



中華民國展覽暨會議商業同業公會

Taiwan Exhibition & Convention Association

Tel: 886-2-87896108 Fax: 886-2-87896518

Email: teca@texco.org.tw

附件 1

2025 亞洲會展青年競賽 (AFECA Asia MICE Youth Challenge 2025)

展覽會議公會報名須知

一、辦理目的：

為促進我國大專院校青年學子參與國際活動，與亞洲各國青年交流學習，本會擬徵集優秀學生團隊參加由亞洲展覽會議協會聯盟（AFECA）主辦之第 10 屆「亞洲會展青年競賽（AFECA Asia MICE Youth Challenge）」，該競賽將於本（2025）年 11 月 6 日假印尼雅加達舉辦實體決選，鼓勵青年學子從中發揮創意及所學技能、相互切磋砥礪。

二、競賽主題：

以原創之會展（MICE）活動企畫，行銷該團隊之國家/地區為活動最佳辦理地點，詳參官方參賽須知 Information Sheet 第 2 點。

三、報名資格

- （一）報名資格：凡我國教育部認可之公私立大學院校學員（含在職生）均可組隊報名。
- （二）報名單位：以系所或訓練機構為單位，參賽成員須為該單位之在籍生（參賽成員需為 2025 年 11 月 6 日前仍在籍者）。
- （三）隊員結構：每隊學生成員至少 3 名，至多 4 名。

四、執行方式

- （一）向本會報名：
 - 1. 報名截止日期：2025 年 6 月 27 日（星期五）。



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2. 以系所或訓練機構為單位，請填妥附件 2 之公會報名表及 AFECA 官方參賽成員報名表，包含參賽隊伍負責人員姓名、聯絡方式及參賽學生姓名之英文拼音（務必與護照拼音相同）。
3. 附註說明：本會受理學校團隊至多 3 隊，額滿即截止報名，歡迎有意願參加之學校儘速報名，以免向隅。

（二）參賽規定

1. 參賽隊伍必須遵守主辦單位公布之參賽須知（Information Sheet）。
2. 如擬異動提交之參賽成員資訊，敬請務必於本年 7 月 3 日（星期四）前以書面通知本會，逾時不候。

（三）競賽方式

1. 競賽分為書面企畫及口說簡報二部分，內容說明如次：

項 目	說 明
書面企畫	<ol style="list-style-type: none">1. 檔案格式：PDF2. 以英文撰寫企畫書，至少 10 頁，至多 30 頁3. 企畫書應呈現活動概念、產業實用性、商業可行性、行銷說服力等，建議內容詳如官方參賽須知 Information Sheet 第 9 點
口說簡報	<ol style="list-style-type: none">1. 檔案格式：PowerPoint2. 於決選當日全程以英語演示3. 每隊簡報時間 6 分鐘，依企畫書內容簡報4. Q&A 時間 2 分鐘，由評審與參賽隊伍自由問答，時間到時按鈴 2 響結束答復

2. 前述二項檔案須於指定期限前以規定格式及檔名提交予主辦單位，詳參官方參賽須知 Information Sheet 第 8、9.2.7 點。



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3. 評審將依據主辦單位規定之項目給予評分，詳參官方參賽須知 Information Sheet 第 10 點。

(四) 線上指導會及補助金

為鼓勵臺灣代表參賽隊伍，本會將辦理線上指導會予以指導。凡加入本會會員，將補助參賽報名費。

五、其他說明

- (一) 參賽學校需協助配合 AFECA 官方日程 (Information Sheet 第 7 點)，提供本會相關資訊以利報名事宜，重要時程臚列如下：

排 程	日期
提交參賽成員名單截止日	7 月 4 日
提交參賽用企畫書截止日 (PDF 格式)	8 月 8 日
提交參賽用簡報檔截止日 (PPT 格式)	9 月 9 日
簡報決選日	11 月 6 日

(二) AFECA Asia MICE Youth Challenge 競賽獎金

獎 項	獎金金額 (USD)
Champion	\$1,000.00
1 st Runner Up	\$800.00
2 nd Runner Up	\$500.00

1. 獎金將全數歸獲獎學校。
2. 參賽學校須自行負擔競賽報名費 **360** 美元。

AFECA Asia MICE Youth Challenge 2025

INFORMATION SHEET

1. Objectives

The main objectives of the challenge are:

- To provide the students an opportunity to develop their creativity and present fresh and unique ideas for the industry.
- To make use of what they learn in school for industry experience by conceptualizing business- testing and organizing a MICE event.

2. The Challenge: Proposal

- The participating team is to conceptualize, business-test and organize one of the following components of MICE: **M** (meeting), **I** (incentive travel), **C** (conference) or **E** (exhibition) and to showcase the distinctive features and facilities of your country/area to convince that their destination is the **BEST** to host their created event.
- The selected component of MICE must be one that is **novel** (original and fresh, especially in conception and style).
- The team is to submit a complete business plan that covers the following key considerations:
 - Concept of the proposed component
 - Relevance of the proposed component within the industry
 - Commercial viability of the proposed component
 - Justify why their country/region is the best choice to hold this event
 - Considerations on sustainability
 - All other business considerations

3. Participants

- Undergraduate students majoring in MICE or Business Events, Business Management, Hospitality and Tourism related fields.
- All participants in the team must be from the same education institute. Maximum Four (4) persons, Minimum Three (3) per participating team.
- Maximum Three (3) participating teams per country/region.
- Only registrations made through the respective country/region AFECA Association Members will be accepted.

4. Participating Fee (*to be paid only when the registration is approved*)

- USD360.00 per participating team.
- Fee includes Admission to the Youth Challenge and Certificate for Participation.

5. Presentation Duration

- 6 minutes presentation
- 2 minutes Q & A session

6. Panel of Judges

- The panel of Judges are made up of some of the top MICE leaders in the world.

7. The Challenge: Key Milestones

Follow these deadlines to be part of the exciting *Youth Challenge*!

- Registration Deadline: (*Registration Form enclosed*)
 - Form A 13th June 2025
 - Form B 4th July 2025
- Submission of Official Proposals:
 - PDF Format 8th August 2025
 - PPT Format 9th September 2025
- Presentation 6th November 2025

8. Submission of Proposals

Proposals are to be submitted according to the above-mentioned submission deadlines to

afecaamicevc@afeca.asia

(All proposals submitted will be final. No amendment by the participants will be entertained).

Attention: AFECA Secretariat – AFECA Asia MICE Youth Challenge 2025

9. Proposed Submission Contents

9.1 Submission of Event Proposal should be done in 2 formats:

- PDF format (minimum 10 pages to maximum 30 pages) to be given to the judges prior to the event
- PPT format to be used during presentation on the day of the event

9.2 Proposed outline of event proposal to be submitted:

9.2.1 Event Concept

- Provide a brief description or outline about the component / event.
- Explain how the component / event achieves the main objectives.
- Detailed Program

9.2.2 Why is your country/area the best choice to hold this event?

- Landscape Analysis:
 - Conduct research on the Unique Selling Point (USP) of your respective country/region
 - Explore the distinctive differences among the respective other Asian countries/regions
- Reason for selecting - Promote Your Country/Region as MICE Destination

9.2.3 Event Budget

- Proposed revenue streams
- Estimated project budget

9.2.4 Marketing

- How do you plan to market the component/event to your target audience?

9.2.5 Project Team & Logistics

- Introduce the Project Team
- Venue & Hotel Accommodation selection
- List of other logistics required for the event

9.2.6 References

- List of websites/ references

9.2.7 Submission of Supporting Documents

Any supporting spread sheets or documents should be neatly named and organized in folders, and the entire submission sent as a Zip file. Should the submission exceed 5MB in size, please use a download link to submit the file.

Kindly note that all proposals regardless of formats have to be saved in the same manner as follows:

<Country/Area>_<Team Name> <Represented Organization> – AFECAAMICEYC2025 Proposal.pdf **AND**
<Country/Area>_<Team Name> <Represented Organization> – AFECAAMICEYC2025 Proposal.ppt

10. Judging Criteria (Weighting)

10.1 Relevance to the Stated Objective (25%)

Proposed component/event judged on its conceptual plans and the relevance of proposal.

10.2 Marketing Strategy (20%)

Students assessed persuasiveness and feasibility of the marketing plan for proposed idea.

10.3 Business Viability (15%)

Proposal assessed on commercial relevance and business viability.

10.4 Creativity (10%)

The proposal assessed on creativity and feasibility of the plan.

10.5 Engagement & Communication (20%)

The team will be assessed on their sufficiency of stage presence (i.e. eye contact, vocal range) and the interest appeal to each individual (i.e. judges)

10.6 Considerations on sustainability (10%)

Team will be assessed based on their idea, execution and relevance.

11. Prizes for AFECA Asia MICE Youth Challenge 2025 winners

Categories	Prizes
Champion (Team)	Trophy for the Winning Team, Framed Certificate for the Winning Team Members and Cash Prize of USD1,000.00
1 st Runner Up (Team)	Trophy for the Winning Team, Framed Certificate for the Winning Team Members and Cash Prize of USD800.00
2 nd Runner Up (Team)	Trophy for the Winning Team, Framed Certificate for the Winning Team Members and Cash Prize of USD500.00
Special Recognition Awards (Team)	3 Awards - Trophy and Framed Certificate for the Winning Team
The Best Presenter Awards (Individual)	2 Awards - Trophy and Framed Certificate for the Individual Winner
The Most Knowledgeable Awards (Individual)	2 Awards - Trophy and Framed Certificate for the Individual Winner
The Best Sustainability Idea Award (Team)	1 Award - Trophy and Framed Certificate for the Winning Team
The Best PowerPoint Presentation Award (Team)	1 Award - Trophy and Framed Certificate for the Winning Team
The Best Theme Attire Award (Team)	1 Award - Trophy and Framed Certificate for the Winning Team
The Most Popular Award (Team)	1 Award - Trophy and Framed Certificate for the Winning Team

The judges' decision will be final, and no further correspondence will be entertained.

- **Champion, 1st Runner-Up and 2nd Runner-Up (Team)**
Based on the judging criteria, the Winning Teams will be selected after the PowerPoint presentations by each participating team. Only one **(1) team** will emerge as the **Champion, 1st Runner-Up and 2nd Runner-up** respectively.
- **Special Recognition Awards (Team)**
To acknowledge and recognize the special effort put in by the teams, **three (3)** Special Recognition Awards will be presented.
- **The Best Presenter Awards (Individual)**
To acknowledge and recognize the special effort put in by the teams, **two (2)** Best Presenter Awards will be presented.
- **The Most Knowledgeable Awards (Individual)**
The outstanding participant that performs well during the Q & A session will be given the Most Knowledgeable Award. There will be **two (2)** Most Knowledgeable Awards.
- **The Best Sustainable Idea Awards (Individual)**
To acknowledge the special effort put in by the team to showcase the best idea, execution and relevance. Only **one (1)** will be given out.
- **The Best PowerPoint Presentation Award (Team)**
The teams will be judged on their PowerPoint presentation. Only **one (1)** award will be given to the team that showcases the Best PowerPoint slides.

- **The Best Theme Attire Award (Team)**
 A special Best Theme Attire Award will be presented to the team with the best attire that represents their presentation theme well. There will be **one (1)** team award for the best theme attire.
- **The Most Popular Award (Team)**
 The audience will be given an opportunity to vote for the Most Popular Team of the day. There will **one (1)** award for the Most Popular Team.

12 **Publicity Before the Event**

- Social media – This can be done through various social media platforms such as eDM, Facebook, WeChat etc. The main objective is to generate awareness and interest in the *Youth Challenge*.
- Associations - Association members of AFECA can help to disseminate the information to respective local institutions to communicate with institutions and students more effectively.
- All Participating Teams are welcome to promote their participation in their social media.