

TERMS OF REFERENCE

I. PROJECT TITLE: PHILIPPINE DIVE BUSINESS TO BUSINESS MEETINGS AND PHILIPPINE NIGHT

II. BACKGROUND :

The Marine Diving Fair is the top diving and beach resort convention for the Japanese travel trade, diving community and holiday-seekers. Over 200 national tourism organizations, dive equipment manufacturers, hotels, airlines, specialized tour operators and other tourism-related establishments from over 65 countries join the fair yearly.

On the average, each year, MDF Fair has around 50,000 visitors of which 82% percent are divers who have spending power to travel for diving and resort stays.

III. PURPOSE/OBJECTIVES:

In line with the Philippine participation in the Marine Diving Fair on 05-07 April 2019 at the Sunshine City Convention Center in Tokyo, Japan, the Department of Tourism and its marketing arm the Tourism Promotions Board will organize a dedicated event for business to business meetings targeting 45 Japanese buyers of dive products to be followed by Philippine Night reception targeting 100 participants from the following sectors:

- Airlines
- Dive shop owners
- Media
- Travel agents

The primary objectives of this activity are the following:

- a. Create a business conversion platform for the Philippine participation in Marine Diving Fair 2019 in addition to the main exhibit activities;
- b. Generate sales leads and business for Philippine sellers who are participating as co-exhibitors of the Philippines in the Marine Diving Fair 2019;
- c. Learn key and vital market information about the consumer preference of the Japanese divers to effectively market the Philippines as the number leading dive destination of the Japanese in Southeast Asia;
- d. Sustain business relationships between Philippine dive sellers and their Japanese counterparts.
- e. Network with new business players in the Japan dive industry.
- f. Provide a venue to recognize the supporters of the Philippine dive industry.

IV. SCOPE OF WORK/DELIVERABLES

A. BUSINESS MEETINGS

- Invitation and confirmation of 45 selected dive shop companies, dive related organizations and their representatives to participate in the Philippine Dive B2B Meetings on April 5, 2019 (Note: Japanese buyers must be submitted to DOT Tokyo for approval one month before the event date. The complete list of confirmed invitees with their contact details must be submitted to DOT

Tokyo to be part of its data base after the event. DOT Tokyo reserves the right to change invitees if such invitees are already business contacts of DOT Tokyo or have attended its events in the past. **Each company may only be represented by one representative unless otherwise warranted.**)

- Manpower complement for the registration
- MC
- Provision of one table booth with four chairs for each participating Philippine seller (maximum of 10 Philippine sellers)
- Registration counter with guest list
- Table signage for each participating Philippine company (logo, name and table number)
- Technician to operate the laptop and projection and other technical requirements
- Venue for B2B meetings

B. RECEPTION

- Appropriate venue for the Philippine Night with capacity of 100 to 150 persons which shall be located preferably near the MDF Exhibit venue (Note: Philippine Dive B2B Meetings and Philippine Reception is a back-to-back event)
- Décor of the venue to depict a tropical Philippine setting
- Arrangement of Philippine drink and menu (Philippine beer for the toasting ceremony)
- Entertainment program (Entertainer/s is/are subject to the approval of DOT Tokyo)
- Fishbowl for the calling cards
- Food & Beverage for 100 persons (Note: Menu is subject to approval of DOT Tokyo. Event organizer must be able to present three choices)
- ID Card (eg lanyard with plastic casing, pin etc)
- LCD and Screen to showcase Philippine tourism videos
- MC
- Mechanics for the orderly distribution of giveaways
- Performer/s (subject to the approval of the DOT)
- Stage (portable or built-in at least one foot in height and an area of 2x3 sq. meter)
- Technician / Light and Sound Operator

C. TECHNICAL REQUIREMENTS

- Stage
- Basic sound system consider (one wireless microphone and two cable microphones, speaker for 100 sq. m. space, control, mixer, equalizer/ working sound system considering performance number)
- Basic light system (such as stage light, spotlight etc.)

V. TIME FRAME AND SCHEDULE OF WORK:

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

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|---------------------------------------|------------------------------|
| 1. Submission of proposal | February 20, 2019 |
| 2. Approval of winning proposal | February 25, 2019 |
| 3. Notice of Award | February 25, 2019 |
| 4. Notice to Proceed | February 28, 2019 |
| 5. Submission of target participants | March 5, 2019 |
| 6. Confirmation of venue, plans, menu | March 8, 2019 |
| 7. Confirmed participants | March 15, 2019 |
| 8. Review of plans/ Run thru | March 22, 2019 |
| 9. Event proper | April 5, 2019 |
| • Set-up of Venue | (Two hours before the event) |
| • B2B | 6:30 PM – 8:30 PM |
| • Reception | 8:30 PM – 10:00 PM |
| • Raffle of Prizes | 9:30 PM – 10:00 PM |

VI. TECHNICAL AND ELIGIBILITY REQUIREMENT

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

VII. BUDGET:

Total budget allocation for B2B and Philippine Night must not exceed JPY 1,282,600 (One Million Two Hundred Eighty Two Six Hundred Yen) inclusive of taxes.

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

VIII. PAYMENT PROCEDURE:

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

CONFORME:

Name _____

Signature/Date _____

Designation _____

Company _____