

**TERMS OF REFERENCE**  
**PRODUCTION COMPANY, TRAVEL ARRANGEMENT AND GROUND HANDLING FOR THE**  
**PHILIPPINE DELEGATION TO TOURISM EXPO JAPAN 2022**

**I. BACKGROUND:**

Tourism Expo Japan (TEJ) is the biggest travel fair in Japan. It is organized by the Japan Travel and Tourism Association (JTTA), Japan Association of Travel Agents (JATA), and the Japan National Tourism Organization (JNTO) to stimulate demand for overseas travel among the Japanese.

The TEJ is a result of the integration of the JATA travel trade fair for the outbound market and the Tabi Fair Japan, a travel exhibition for domestic travel. This integration with the trade business event not only reinvented JATA to be a more consumer-oriented exhibition but also positions the expo to be one of the world's largest tourism event in terms of scale and scope.

The JATA Tourism Expo dedicates the first day to a series of tourism fora /symposia and business meetings for participating trade exhibitors. The second day is for business meetings and exhibition while the remaining two days are dedicated to showcasing travel offerings and brand appeals directly to Japanese consumers.

**II. DELIVERABLES**

1. Arrange the talent requirements of the Philippine booth for the consumer event in the Tourism Expo Japan 2022
2. Organize artist and secure their participation in the program at the Philippine booth during the TEJ 2022.
3. Screen and select artists/talents satisfy at least two of the following criteria :
  - a. Artists have a Filipino or Japanese affiliation or roots
  - b. The artist/s and/or influencer/s can speak about his/their experience about the Philippines
  - c. The artists or talents have done projects in the Philippines
  - d. The artists/ talents must have a positive image
4. Preference will be given in the hiring the services of the artists below:
  - a. Maria Teresa Gow
  - b. Lumad
  - c. Shifumi Eto (food journalist)
  - d. Aya and Kei
  - e. Tokyo Gaidai University Philippine Dance Troupe
5. Coordinate the travel requirements of the artists/ talents to and from the Philippine booth

6. Provide and coordinate that there are facilitators, MCs, speakers and coordinators of the activities / activations programs in the Philippine booth.
7. Coordinate regarding implementation of booth program/ activities/ activations such as hilot massage, food tasting and others.
8. Coordinate the shipment of instruments/ costumes to and from the Philippine booth
9. Videographer for the documentation of Philippine participation.
10. Youtube, Instagram and Facebook live of booth program from September 21 to 25, 2022

**III. TECHNICAL ELIGIBILITY**

1. Must have experience rendering services at an international exhibition
2. Must have a dedicated team for coordination
3. Willing to accept send bill arrangement to be paid directly from Department of Tourism Home Office.

**IV. DOCUMENTARY REQUIREMENTS**

1. Proposal and detailed estimate reflecting the best negotiated prices
2. Proposal must reflect the requirements of the Terms of Reference

**V. TIME FRAME AND SCHEDULE OF WORK:**

<b>PARTICULARS</b>	<b>DATE</b>
1. Submission of program concept	September 16, 2022
2. Notice of Award/ Notice to Proceed	September 19, 2022
3. Implementation of program at the booth	September 21 to 25, 2022

**VI. BUDGET**

**JPY 2,390,000 inclusive of tax.**