



REPUBLIC OF THE PHILIPPINES

NATIONAL ECONOMIC AND DEVELOPMENT AUTHORITY

REQUEST FOR EXPRESSION OF INTEREST (EOI) AND SUBMISSION OF ELIGIBILITY DOCUMENTS FOR THE PROCUREMENT OF CONSULTING SERVICES FOR THE DEVELOPMENT AND IMPLEMENTATION OF A STAKEHOLDER ENGAGEMENT, COMMUNICATION, AND RESEARCH RESULTS DISSEMINATION STRATEGY FOR THE NATIONAL LONG-TERM VISION

1. The National Economic and Development Authority (NEDA), through the Development Information Staff (DIS), shall engage the services of an Advertising Agency / Strategic Communications Firm (foreign or local) for the Development and Implementation of a Stakeholder Engagement, Communication, and Research Results Dissemination Strategy for the National Long-Term Vision for the Philippines and the Filipino people.
2. The NEDA now calls for the submission of EOI and eligibility requirements for the conduct of the abovementioned undertaking as indicated under Sections 24.1 and 24.2 of the Revised Implementing Rules and Regulations (IRR) of Republic Act (RA) No. 9184, or the Government Procurement Reform Act (GPRA), and in the Eligibility Documents / Eligibility Data Sheet (EDS)¹. Interested Advertising Agencies / Strategic Communications Firms should submit their eligibility requirements on or before **11 August 2015, 12:00 P.M.** at the following address:

Hon. Ruben S. Reinoso, Jr.

Assistant Director-General and Chairman

NEDA Bids and Awards Committee for Consulting Services (NBAC-CS)

3/F NEDA-sa-Pasig Bldg.

#12 Saint Josemaria Escriva Drive, Ortigas Center, Pasig City 1605

3. Only those Advertising Agencies / Strategic Communications Firms who will submit EOI and pay the corresponding participation fee of **PhP2,000.00**, together with the required eligibility documents, and determined to be eligible pursuant to Sections 24.1 and 24.2 of the Revised IRR of RA 9184 and shortlisted in accordance with applicable experience/qualifications and job capacity shall be directly invited in the subsequent selection process.
4. Interested Firms may submit their eligibility documents in advance (**on or before 04 August 2015, 4:00 P.M.**) for preliminary evaluation by the NBAC-CS in terms of completeness/compliance. The Committee, however, shall only proceed with the preliminary evaluation when the required participation fee of PhP2,000.00 has been paid. Note that said amount shall cover the attendant administrative cost for the eligibility check and shortlisting process and shall be deducted from the cost of the Bidding Documents which the participating shortlisted Firms are required to purchase. The NBAC-CS, after its preliminary evaluation, shall inform the participating Advertising

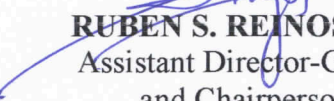
¹ The Eligibility Documents / EDS can be downloaded from the NEDA Website.

Agencies / Strategic Communications Firms of any deficiency in their respective submissions prior to the deadline for submission of eligibility documents set in this Request for EOI.

5. Eligibility and Selection will be conducted through open competitive selection process using non-discretionary “pass/fail” criterion as specified in RA 9184 and its Revised IRR. Proposals shall be evaluated using the Quality-Based Evaluation/Selection (QBE/QBS) procedure. Note that shortlisted Firms will be requested to present/pitch their creative proposals within 15 calendar days after the deadline for submission of proposals pursuant to Section 33.2.2 of the Revised IRR of RA 9184. The criteria with rating system for the evaluation of proposals shall be provided in the Instructions to Bidders (ITB).
6. NEDA reserves the right to reject any and all proposals, including that of a single eligible bidder, waive any minor deviation in the submitted documents which will not materially affect the substance of the proposal, annul the bidding process, or not award the contract without thereby incurring any liability to the affected participating Firm/s.
7. For further information, please contact the NBAC-CS Secretariat:

*3/F NEDA-sa-Pasig Bldg.
12 Escrivá Drive, OrtigasCenter, Pasig City 1605
(02) 631-3724 (Direct Line) / (02) 631-0960 to 65 local 312 (Trunk Line)
Fax Nos. (02) 631-2188*

Issued on 16 July 2015.


RUBEN S. REINOSO, JR.
Assistant Director-General
and Chairperson,
NEDA Bids and Awards Committee
for Consulting Services (NBAC-CS)