

2022 全球青商潛力之星

選拔賽

Global Young Entrepreneur Stars Selection

即日起至2022年4/22下午5時(臺灣時間)截止

僑務委員會為協助全球青商發展，遴選潛力之星，輔導青商成長精進，為海外商會永續發展注入新力量。

參選資格

40歲(含)以下企業負責人或高階經理人

參選流程 (詳細資訊請掃描點擊QR Code)

- STEP 1 線上填寫企業基本資料表
- STEP 2 申請駐外單位推薦與核轉
- STEP 3 提交參選資料Email至newstar.jep@gmail.com

獎勵項目 獲選名額30位



獲頒獎座及證書，
提升品牌力



客製專家諮詢，
提升事業力



提供多元管道宣傳與
經驗分享



加入專屬聯誼會，
連結全球人脈

洽詢窗口

電話Tel.: 886-2-26982989 ext.03065
E-mail: 03065@cpcc.tw



選拔專區網站
YES.Taiwan-World.Net



專人諮詢LINE群組

主辦單位 |



中華民國僑務委員會
www.ocac.gov.tw

承辦單位 |



中國生產力中心
China Productivity Center

僑務委員會 2022 年全球青商潛力之星 選拔辦法

一、目的：

僑務委員會為協助海外僑臺青商因應快速變動的國際趨勢與經營管理需求，促進企業成長轉型升級與臺灣有更多連結，透過線上服務、線下伴隨僑臺青商企業永續成長，幫助僑臺青商解決成長、轉型、投融資等實戰問題，藉由線上諮詢與數位內容提供僑臺青商數位諮詢服務，以輔導僑臺青商事業發展，培植茁壯能量。

二、主辦單位：僑務委員會

承辦單位：財團法人中國生產力中心

三、報名時間：

即日起至 2022 年 4 月 22 日下午 5 時（臺灣時間）截止。

四、參選資格：

目前為企業負責人或高階經理人年齡在 40 歲（含）以下之海外僑臺青商。

〔註：不包含中國大陸、香港及澳門地區的臺籍商人及其子女/下一代。〕

五、獲選名額：

以 30 位（家）僑臺青商為原則，惟實際獲選數由評選委員會議決之。

六、獎勵項目：

- （一）獲頒潛力之星獎座及數位證書。
- （二）專家顧問諮詢服務。
- （三）提供多元傳媒管道供青商企業宣傳與經驗分享。
- （四）加入青商潛力之星聯誼會。

七、參選方式：

- （一）須經我駐外館處或華僑文教服務中心推薦參選。
- （二）如由當地僑臺商組織或海外工商團體推薦，亦須經我駐外館處或華僑文教服務中心核可；自行參選者不予受理。

(三) 推薦函由我駐外館處或華僑文教服務中心核轉僑務委員會。

八、參選應繳資料：

- (一) 企業基本資料表 (Google 表單填寫)。
- (二) 推薦函 (掃描或照片電子檔)。
- (三) 營運構想簡報 (格式如附件)。
- (四) 企業在僑居地之事業登記文件。
- (五) 其他公司相關資料 (本項非必要，如：企業簡介/企業影片/產品型錄/專利/得獎紀錄/團隊事蹟/營運構想簡報說明影片等有利於協助審查之文件)。
- (六) 自我檢核表。

* 以上資料請以中文或英文書寫，相關證明文件、圖片，請加註中或英文說明，如有影印務請清晰，並以 E-mail 上傳提交。

* 上傳 E-mail：newstar.jep@gmail.com

* 參選資料由承辦單位於活動結束後銷毀，恕不退件。

九、評選：

(一) 評選程序：分為書審、決審二階段進行。

1. 書審：書面審查包含資格文件審查及提案文件審查。

(1) 資格文件審查：由主辦單位與承辦單位就參選資格進行審核，若有缺漏或錯誤，依通知予以限期補件，逾時視同放棄。資格不符合者發文通知，相關申請文件概不退還。資料符合者進入提案文件審查。

(2) 提案文件審查：由評選委員針對參選資料 (書面資料、營運構想簡報) 內容，依評選項目、權重及評選規則，填寫「評分與審查意見表」。

2. 決審：由主辦單位與承辦單位推薦之專家學者擔任評選委員，由主辦單位指定專人擔任主任委員，就經書審通過之企業整體表現進行決審評分作業。

(二) 評選指標：

項目	內容說明
(一) 組織定位	A.公司經營目標、領域及理念 (公司成立目的及願景) B.經營團隊介紹 (公司團隊及分工介紹) C.產品/服務專利 (說明公司產品/服務是否曾獲得或正在申請中之各項專利或商標、有無任何獨特競爭優勢)
(二) 營運創新	A.技術、產品或服務之創新性 (說明公司的核心產品/服務/關鍵技術/資源/網絡關係) B.營運模式、經營策略及核心競爭力 (說明從產品發展到滿足客戶需求的過程中，最具價值的一環) C.研發投入及規劃 (說明技術、產品/服務之研發過程及獨特性)
(三) 市場行銷	A.目標市場分析與行銷策略、通路規劃與執行 (說明鎖定的目標市場為何，針對產品/服務所規劃之行銷策略) B.銷售實績與國內外發展潛力 (說明產品/服務於國內外之使用者評價、銷售成績，及說明未來拓展規劃)
(四) 財務治理	A.財務規劃與風險管理策略 (說明創業資金金額、是否有設停損點、預計何時損益平衡) B.財務結構與財務預估 (2022年~2024年)

十、 公布時間、諮詢輔導時間、頒獎典禮時間：

獲選名單預訂於 2022 年 5 月 15 日公布與通知；如因故延期公布，將另行通知。獲獎青商自獲選名單公布後至 2022 年 7 月底可使用諮詢服務；頒獎典禮預訂於 2022 年 9 月份舉行，確切時間與地點另行通知。

十一、 聯絡資訊：

承辦單位：財團法人中國生產力中心

電話：+886-2-26982989 分機 03065 洪先生

E-mail：03065@cpc.tw

傳真：+886-2-26989249

地址：臺灣新北市 221 汐止區新台五路 1 段 79 號 2 樓

企業基本資料表

企業名稱 (中文) (英文)		
申請人 (中文) (英文)	僑居地	
	出生日期	西元 年 月 日
聯絡人 (中文) (英文)	創立日期	西元 年 月
<input type="checkbox"/> 同申請人	資本額	USD \$
2021 年營業額 USD \$		員工人數 人
公司官網 (含社群媒體如 Facebook、Instagram 網址帳號)		
通 訊 地 址	公司	電話 (請加註國家碼及區域碼) ()-() 手機： LINE ID： E-Mail：
主要產品/服務項目		

※表格不敷使用請重複影印

<企業基本資料表>

推 薦 函

(本案係選拔海外優秀之僑臺青商企業，請以推薦該參選企業為主，勿推薦個人)

茲推薦

參加全球青商潛力之星選拔之甄選

此致

評選委員會

2022 年 月 日

推 薦 機 構	機構名稱			
	推薦人		職稱	
	通訊地址			
	電 話		簽 章	
	傳 真			
註：推薦機構為我駐外單位（駐外使領館處或華僑文教服務中心）。如由當地僑臺商組織或海外工商團體推薦，亦須經我駐外單位核可。推薦函完成後由駐外單位核轉僑務委員會。		駐 外 單 位 簽 章		

<推薦函>

推薦理由及事蹟說明

推薦理由(範例如下)：

- 1.經營穩健，深具成長潛力
- 2.企業形象優良
- 3.表現卓越並對社會經濟具示範效果
- 4.創新經營具有示範效益
- 5.其他(請舉例說明)

填寫範例

事蹟說明：

※表格不敷使用請重複影印

<推薦函>

自我檢核表

公司名稱：

項次	檢核事項	
(一)	海外企業負責人或高階經理人（即申請人）年齡在 40 歲（含）以下	<input type="checkbox"/> 是 <input type="checkbox"/> 否
(二)	<p>本公司已填寫/繳交下列申請資料（請逐一勾選檢核）：</p> <p><input type="checkbox"/>1.企業基本資料表（Google 表單填寫）。</p> <p><input type="checkbox"/>2.推薦函（掃描或照片電子檔）</p> <p><input type="checkbox"/>3.營運構想簡報。</p> <p><input type="checkbox"/>4.企業在僑居地之事業登記文件。</p> <p><input type="checkbox"/>5.其他公司相關資料（本項非必要；如企業簡介/企業影片/產品型錄/專利/得獎紀錄/團隊實蹟/營運構想簡報說明影片等）</p>	
附註說明	<p>1.第(一)項勾選「否」或未勾選者，無法參與本屆選拔。</p> <p>2.第(二)項第 1 點~第 4 點若有缺件者請加註說明，並於期限內補齊；逾期未補齊者，視同資格不符。</p> <p>3. 本檢核表填妥後附於申請文件正本內遞送。</p>	
承諾配合事項	<p>1.<u>同意</u>所提供之企業資料作為參加本屆「全球青商潛力之星」選拔作業及承辦單位執行相關業務所需之用。</p> <p>2.本公司所提送申請資料均屬實，若有不符之情形，願負一切責任並放棄申請資格。</p>	
<p>申請人（簽章）</p> <div style="text-align: right; margin-top: 50px;">2022 年 月 日</div>		

Overseas Community Affairs Council, Republic of China (Taiwan)
2022 Global Young Entrepreneur Stars
Selection Approach

1. Purpose :

To assist overseas compatriot young entrepreneurs to cope with the rapidly changing international business environment and management needs, enhance the growth, transformation, upgrading of enterprises and have more connections with Taiwan, the Overseas Community Affairs Council, OCAC accompanies the sustainable growth of overseas compatriot young entrepreneurs through online and offline services, helps them to solve practical problems such as growth, transformation, investment and financing, and provides online consulting services for them through online consultation and digital content, and implement guidance for the development of overseas compatriot young entrepreneurs.

2. Organizer : Overseas Community Affairs Council

Executive unit : China Productivity Center

3. Registration period :

From now until 5:00 pm, April 22, 2022(Taiwan time, GMT+8)

4. Eligibility :

Either business owners or senior managers, an overseas compatriot young entrepreneur under the age of 40 (inclusive)

* Young entrepreneur refers to non-mainland China compatriot businessmen and their children/next generation

5. Quota :

The quota is set to be 30, but the actual number of selected companies will be

decided by the evaluation committee.

6. Award content :

- 1) Award a Young Entrepreneur Star medal and a digital certificate
- 2) Provide accompanying consulting service of expert consultants
- 3) Provide multiple media channels for the promotion and experience sharing of young entrepreneurs
- 4) Offer to join the Young Entrepreneur Stars Association

7. Registration process :

- 1) Candidates should be recommended by ROC (Taiwan) embassies abroad or Culture Center of Taipei Economic and Cultural Office.
- 2) If the candidate is recommended by a local overseas compatriot chambers of commerce or an overseas business association, it must also be recommended by ROC (Taiwan) overseas mission.
- 3) The recommendation letter needs to be approved by the overseas embassy office, and then transferred to the OCAC.

8. Documents for registration :

- 1) Enterprise Basic Information Form (to be filled in Google Form)
- 2) A copy of letter of recommendation (PDF, JPG)
- 3) Business Concept Briefing (format as attachment)
- 4) The business registration document of the enterprise in the place of residence
- 5) Other company-related information (such as company profile/product catalogue/patent/award record/team reputation/ explanatory videos, etc.)
- 6) Participating companies submit self-check form

* **The above information** should be written in Chinese or English, and relevant supporting documents and pictures should be noted in Chinese or English. **If there is a photocopy, please make sure it's clear and upload it by email.**

* Uploading E-mail : newstar.jep@gmail.com

* Please note that all registration material will be destroyed by the organizer after the event and will not be

returned.

9. Evaluation :

1) Evaluation procedure: It is divided into two stages: document evaluation and final evaluation.

1. Document evaluation :

The document evaluation includes the evaluation of qualification document and the proposal document.

(1) Qualification document evaluation: The organizer and the winning bidders will evaluate the qualifications for the selection.

If there are any omissions or errors, the documents should be supplemented within a time limit according to the notice, and those who do not meet the time limit are seen as forfeit. Those who do not meet the qualifications will be notified, and the relevant application documents will not be returned. Those who meet the requirements will be passed on to the proposal document evaluation.

(2) Proposal document evaluation: The selection committee will evaluate the submitted selection documents (written materials, business concept briefings) and fill in the "Scoring and Evaluation Opinion Form" according to weights and selection.

2. Final evaluation :

The organizer and the experts, scholars recommended by executive unit will serve as the selection committee. The organizer designates a person to serve as the chairman, and conducts selection, evaluation and scoring operations on the overall performance of the enterprise that has passed the document evaluation.

2) Evaluation indicators :

Item	Description
1. Positioning	<p>A. The company's business goals, fields and ideas (Company purpose and goals)</p> <p>B. Introduction to the team (Introduction to the company team and job responsibilities)</p> <p>C. Product/Service Patent (Indicate whether the company's products/services have obtained or are applying for various patents or trademarks, and whether there are any unique competitive advantages)</p>
2. Operational innovation	<p>A. Innovation of technology, product or service (Describe the company's core products/services/key technologies/resources/networking relationships)</p> <p>B. Business Model, Business Strategy and Core Competitiveness (Describe the most valuable part in the process from product development to meeting customer needs)</p> <p>C. R&D investment and planning (Describe the R&D process and uniqueness of technology, product/service)</p>
3. Marketing	<p>A. Target market analysis and marketing strategy, channel planning and execution (Explain what the target market is and the marketing strategy planned for the product/service)</p> <p>B. Sales performance and development potential both domestic and abroad (Describe user evaluation and sales performance of products/services in domestic and abroad, and explain future expansion plans)</p>
4. Financial governance	<p>A. Financial planning and risk management strategies (Indicate the amount of venture capital, whether there is a stop-loss point, and when the amount of profit and loss is expected to be balanced)</p> <p>B. Financial structure and estimation (2022 ~2024)</p>

10.Date of announcement, consulting service duration and date of award ceremony :

The winners will be announced and notified on May 15. If the announcement is postponed for any reason, the time will be notified separately.

The winners will have the consulting service from the date of announcement to the end of July 2022; the award ceremony is scheduled to be held in September 2022, and the exact date and venue will be notified separately.

11.Contact Information :

Executive unit : China Productivity Center (CPC)

Address : 2F, No. 79, Section 1, 5th Xintai Road, Xizhi District, New Taipei City 221 Taiwan

Phone : 886-2-26982989*03065 Mr. Hong

Fax : 886-2-26989249

E-mail : 03065@cpc.tw

Enterprise Basic Information Form

Name (Chinese)				
(English)				
Applicant (Chinese)		Residence		
(English)		Date of Birth	Year	Month
Contact person (Chinese)		Date of	Year	Month
(English)		establishment	Year	Date
<input type="checkbox"/> same as applicant		Capital	USD \$	
2021 Turnover USD \$			Number of workers	
Company official site				
Address	Enterprise	Phone (please add country code and area code) ()—()		
		Cellphone:		
		LINE ID:		
		E-Mail:		
Main products/services				

<Enterprise Basic Information Form>

※If the form is not enough to be filled in, please feel free to copy.

Letter of Recommendation

(It's for the selection of outstanding overseas young entrepreneur, **please recommend only the company for selection** , do not recommend individuals)

We hereby recommend

To participate in the Global Young Entrepreneur Stars Selection

Sincerely,

Selection Committee

Year 2022 Month Day

Recommending unit	Name			
	Recommend person		Title	
	Address			
	Phone		Signature & seal	
	Fax			

Note: The recommending agency should be ROC (Taiwan) overseas mission or the Culture Center of Taipei Economic and Cultural Office. If the corporate is recommended by an overseas compatriot chambers of commerce or an overseas business association, it must first be recommended by the overseas mission. After the recommendation letter is completed, it should be approved and transferred to the Overseas Community Affairs Council by the mission.

Signature
& seal of
overseas
mission

<Letter of Recommendation>

Reasons for recommendation and description of deeds

Recommend reasons:

1. Steady operation and profound growth potential

SAMPLE

2. Excellent corporate image

3. Excellent performance and have demonstrative effect on social economy

4. Innovative management has demonstrative benefits

5. Other (please provide examples)

Description of deeds:

※If the form is not enough to be filled in, please feel free to copy.

Submit Self-check Form

Company name :

Item	Inspection items	
1	Business owner or senior manager (i.e. the applicant) is under the age of 40	<input type="checkbox"/> Y <input type="checkbox"/> N
2	<p>The company has filled out/submitted the following application materials (please check them one by one) :</p> <ul style="list-style-type: none"> <input type="checkbox"/> 1. Enterprise Basic Information Form (to be filled in Google Form) <input type="checkbox"/> 2. A copy of letter of recommendation (Scan copy) <input type="checkbox"/> 3. Business Concept Briefing <input type="checkbox"/> 4. The business registration document of the enterprise in the place of residence <input type="checkbox"/> 5. Other company-related information (such as company profile/product catalogue/patent/award record/team deeds/ explanatory videos, etc.) 	
Notes	<p>1. Those who tick "No" in item 1 or do not tick will not be able to participate.</p> <p>2. If there are any missing items in item 2, please add an explanation and make up within the time limit. Those who do not make up within the time limit will be seen as forfeit.</p> <p>3. The completed check form should be attached to the original application documents and delivered together.</p>	
Declaration of commitment	<p>1. We hereby agree that the provided corporate information will be used for participating in the "Global Young Entrepreneur Stars Selection" and for the execution unit to carry out related operation.</p> <p>2. The document submitted by our company are all true. If there is any discrepancy, we are willing to take all responsibilities and give up the application.</p>	
<p>Applicant (signature and seal)</p> <p style="margin-right: 100px;">Year 2022 Month</p> <p style="margin-right: 50px;">Day</p>		

營運構想簡報格式(參考)

- 壹、組織定位
- 貳、營運創新
- 參、市場行銷
- 肆、財務治理

壹、組織定位

A. 公司經營目標、領域及理念

(公司成立目的及願景)

B. 經營團隊介紹

(公司團隊及分工介紹)

C. 產品/服務專利

(說明公司產品/服務是否曾獲得或正在申請中之各項專利或商標、有無任何獨特競爭優勢)

貳、營運創新

A.技術、產品或服務之創新性

(說明公司的核心產品/服務/關鍵技術/資源/網絡關係)

B.營運模式、經營策略及核心競爭力

(說明從產品發展到滿足客戶需求的過程中，最具價值的一環)

C.研發投入及規劃

(說明技術、產品/服務之研發過程及獨特性)

參、市場行銷

A. 目標市場分析與行銷策略、通路規劃與執行

(說明鎖定的目標市場為何，針對產品/服務所規劃之行銷策略)

B. 銷售實績與國內外發展潛力

(說明產品/服務於國內外之使用者評價、銷售成績，及說明未來拓展規劃)

肆、財務治理

A.財務規劃與風險管理策略

(說明創業資金金額、是否有設停損點、預計何時損益平衡)

B.財務結構與財務預估

(2022年~2024年)

Business Concept Briefing (format as attachment)

I 、 Positioning

II 、 Operational innovation

III 、 Marketing

VI 、 Financial governance

I 、 Positioning

- A. The company's business goals, fields and ideas**
(Company purpose and goals)
- B. Introduction to the team**
(Introduction to the company team and job responsibilities)
- C. Product/Service Patent**
(Indicate whether the company's products/services have obtained or are applying for various patents or trademarks, and whether there are any unique competitive advantages)

II ・ Operational innovation

A. Innovation of technology, product or service

(Describe the company's core products/services/key technologies/resources/networking relationships))

B. Business Model, Business Strategy and Core Competitiveness

(Describe the most valuable part in the process from product development to meeting customer needs)

C. R&D investment and planning

(Describe the R&D process and uniqueness of technology, product/service)

III 、 Marketing

A. Target market analysis and marketing strategy, channel planning and execution

(Explain what the target market is and the marketing strategy planned for the product/service))

B. Sales performance and development potential both domestic and abroad

(Describe user evaluation and sales performance of products/services in domestic and abroad, and explain future expansion plans)

VI ・ Financial governance

A. Financial planning and risk management strategies

(Indicate the amount of venture capital, whether there is a stop-loss point, and when the amount of profit and loss is expected to be balanced)

B. Financial structure and estimation

(2022 ~2024)