

## TERMS OF REFERENCE

<b>Project Title</b>	:	<b>INTERNATIONALE TOURISMUS BORSE (ITB-BERLIN) 2018</b>
<b>Job Specification</b>	:	<b>Printing of ITB Newsletter</b>
<b>Date</b>	:	<b>7-11 March 2018</b>
<b>Venue</b>	:	<b>Messe Berlin, Germany</b>

### BACKGROUND:

The Tourism Promotions Board (TPB) in collaboration with the PDOT-Frankfurt office, is spearheading the Philippines' participation in the Internationale Tourismus Borse (ITB) in Berlin, Germany on 07-11 March 2018.

The Internationale Tourismus Borse (ITB) is an annual event that influences travel experiences worldwide and considered as an effective business-to- business (B2B) platform that provides trade visitors many opportunities to expand their contacts and do business with their counterparts.

The Philippine participation in the ITB-Berlin 2018 aims to attain the following objectives:

- Increase the German tourist arrival to the Philippines;
- Enhance the image of the Philippines as a country on its way to economic progress and as a must-visit-travel destination;
- Showcase the destination's latest development in the tourism industry that would position the country as an attractive and competitive destination for the German market;
- Maintain the Philippines' presence in the international market; and
- Generate marketing and promotions leads that the Board can support to further meet its goals in the market place.

In view of the above, the DOT-Frankfurt/TPB is in need of a supplier that could provide the required services for production of **ITB NEWSLETTER**, see specifications below:

### SPECIFICATIONS:

Quantity	5,000 pcs.
Size	<ul style="list-style-type: none"><li>• Folded : 26.00 cm (w) x 38.00 cm (h)</li><li>• Spread : 52.00 cm (w) x 38.00 cm (h)</li></ul>
Material Preference	Coated two side 100 lbs.
Color Requirements	Full color both sides
No. of Pages	24 pages including of cover
Printing Process	Offset, 2 side printing
Binding	Saddle Stitch bind (2)

Other Requirements	Layout to be supplied by client
Print Turnaround (production lead time)	Delivery before ITB-Berlin event
Unit Cost	Euro1.31/copy
Approved Budget	Four Hundred Thousand Pesos (PHP400,000.00)

Proposals to be submitted (by post or email) to:

MS. MARGARITA PATRICIA VALDES  
 Tourism Attachè  
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 Kaiserhof Strasse 7 D-60313,  
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 Tel. No.: +49 (69) 208 93  
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And/or:

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 Operations Officer  
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