

2021 邦交國
嘉年華

Culture Fair for Taiwan's Diplomatic Allies

**Business Plan and
Marketing Competitions
to Promote Products
from Taiwan and Diplomatic Allies**
友邦產品創意行銷暨創業競賽

豐富獎金等著你！
台灣人和外國人
都可以參加喔！



Theme

參賽主題



邦交國產品的台灣行銷計畫

Marketing plan for diplomatic allied products in Taiwan

適合在邦交國創業的台灣產業

Business plan of Taiwan industries in allied countries

國合會的邦交國合作計畫、當地台商計畫

Based on projects from the International Cooperation and Development Fund to create a proposal of marketing and business operating



Participant Qualifications

參加資格

社會組

Social group

僅可報名創業組

business proposal only

我國的個人或公司 / 友邦的個人或公司

Individual or company from Taiwan and Diplomatic Allies

學生組

Student group

可報名創業組或行銷組

marketing and business proposal

**我國大學生、研究生、
友邦在台留學生**

An individual or a group of students studying at a public or private university (including graduate institutes) in the ROC

參賽隊伍最多 **5** 人
由其中一人擔任代表

Each team may have up to 5 members with 1 member serving as its representative

每組可有 **1** 位指導老師

There can be 1 instructor for each team



Schedule

時程

08/06 24:00

線上報名截止

Deadline for Online Registration

企劃書、簡報、簡報影片繳交截止

Deadline for Accepting Proposals

08/20 14:00

公布決選名單 Short list

08/24 08:30-11:00

評選會議 Selection Meeting

09/07 10:00

公布競賽結果 Competition Results

09/23

頒獎儀式 Awards Ceremony



Selection Meeting

評選會議

Date & Time 時間

8/24 Tue. 08:30-11:00

統問 3 分鐘

統答 3 分鐘

6-minute Q&A

視疫情採現場或線上形式

During the time of COVID-19,
we will have an online
selection meeting if it is necessary



請先上網註冊報名

再將**簡報、企劃書(10頁內)、簡報影片(5分鐘)**
寄至承辦窗口

Please Register first and then
submit your **slides, proposal
and video of presentation**



Awards

獎項與獎金

學生組 **14** 名

獎金共新臺幣 **62 萬 4 千元**

社會組 **3** 名

金獎 **5 萬元** 銀獎 **4 萬元** 銅獎 **3 萬元**

14 winners for **student group**

The total bonus is **NT \$624,000**

3 winners for **social group**

No.1 **NT \$50,000**

No.2 **NT \$40,000**

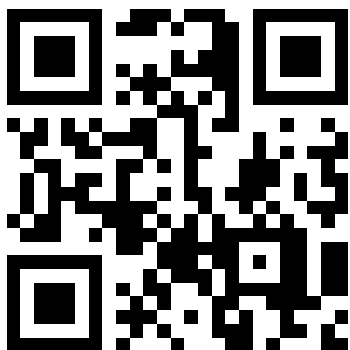
No.3 **NT \$30,000**



You Propose We Promote

特別鼓勵台灣學生與邦交國學生組隊，展現你的創意！
趕快分享給對商業有興趣的台灣與外國朋友吧！

Especially welcome all Taiwanese students and students from Taiwan's Diplomatic Allies to join the competition!



Apply Now !

