documents Submission Form shall be signed by the duly authorized representative/s of the Bidder. Failure to do so shall be a ground for the rejection of the eligibility documents.
- 3.4. Any interlineations, erasures, or overwriting shall be valid only if they are signed or initialed by the duly authorized representative/s of the prospective bidder.

### 4. **Sealing and Marking of Eligibility Documents**

- 4.1. Prospective bidders shall enclose their original eligibility documents described in Clause 2.1, in a sealed envelope marked "ORIGINAL – ELIGIBILITY DOCUMENTS". Each copy thereof shall be similarly sealed duly marking the envelopes as "COPY NO. \_\_\_\_ - ELIGIBILITY DOCUMENTS". These envelopes containing the original and the copies shall then be enclosed in one single envelope.
- 4.2. The original and the number of copies of the eligibility documents as indicated in the **EDS** shall be typed or written in ink and shall be signed by the prospective bidder or its duly authorized representative/s.
- 4.3. All envelopes shall:
  - (c) contain the name of the contract to be bid in capital letters;
  - (d) bear the name and address of the prospective bidder in capital letters;
  - (e) be addressed to the Procuring Entity's BAC specified in the **EDS**;
  - (f) bear the specific identification of this Project indicated in the **EDS**; and

- (g) bear a warning "DO NOT OPEN BEFORE..." the date and time for the opening of eligibility documents, in accordance with Clause 5.

4.4 Eligibility documents that are not properly sealed and marked, as required in the bidding documents, shall not be rejected, but the bidder or its duly authorized representative shall acknowledge such condition of the documents as submitted. The BAC shall assume no responsibility for the misplacement of the contents of the improperly sealed or marked eligibility documents, or for its premature opening.

## **5. Deadline for Submission of Eligibility Documents**

Eligibility documents must be received by the Procuring Entity's BAC at the address and on or before the date and time indicated in the Request for Expression of Interest and the **EDS**.

## **6. Late Submission of Eligibility Documents**

Any eligibility documents submitted after the deadline for submission and receipt prescribed in Clause 0 shall be declared "Late" and shall not be accepted by the Procuring Entity. The BAC shall record in the minutes of submission and opening of eligibility documents, the Bidder's name, its representative and the time the eligibility documents were submitted late.

## **7. Modification and Withdrawal of Eligibility Documents**

7.1. The prospective bidder may modify its eligibility documents after it has been submitted; provided that the modification is received by the Procuring Entity prior to the deadline specified in Clause 5. The prospective bidder shall not be allowed to retrieve its original eligibility documents, but shall be allowed to submit another set equally sealed, properly identified, linked to its original bid marked as "ELIGIBILITY MODIFICATION" and stamped "received" by the BAC. Modifications received after the applicable deadline shall not be considered and shall be returned to the prospective bidder unopened.

7.2. A prospective bidder may, through a letter of withdrawal, withdraw its eligibility documents after it has been submitted, for valid and justifiable reason; provided that the letter of withdrawal is received by the Procuring Entity prior to the deadline prescribed for submission and receipt of eligibility documents.



- 7.3. Eligibility documents requested to be withdrawn in accordance with this Clause shall be returned unopened to the prospective bidder concerned. A prospective bidder that withdraws its eligibility documents shall not be permitted to submit another set, directly or indirectly, for the same project. A prospective bidder that acquired the eligibility documents may also express its intention not to participate in the bidding through a letter which should reach and be stamped by the BAC before the deadline for submission and receipt of eligibility documents.

## **8. Opening and Preliminary Examination of Eligibility Documents**

- 8.1. The BAC will open the envelopes containing the eligibility documents in the presence of the prospective bidders' representatives who choose to attend, at the time, on the date, and at the place specified in the **EDS**. The prospective bidders' representatives who are present shall sign a register evidencing their attendance.

In case the submitted eligibility envelopes cannot be opened as scheduled due to justifiable reasons, the BAC shall take custody of the said envelopes and reschedule the opening on the next working day or at the soonest possible time through the issuance of a Notice of Postponement to be posted in the PhilGEPS website and the website of the Procuring Entity concerned.

- 8.2. Letters of withdrawal shall be read out and recorded during the opening of eligibility documents and the envelope containing the corresponding withdrawn eligibility documents shall be returned unopened to the withdrawing prospective bidder.
- 8.3. The eligibility documents envelopes and modifications, if any, shall be opened one at a time, and the following read out and recorded:
- (h) the name of the prospective bidder;
  - (i) whether there is a modification or substitution; and
  - (j) the presence or absence of each document comprising the eligibility documents vis-à-vis a checklist of the required documents.





- 8.4. The eligibility of each prospective bidder shall be determined by examining each bidder's eligibility requirements or statements against a checklist of requirements, using non-discretionary "pass/fail" criterion, as stated in the Request for Expression of Interest, and shall be determined as either "eligible" or "ineligible." If a prospective bidder submits the specific eligibility document required, he shall be rated "passed" for that particular requirement. In this regard, failure to submit a requirement, or an incomplete or patently insufficient submission, shall be considered "failed" for the particular eligibility requirement concerned. If a prospective bidder is rated "passed" for all the eligibility requirements, he shall be considered eligible to participate in the bidding, and the BAC shall mark the set of eligibility documents of the prospective bidder concerned as "eligible." If a prospective bidder is rated "failed" in any of the eligibility requirements, he shall be considered ineligible to participate in the bidding, and the BAC shall mark the set of eligibility documents of the prospective bidder concerned as "ineligible." In either case, the BAC chairperson or his duly designated authority shall countersign the markings.

## **9. Short Listing of Consultants**

- 9.1. Only prospective bidders whose submitted contracts are similar in nature and complexity to the contract to be bid as provided in the **EDS** shall be considered for short listing.
- 9.2. The BAC shall draw up the short list of prospective bidders from those declared eligible using the detailed set of criteria and rating system to be used specified in the **EDS**.
- 9.3. Short listed consultants shall be invited to participate in the bidding for this project through a Notice of Eligibility and Short Listing issued by the BAC.

## **10. Protest Mechanism**

Decision of the Procuring Entity at any stage of the procurement process may be questioned in accordance with Section 55 of the IRR of RA 9184.



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### SECTION III

#### ELIGIBILITY DATA SHEET

Eligibility Documents	
1.(1.2)	Not applicable.
1.(1.3)	No further instructions.
2.1a(ii)	<p>The <b>Statement</b> of all ongoing and completed government and private contracts (referred to as <b>Annex A</b>) shall include all such contracts within the period of <b>June 2013 to June 2018</b>, prior to the deadline for the submission and receipt of eligibility documents.</p> <p>A separate document summarizing all the contracts enumerated/ listed in the Statement shall also be submitted.</p> <p>The <b>Summary</b> shall follow prescribed Format for Summary of All Completed Contracts Enumerated/Listed in the Statement Submitted (referred to as <b>Annex B</b>) and All Ongoing Contracts Enumerated/Listed in the Statement Submitted (referred to as <b>Annex C</b>).</p> <p>Attach copies of supporting documents as proof that the contract/ project has been undertaken by/awarded to the proponent.</p>
2.1a(ii.7)	BCDA also allows "proof of final payment" other than certificate of satisfactory completion as support documents for completed contracts which shall be presented during the post qualification activities.
4.2	Each prospective bidder shall submit only <b>ONE (1) original</b> and <b>ONE (1) copy</b> of its eligibility documents.
4.3e	<p><i>Chairman, Bids and Awards Committee – Consultancy Services Bases Conversion and Development Authority</i>  <i>2/F, Bonifacio Technology Center, 31<sup>st</sup> Street, corner 2<sup>nd</sup> Avenue</i>  <i>Bonifacio Global City, Taguig City</i>  <i>Tel No. 575-1700</i></p>
4.3d	Consulting Services for the SPECIALIZED COMMUNICATION PROGRAM: STRATEGIC REGIONAL COMMUNICATION AND INVESTOR RELATIONS CAMPAIGN FOR CLARK
5	<p>The submission of eligibility documents shall be addressed to :</p> <p><b>ENGR. JOSHUA M. BINGCANG</b>  <b>Chairman</b></p>



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	<p><b>Chairman, Bids and Awards Committee–Consultancy Services Bases Conversion and Development Authority 2/F, Bonifacio Technology Center, 31<sup>st</sup> Street, corner Second Avenue, Bonifacio Global City, Taguig City</b></p> <p>The deadline for submission of eligibility documents is <b>June 25, 2018 (Monday), 10:00 a.m.</b></p>													
8.1	<p>The place of opening of eligibility documents is: <b>Bases Conversion and Development Authority 2/F, Bonifacio Technology Center, 31<sup>st</sup> Street, corner 2<sup>nd</sup> Avenue, Bonifacio Global City, Taguig City</b></p> <p>The date and time of opening of eligibility documents is <b>June 25, 2018 (Monday), 10:30 a.m.</b></p>													
9.1	<p>Similar contracts are contracts with the following clients/industries: government, multinational, and/or financial institutions, and doing investment promotions, stakeholder and reputation management, strategic communications solutions, cross-market research and /or business advisory services in the Asia Pacific region.</p>													
9.2.	<p>The short list shall consist of at most seven (7) prospective bidders who will be entitled to submit bids. The total minimum score must be met. Only the consultants who meet the minimum total score of 70% shall be shortlisted.</p> <p>The criteria and rating system for shortlisting are:</p> <table><tr><th>Criteria</th><th>Score</th><th>Required Minimum Score</th></tr><tr><td>1) Applicable Experience of the Consultant</td><td>50%</td><td rowspan="3"></td></tr><tr><td>2) Qualification of personnel who shall be assigned to the project</td><td>40%</td></tr><tr><td>3) Current Workload of the personnel relative to capacity Note: Current Workload Relative to Capacity pertains to the ratio between one (1) proposed key personnel to current number of projects he/she is handling.</td><td>10%</td></tr><tr><td>TOTAL SCORE</td><td>100 %</td><td>70%</td></tr></table>	Criteria	Score	Required Minimum Score	1) Applicable Experience of the Consultant	50%		2) Qualification of personnel who shall be assigned to the project	40%	3) Current Workload of the personnel relative to capacity Note: Current Workload Relative to Capacity pertains to the ratio between one (1) proposed key personnel to current number of projects he/she is handling.	10%	TOTAL SCORE	100 %	70%
Criteria	Score	Required Minimum Score												
1) Applicable Experience of the Consultant	50%													
2) Qualification of personnel who shall be assigned to the project	40%													
3) Current Workload of the personnel relative to capacity Note: Current Workload Relative to Capacity pertains to the ratio between one (1) proposed key personnel to current number of projects he/she is handling.	10%													
TOTAL SCORE	100 %	70%												

**SECTION IV  
APPENDICES**

**ANNEX A**

**STATEMENT OF ONGOING AND COMPLETED  
GOVERNMENT AND PRIVATE CONTRACTS**

**Date:** \_\_\_\_\_

**ENGR. JOSHUA M. BINGCANG**

**Chairman**

Bids and Awards Committee-Consultancy Services  
Bases Conversion and Development Authority  
2/F, Bonifacio Technology Center, 31<sup>st</sup> Street, corner Second Avenue  
Bonifacio Global City, Taguig City

Dear **ENGR. BINGCANG:**

In compliance with the requirements of the Bases Conversion and Development Authority (BCDA) Bids and Awards Committee-Consultancy Services for the bidding of the Consulting Services for the SPECIALIZED COMMUNICATION PROGRAM: STRATEGIC REGIONAL COMMUNICATION AND INVESTOR RELATIONS CAMPAIGN FOR CLARK, we certify that (insert company name) has the ongoing and completed contracts within the period of **June 2013 to June 2018**, which summary is attached herewith as **Annex B and Annex C** respectively.

Further, attached are copies of supporting documents as proof that the contract/project has been undertaken by/awarded to our firm.

This is being issued in compliance with the eligibility requirements for the above Consulting Services.

Sincerely,

\_\_\_\_\_  
**Printed name and signature  
of authorized representative**

**Note:**

*Supporting documents such as Copy of Certificate of Completion or Proof of Final Payment will **NOT** be required during Eligibility Phase. It will be required during post-qualification phase.*



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# ANNEX B

## Summary of All Completed Contracts Enumerated/Listed in the Statement Submitted of the COMMUNICATION FIRM

Using the format below, provide a summary of the information on each project for which your firm/entity, either individually, as a corporate entity, or as one of the major companies within an association, was legally contracted the period of **June 2013 to June 2018**

Project Name / Name of Contract	Name of client	Location of the Contract / Client Location	Date of award of the contract	Start Date (Month/Year)	Completion Date (Month/Year)	Type and Brief Description of Actual Consulting Services	Consultant's Role (whether main consultant, subcontractor, or partner in JV)	Amount of Contract (in PhP)	Contract Duration	Document presented to validate completion or award to the proponent
1.										
2.										
3.										
4.										
5.										

### Note:

1. Provide extra rows/extra sheets if needed.
4. The Statement of all ongoing and completed government and private contracts (referred to as Annex A) shall include all such contracts **within the period June 2013 to June 2018**, prior to the deadline for the submission and receipt of eligibility documents.
5. At least three (3) of the Contracts listed which are similar in nature with the BCDA requirement should have a contract value amounting to at least half the price of the Approved Budget for Contract (ABC).
6. The data provided in this Form should be consistent with the Statement of All Ongoing and Completed Government and Private Contracts as stated under 2.1a (iv).
7. Supporting documents such as Copy of Certificate of Completion or Proof of Final Payment will **NOT** be required during Eligibility Phase. It will be required during post-qualification phase.

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# ANNEX C

## Summary of All Completed Contracts Enumerated /Listed in the Statement Submitted

### of the REGIONAL COMMUNICATION FIRM IN THE ASIA PACIFIC

Using the format below, provide a summary of the information on each project for which your firm/entity, either individually, as a corporate entity, or as one of the major companies within an association, was legally contracted the period

Project Name / Name of Contract	Name of client	Location of the Contract / Client Location	Date of award of the contract	Start Date (Month/Year)	Completion Date (Month/Year)	Type and Brief Description of Actual Consulting Services	Consultant's Role (whether main consultant, subcontractor, or partner in JV)	Amount of Contract (in PHP)	Contract Duration	Document presented to validate completion or award to the proponent
1.										
2.										
3.										
4.										
5.										

of **June 2013 to June 2018.**

#### Note:

1. Provide extra rows/extra sheets if needed.
2. The Statement of all ongoing and completed government and private contracts (referred to as Annex A) shall include all such contracts **within the period of June 2013 to June 2018** prior to the deadline for the submission and receipt of eligibility documents.
3. Include contracts with the following clients/industries which are **similar in nature** with the BCDA requirement: government, multinational, and/or financial institutions, and doing investment promotions, stakeholder and reputation management, strategic communications solutions, cross-market research and /or business advisory services in the Asia Pacific region.
4. At least three (3) of the Contracts listed which are similar in nature with the BCDA requirement should have a contract value amounting to at least half the price of the Approved Budget for Contract (ABC).
5. The data provided in this Form should be consistent with the Statement of All Ongoing and Completed Government and Private Contracts as stated under 2.1a (iv).
6. Supporting documents such as Copy of Certificate of Completion or Proof of Final Payment will **NOT** be required during Eligibility Phase. It will be required during post-qualification phase.

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**SUMMARY OF ALL ONGOING CONTRACTS ENUMERATED/LISTED IN THE STATEMENT  
SUBMITTED  
OF THE COMMUNICATION FIRM**

Using the format below, provide a summary of the information on each project for which your firm/entity, either individually, as a corporate entity, or as one of the major companies within an association, was legally contracted within the period of **June 2013 to June 2018**.

Project Name / Name of Contract	Name of client	Location of the Contract / Client Location	Date of award of the contract	Start Date (Month/Year)	Completion Date (Month/Year)	Type and Brief Description of Actual Consulting Services	Consultant's Role (whether main consultant, subcontractor, or partner in JV)	Amount of Contract (in PHP)	Contract Duration	Document presented to validate completion or award to the proponent
1.										
2.										
3.										
4.										
5.										

**Note:**

1. Provide extra rows/extra sheets if needed.
2. The **Statement** of all ongoing and completed government and private contracts (referred to as Annex A) shall include all such contracts **within the period of June 2013 to June 2018**, prior to the deadline for the submission and receipt of eligibility documents.
3. At least three (3) of the Contracts listed which are similar in nature with the BCDA requirement should have a contract value amounting to at least half the price of the Approved Budget for Contract (ABC).
4. The data provided in this Form should be consistent with the Statement of all ongoing and completed government and private contracts as stated under 2.1a (iv).
5. Supporting documents such as Copy of Certificate of Completion or Proof of Final Payment will **NOT** be required during Eligibility Phase. It will be required during post-qualification phase.

*Qm*

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**SUMMARY OF ALL ONGOING CONTRACTS ENUMERATED/LISTED IN THE STATEMENT  
SUBMITTED  
OF THE REGIONAL COMMUNICATION FIRM IN THE ASIA PACIFIC**

Using the format below, provide a summary of the information on each project for which your firm/entity, either individually, as a corporate entity, or as one of the major companies within an association, was legally contracted within the period of **June 2013 to June 2018**.

Project Name / Name of Contract	Name of client	Location of the Contract / Client Location	Date of award of the contract	Start Date (Month/ Year)	Completi on Date (Month/ Year)	Type and Brief Description of Actual Consulting Services	Consultant's Role (whether main consultant, subcontractor , or partner in JV)	Amount of Contract (in PhP)	Contra ct Durati on	Document presented to validate completion or award to the proponent
1.										
2.										
3.										
4.										
5.										

**Note:**

1. Provide extra rows/extra sheets if needed.
2. The **Statement** of all ongoing and completed government and private contracts (referred to as Annex A) shall include all such contracts **within the period of June 2013 to June 2018**, prior to the deadline for the submission and receipt of eligibility documents.
3. Include contracts with the following clients/industries which are **similar in nature** with the BCDA requirement: government, multinational, and/or financial institutions, and doing investment promotions, stakeholder and reputation management, strategic communications solutions, cross-market research and /or business advisory services in the Asia Pacific region.
4. At least three (3) of the Contracts listed which are similar in nature with the BCDA requirement should have a contract value amounting to at least half the price of the Approved Budget for Contract (ABC).
5. The data provided in this Form should be consistent with the Statement of all ongoing and completed government and private contracts as stated under 2.1a (iv).
6. Supporting documents such as Copy of Certificate of Completion or Proof of Final Payment will **NOT** be required during Eligibility Phase. It will be required during post-qualification phase.

*[Handwritten signature]*

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**STATEMENT OF CONSULTANT SPECIFYING ITS NATIONALITY AND  
CONFIRMING THAT THOSE WHO WILL ACTUALLY PERFORM THE  
SERVICES ARE REGISTERED PROFESSIONALS**

**Date:** \_\_\_\_\_

**ENGR. JOSHUA M. BINGCANG**

**Chairman**

Bids and Awards Committee-Consultancy Services

Bases Conversion and Development Authority

2/F, Bonifacio Technology Center, 31<sup>st</sup> Street, corner Second Avenue

Bonifacio Global City, Taguig City

Dear **ENGR. BINGCANG:**

**(Insert your company name)** is issuing this statement in compliance with the requirements of the Bases Conversion and Development Authority (BCDA) Bids and Awards Committee-Consultancy Services, that the members of the Team below are all Filipino in nationality and that they can actually perform the service in accordance with the eligibility requirements.

Proposed Communications Team for the project are follows:

<b>Communication Strategist</b>
<b>Project Director</b>
<b>Publicity Management Specialist</b>
<b>Writer</b>

Attached for your reference are the Curriculum Vitae (Annexes F to I) of the above-mentioned personnel.

**(Insert your company name)** issues this statement in accordance with Clause 2.1.a.v of the eligibility requirements for the project.

Sincerely,

\_\_\_\_\_  
**Printed name and Signature  
of authorized representative**



## FORMAT OF CURRICULUM VITAE (CV) FOR FIRM

**Name of Firm:** \_\_\_\_\_

**Address** \_\_\_\_\_

**No. of Years of Operation:** \_\_\_\_\_

**Years of Professional Experience in:**

Communications: \_\_\_\_\_ Advertising: \_\_\_\_\_ Graphic Design: \_\_\_\_\_

Others (Pls. Specify) \_\_\_\_\_

**Membership in Professional Societies:** \_\_\_\_\_

### Major Accounts/Projects Handled:

- 1) Major accounts refer to contracts with the following clients/industries: government, multinational, and/or financial institutions, and doing investment promotions, stakeholder and reputation management, strategic communications solutions, cross-market research and /or business advisory services in the Asia Pacific region.
- 2) List all major accounts covering contracts within the period of **June 2013 to June 2018**. Aside from similarity in nature with the BCDA requirement, major accounts should have a contract value of at least half of the Approved Budget for the Contract.
- 3) Provide the names and address of employing company using the matrix below.

### Major Accounts Handled: (continue on separate sheet if necessary)

Client Name	Name of Project	Period Covered / Inclusive Dates	Value of Contract	Nature of Services as Relevant to His Function in the Communication Team *Please indicate if nature is: design, design and printing or printing only

### Accounts Presently Being Handled: (continue on separate sheet if necessary)

Client Name	Name of Project	Period Covered / Inclusive Dates	Nature of Services as Relevant to His Function in the Communication Team **Please indicate if nature is: design, design and printing or printing only

*gjn*

F

gjn

**Certification:**

I, the undersigned, certify that to the best of my knowledge and belief, these data correctly describe me, my qualifications, and my experience.

\_\_\_\_\_  
[Full name of authorized representative] Date: \_\_\_\_\_  
Day/ Month/ Year

**Note:** The CONSULTANT is advised to provide all pertinent information and data required in this Form. Missing information or data may cause the CONSULTANT to get a rating of ZERO (0) in some of the criterion which will be used in the Evaluation of Bids.



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**CURRICULUM VITAE (CV) AND DETAILED QUALIFICATIONS  
OF THE MEMBER OF THE PROPOSED COMMUNICATIONS TEAM**

Proposed Position: i.e. **COMMUNICATION STRATEGIST**

Name of Firm: \_\_\_\_\_

Name of the Communications Team Member: \_\_\_\_\_

Profession: \_\_\_\_\_

Date of Birth: \_\_\_\_\_

Years with Firm/Entity: \_\_\_\_\_ Nationality: \_\_\_\_\_

Membership in Professional Societies: \_\_\_\_\_

Detailed Tasks Assigned: \_\_\_\_\_

**Education:**

[Summarize college/university and other specialized education of Member, giving names of schools, dates attended, and degrees obtained. Use about one quarter of a page.]

School	Date attended	Degree obtained

*\*Provide Extra rows if needed*

**Employment Record:**

[Starting with present position, list in reverse order every employment held. List all positions held by staff member since graduation, giving dates, names of employing organizations, titles of positions held, and description of projects. (If applicable to proposed assignment in the BCDA Project, provide BCDA with a CD containing your portfolio, showing sample photography projects appropriate. (continue on separate sheet if necessary)

Name of Company	From	To	Position Held
1.			
2.			
3.			

**Trainings:**

[Summarize the trainings, seminars and symposiums attended, facilitated or conducted, giving course, title, dates attended using the matrix below] (continue on separate sheet if necessary)

Training	Date Attended

**Languages:**

[For each language, indicate proficiency: excellent, good, fair, or poor in speaking, reading, and writing.] (continue on separate sheet if necessary)

Language	Proficiency

**Major Accounts Handled:**

- 1) List all major accounts covering contracts within the period of **June 2013 to June 2018**. Major accounts refer to contracts with the following clients/industries: government, multinational, and/or financial institutions, and doing investment promotions, stakeholder and reputation management, strategic communications solutions, cross-market research and /or business advisory services in the Asia Pacific region.
- 2) Provide the names and address of employing company using the matrix below and continue on separate sheet if necessary.

Client Name	Name of Project	Period Covered / Inclusive Dates	Value of Contract	Nature of Services as Relevant to His Function in the Communications Team

**Accounts Presently Being Handled:** (continue on separate sheet if necessary)

Client Name	Name of Project	Period Covered / Inclusive Dates	Nature of Services as Relevant to His Function in the Communications Team

**Certification:**

I, the undersigned, certify that to the best of my knowledge and belief, these data correctly describe me, my qualifications, and my experience.

In the event that (Name of Bidder) is awarded the contract for the (Name of the Project), I firmly commit to assume the post of (designation/position).

\_\_\_\_\_  
Full name and signature of Communications Team Member: Day/Month/Year

Date: \_\_\_\_\_

\_\_\_\_\_  
Full name and signature of authorized representative: Day/Month/Year

Date: \_\_\_\_\_



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## CURRICULUM VITAE (CV) AND DETAILED QUALIFICATIONS OF THE MEMBER OF THE PROPOSED COMMUNICATIONS TEAM

Proposed Position: i.e. **PROJECT DIRECTOR**

Name of Firm: \_\_\_\_\_

Name of the Communications Team Member: \_\_\_\_\_

Profession: \_\_\_\_\_

Date of Birth: \_\_\_\_\_

Years with Firm/Entity: \_\_\_\_\_ Nationality: \_\_\_\_\_

Membership in Professional Societies: \_\_\_\_\_

Detailed Tasks Assigned: \_\_\_\_\_

### Education:

[Summarize college/university and other specialized education of Member, giving names of schools, dates attended, and degrees obtained. Use about one quarter of a page.]

School	Date attended	Degree obtained

\*Provide Extra rows if needed

### Employment Record:

[Starting with present position, list in reverse order every employment held. List all positions held by staff member since graduation, giving dates, names of employing organizations, titles of positions held, and description of projects. (If applicable to proposed assignment in the BCDA Project, provide BCDA with a CD containing your portfolio, showing sample photography projects appropriate. (Continue on separate sheet if necessary)

Name of Company	From	To	Position Held
1.			
2.			
3.			

### Trainings:

[Summarize the trainings, seminars and symposiums attended, facilitated or conducted, giving course, title, dates attended using the matrix below] (continue on separate sheet if necessary)

Training	Date Attended

### Languages:

[For each language, indicate proficiency: excellent, good, fair, or poor in speaking, reading, and writing.] (continue on separate sheet if necessary)

Language	Proficiency

**Major Accounts Handled: 1**

- 1) List all major accounts covering contracts within the period of June **2013 to June 2018**. Major accounts refer to contracts with the following clients/industries: government, multinational, and/or financial institutions, and doing investment promotions, stakeholder and reputation management, strategic communications solutions, cross-market research and /or business advisory services in the Asia Pacific region.
- 2) Provide the names and address of employing company using the matrix below and continue on separate sheet if necessary.

Client Name	Name of Project	Period Covered / Inclusive Dates	Value of Contract	Nature of Services as Relevant to His Function in the Communications Team

**Accounts Presently Being Handled:** (continue on separate sheet if necessary)

Client Name	Name of Project	Period Covered / Inclusive Dates	Nature of Services as Relevant to His Function in the Communications Team

**Certification:**

I, the undersigned, certify that to the best of my knowledge and belief, these data correctly describe me, my qualifications, and my experience.

In the event that (Name of Bidder) is awarded the contract for the (Name of the Project), I firmly commit to assume the post of (designation/position).

\_\_\_\_\_  
Full name and signature of Communications Team Member: Day/Month/Year

Date: \_\_\_\_\_

\_\_\_\_\_  
Full name and signature of authorized representative: Day/Month/Year

Date: \_\_\_\_\_





**CURRICULUM VITAE (CV) AND DETAILED QUALIFICATIONS  
OF THE MEMBER OF THE PROPOSED COMMUNICATIONS TEAM**

Proposed Position: i.e. **PUBLICITY MANAGEMENT SPECIALIST**

Name of Firm: \_\_\_\_\_

Name of the Communications Team Member: \_\_\_\_\_

Profession: \_\_\_\_\_

Date of Birth: \_\_\_\_\_

Years with Firm/Entity: \_\_\_\_\_ Nationality: \_\_\_\_\_

Membership in Professional Societies: \_\_\_\_\_

Detailed Tasks Assigned: \_\_\_\_\_

**Education:**

[Summarize college/university and other specialized education of Member, giving names of schools, dates attended, and degrees obtained. Use about one quarter of a page.]

School	Date attended	Degree obtained

\*Provide Extra rows if needed

**Employment Record:**

[Starting with present position, list in reverse order every employment held. List all positions held by staff member since graduation, giving dates, names of employing organizations, titles of positions held, and description of projects. (If applicable to proposed assignment in the BCDA Project, provide BCDA with a CD containing your portfolio, showing sample photography projects appropriate. (continue on separate sheet if necessary)]

Name of Company	From	To	Position Held
1.			
2.			
3.			

**Trainings:**

[Summarize the trainings, seminars and symposiums attended, facilitated or conducted, giving course, title, dates attended using the matrix below] (continue on separate sheet if necessary)

Training	Date Attended



**Languages:**

[For each language, indicate proficiency: excellent, good, fair, or poor in speaking, reading, and writing.] (continue on separate sheet if necessary)

Language	Proficiency

**Major Accounts Handled:**

- 1) List all major accounts covering contracts within the period of **June 2013 to June 2018**.
- 2) Major accounts refer to contracts with the following clients/industries: government, multinational, and/or financial institutions, and doing investment promotions, stakeholder and reputation management, strategic communications solutions, cross-market research and /or business advisory services in the Asia Pacific region.
- 3) Provide the names and address of employing company using the matrix below and continue on separate sheet if necessary.

Client Name	Name of Project	Period Covered / Inclusive Dates	Value of Contract	Nature of Services as Relevant to His Function in the Communications Team

**Accounts Presently Being Handled:** (continue on separate sheet if necessary)

Client Name	Name of Project	Period Covered / Inclusive Dates	Nature of Services as Relevant to His Function in the Communications Team

**Certification:**

I, the undersigned, certify that to the best of my knowledge and belief, these data correctly describe me, my qualifications, and my experience.

In the event that (Name of Bidder) is awarded the contract for the (Name of the Project), I firmly commit to assume the post of (designation/position).

\_\_\_\_\_  
Full name and signature of Communications Team Member: Day/Month/Year

Date: \_\_\_\_\_

\_\_\_\_\_  
Full name and signature of authorized representative:

Date: \_\_\_\_\_  
Day/Month/Year

**CURRICULUM VITAE (CV) AND DETAILED QUALIFICATIONS  
OF THE MEMBER OF THE PROPOSED COMMUNICATIONS TEAM**

Proposed Position: i.e. **WRITER**

Name of Firm: \_\_\_\_\_

Name of the Communications Team Member: \_\_\_\_\_

Profession: \_\_\_\_\_

Date of Birth: \_\_\_\_\_

Years with Firm/Entity: \_\_\_\_\_ Nationality: \_\_\_\_\_

Membership in Professional Societies: \_\_\_\_\_

Detailed Tasks Assigned: \_\_\_\_\_

**Education:**

[Summarize college/university and other specialized education of Member, giving names of schools, dates attended, and degrees obtained. Use about one quarter of a page.]

School	Date attended	Degree obtained

*\*Provide Extra rows if needed*

**Employment Record:**

[Starting with present position, list in reverse order every employment held. List all positions held by staff member since graduation, giving dates, names of employing organizations, titles of positions held, and description of projects. (If applicable to proposed assignment in the BCDA Project, provide BCDA with a CD containing your portfolio, showing sample photography projects appropriate. (continue on separate sheet if necessary)

Name of Company	From	To	Position Held
1.			
2.			
3.			

**Trainings:**

[Summarize the trainings, seminars and symposiums attended, facilitated or conducted, giving course, title, dates attended using the matrix below] (continue on separate sheet if necessary)

Training	Date Attended

**Languages:**

[For each language, indicate proficiency: excellent, good, fair, or poor in speaking, reading, and writing.] (continue on separate sheet if necessary)

*gmp*

*r*

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Language	Proficiency

**Major Accounts Handled:**

- 1) List all major accounts covering contracts within the period of **June 2013 to June 2018**. Major accounts refer to contracts with the following clients/industries: government, multinational, and/or financial institutions, and doing investment promotions, stakeholder and reputation management, strategic communications solutions, cross-market research and /or business advisory services in the Asia Pacific region.
- 2) Provide the names and address of employing company using the matrix below and continue on separate sheet if necessary.

Client Name	Name of Project	Period Covered / Inclusive Dates	Value of Contract	Nature of Services as Relevant to His Function in the Communications Team

**Accounts Presently Being Handled:** (continue on separate sheet if necessary)

Client Name	Name of Project	Period Covered / Inclusive Dates	Nature of Services as Relevant to His Function in the Communications Team

**Certification:**

I, the undersigned, certify that to the best of my knowledge and belief, these data correctly describe me, my qualifications, and my experience.

In the event that (Name of Bidder) is awarded the contract for the (Name of the Project), I firmly commit to assume the post of (designation/position).

\_\_\_\_\_  
Full name and signature of Communications Team Member: Day/Month/Year

Date: \_\_\_\_\_

\_\_\_\_\_  
Full name and signature of authorized representative:  
Day/Month/Year

Date: \_\_\_\_\_



## SUMMARY OF CVS OF THE MEMBERS OF THE PROPOSED COMMUNICATIONS TEAM

Using the format below, provide a summary of the information on each of your proposed professional staff.

Name	Date of birth	Educational Attainment	Profession	Membership in Professional Society	No. of Years with the Firm	Proposed Position in the Project	Task to be Performed in the Project	Relative Experience in Proposed Position/Task	Trainings Related to Proposed Position/Task
1						<b>Communication Strategist</b>			
2						<b>Project Director</b>			
3						<b>Publicity Management Specialist</b>			
4						<b>Writer</b>			

*Note: The data provided in this Form should be consistent with those in the Curriculum Vitae of the respective Key Personnel in **Annexes F to I**.*





**ELIGIBILITY DOCUMENTS SUBMISSION FORM****SPECIALIZED COMMUNICATION PROGRAM: STRATEGIC REGIONAL  
COMMUNICATION AND INVESTOR RELATIONS CAMPAIGN FOR CLARK**

Date: \_\_\_\_\_

**ENGR. JOSHUA M. BINGCANG****Chairman**

Bids and Awards Committee-Consultancy Services  
Bases Conversion and Development Authority  
2/F, Bonifacio Technology Center, 31<sup>st</sup> Street, corner Second Avenue  
Bonifacio Global City, Taguig City

Dear **ENGR. BINGCANG:**

In connection with your Request for Expression of Interest dated \_\_\_\_\_ for the SPECIALIZED COMMUNICATION PROGRAM: STRATEGIC REGIONAL COMMUNICATION AND INVESTOR RELATIONS CAMPAIGN FOR CLARK, **(Name of Bidder)** hereby expresses interest in participating in the eligibility and shortlisting for said project and submits the attached eligibility documents in compliance with the Eligibility Documents therefore.

In line with this submission, we certify that:

- a) **(Name of Bidder)** not blacklisted or barred from bidding by the GOP or any of its agencies, offices, corporations, or LGUs, including foreign government/foreign or international financing institution whose blacklisting rules have been recognized by the Government Procurement Policy Board; and that
- b) Each of the documents submitted in satisfaction of the bidding requirements is an authentic copy of the original, complete, and all statements and information provided therein are true and correct;
- c) It is authorizing the Head of the Procuring Entity or his duly authorized representative/s to verify all the documents submitted;
- d) The signatory is the duly authorized and designated representative of the prospective bidder, and granted full power and authority to do, execute and perform any and all acts necessary and/or to represent the prospective bidder in the bidding, with the duly notarized Secretary's Certificate attesting to such fact, if the prospective bidder is a corporation, partnership or joint venture;

- e) It complies with the disclosure provision under Section 47 of the Act in relation to other provisions of R.A. 3019;
- f) It complies with the responsibilities of a prospective or eligible bidder provided in the PBDs; and
- g) It complies with existing labor laws and standards.
- h) It complies with the minimum qualifications and requirements as indicated in the Request for Expression of Interest (REI), Eligibility Documents and Terms of Reference (TOR).
- i) It is not directly or indirectly associated with any entity which may have a conflict of interest in or bias against the BCDA Group.

We acknowledge and accept the Procuring Entity's right to inspect and audit all records relating to our submission irrespective of whether we are declared eligible and short listed or not.

Sincerely,

---

**Printed name and signature  
of authorized representative**

*(Note: This document should be notarized)*

**Attachment:**

*Secretary's Certificate or Affidavit that the person signing the documents is the authorized representative of the firm.*



**SECRETARY'S CERTIFICATE**

(Note: Certified True Copy)



## SECTION V CHECKLIST OF REQUIREMENTS

<b>OPENING OF ELIGIBILITY DOCUMENTS</b>			
<b>CONSULTING SERVICES for the SPECIALIZED COMMUNICATION PROGRAM: STRATEGIC REGIONAL COMMUNICATION AND INVESTOR RELATIONS CAMPAIGN FOR CLARK</b>			
June 25, 2018   10:30 a.m.			
<b>2.1 (a) CLASS "A" DOCUMENTS</b>			
<b>A</b>	<b>LEGAL DOCUMENTS</b>		
		<b>Eligibility Submission Form</b>	
		Platinum PhilGEPS Certificate of Registration; or In the absence of a PhilGEPS Registration, prospective bidders may submit all Class "A" documents* per Revised IRR of RA 9184 (listed below). However, the PhilGEPS Registration shall still be a Post-Qualification Requirement (pursuant to GPPB Circular No. 07-2017)  * Class "A" Documents: 1. Registration Certificate (SEC, DTI or CDA); 2. Mayor's/Business Permit or its Equivalent Document; 3. Tax Clearance; and 4. Audited Financial Statements.	
<b>B</b>	<b>TECHNICAL DOCUMENTS</b>		
		<b>Statement</b> of the prospective bidder of all 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 provided in the EDS. <b>(Annex A)</b> <i>**Period covered is June 2013 to June 2018</i>	
		<b>Summary of ALL COMPLETED CONTRACTS</b> enumerated/listed in the <b>Statement</b> submitted by the Communication Firm <b>(Annex B1)</b> <i>** Period covered is from June 2013 to June 2018</i>	
		<b>Summary of ALL COMPLETED CONTRACTS</b> enumerated/listed in the <b>Statement</b> submitted by the Regional Affiliate <b>(Annex B2)</b> <i>** Period covered is from June 2013 to June 2018</i>	
		<b>Summary of ALL ONGOING CONTRACT</b> enumerated/listed in the Statement Submitted by the Communication Firm following the format prescribed.	



		<b>(Annex C1)</b> <i>** Period covered is from June 2013 to June 2018</i>	
		<b>Summary of ALL ONGOING CONTRACT</b> enumerated/listed in the Statement Submitted by the Regional Affiliate following the format prescribed. <b>(Annex C2)</b> <i>** Period covered is from June 2013 to June 2018</i>	
		<b>Statement</b> of the Consultant specifying its nationality and confirming that those who will actually perform the service are registered professionals. <b>(Annex D)</b>	<b>NA</b>
<b>C</b>	<b>OTHER DOCUMENTS</b>		
		<b>Curriculum Vitae of the Firm</b> , following the prescribed format. <b>(Annex E)</b>	
		<b>Curriculum Vitae and Detailed Qualifications of Each Member</b> of the Proposed Communications Team to Be Assigned to the Project, following the prescribed format. <b>(Annex F to I)</b>	
		<b>Summary</b> of CVs of Members of the Proposed Communications Team, following the prescribed format. <b>(Annex J)</b>	
		Eligibility Documents Submission Form (With Secretary's Certificate or Affidavit that the person signing the documents is the authorized representative of the firm.) <b>(Annex K)</b>	
		Secretary's Certificate <b>(Annex L)</b>	
<b>D</b>	<b>FINANCIAL DOCUMENTS</b>		
		Consultant's 2017 audited financial statements, showing among others, (a) the bidder's total and current assets and liabilities, and (b) stamped "received" by the BIR or its duly accredited and authorized institutions.	
<b>E</b>	<b>CLASS "B" DOCUMENTS</b>		
		Valid <b>Joint Venture Agreement (JVA)</b> , in case a joint venture is already in existence.	

*guy*

*V*

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**Note:** BCDA shall not assume any responsibility regarding erroneous interpretations or conclusions by the Consultant out of the data furnished by BCDA in relation to this bidding. The Consultant shall take the responsibility to ensure the completeness of its submission after taking the steps to carefully examine all the Bidding Documents and its amendments.



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SECTION VI  
**Terms of Reference**

**CONSULTING SERVICES FOR A SPECIALIZED COMMUNICATION  
PROGRAM: STRATEGIC REGIONAL COMMUNICATION  
AND INVESTOR RELATIONS CAMPAIGN FOR CLARK**

**BUDGET: Eight Million Five Hundred Thousand Pesos (Php 8,500,000.00) Inclusive of all applicable taxes, fees, and incidental expenses**

**I. BACKGROUND:**

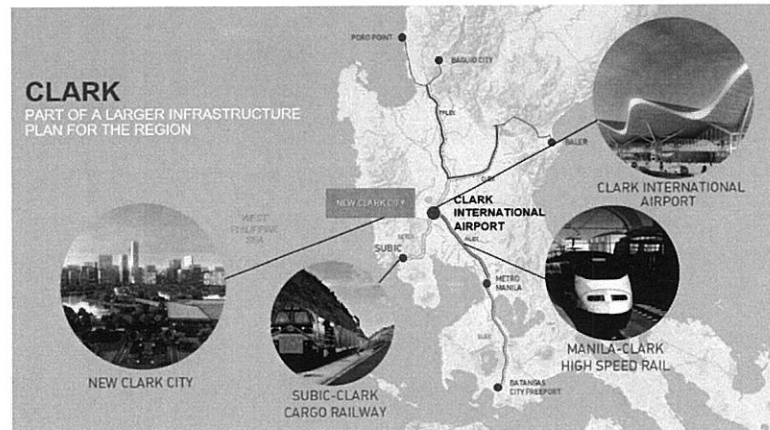
The Bases Conversion and Development Authority (BCDA) is mandated by Republic Act 7227 (Bases Conversion and Development Act of 1992) to convert former US military bases and Metro Manila camps to economic centers of growth. Among the areas under the stewardship of BCDA is the Clark Special Economic Zone.

The Clark Special Economic Zone is one of the Philippines' top zones for employment and export. Located within the zone are pioneer locators Yokohama and Nanox and an international gateway, the Clark International Airport. BCDA will continue to enhance the area to bring in more locators through the expansion of the Clark International Airport Terminal, the creation of new mass transit projects and the development of the 9,450-hectare New Clark City.

The New Clark City will be the Philippines' largest and first smart, green, disaster-resilient city where nature, lifestyle, business, education and industry converge. This is the government's bold solution to the daily challenges of the people as it aims to decongest traffic, create jobs, and alleviate the impact of high prices.

The total cost of the full development of New Clark City is estimated at Php 607 billion. At full development, Clark Green City will have some 1.02 million residents, 582,000 workers and contribute a gross output of approximately USD30.94 billion per year to the national economy or roughly four percent share in the country's Gross Domestic Product (GDP).

To date, BCDA is accelerating initiatives for the promotion of Clark as Asia's next investment center.



## II. RATIONALE:

BCDA is now positioning Clark as a premier Asian hub. As part of its rebranding activities, the launch of the new Clark brand is scheduled in the second quarter of 2018.

Vital to the launch of Clark is the implementation of a Strategic Regional Communication and Investor Relations Campaign for Clark in Asia Pacific that will promote BCDA as a credible investment partner, and Clark—with its key components consisting of the Clark Freeport and Special Economic Zone, the Clark International Airport and the New Clark City—as a premier investment destination to prospective investors, locators and partners in the Asia Pacific region.

The utilization of international media and other communication platforms will facilitate the introduction of the development concept and investment opportunities in Clark to prospective business partners in the Asia Pacific region. The publicity that is expected to be generated from the international media exposure will complement and boost the ongoing marketing promotions for Clark and its various components. Public relations and publicity management via media assets will help push the marketing objectives for Clark.

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### III. OBJECTIVES:

The general objective of the **Program** is to implement a holistic communication campaign in order to build investor confidence in BCDA and its various projects in Clark to prospective investors and key business leaders in the Asia Pacific region.

The specific objectives are as follows:

- To utilize communication and media platforms as tools to push for BCDA's marketing initiatives in the Asia Pacific region through strategic communication and investor relations management;
- To raise awareness on and appreciation of Clark in the Asia Pacific region through proper channeling of information via international media;
- To position BCDA as a credible business partner and promote Clark as a globally competitive investment hub;
- To generate investor trust and confidence in BCDA and its projects that would consequently translate to actual investments in Clark.

### IV. STRATEGIC REGIONAL COMMUNICATION AND INVESTOR RELATIONS CAMPAIGN FOR CLARK (THE PROGRAM)

Based on these specific objectives, the consultant shall develop and execute a **6-month Strategic Communication and Investor Relations Campaign for Clark in the Asia Pacific region**, which will define strategies that will address the aforementioned objectives. The **Program** should include, among others, the following:

#### A. Proposal

- Environmental Scanning & Assessment of Competition within the Asia Pacific Region
- Objectives, Strategies/Tools and Plans
- Key Messages
- Publicity Support Plan
- Communication Channels/Media to be used

#### B. Implementation Plan & Timetable

#### C. Monitoring, Feedback, and Program Evaluation Mechanism

## V. MINIMUM QUALITIES OF THE PROGRAM

The proposed Program must incorporate the following qualities:

### A. Strategic Thinking and Planning

Through the **Program**, the proponent must be show that it is highly capable to pro-actively manage and project Clark's image and reputation as a premier investment hub in Asia Pacific. The proponent must formulate and describe in the Program a highly focused communication plan utilizing conventional and non-conventional communication strategies, methodologies, tools, and activities.

This requires an integrated marketing communication approach in the implementation of the overall **Program**.

The proponents must be able to craft in the **Program** the main narrative of Clark and its media profiling strategies.

### B. Effective Mobilization of Wide Media Networks in the Asia Pacific Region

Through the **Program**, the proponent must be able to show its capability to mount effective media blitzes in the Asia Pacific region.

The proponent's **Program** should include, among others, a list of their media contacts, (i.e. editors, columnists, reporters, program hosts etc.), and their corresponding media and or program affiliations such as newspapers, radio stations, TV networks, magazines, etc. for purposes of strategic message management.

### C. Utilization of non-traditional communication tools, channels and approaches.

The **Program** must include the use of non-traditional communication tools, channels and approaches in the communication plan in order to actively engage the target audience for maximum impact.



## **VI. APPROVED BUDGET FOR THE CONTRACT**

The Approved Budget for the Contract (ABC) for the Consulting Services for Strategic Regional Communication and Investor Relations Campaign for Clark is **Eight Million Five Hundred Thousand Pesos (Php 8,500,000.00) inclusive of all applicable taxes, fees, and out-of-pocket expenses** such as transportation, accommodation, press event materials, hospitality and miscellaneous expenses of the proponent's project team.

## **VII. CONTRACT TERM**

The Consultant shall provide the required services for the period of six (6) months. The implementation of the Specialized Communication Program: Strategic Regional Communication and Investor Relations Campaign for Clark shall be completed within six (6) months, from the date indicated in the Notice to Proceed.

## **VIII. SCOPE OF WORK/TECHNICAL SPECIFICATIONS:**

- A. Formulation of an Overall Regional Communication and Investor Relations Campaign for Clark.** The Program shall incorporate an integrated marketing approach for Clark and all its components including the Clark Freeport and Special Economic Zone, Clark International Airport and New Clark City, using media and other communication tools and venues.
- B. Environmental Scanning and Assessment.** Keep track of regional competition and recommend media activities that will promote Clark to the target market. Monitor BCDA-related news and issues in the Asia Pacific media and notify BCDA accordingly, providing recommended course of action.
- C. Media Profiling.** Craft media profiling strategies for Clark.
- D. Messaging.** Create key messages and prepare the required briefing materials.
- E. Editorial Services.** Write/edit articles, press and photo releases, editorials, column feeds, and letters to the editor, as necessary.



- F. **Publicity Management.** Prepare and disseminate articles, photo releases, press kits to appropriate media and arrange media interviews with principals and spokespersons.
- G. **Media Networking.** Create for, or extend to, the **BCDA** top management an extensive network with the various editorial levels of media—publishers, editors, columnists, and reporters of leading print, online and broadcast media outfits in the Asia Pacific Region—by facilitating meetings and interviews.
- H. **Media Events, and/or Investors Briefing.** Plan, implement and manage media, and/or investor relations events, such as, but not limited to press tours, press conferences, briefings, and business forum that will help promote Clark to its target market in the region.
- I. **Assign a team to the BCDA account.** The communication team shall be composed of a communication strategist, project director, publicity management specialist, and writer. The members of the proposed communication team must have the required years of experience and must have handled projects similar to the requirement in the Asia Pacific region, relevant to his/her function in the team as specified in item No. IV. Selection of the consultant of this TOR.
- J. **Report to BCDA on a monthly basis.** The communication team shall report the results of the implementation of the communication program, using qualitative and quantitative parameters monthly.
- K. **Revise or modify the communication program, when necessary.** This is upon the request and/or approval by BCDA.

#### **IX. DELIVERABLES:**

- A. Formulate and execute a Strategic Regional Communication and Investor Relations Campaign for Clark, approved by BCDA with the provision to revise as the need arises. The **Program** must include the main narrative of Clark and its media profiling strategies and a media engagement plan. The **Program** will be part of an inception report which will be submitted within two weeks upon receipt of Notice to Proceed.
- B. Monitor the regional competition's media exposure and integrate inputs and feedback to the strategic plan / program.



- C. Facilitate the publication or production of at least four (4) different stories in key international media publications/networks (print, broadcast, online).
- D. Facilitate quad-media interviews and media guestings for top officials.
- E. Prepare at least four (4) press releases and/or media kits, as necessary.
- F. Arrange, conduct, facilitate and implement at least three (3) media or investor relations events such as, but not limited to, press conferences, briefings, press tours, business conferences and forums.
- G. Arrange, conduct and facilitate meetings between BCDA, CIAC and CDC officials and editors, reporters, columnists, and television commentators, anchors and other personalities of leading regional publications and networks.
- H. Brief and advice spokespersons on how to deliver key messages and handle the media interviews.
- I. Assign a team to the BCDA account. The communication team shall be composed of a communication strategist, project director, publicity management specialist, and writer. The members of the proposed communication team must have the required years of experience in the Asia Pacific region, relevant to his function in the team.
- J. Submit a monthly report summarizing all works carried out under the program.
- K. Submit a terminal report to BCDA summarizing all works carried out under the program, including the consultant's assessments and recommendations.

## **X. SELECTION OF THE CONSULTANT**

The qualifications/requirements which shall be the basis for the selection of the **CONSULTANT** are the following:

- A.** The Consulting Firm must strictly be a communication firm with a regional affiliation in the Asia Pacific.

- B.** The Consulting Firm must have handled at least three (3) communication projects either for government or private contracts.
- C.** The Consulting Firm must have at least five (5) years business operations. In the case of joint ventures, any of the partners should have at least five (5) years business operations.
- D.** The Consulting Firm must have an affiliate (regional communication firm) in the Asia Pacific region that :
- has at least five (5) years business operations;
  - an established regional presence in handling clients in government, multinational and/or financial institutions, and doing investment promotions, stakeholder and reputation management, strategic communications solutions, cross-market research and/or business advisory services in the Asia Pacific region;
  - has a strong and established presence in the ASEAN and the Asia Pacific region—with at least one (1) office within the region aside from the Philippines.
  - has strong and established media network in the Asia Pacific, that includes ASEAN-member countries, as well as China, Japan, Hong Kong, Taiwan, and/or Australia.
  - must have handled at least three (3) projects in the abovementioned industries amounting to at least half the price of the Approved Budget for Contract (ABC).
- E.** The Consulting Firm must assign a communication team with the following qualifications:

	<b>Years of experience in the Asia Pacific region, relevant to his function in the team</b>	<b>Number of projects handled which are similar to the requirement</b>
Communication Strategist	at least 10 years	at least 10 projects
Project Director	at least 5 years	at least 5 projects
Publicity Management Specialist	at least 5 years	at least 5 projects
Writer	at least 3 years	at least 3 projects







- F.** Any Consulting Firm which is directly associated or which may be directly associated with any entity which has a conflict of interest in, or bias against the BCDA Group shall be disqualified from bidding for the Consulting Services for the Specialized Communication Program: Strategic Regional Communication and Investor Relations Campaign for Clark.

## **XI. EVALUATION OF THE CONSULTANT**

### **A. Evaluation Criteria for Shortlisting**

<b>Evaluation Criteria for Shortlisting</b>	<b>Weight</b>
<b>1. Applicable Experience of the Consulting Firm</b>	50%
<b>2. Quality of Personnel who shall be assigned to the Communications Team</b>	40%
<b>3. Current Workload of the Personnel relative to capacity</b>	10%
<b>Total</b>	<b>100%</b>
<i>The BAC for Consultancy shall draw up a shortlist of at most seven (7) consultants from those who have submitted the eligibility documents, and have been determined as eligible in accordance with the provisions of Republic Act (RA) 9184.</i>	

### **B. Evaluation Criteria for Technical Proposal**

<b>Evaluation Criteria for the Technical Proposal</b>	<b>Weight</b>
<b>1. Applicable Experience of the Consulting Firm</b>	15%
<b>2. Quality of Personnel who shall be assigned to the Communication Team</b> a. One (1) Communication Strategist b. One (1) Project Director c. One (1) Publicity Management Specialist d. One (1) Writer	20%
<b>3. Plan of Approach and Methodology :</b> a. Responsiveness to the Scope of Work (20%) (Plan vis-a-vis Deliverables) b. Strategic Thinking and Planning Capabilities (10%) (Approach and Methodology) c. Capability to Effectively Mobilize Wide Media Networks (20%) (List of Regional Media Network) d. Ability to utilize non-traditional communication tools, channels and approaches (10%)	65%
<b>Total</b>	<b>100%</b>
<i>The total minimum score for the consultant's technical proposal of 70% must be met.</i>	

An oral presentation of the corporate profile and the proposed Strategic Regional Communication and Investor Relations Campaign is required as part of the evaluation.

## **XII. METHODOLOGY**

The prospective consultants' proposals shall be evaluated based on the **Quality Based Evaluation (QBE)**. Each consultant shall submit technical and financial proposals simultaneously in separate sealed envelopes. The technical proposal shall be considered in the Evaluation of the consultants and shall be given a weight of one hundred percent (100%).

The total minimum score for the consultant's technical proposal of 70% must be met. Only the consultants who meet the minimum total technical score of 70% shall be ranked in descending order based on the combined numerical ratings of their technical proposals, from which the highest rated bid will be identified.

Only the consultant who gets the Highest Rated Bid shall be invited for the opening of the Financial Proposal. Total calculated bid prices which exceed the approved budget for the contract shall not be considered. The name of the consultant, the quality scores and the proposed prices shall be read and recorded when the financial proposals are opened. Negotiations shall be undertaken with the consultant who is first in rank.

The financial proposals shall not exceed the approved budget for the contract and shall be deemed to include the cost of all taxes, duties, fees, levies and other charges imposed under applicable laws.

## **XIII. STANDARD OF SERVICES**

The Consultant shall fulfill its obligations under the contract by using its technical expertise and according to the best-accepted professional and industry standards. The Consultant shall exercise all reasonable skill, care, diligence, and prudence in the discharge of the duties agreed to be performed and shall always work in the best interest of BCDA. To attain these, the consultant shall provide personnel with sufficient qualifications and experience to ensure the full and satisfactory accomplishment of the required services/undertakings.

The services shall be conducted by the Consultant in accordance with the instructions or directions made or to be made by BCDA at

any time before its completion. The Consultant shall conduct regular consultation with BCDA in relation to the undertaking of its responsibilities under the Contract.

#### **XIV. CONFIDENTIALITY CLAUSE**

The Consultant warrants the full confidentiality of all information gathered for the consultancy contract given by BCDA, unless the latter indicates the contrary. The Consultant shall not disclose any communication disclosed to him for the purpose of this Services. After the completion of the contract, all materials, data, and other related documents provided must be returned to BCDA.

The Consultant shall not be engaged by any person or entity whose business or interests are against the interests of BCDA. This prohibition shall subsist for a period of two (2) years after the expiration of the contract.

For this purpose the Consultant shall enter into a Non-Disclosure Agreement with BCDA.

#### **XV. LIQUIDATED DAMAGES**

The Consultant obligates itself to perform and complete all the Services within the period specified in the Terms of Reference and the Contract beginning from the starting date exclusive of such extensions of time as may be mutually agreed upon in writing. Should the Consultant fail to complete the Services within the stipulated time, liquidated damages, not by way of penalty, shall be paid to BCDA by the Consultant in an amount equal to one-tenth of one percent (1/10 of 1%) of the cost of the unperformed portion for every day of delay.

#### **XVI. TAX LIABILITIES OF THE CONSULTANT**

The Consultant shall submit audited financial statements, stamped "received" by the BIR for the immediately preceding calendar year, showing, among other things, the consultant's total and current assets and liabilities.

#### **XVII. PERFORMANCE SECURITY**

Prior to the signing of the Contract, the Consultant shall post in favor of **BCDA** a Performance Security to guarantee the Consultant's faithful performance of all obligations and

undertakings under the Contract. The Performance Security may be in any of the following forms or a combination thereof:

- A. Cash or cashier's/manager's check issued by a Universal or Commercial Bank
  - Five percent (5%) of total Contract Price;
- B. Bank draft/guarantee or irrevocable letter of credit issued by a Universal or Commercial Bank: Provided, however, that it shall be confirmed or authenticated by a Universal or Commercial Bank, if issued by a foreign bank – Five percent (5%) of total Contract Price;
- C. Surety bond callable upon demand issued by a surety or insurance company duly certified by the Insurance Commission as authorized to issue such security- Thirty percent (30%) of total Contract Price.

The Performance Security shall comply with and reflect the following conditions:

- A. It shall guarantee the payment of the amount of the security as penalty in the event it is established that the Consultant is in default in the performance of its obligations under the Contract;
- B. It shall be co-terminus at least with the final completion of the Services including time extension granted, if any; and
- C. The following provision shall form part of the performance security: **"The right to institute action on the penal bond of any individual firm, partnership, corporation and association supplying the Consultant with labor and materials for the prosecution of the services is hereby acknowledged and confirmed."**
- D. A sworn certification that the Consultant is free and clear of all tax liabilities to the government.

#### **XVIII. CONFLICT OF INTEREST**

Any Consulting Firm which is directly associated or which may be directly associated with any entity having a conflict of interest in or bias against the BCDA Group shall be disqualified from the bidding for the Consulting Services for the Specialized

Communication Program: Strategic Regional Communication and Investor Relations Campaign for Clark.

In all cases, the Consultant which is indirectly associated or which may be indirectly associated with any entity that may have a conflict of interest in or bias against the BCDA Group shall be required to disclose the extent of such relationship so that the BCDA may act upon the same accordingly.

#### **XIX. TERMS OF PAYMENT**

- A. Fifteen percent (15%) of the contract price upon approval of the Regional Communication and Investment Relations Campaign;
- B. Twenty-five percent (25%) of the contract price upon submission by the Consultant of the inception report and approval of the same by BCDA;
- C. Forty percent (40%) of the contract price divided equally into six parts to represent payment every month beginning on the first month up to the sixth month upon submission of a monthly accomplishment report; and
- D. Twenty (20%) of the contract price upon submission of the Terminal Report and the issuance by BCDA of a Certificate of Completion of Services rendered.

#### **XX. DISPUTE SETTLEMENT**

##### **A. Joint Committee**

Any dispute arising from this Contract shall be discussed and settled by a Joint Committee composed of two (2) ranking representatives of each Party. The Joint Committee shall convene within 15 days from receipt by either Party of a notice of dispute. The decision of the Joint Committee shall be final and executory.

##### **B. Arbitration**

Should no agreement be reached by such Joint Committee within the stipulated period, either Party may refer the dispute for arbitration in accordance with existing laws on Arbitration.

##### **C. Venue of Suit**

The venue of any court action with respect to this Contract for purposes of enforcing any judgment obtained in the arbitration proceedings shall be the proper courts of Taguig City, to the exclusion of all other courts.



## **XXI. CONTINGENCY FOR CRISIS SITUATIONS**

The **BCDA** may call on the services of the **CONSULTANT or its principals** during crisis situations that require specialized communication remedies not covered by Section 2 above. The probable or actual public relations damage in said situations must be of a certain magnitude that may severely affect the integrity of **BCDA** or any of its programs and projects, as may be determined by the President and Chief Executive Officer of **BCDA**.

## **XXII. CORRUPT, FRADULENT, COLLUSION AND COERSIVE PRACTICES**

Any attempt by a bidder to influence the Bids and Awards Committee (BAC) for Consulting Services or its authorized representatives in the evaluation of the bids or contract award decision shall result in the rejection of its bid or revocation of award as the case may be, and the implementation of other sanction/s and remedies as provided for by law.

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