



Philexim

PHILIPPINE EXPORT-IMPORT CREDIT AGENCY

NOTICE OF AWARD

Ref. No. BAC /L 2017-008
23 March 2017

PROFESSOR RICHARD ANTHONY L. CRUZ
ASIAN INSTITUTE OF MANAGEMENT
Eugenio López Foundation Building
Joseph R. McMicking Campus
123 Paseo de Roxas Makati City 1229 Philippines

Dear Professor Cruz:

We are pleased to inform you that pursuant to the approval of the duly-authorized and designated Officer-In-Charge, the procurement of individual consultant **for Branding Strategy and Branding Roadmap Project including accompanying Brand Appreciation for Philexim activities** is hereby awarded to **Professor Richard Anthony L. Cruz** in the amount of **Six Hundred Thousand Pesos (PHP600,000.00) inclusive of applicable taxes**, through Negotiated Procurement - Highly Technical Consultant (**primary confidential or policy determining**) pursuant to the Revised IRR of RA No. 9184.

You are therefore required within ten (10) days from receipt of this Notice of Award, to formally enter into contract with us. Failure to enter into the said contract shall constitute sufficient ground for the cancellation of this award.

Kindly signify your agreement to the contents of this **Notice of Award** by signing under the **"CONFORME"** below and by returning to us the **ORIGINAL COPY** of this letter within three (3) calendar days from receipt hereof.

Thank you.

Very truly yours,

ATTY. DYNAH G. NEPOMUCENO-BAYOT
Chairperson, Bids and Awards Committee

CONFORME:

Printed Name/Position

Signature

Date