友邦產品創意行銷暨創業競賽

Business Plan and Marketing Competitions to Promote Products from Taiwan and Diplomatic Allies

指導單位：外交部
Supervisor: Ministry of Foreign Affairs

主辦單位：外貿協會
Organizer：Taiwan External Trade Development Council

活動目的
OBJECTIVES

- 為協助我國及友邦廠商推廣適銷雙邊市場產品。
- 網羅我國及友邦在臺留學生發揮專業能力並激盪創意。
- 促進雙邊進出口業者、學生及民眾交流、合作。

- To promote marketable products in bilateral markets.
- To gather companies and students to use their expertise and creativity.
- To facilitate bilateral exchanges and cooperation in Taiwan and overseas.

競賽主題
THEMES

- 適銷雙邊市場之產品。
- 適合邦交國創業之產業。
- 發想行銷及商業經營新模式，例如參考國合會邦交國合作計畫。

- Products are suitable in bilateral markets.
- Industries of Taiwan that are suitable for startups in allied countries.
- Based on projects from the International Cooperation and Development Fund to create a proposal in marketing and business operating.

活動時程 PROPOSED TIMELINE

線上報名
ONLINE REGISTRATION

By 24:00 on July 7

企畫書及簡報繳交
DEADLINE FOR ACCEPTING PROPOSALS

By 24:00 on July 7

評選會議
SELECTION MEETING

From 9:00 on July 27

公布競賽結果
COMPETITION RESULT

At 10:00 on August 3

頒獎儀式
AWARDS CEREMONY

August 6

參賽組別 GROUP

社會組
SOCIAL GROUP
我國社會大眾有興趣者
友邦新創公司

學生組
STUDENT GROUP
我國大專院校學生(含研究生)
友邦在臺留學生

企畫類別 CATEGORY

創意行銷
CREATIVE MARKETING
發揮你的創意

創業企畫
BUSSINESS PROPOSAL
自己當老闆

評選會議

SELECTION MEETING

- 時間：7月27日，09:00-17:00
- 簡報5分鐘、答詢5分鐘
- 評分標準：創新性50%、企劃結構40%、可行性10%
- 獎項及獎金：

  社會組3名，獎金共新臺幣12萬元。

  學生組14名，獎金共新臺幣62萬4,000元。

- Date & Time：At 9:00 on July 27
- 5-minute Presentation in Mandarin、5-minute Q&A
- Scoring Standard：

  Innovativeness 50%、Proposal Structure 40%、Feasibility 10%
- Awards：

  Three teams for the social group：The total bonus is NT $120,000.

  Fourteen teams for student group: The total bonus is NT $624,000.

重要連結
LINKS

報名連結

Online Registration

中文版參賽須知

Information for Competition (Traditional Chinese)

英文版參賽須知

Information for Competition (English)