



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。
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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 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)**

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

Notice to Participants

I. Event Objective

The marketing competition aims to help companies in Taiwan and allied countries promote marketable products in bilateral markets so that citizens on both sides will become aware of and purchase even more high-quality products. The event brings together Taiwanese companies, Taiwanese students studying abroad, and students of allied countries studying in Taiwan to use their expertise and creativity to facilitate exchanges and cooperation between importers/exporters, students, and citizens, to increase the visibility of and sales opportunities for marketable products in Taiwan and overseas.

II. Supervisor: Ministry of Foreign Affairs

Organizer: Taiwan External Trade Development Council

III. Themes

- (I) Products exported by the ROC to allied countries, such as food processing and packaging machines, consumer electronics, home appliances, food carts, and green energy.
- (II) Products of allied countries imported by Taiwan, such as hot sauce, seafood (white shrimp, lobster, sea cucumber), rum, cocoa, honey, macadamia nuts, chia seeds, sesame, and flaxseed.
- (III) Taiwan industries suitable for startups in diplomatic allies, such as national chains and franchises (pearl milk tea, convenience stores), the sharing economy, leisure and tourism (dude ranches, tourism factory), and e-commerce.

(IV) Marketing or business model proposals, such as cooperation with the International Cooperation and Development Fund or Taiwanese entrepreneurs.

IV. Event Schedule (Until August 6, 2021)

Item	Time
Online registration	Open until 24:00 on July 7, 2021 (Wed.) Note: please register online first.
Deadline for accepting proposals	24:00 on July 7, 2021 (Wed.)
Registration information review	July 8 (Thur.) to July 23, 2021 (Fri.)
Selection Meeting	From 9:00 on July 27, 2021 (Tue.)
Competition Results	Announced at 10:00 on August 3, 2021 (Tue.)
Awards Ceremony	August 6 (Fri.)

V. Participant Qualifications

- (I) Social group: It can be an individual or a company/start-up company.
- (II) Student group: May be an individual or a group of students studying at a public or private university (including graduate institutes) in the ROC. Students from all departments and years are eligible to participate. Teams may consist of students from diplomatically allied countries. There can be one instructor for each team.
- (III) Each team may have up to five members, with one member serving as its representative, who is responsible for contacting the organizer and handling all matters related to the event, such as verifying participant data. Participants can communicate with embassies of diplomatic allies and Taiwanese industry associations to understand the local environment and market trends. Participants may not register twice.
- (IV) If a participant is under the age of 20, consent must be obtained from the participant's legal guardian before registration. If a participant fails to submit a letter of consent, according to rules, the participant will be disqualified.

(V) Team members may not be changed during the contest after completing the registration.

VI. Method of Registration

(I) Online registration website: <https://cutt.ly/Jx4gxLA>

(II) Contact:

1. Miss Chu Yu-Ting, Tel: (02)2725-5200 ext. 1383, E-mail: h575@taitra.org.tw

2. Assistant Specialist Chen You-Ling, Tel: (02)2725-5200 ext. 1331

E-mail: youling@taitra.org.tw

VII. Review Method and Standards

(I) Judges: Experts from industry, government, and academia, embassies in Taiwan, Taiwanese importers and exporters, venture capital investors, and company managers will serve as judges.

(II) Registration Information Review:

1. Registration form*1 and Declaration of participation and ownership of copyright*1:
Complete registration before 24:00 on June 30, 2021 (Wed.) local time and submit all related documents.

2. Marketing proposal*1 or startup proposal*1, and English presentation*1:

(1) Submit the Chinese proposal and the English presentation before 24:00 on June 30, 2021 (Wed.), using the file name: "Creative Marketing and Startup Contest_(Name of participant)_(Name of proposal)."

(2) Format: Word or PDF file with up to 10 pages of content, including the cover, table of contents, text, appendices, and sources; A4 paper size with text written from left to right, in 12-point font, BiauKai, with 1.5 line spacing.

(3) Recommended structure of contents:

Marketing Proposal	Business Proposal
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<ul style="list-style-type: none"> ● Purpose ● Product survey and positioning ● Marketing strategy and method ● Benefits assessment 	<ul style="list-style-type: none"> ● Purpose and motivation ● Market and industry environment ● Product and service statement ● Operating and marketing strategy ● Other content
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(4) If the proposal cannot be sent via e-mail, please upload it to the cloud and share the file, then send an e-mail to notify the organizer to download the document.

(5) E-mails sent after the deadline will not be accepted.

(III) Selection Meeting:

1. Scheduled to be held at 9:00 on July 27, 2021 (Tue.); a computer, laser pointer, and related equipment will be provided by the organizer.
2. Participants are required to prepare an English presentation file and give a 5-minute presentation in Chinese with a 5-minute Q&A (answers will be given after all questions have been asked); English and Spanish interpreters will be present at the meeting.
3. Overseas participants are required to record a 10-minute presentation video. The film must be on a bright screen, radio and presenter clear.
4. The order for giving the presentations will be as follows: the creative marketing group will present in the morning section, and the startup group will present in the afternoon section, and the specific order within each group will be drawn when signing in.
5. After each team' s presentation, a 5-10-minute interview will be arranged outside the venue. Interview content: the theme of the plan, the speech, and the team's experience of the competition.

(IV) Scoring Standard:

1. Scoring standard

Item	Description		Score weight
	Marketing Proposal	Business Proposal	
Innovativeness	For example, the innovativeness of the service and marketing strategy.	Proposal innovation model, such as the product, service, or profit model.	50%
Proposal Structure	Overall structure, analysis, and logic of the proposal's contents.	Overall structure, analysis, and logic of the proposal's contents.	40%
Feasibility	Includes market, marketing, and expected benefits.	Products and services, marketing, financial planning, and expected benefits.	10%

2. Participants are ranked according to their total score. Participants with the same total score will be ranked according to their (1) innovativeness, (2) proposal structure, and (3) feasibility score. If all scores are the same, an additional winner will be selected.
3. To ensure the quality of the competition, it is necessary without a winner.

(V) Agenda (Tentative)

Time	Agenda
8:30-9:00	Participants sign in (Marketing Proposal)
9:00-9:05	Words from the MOFA representative
9:05-9:10	Words from the TAITRA representative
9:10-9:15	Photo of distinguished guests with participants
9:15-10:00	Presentations of the marketing proposal group
10:00-10:10	Intermission
10:10-11:00	Presentations of the marketing proposal group
11:00-11:10	Intermission
11:10-12:00	Presentations of the marketing proposal group
12:00-13:30	Break
13:00-13:30	Participants sign in (Business Proposal)
13:30-14:20	Presentations of the business proposal group

14:20-14:30	Intermission
14:30-15:20	Presentations of the business proposal group
15:20-15:30	Intermission
15:30-16:20	Presentations of the business proposal group

VIII. Awards :

(I) Social group (Only sign up for the business proposal group)

Award	Business Proposal
Gold Award*1	● Team / Individual: NT\$50,000
Silver Award*1	Team / Individual: NT\$40,000
Bronze Award*1	Team / Individual: NT\$30,000

(II) Student group

Award	Award	
	Marketing Proposal	Business Proposal
Gold Award*1	<ul style="list-style-type: none"> ● Team / Individual: NT\$50,000 ● Instructor: NT\$10,000 	<ul style="list-style-type: none"> ● Team / Individual: NT\$100,000 ● Instructor: NT\$20,000
Silver Award*1	<ul style="list-style-type: none"> ● Team / Individual: NT\$40,000 ● Instructor: NT\$8,000 	<ul style="list-style-type: none"> ● Team / Individual: NT\$80,000 ● Instructor: NT\$16,000
Bronze Award*1	<ul style="list-style-type: none"> ● Team / Individual: NT\$30,000 ● Instructor: NT\$6,000 	<ul style="list-style-type: none"> ● Team / Individual: NT\$60,000 ● Instructor: NT\$12,000
Award of Distinction*2	<ul style="list-style-type: none"> ● Team / Individual: NT\$20,000 ● Instructor: NT\$4,000 	<ul style="list-style-type: none"> ● Team / Individual: NT\$30,000 ● Instructor: NT\$6,000
Honorable Mention*2	<ul style="list-style-type: none"> ● Team / Individual: NT\$10,000 ● Instructor: NT\$2,000 	<ul style="list-style-type: none"> ● Team / Individual: NT\$20,000 ● Instructor: NT\$4,000

Note: If the winning team has an instructor, he/she will be provided an Instructor Award. Please

register first, with no temporary increase.

IX. Force Majeure:

In the event of force majeure, including but not limited to (1) natural disasters, such as typhoons, earthquakes, floods, or hail, (2) government actions, such as war, political interference, policy change, expropriation, confiscation, civil strife, or armed rebellion, (3) abnormal social events, such as a strike, riot, or terrorist attack, (4) a large scale outbreak of infectious diseases, a separate notice will be issued if the date or venue of the event must be changed or the event must be canceled, and the organizer will not bear liabilities for compensation.

X. Notices:

- (I) Individuals or teams agree to the event rules when they complete registration. The organizer retains the right to change the contest rules and the right of interpretation.
- (II) Works entered into the contest must comply with all laws and regulations on copyright, rights of publicity, rights of privacy, patent rights, trademarks, personal data protection, and other intellectual property rights. The individual or team shall bear liabilities in the event of any violations of the law.
- (III) The work may not be plagiarized, pirated, or infringe upon the rights of others. If a work is reported by the organizer or others to infringe upon the rights of others, the organizer may disqualify the participant, cancel the participant's award, and recover the prize money.
- (IV) Intellectual property rights of the work belong to the individual or team, but the individual or team must agree to authorize the organizer to use the marketing plan, speech, and experience shared by award winners for promotion free of charge.
- (V) The individual or team agrees to authorize the organizer and co-organizer to take photographs or film during the event, or ask the participant or team to provide photos or

videos free of charge for use, such as records, and that they may publish the photos or videos mentioned above in any form.

- (VI) Individuals or team representatives must obtain the consent of all team members before providing personal data to the organizer for registration. Individuals or team members must provide detailed personal data and may not fraudulently use or steal the data of any third party. If untrue data or data theft damages the rights and interests of the organizer or any third party, the organizer may disqualify the participant, cancel the participant's award, and recover the prize money.
- (VII) If the overseas team wins the prize, the award will be remitted in NT dollars. The remitted amount shall be the balance after deducting the exchange difference, 20% tax, and relevant handling charges.
- (VIII) The team agrees that, if it wins, the organizer will transfer the prize money to the account of the team representative, who will distribute the prize money among the team members. The organizer will not intervene or coordinate the distribution of the prize money.
- (IX) For prizes or payment from contests and games won by chance, 10% of the full payment is withheld. However, for prizes won in a lottery held under government auspices, where the prize for each ticket (raffle, bet) does not exceed NT\$5,000, it shall be exempted from tax being withheld. Where the prize for each ticket (raffle, bet) exceeds NT\$5,000, 20% of the full payment will be withheld.
- (X) Non-residents of the Republic of China (e.g., a foreigner residing/staying in Taiwan for less than 183 days per year) will incur a 20% tax deduction regardless of the prize value. The winner may only claim his/her prize by presenting his/her passport or alien residence certificate.
- (XI) According to the Second-Generation National Health Insurance (NHI) and Income Tax Act, for a single payment of a prize that reaches NT\$20,000, the payment of the 2.11%

supplementary insurance premium shall be deducted by the payment unit.

XI. Additional Notes

- (I) Any matters not specified in these rules shall be handled in accordance with the laws of the ROC.
- (II) TAITRA may add rules, provided that they do not violate related laws and regulations.
- (III) TAITRA reserves the right to interpret these rules.

XII. Bilateral Projects from the International Cooperation and Development Fund

- (I) Caribbean: <https://cutt.ly/wvRBzMz>
- (II) Central America: <https://cutt.ly/1vRBpEA>
- (III) South America: <https://cutt.ly/fvRBUCO>
- (IV) Africa: <https://cutt.ly/7vRBC5r>
- (V) Asia-Pacific: <https://cutt.ly/hvRB4S7>