



December 5, 2023

## INVITATION FOR PROPOSALS

The Philippine Department of Tourism-Korea (PDOT) needs the services of an experienced company based in Korea and specializing in interior design planning, as well as indoor/outdoor graphic design, installation, and setup. The purpose is to redesign the Philippine Showroom with the theme geared towards promoting "Love the Philippines" branding.

Interested companies may submit proposals and quotations following the attached Terms of Reference on December 11, 2023, 5:00 pm to:

Philippine Department of Tourism-Korea  
Suite 801, President Hotel, Euljiro1-ga  
Jung-gu, Seoul 04533 Korea  
Tel no: (02) 598-2290 Fax: (02) 318-0520  
Email: [jake@philippinetourism.co.kr](mailto:jake@philippinetourism.co.kr) and [jtnoveros@philippinetourism.co.kr](mailto:jtnoveros@philippinetourism.co.kr)

  
**JOHN TREXY N. NOVEROS**  
Foreign Tourism Officer / Administrative Officer  
PDOT-Korea



Philippine Department of Tourism-Korea

Suites 102 & 801, Paiknam Bldg., Euljiro 1 (il)ga, Jung-gu, Seoul 04533, South Korea  
Tel: (822) 598-2290 Fax : (822) 318-0520 Email: [pdot@philippinetourism.co.kr](mailto:pdot@philippinetourism.co.kr) Website: [itsmorefuninthephilippines.co.kr](http://itsmorefuninthephilippines.co.kr)



## TERMS OF REFERENCE

### I. PROJECT TITLE: REDESIGN OF THE PHILIPPINE SHOWROOM WITH LOVE THE PHILIPPINES BRANDING THEME

DATE: December 2023  
VENUE: PHILIPPINE SHOWROOM  
Suite 102 President Hotel, Euljiro 16, Jung-gu, Seoul

### II. BACKGROUND

In line with the Philippine Department of Tourism – Korea’s effort to intensify Philippine tourism promotions in Korea, the PDOT Korea will commence the “Love the Philippines” branding campaign.

### III. PURPOSES / OBJECTIVES

The purpose is to redesign the Philippine Showroom with the theme geared towards promoting “Love the Philippines” branding.

### IV. ELIGIBILITY / QUALIFICATION

1. Korea-based company preferably in Seoul
2. With at least three (3) years of experience in interior design industry
3. Experience with National Tourism Organization (NTO) on similar projects in Korea will also be an advantage

### V. SCOPE OF WORK / DELIVERABLES

The Philippine Department of Tourism-Korea (PDOT) needs the services of an experienced company based in Korea and specializing in interior design planning as well as indoor/outdoor graphic design, installation, and setup.

Following are the deliverables and specifications required by the Philippine Department of Tourism:

1. New design and layout of the Philippine Showroom
2. “Love the Philippines” signage in the façade
3. Window displays: indoor/outdoor graphics and logos with Love the Philippines branding

*Note: The creatives to be used is subject to PDOT-Korea’s approval prior to final installation and setup.*

### VI. TIME FRAME / SCHEDULE

Schedule: All interested parties to submit working design drawings and costs following the schedule below:

December 11, 2023 (5:00 pm)	- Deadline of submission of proposal and quotation
December 12, 2023	- Review and approval of the proposal
December 13, 2023	- Notice of Award
December 13, 2023	- Notice to Proceed
December 14 - 31, 2023	- Conceptualization, setup, and turnover



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## VII. DOCUMENTARY REQUIREMENTS

Interested companies should submit the following support documentary requirements together with the design proposal and quotation within the timeframe set above:

1. **Company profile** – Description of company, past clients, past related engagements, etc.
2. **Proof of business operation** – Business registration, tax registration, etc.

## VIII. BUDGET

The total budget allocation is USD \$ 63,000 inclusive of taxes

## IX. EVALUATION CRITERIA

Proposals will be evaluated based on the following criteria:

1. Proposal quality (60%)
  - Design and quotation
  - Compliance in Terms of Reference
2. Company standing based on company profile (40%)



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