



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**

主辦單位 Organizer:
外交部 Ministry of Foreign Affairs
外貿協會 Taiwan External Trade Development Council

協辦單位 Co-organizer:
中華民國全國中小企業總會
National Association of Small & Medium Enterprise, R.O.C.

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。
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- 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。
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- 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

BUSINESS 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)**