



16 May 2022

INVITATION FOR PROPOSAL

The Philippine Department of Tourism-Korea is in need of a well-experienced company based in Korea engaged in the development, maintenance, and management of a customized online Business-to-Business (B2B) networking platform to engage Philippine sellers and Korean travel trade buyers to meet, update, interact and make agreements in an online platform. Attached are the Terms of Reference.

Interested companies may submit proposals with complete documentary requirements based on the attached Terms of Reference on or before 26 May 2022, 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 and lily@philippinetourism.co.kr

A handwritten signature in black ink, appearing to read "M. Corazon Jorda-Apo".

MARIA CORAZON JORDA-APO
Tourism Director
PDOT-Korea

TERMS OF REFERENCE

PROJECT: Online Business-to-Business (B2B) Networking Platform for Philippine Sellers and Korean Travel Trade

DURATION: 2nd-4th Quarter 2022

BACKGROUND: With the opening of the Philippine borders to foreign tourists since 10 February 2022, the Department of Tourism Korea Office has been preparing for an Online B2B Networking Platform for travel trade partners in the Philippines and Korea - travel agents, tour operators, and hotels/resort.

Majority of the travel trade members in both countries did not operate for two years due to the COVID-19 pandemic, there is a need for the Korean buyers (tour operators/wholesalers, travel agents/retailers, airlines) and the Philippines sellers (hotels, resorts, ground handlers/tour operators) to meet, network, update and contract rates to come up with more tour products/packages that can be offered and sold to the Korean travelling public.

This Online B2B Networking Platform is designed to be accessible virtually for accommodating more participants from both sides, so that it can eventually contribute to the recovery of the Korean market for Philippine tourism. As mentioned above, this online networking will facilitate creation of additional or new tour products that can also be the focus of upcoming joint promotional activities being planned by PDOT-Korea. Eventually, this will find a way to supplement/complement offline events such as TRAVEX (Travel Exchange) of PHITEX (Philippine Travel Exchange) in the Philippines and the Philippine Business Mission in Korea that was being done every year prior to the pandemic.

OBJECTIVES:

- To provide a virtual networking platform where members of the travel trade can update each other on Philippine travel destinations and its existing health / safety protocols, as well as on current travel trends and preference of the Korean travelling public,
- To enable the exchange of business contacts between the Philippine sellers and Korean buyers to facilitate sales of their respective products,
- To provide Philippine sellers the opportunity to present their products, services, and the like as well as reach out directly to Korean travel trade

ELIGIBILITY CRITERIA

- Provider shall have at least three (3) years of experience in preparing and executing an online B2B networking platform;
- The company's online or digital marketing projects/services specifically related to the tourism industry is an advantage.
- Agency/company to bid must be based in South Korea or if based outside Korea, the company must have a partner company with office in South Korea.

SCOPE OF WORK/DELIVERABLES

The supplier will build a customized online B2B networking platform for the Philippines to engage Philippine sellers and Korean buyers to meet, update, interact, exchange ideas, and make agreements in a portal.

The services will include platform design and build-up, hosting, marketing, reporting, and customer support, among others. Specifically, the following would scope work:

- A. Content Creation such as, but not limited to the following:
 - A.1 Development and provision of virtual platform that will enable a virtual meeting of the Philippine sellers and Korean buyers, and/or viewing of presentation/promotional materials of Philippine sellers (hotels/resorts) on their products and services, company background or profile;
 - A.2 Provision and uploading virtual platform design, layout of contents and special features including uploading of pre-recorded videos/promotional videos and other materials created by PDOT-Korea and/or sellers;
 - A.3 Online registration for both buyers and sellers to be part of the virtual platform.
 - A.4 Building special channel for inquiries and replies between the sellers and buyers of each company including generating answers on a daily basis to Philippine tourism-related questions/inquiries/comments from the travel agents, as well as to questions from both sellers and buyers on the online participation processes thru chatbox;
 - A.5 Any other content that may be agreed upon by PDOT-Korea office and the company;
 - A.6 Unlimited content updating of the virtual platform while the latter is already running and being implemented and adjustments/revisions to portions or sites of the networking platform as may be deemed necessary by PDOT -Korea must be taken into consideration;
- B. Hosting of the Online Networking Platform
 - B.1 Domain Registration, web, and database hosting as may be necessary if a website is to be created for this purpose
 - B.2 Scanning and conversion of materials to pdf for downloading as may be necessary
 - B.3 Platform should run in a desktop and smartphone and must both be desktop and smartphone-able
- C. The service provider shall embody the “Online B2B Networking Platform” as described such as actual development, serving as the administration/overseer of the platform, operation, management, provision of weekly updates on buyer/seller registration, terminal report and other services like virtual event program, business matching, etc.;
- D. The service provider shall support PDOT-Korea in the verification process of participants list (buyers, sellers etc.) to be provided by PDOT-Korea (i.e. identify active and inactive members, ensure sellers are DOT-accredited, and buyers are registered in appropriate Korean government agencies);
- E. The service provider shall send invitations to Philippine sellers and Korean buyers who should in turn submit company profile (any available types such as video, photo/image, Powerpoint, PDF, etc). This includes the following related tasks:
 - E.1 Instituting a system within the virtual platform to ensure that Korean travel agents who will participate are legitimate, registered, and recognized by a

- Korean government agency or Korean private sector/commercial, trade, or travel-related organization
- E.2 Sending of incentives/giveaways that may be sourced by PDOT-Korea to entice travel agents to participate in the online networking and sending of e-certificate of participation to buyers;
 - E.3 Regular updating on the number of participants as maybe necessary or needed will have to be done by the service provider;
- F. Provision of Pre-selected Appointment (PSA) to both buyers and sellers;
- G. Provision of reports to PDOT-Korea:
- G.1 Weekly update on buyer and seller registration
 - G.2 Terminal report to be submitted at the immediate completion of the project. The terminal report will include a summary of the event, processes, results, feedbacks/participants' evaluation, and relevant screen captures/images and consolidated information and analysis.
- H. Promotion of the networking platform to entice travel agents to join thru direct mails for RSVP and manual notification (phone call follow-ups);
- I. Delivery of the above services with specific timetable or execution schedule that will be indicated by the service provider with the Online Business-to-Business (B2B) Networking Platform operational ideally by September 2022 which shall remain active and operational for two (2) months, subject to agreement and finalization with the winning bidder.

GENERAL SPECIFICATIONS:

- a. Target combined number of participants for buyers and sellers would at least be 200
- b. Media formats utilized should be available in Korea - desktop, android, and iOS users.
- c. The online course site should be user-friendly and mobile responsive
- d. The service provider may utilize DOT/TPB photo archives and in the event of usage of non-DOT/TPB photos, the developer will be responsible for acquiring the copyrights and corresponding fee.
- e. The online course design should be aligned with DOT's "It's More Fun in the Philippines"/"It's More Fun With You" campaign"
- f. Interactive, social networking, and community-based applications popularized in Korea can be used to reach travel agents (South) Korea-wide
- g. Web-based platform should be available in English and Korean languages
- h. The online B2B platform should have a monitoring mechanism that can track overall views and usage
- i. The service provider is encouraged to recommend other IT applications to spruce up the networking platform/site particularly if the said format is highly popular in Korea (e.g. linking to outside B2B business matching system with virtual platform to provide highly accurate business matches, etc.);
- j. The service provider must have a Korean team assigned permanently for this project

DOCUMENTARY REQUIREMENTS:

The company is required to submit its proposal with a **detailed company profile that should include the following:**

- a. description of the company
- b. past clients and referrals

- c. past engagements and achievements
- d. organizational structure
- e. qualifications and experience of employees to be assigned to the team to handle the Philippines account
- f. proof of business operation issued by the Korean Government (business permit/business registration or tax registration certificate)

Schedule: All interested parties to submit a proposal and complete documentary requirements within seven working days after posting of this document.

<i>May 26 , 2022 (5:00 pm)</i>	<i>- Deadline of submission of proposal and budget</i>
<i>May 27 and 30, 2022</i>	<i>- Evaluation of proposals</i>
<i>May 31, 2022</i>	<i>- Notice of Award</i>
<i>June 1, 2021</i>	<i>- Notice to Proceed</i>

BUDGET

The estimated budget for the engagement is **USD 70,000.00** to cover the development of the Online B2B Networking Platform and implementation with Philippine Sellers and Korean Travel Agents to participate.

TERMS OF PAYMENT

The payment process shall be initiated upon certification by the end-user of satisfactory completion of services and issuance of billing statements by the supplier. Should the end-user get sponsorships, the billing statement should reflect only the actual expenses incurred. Terms of payment shall be agreed upon by PDOT Korea Office and the service provider and will be stipulated in the contract between the two.