



29 October 2021

## INVITATION TO BID

The Philippine Department of Tourism-Taiwan (PDOT-Taiwan) is in need of services of a well-experienced construction company for the booth back drop requirement of the Philippine Department of Tourism Taiwan relative to its participation in the Taipei International Travel Fair 2021 on November 5 to 8, 2021 at the Taipei Nangang Exhibition Center .

Interested party may submit their proposal following the attached Terms of Reference on or before 6:00 PM, 02 November 2021 to:

Philippine Department of Tourism-Taiwan  
2F., No. 55/57, Zhouzi Street, Neihu District  
Taipei 114, Taiwan  
Fax : +886 2 2658-2836  
Email: [philtour@ms57.hinet.net](mailto:philtour@ms57.hinet.net)

**HAZEL HABITO-JAVIER**

Tourism Attache



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**TERMS OF REFERENCE  
TAIPEI TOURISM EXPO 2021**

**I. BACKGROUND:**

Taipei International Travel Fair The Taipei International Travel Fair (TITF) is one of the most popular travel fairs in the Asia-Pacific region and the biggest combined exhibition and sales event in Taiwan. This event aims to build a good platform for exchange and assists the domestic travel industry in linking up with its international counterparts.

Pre-COVID, Taiwan travel industry was expanding as reflected on the 2019 Taiwan Outbound. In fact, in 2019, Taiwan was the country's 5th largest tourist source market. Based on the data from the Taiwan Tourism Bureau, January to December registered a growth rate of 36.51% or equivalent to 311,151 arrivals. The growth was the second highest among the key/top destinations of the Taiwan outbound.

Though TITF is not part of PDOT Work Program for 2021, the Taiwan Visitor Association (TVA) is giving two (2) booth for free, thus PDOT is taking this opportunity to promote and remind the Taiwan market that Philippines is gearing up and getting ready for a possible opening of borders in the near future. And despite of no actual/onsite sales generated from our participation in travel fairs last 2020, this event will serve as a venue for our consumer activation, platform for our market research/survey, venue to connect with consumers.

**II. BOOTH DESIGN CONCEPT AND DIRECTION**

The Philippines will have 2 booth spaces in the Taipei International Travel Fair 2021.

The Philippine Booth will showcase the following the "More Fun Awaits" theme featuring the different destinations, culinary, sun and beach, and other products.

**III. SCOPE OF WORK / DELIVERABLES**

**DESIGN AND BOOTH ELEMENTS**

**A. BACK DROP**

- |           |   |   |
|-----------|---|---|
| Size      | : | Shell Scheme (2 booths)<br>3 meters on both sides<br>6 meters on the back side                        |
| Design    | : | Featuring the "More Fun Awaits" campaign<br>Featuring the different destinations and tourism products |
| Materials | : | PVC Materials   |

**B. TOP BANNER**

- |        |   |                                    |
|--------|---|------------------------------------|
| Size   | : | 6 meters wide                      |
| Design | : | "It's More Fun in the Philippines" |

**IV. TECHNICAL ELIGIBILITY**

- Must have experience rendering services at an international exhibition
- Must have a dedicated team who will focus on design and construction of the Philippine booth.
- Must have the capability to invest, coordinate shipment to the TITF 2021 site.

**VI. BUDGET:**

The budget allocation is in NT\$20,000.00 (tax inclusive)

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