

全国大学生电子商务“创新、创意及创业”挑战赛

竞赛组织委员会文件

National E-commerce "Innovation, Creativity and Entrepreneurship" Competition for
College Students Organizing Committee Document

三创赛竞组委文〔2026〕12号

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第十六届全国大学生电子商务“创新、创意及创业”挑战赛

国际赛实施方案

Implementation Plan for the International Pitch of the 16th National E-commerce
"Innovation, Creativity and Entrepreneurship" Competition for College Students

一、竞赛背景

I. Background

为促进全球大学生电子商务创新、创意及创业能力的提高，搭建合作交流平台，广泛吸引世界高校优秀学生团队参赛，促进中外教育理念的融合创新、中外文化的互鉴互赏，发展出具有强大思想引领力、精神凝聚力、价值感召力、国际影响力的创新思维、创意驱动和创业实践，第十六届全国大学生电子商务“创新、创意及创业”挑战赛竞赛组织委员会（以下简称“三创赛竞组委”）携手海南陵水黎安国际教育创新试验区管理局（海南陵水国际联合学院）（以下简称“陵水试验区”）、海南大学于2026年1月至2026年8月合作举办第十六届三创赛国际赛。

To build a platform for cooperation and exchange among global college students and enhance their capabilities in e-commerce innovation, creativity and entrepreneurship, the Organizing Committee of the 16th National E-commerce "Innovation, Creativity and Entrepreneurship" Competition for College Students (hereinafter referred to as the "Organizing Committee") collaborates with the Hainan Lingshui Li'an International Education Innovation Pilot Zone Administration (Hainan Lingshui International United College) (hereinafter referred to as the "Lingshui Pilot Zone") and Hainan University to co-host the International Pitch of the 16th National E-commerce "Innovation, Creativity and Entrepreneurship" Competition (hereinafter referred to as the "International Pitch") from January to August 2026. The International Pitch aims to attract outstanding student teams from renowned universities worldwide, promote the integrated innovation among students from the world, facilitate mutual learning and appreciation between cultures, and foster innovative thinking, creativity-driven initiatives and entrepreneurial practices with strong ideological guidance, spiritual cohesion, value appeal and international influence.

三创赛竞组委立足海南国际教育创新岛建设的政策与地缘优势，指定作为中国中外合作办学高校集中引进示范平台的海南陵水黎安国际教育创新试验区管

理局（海南陵水国际联合学院）为三创赛国际赛的合作单位，负责国际赛的国外赛事事务联络，总决赛（含全国总决赛和国际总决赛）的所有赛事工作的具体统筹、组织、协调、落实及会务组织、宣传推广、后勤保障等各项事务的具体执行工作；指定海南大学作为国际赛的合作高校，负责参与制定赛事方案、专家组织、评审标准和组建评审团队等工作，对所涉及的国际赛项目（作品）的通讯评审工作等提供学术与专业保障，确保赛事工作的专业性、科学性与可操作性。

Leveraging the policy and geographical advantages of building Hainan into an international education innovation hub, the Organizing Committee has designated the Lingshui Pilot Zone—a demonstration platform for introducing clustered China-foreign cooperative education institutions—as the co-organizer of the International Pitch. The Lingshui Pilot Zone is responsible for liaising on overseas affairs of the International Pitch, as well as the specific planning, organization, coordination, implementation, and execution of all operational tasks for the finals (national and international finals), including conference organization, publicity, promotion, and logistical support. Hainan University has been designated as the cooperating university for the International Pitch, responsible for participating in the formulation of the competition plan, organizing experts and judges, establishing evaluation criteria, and forming the judge team. It will provide academic and professional support for the review of international competition projects (entries) to ensure the professionalism, scientificity and practicality of the competition.

二、赛事特点

II.Competition Features

三创赛国际赛突出三个国际性：比赛内容的国际性、参赛团队的国际性、比赛语言的国际性。

The International Pitch emphasizes three international dimensions: the international nature of the competition content, that of the participating teams, and that of the languages used.

（一）比赛内容的国际性

(1) International Nature of the Competition Content

在比赛内容上，三创赛竞组委鼓励参赛团队能洞察国际市场用户需求，对国际市场有较深入的调研和分析，能较准确地把握电子商务发展的国际机会和趋势，所策划的电子商务项目或能在国际市场上有效推广产品或服务，或能提升品牌的国际知名度和美誉度，或能满足相应国家和地区的特定需求，或在国际市场上具有广阔的应用前景和市场空间，或能推动全球可持续发展，或促进不同国家和地区间的文化交流与融合。

The Organizing Committee encourages participating teams to gain insightful understanding of user demands in the global market and conduct in-depth research and analysis on it, and accurately identify global opportunities and trends in e-commerce development. The e-commerce projects they plan should either effectively promote products or services internationally, enhance a brand's global visibility and reputation, meet the specific needs of relevant countries or regions, show broad application prospects and market potential globally, contribute to global

sustainable development, or foster cultural exchange and integration between different countries and regions.

(二) 比赛团队的国际性

(2) International Nature of the Participating Teams

1. 国内高校参赛团队的国际性要求

1. International eligibility requirements for teams registering through a Chinese university

参加国际赛的中国参赛团队成员须是经中国教育部批准设立的普通高等学校的全日制在校大学生（含港澳台地区，专科、本科、研究生均可，专业不限），且参赛团队中须至少有一名成员具备以下报名条件之一：

The International Pitch Members of the Chinese university registered teams must be full-time students enrolled in regular higher educational institutions (HEIs) approved by the Ministry of Education (MOE) of the People's Republic of China (including those from Hong Kong, Macao, and Taiwan regions; at junior college, undergraduate, or postgraduate levels; and of any majors) and at least one member must meet one of the following criteria:

1) 须为经中国政府批准设立的中外合作办学法人（含境外独立办学机构）、中外合作办学机构或中外合作办学项目的全日制在校生（专科、本科、研究生均可，专业不限），且必须持有国外合作院校（不含港澳台地区高校）的正式学籍；

1) Be a full-time student (including from Hong Kong, Macao, and Taiwan regions; at junior college, undergraduate, or postgraduate levels; and of any majors) in a legally established China-foreign cooperative educational entity (including independent overseas educational institutions), institutions, or programs approved by the Chinese government, and hold official student status from the foreign partner institutions (excluding universities in Hong Kong, Macao, and Taiwan regions);

2) 在中国大陆普通高等院校正式注册并在读的外国护照持有学生（专科、本科、研究生均可，专业不限）。

2) Be a foreign passport holder officially registered and studying at a regular HEI in Chinese mainland (at junior college, undergraduate, or postgraduate levels; and of any major).

2. 国外高校参赛团队的国际性要求

2. International eligibility requirements for teams registering through a foreign university

参加国际赛的国外参赛团队成员须是在中国以外的正规高等院校正式注册的在读学生（涵盖专科、本科、研究生等所有层次，专业不限），且其就读院校及所获学历学位须在中国教育部留学服务中心认证范围内。为提高参赛团队的联络有效性，特别要求参赛团队成员中至少有一名在中国教育部留学服务中心学历学位认证范围内的国外正规高等院校就读的中国留学生或在中国国内高校就读的中国籍在校大学生作为联络人（方便必要时为参赛团队承担中文与参赛团队所在国家官方用语的双语翻译）。

Members of the participating teams registering through a foreign university for the International Pitch must be currently enrolled students at accredited HEIs outside China (at junior college, undergraduate, or postgraduate levels; and of any majors). Their institutions and earned degrees must be recognized by the China Service Center for Scholarly Exchange under the MOE. To ensure effective communication, each participating team must include at least one Chinese contact person who is either: (1) a Chinese national student enrolled at a foreign institution recognized by the Chinese Service Center for Scholarly Exchange, or (2) a Chinese national currently studying at a university in China. This contact will facilitate bilingual communication (Chinese and the team's official language) when required.

3. 必须经过所在高校认可

3. Official approval from the participant's institution

所有国际赛参赛团队（无论是中国国内高校，还是中国以外高校）的资格审核都须经所在学校（以参赛团队队长为准）的教务等管理机构通过后方具备参赛资格。特别强调，报名时还须明确团队中符合国际赛报名资格的参赛团队成员，且出具由该成员所属单位对其相应身份做出的认定审核。

All International Pitch teams (whether from HEIs in and outside China) must undergo qualification verification by their academic administrations (as determined by the team leader) to be eligible for participation. It is expressly required that during registration, teams must clearly identify members meeting International Pitch eligibility criteria and submit official verification of their status from their affiliated institutions.

4. 鼓励跨校跨国组团

4. Encouragement of cross-institutional and cross-national teams

三创赛竞组委鼓励参赛团队跨校、跨国组队，有利于团队成员拓宽国际化学科思维和商业视野，熟悉国际市场规则、法律法规和文化差异，具备多元文化背景，在专业知识、技能和经验方面形成国际化互补。

The Organizing Committee encourages cross-institutional and cross-national teams to broaden international academic thinking and business perspectives, familiarize themselves with global market rules, laws, regulations, and cultural differences, leverage diverse cultural backgrounds, and complement each other in professional knowledge, skills, and experience.

（三）比赛语言的国际性

(3) International Nature of the Languages Used in the Competition

国际赛参赛团队的语言原则上为中英双语并用，即国际赛的各级挑战赛所需提交的项目文稿（《第十六届三创赛国际赛项目报告书》和演讲PPT）均须使用中英双语，演讲及答辩语言可为中文或英文。对于中国以外高校的参赛团队，也可以中文和参赛团队所在国家的官方用语两种语言并用，且由该团队的中国以外正规高等院校就读的中国留学生或在中国国内高校就读的中国籍在校大学生负责双语翻译。

The languages used by the participating teams in the International Pitch are principally Chinese and English. Project documentation (the Project Plan for the

International Pitch and presentation slides) for all-level competitions must be bilingual in Chinese and English. The language for oral presentations and Q&A may be either Chinese or English. Teams from universities outside China may use both Chinese and the official language of their home country, with the Chinese national student enrolled at a foreign institution outside China or the Chinese national currently studying at a university in China providing bilingual translation.

三、赛事时间和要点

III. Competition Schedule and Key Points

(一) 大赛报名和选择赛事

(1) Registration and Competition Track Selection

1.准备报名。参赛团队全体成员在报名参加三创赛前，务必认真阅读《第十六届全国大学生电子商务“创新、创意及创业”挑战赛竞赛规则》(以下简称《规则》)、《第十六届全国大学生电子商务“创新、创意及创业”挑战赛国际赛指南》(以下简称《指南》)。

1. Registration preparation: Before registering, all team members must carefully read the Rules of the 16th National E-commerce "Innovation, Creativity and Entrepreneurship" Competition for College Students (the "Rules") and the Guidelines for the International Pitch of the 16th National E-commerce "Innovation, Creativity and Entrepreneurship" Competition for College Students (the "Guidelines").

2.填写承诺书。参赛团队队长在三创赛的官网上报名时，首先要填写承诺书：本团队已经认真阅读和完全认同三创赛《规则》《指南》；在整个参赛过程中一定遵守《规则》和《指南》。如违反《规则》或《指南》，将被取消其参赛资格或取消其参赛成绩，责任自负。

2. Commitment letter: When registering on the official website, the team leader must first submit a commitment letter stating: "Our team has carefully read and fully agrees to the Rules and Guidelines; we will abide by the Rules and Guidelines throughout the competition. Any violation of the Rules or Guidelines will result in disqualification from the competition or cancellation of competition results, and we will bear full responsibility for such consequences.

3.官网报名。参赛团队在三创赛官网(www.3chuang.net)上报名。报名时选择国际赛选项，填写团队具体报名信息。

3. Official website registration: Teams register through the official competition website (www.3chuang.net), select the International Pitch, and provide registration details.

(二) 报名审核

(2) Registration review

各高校校赛竞组委须对报名参赛团队提交的报名信息和资格进行审核，对符合报名资格的团队给予通过；对不符合报名资格的团队不予通过。同时，校赛竞组委需有序管理本校参赛团队，并提供相应帮助。

The organizing committees of participating universities verify the registration information and qualifications submitted by participating teams, approving eligible

teams and rejecting ineligible ones. They also manage participating teams from their institution and provide necessary support.

(三) 比赛形式

(3) Competition process

国际赛须以国家为单位，先在各国内完成相应的校赛、省级赛和全国总决赛，再举行最终的国际总决赛。中国国内高校参赛团队的校赛和常规赛、实战赛一起举行，省级赛可以和常规赛、实战赛一起举行或单独举行，全国总决赛单独举行。鼓励报名参赛团队较多的国外高校举办校赛，在该国相应的省/区域举办省/区域挑战赛，然后举行该国的全国总决赛，并基于比赛结果推荐团队参加三创赛国际赛的国际总决赛。当国外高校的团队报名数量较少时，竞组委将基于通讯评审的方式遴选可参加国际总决赛的国外参赛团队。参加通讯评审的团队所需提交的材料另行单独通知。

The International Pitch must be organized on a country-by-country basis, with participating teams first completing their university-level competitions, provincial competitions, and national finals before proceeding to the International Pitch finals. For teams from Chinese universities, university-level competitions are conducted concurrently with competitions of the Regular and Practical track. Provincial competitions may be held either in conjunction with these events or separately, while the national finals must be organized as a standalone event. Foreign universities with substantial team registrations are encouraged to host university-level competitions, followed by provincial/regional competitions, culminating in national finals. Top-performing teams from these national finals will qualify for the International Pitch. If teams register from foreign universities is of small number, the Organizing Committee will select finalists through a review by correspondence. Teams participating in this review will be notified separately about the required materials.

(四) 奖项设置

(4) Awards

三创赛竞组委的授奖见三创赛规则。所有获奖团队，将获得三创赛竞组委提供的相应奖项的数字证书。

The award grant details are shown in the Rules. All winning teams will receive digital certificates for their awards, provided by the Organizing Committee.

四、竞赛说明

IV. Competition Instructions

(一) 参赛要求

(1) Participation Requirements

1. 参赛选手须在三创赛官网上报名。国外参赛团队如果在官网报名时，可以先用中文报名。

1. Participants must register on the official competition website. Foreign teams may use Chinese for their initial registration.

2.大赛为团队赛，每组成员要求3-5人，为促进就业创业，鼓励年级、专业交叉，允许跨校、跨国组队。每组成员可配备0-2位高校指导老师，0-2名企业指导老师。

2. The competition is conducted in teams of 3 to 5 members. To promote employment and entrepreneurship, the formation of cross-institutional and cross-national teams is encouraged, with priority given to teams with interdisciplinary and cross-grade members. Each team may include 0-2 university mentors and 0-2 corporate mentors.

(二) 补充说明

(2) Additional Notes

1.本次大赛本着公平、公正、公开的原则，参赛团队须知悉大赛报名条件，符合国际赛报名资质，并承诺在报名和参赛过程中始终保持该条件。

1. The competition is conducted with fairness, impartiality, and transparency. Participating teams must acknowledge the competition's eligibility criteria, meet International Pitch registration requirements, and commit to maintaining these qualifications throughout registration and participation.

2.参赛团队的参赛作品应符合中国法律法规，弘扬主旋律，传播正能量；中国以外的高等学校参赛团队项目同时还要符合其所在国的法律法规。

2. All entries must comply with Chinese laws and regulations, uphold core values, and spread positive social energy. Projects from foreign university teams must also comply with their respective countries' laws.

3.参赛团队在参赛过程中也应遵守有关法律法规，秉持公序良俗，尊重多元文化，大赛竞组委不承担包括（但不限于）肖像权、名誉权、隐私权、著作权、商标权等侵权纠纷而产生的法律责任，其法律责任由参赛团队承担。参赛团队出现因所销售产品违反有关法律法规的情况，三创赛竞组委不承担任何责任。

3. Participating teams must comply with relevant laws and regulations, abide by public order and good morals, and respect diverse cultures. The Organizing Committee assumes no legal liability for infringements disputes involving portrait, reputation, privacy copyright, trademark and other intellectual property rights, which shall be the sole responsibility of the participating teams. The Organizing Committee also bears no responsibility for any violations of laws or regulations related to products sold.

4.大赛竞组委有权对团队提供的数据、信息、材料等真实性进行核实，参赛团队应及时提供证明文件、数据等资料。

4. The Organizing Committee reserves the right to verify the authenticity of all data, information, and materials submitted by teams. Participating teams are required to promptly provide any required supporting documents or evidence.

5.因大赛组织、管理和服务等业务所需而收集的参赛团队成员的姓名、联系方式、团队ID、身份证号等个人信息，仅供此次大赛使用。

5. The personal information of the participating team members collected for the purpose of organizing, managing, and servicing the competition—including names, contact details, team IDs, and ID numbers—will be used solely for this competition.

五、赛事宣传与邀请

V. Competition Promotion and Outreach

为广泛汇聚符合要求的国际创新创业及创业力量,各级承办单位可采取多元化的参赛团队征集渠道,动员组织所在高校符合参赛资格要求的学生组队参赛,充分利用国际合作资源邀请国外合作院校组织该校的学生团队参赛。

To comprehensively assemble qualified international innovators, creators, and entrepreneurs, organizing institutions at all levels may employ diverse recruitment channels to mobilize eligible students from affiliated universities to form competition teams, while leveraging international partnerships to invite student teams from collaborating overseas institutions.

第十六届全国大学生电子商务“创新、创意及创业”挑战赛

竞赛组织委员会(章)

Organizing Committee of the 16th National E-commerce "Innovation, Creativity
and Entrepreneurship" Competition for College Students (Seal)

2026 年 2 月 14 日

February 14, 2026

第十六届全国大学生电子商务“创新、创意及创业”挑战赛 国际赛指南

Guidelines for the International Pitch of the 16th National E-commerce "Innovation, Creativity and Entrepreneurship" Competition for College Students

一、竞赛背景

I. Background

为促进全球大学生电子商务创新、创意及创业能力的提高，搭建合作交流平台，广泛吸引世界高校优秀学生团队参赛，促进中外教育理念的融合创新、中外文化的互鉴互赏，发展出具有强大思想引领力、精神凝聚力、价值感召力、国际影响力的创新思维、创意驱动和创业实践，第十六届全国大学生电子商务“创新、创意及创业”挑战赛竞赛组织委员会（以下简称三创赛竞组委）增设国际赛。

The Organizing Committee of the 16th National E-commerce "Innovation, Creativity and Entrepreneurship" Competition for College Students (hereinafter referred to as the "Organizing Committee") has added an International Pitch track to establish a platform for global college students in cooperation and exchange for enhancing their e-commerce innovation, creativity, and entrepreneurship capabilities. It aims to attract outstanding student teams from universities worldwide, promote the integrated innovation among students from the world, facilitate mutual learning and appreciation between cultures, and foster innovative thinking, creativity-driven initiatives, and entrepreneurial practices with ideological guidance, spiritual cohesion, value appeal and international influence.

二、赛事简介

II. Introduction

（一）比赛背景

(1) Background

中国正在稳步扩大制度型开放，拓展国际循环，以开放促改革促发展，与世界各国共享机遇、共同进步。海南自由贸易港作为当今世界最高水平开放形态已于2025年12月18日启动全岛封关运作。第十六届全国大学生电子商务“创新、创意及创业”挑战赛竞赛组织委员会（以下简称“三创赛竞组委”）立足海南国际教育创新岛建设的政策与地缘优势新增国际赛道，指定由海南陵水黎安国际教育创新试验区管理局（海南陵水国际联合学院，以下简称“陵水试验区”）、海南大学作为合作高校，为国赛提供全方位支持和服务。

China is steadily advancing institutional opening-up, expanding international circulation, driving reform and development through openness, and sharing opportunities for mutual progress with countries worldwide. The Hainan Free Trade Port, as the world's highest level of open economy, commenced island-wide independent customs operation on December 18, 2025. Leveraging the policy and geographical advantages of building Hainan's international education innovation island, the Organizing Committee has added an International Pitch. The Hainan Lingshui Li'an International Education Innovation Pilot Zone Administration (Hainan Lingshui International Union College) (hereinafter referred to as the "Lingshui Pilot Zone") and Hainan University serve as designated partners to provide comprehensive support and services for the national competition.

（二）比赛目的

(2) Purpose of the Competition

通过国际赛，吸引一批具有国际视野、了解国际规则、具备全球胜任力的国内外青年学子围绕电子商务模式创新、智能商务场景拓展、跨境电商合规发展等问题，激发创新兴趣和思维，夯实创意能力和素养，推进创业探索与实践。国际赛坚持以赛促教、以赛促学、以赛促创，深化“引进来”，实现对国际先进理念与实践的引进、吸收与再创新；升级“走出去”，通过对本土优势的挖掘、融合与在地化呈现，深化电商的全球价值。

The International Pitch aims to attract young students worldwide with a global vision, understanding of international rules, and global competence to focus on e-commerce business model innovation, smart business scenario expansion, cross-border e-commerce compliance, and related issues. It seeks to stimulate their innovative interest and thinking, strengthen creative ability and literacy, and advance entrepreneurial exploration and practice. The competition adheres to the principle of promoting teaching, learning, and innovation through competition. It advances the "bring in" strategy to realize the introduction, absorption and re-innovation of international advanced concepts and practices; and upgrades the "go global" strategy by exploring, integrating, and contextualizing local strengths to deepen the global value of e-commerce.

（三）比赛内容

(3) Competition Content

大赛提倡参赛项目的选题多元化，项目选题可以来自行业、企业的需求，也可以由参赛团队自拟。三创赛竞组委鼓励国际赛的比赛主题围绕国际用户、国际市场、国际需求、国际推广、国际发展等提出电子商务的创新、创意方案并展开创业实践，如能洞察国际用户需求，对国际市场有较深入的调研和分析，能较准确地把握电子商务发展的国际机会和趋势，所策划的电子商务项目或能在国际市场上有效推广产品或服务，或能提升品牌的国际知名度和美誉度，或能满足相应国家和地区的特定需求，或在国际市场上具有广阔的应用前景和市场空间，或能推动全球可持续发展，或促进不同国家和地区间的文化交流与融合。

The competition encourages diverse project topics, which may originate from industry or corporate needs or be proposed by the teams themselves. The Organizing Committee encourages entries for the International Pitch to focus on international users, markets, demands, promotion, and development, proposing innovative and creative e-commerce solutions and undertaking entrepreneurial practices. Desirable projects would gain insightful understanding of user demands in the global market and conduct in-depth research and analysis on it, and accurate identification of international e-commerce opportunities and trends. Projects should effectively promote products or services internationally, enhance a brand's global visibility and reputation, meet the specific needs of relevant countries or regions, show broad application prospects and market potential worldwide, contribute to global sustainable development, or foster cultural exchange and integration between different countries and regions.

三、赛事组织

III. Event Organization

（一）参赛团队及报名资格要求

(1) Participating Teams and Registration Requirements

1. 参赛团队分类及基本要求

1. Team categories and basic requirements

国际赛根据比赛报名成员的高校性质，分为国内高校（含中国大陆和港澳台地区高校）和国外高校（在中国以外设立的高校）；根据比赛报名团队的组长单位性质，分为国内参赛项目团队和国外参赛项目团队。

The International Pitch categorizes participating institutions into domestic universities (including those in the Chinese mainland, Hong Kong, Macao, and Taiwan regions) and foreign universities (institutions established outside China) based on the nature of the registering institutions. Additionally, participating teams are classified as the domestic teams or the foreign teams according to the institutional affiliation of their team leaders.

国际赛的国内高校参赛成员须是经中国教育部批准设立的普通高等学校的全日制在校大学生（含港澳台地区，专科、本科、研究生均可，专业不限）。

Domestic team members must be full-time students at regular HEIs approved by the MOE (including those from Hong Kong, Macao, and Taiwan regions; at junior college, undergraduate, or postgraduate levels; and of any majors).

国际赛的国外高校参赛成员须是在中国以外设立的正规高等院校正式注册的在读学生（涵盖专科、本科、研究生等所有层次，专业不限），且其就读院校及所获学历学位须在中国教育部留学服务中心认证范围内。

Foreign team members must be currently enrolled students at accredited HEIs outside China (at junior college, undergraduate, or postgraduate levels; and of any majors). Their institutions and earned degrees must be recognized by the Chinese Service Center for Scholarly Exchange under the MOE.

2. 国内参赛项目团队的成员报名资格

2. Registration qualifications for domestic teams

参赛项目团队组长以国内高校作为报名单位的，参赛团队中须至少有一名成员具备以下两个报名条件之一，方可符合国际赛参赛报名资格：

For teams registering through a Chinese university, at least one member must meet one of the following two criteria:

须为经中国政府批准设立的中外合作办学法人（含境外独立办学机构）、中外合作办学机构或中外合作办学项目的全日制在校生（专科、本科、研究生均可，专业不限），且必须持有国外合作院校（不含港澳台地区高校）的正式学籍。具体信息以中华人民共和国中外合作办学监管工作信息平台发布的“教育部审批和复核的机构及项目名单”和“由地方审批报教育部备案的机构及项目名单”为准。详见<https://www.crs.jsj.edu.cn/index/sort/1006>。

First, be a full-time student (including from Hong Kong, Macao, and Taiwan regions; at junior college, undergraduate, or postgraduate levels; and of any majors) in a legally established China-foreign cooperative educational entities (including independent overseas educational institutions), institutions, or programs approved by the Chinese government, and hold official student status from the foreign partner institution (excluding universities in Hong Kong, Macao, and Taiwan regions). Eligibility is subject to the List of Institutions and Programs Approved and Re-reviewed by the MOE and the List of Institutions and Programs Approved by Local Authorities and Registered with the MOE, which are published on Sino-Foreign Cooperative Education Supervision and Management Information Platform of the Ministry of Education of the People's Republic of China. Please refer to <https://www.crs.jsj.edu.cn/index/sort/1006> for details.

第二，在中国普通高等院校正式注册并在读的外国护照持有学生（专科、本科、研究生均可，专业不限）。

Second, be a foreign passport holder officially registered and studying at a regular HEI in China (at junior college, undergraduate, or postgraduate levels; and of any majors).

3. 国外参赛项目 团队的成员报名资格

3. Registration qualifications for foreign teams

国际赛的国外参赛学生就读院校以中国教育部留学网国家留学人员综合服务平台认证院校查询信息为准。详见 <https://yxcx.cscse.edu.cn/rzyxmd>。

The institutions of foreign teams shall be verified through the National Comprehensive Service Platform for Overseas Study Personnel on the CSCSE official website.

Please refer to <https://yxcx.cscse.edu.cn/rzyxmd> for details.

参赛项目所属院校以参赛团队组长所在院校为代表。参赛团队学生中至少有一名满足以下两个条件之一，方符合国际赛国外参赛报名资格：

The participating institution shall be represented by the team leader's university. To qualify for International Pitch registration, at least one team member must meet either of the following criteria:

第一，是中国籍在国外的留学生（涵盖专科、本科、研究生等所有层次，专业不限），且其就读院校及所获学历学位须在中国教育部留学服务中心认证范围内。

1. Chinese students studying abroad (at junior college, undergraduate, or postgraduate levels; and of any majors), whose institutions and degrees must be recognized by the China Service Center for Scholarly Exchange under the MOE.

第二，是在中国国内高校就读的中国籍在校大学生（与国内赛相同的条件）。

2. Chinese college students enrolled at universities in China (meeting the same requirements as the national competition).

有符合以上条件的学生作为联络人，方便必要时为参赛团队承担中文与参赛团队所在国家官方用语的双语翻译。

Such qualified students serve as contact persons to provide bilingual translation between Chinese and the official language of the team's host country when required.

4.其他

4. Others

所有国际赛参赛团队（无论是中国国内高校，还是中国以外高校）的资格审核都须经所在学校（以参赛团队队长为准）的教务等管理机构通过后方具备参赛资格。特别强调，报名时还须明确团队中符合国际赛报名资格的参赛团队成员，且出具由该成员所属单位对其相应身份做出的认定审核。

All International Pitch teams (whether from HEIs in and outside China) must undergo qualification verification by their academic administrations (as determined by the team leader) to be eligible for participation. It is expressly required that during registration, teams must clearly identify members meeting International Pitch eligibility criteria and submit official verification of their status from their affiliated institutions.

参赛团队需承诺遵守大赛规则，在报名时参加核心规则测试合格后方能注册。Participating teams must commit to abiding by the competition rules during

registration. Registration is only completed after passing the core rules test.

（二）赛事组织形式

(2) Competition Format

国际赛须以国家为单位，先在各国内完成相应的校赛、省级赛和全国总决赛，再举行最终的国际总决赛。中国国内高校参赛团队的校赛、省级赛和全国总决赛分别由第十六届全国大学生电子商务“创新、创意及创业”挑战赛国际赛的各校赛备案单位、省赛承办单位及总决赛承办单位负责相应层级的赛事组织。拟参赛的学生均需依托相应的校赛备案单位报名，并经省赛选拔后方可推荐至全国总决赛。

The International Pitch must be organized on a country-by-country basis, with participating teams first completing their university-level competitions, provincial competitions, and national finals before proceeding to the International Pitch finals. For domestic teams participating in the International Pitch, the university-level and provincial competitions, as well as the national finals are organized at respective levels by the registered university-level competition organizers, provincial-level competition hosts, and the national competition host of the 16th National E-commerce "Innovation, Creativity and Entrepreneurship" Competition for College Students. Students are required to register through their corresponding university organizers and qualify via provincial selection before being recommended to the national competition.

鼓励报名参赛团队较多的国外高校举办校赛，在该国相应的省/区域举办省/区域挑战赛，然后举行该国的全国总决赛，并基于比赛结果推荐团队参加国际总决赛。当国外高校的团队报名数量较少时，竞组委将基于通讯评审的方式遴选可参加国际总决赛的国外参赛团队。参加通讯评审的团队所需提交的材料另行单独通知。

Foreign universities with substantial team registrations are encouraged to host university-level competitions, followed by provincial/regional competitions, culminating in national finals. Top-performing teams from these national finals will qualify for the International Pitch. If few teams register from foreign universities, the Organizing Committee will select finalists through a review by correspondence. Teams participating in this review will be notified separately about the required materials.

三创赛国际赛的国际总决赛参赛团队遴选是基于各参赛团队所属国举办的全国总决赛结果或针对国外参赛团队的通讯评审结果产生。国际挑战赛由总决赛承办单位负责相应层级的赛事组织。

The selection of teams for the International Pitch finals is determined by either the results of national finals in each team's home country or through the review of the Organizing Committee by correspondence. The International Pitch is organized by the host institution of the finals, which is responsible for coordinating and executing the competition at the corresponding level.

（三）团队组队形式

(3) Team Formation

1. 以团队为单位报名参赛，允许跨校、跨国组队，每个团队成员不少于3人，不多于5人（含团队负责人）；0-2位高校指导教师，0-2位企业指导教师。

1. Registration for the competition is based on teams. Teams must consist of 3 to 5

members (including the team leader). Cross-institutional and cross-national teams are permitted. Each team may have 0–2 university mentors and 0–2 corporate mentors.

2. 团队组长单位是报名的主体院校，并据此分类。

2. The team leader's institution is considered the main registering entity and determines the team's category.

(四) 报名官网与选项

(4) Registration Website and Competition Track Options

1. 参赛团队通过三创赛官网报名。报名时选择国际赛，填写团队具体报名信息。

1. Teams register through the official competition website(www.3chuang.net), select the International Pitch, and provide registration details.

2. 各高校校赛竞组委对报名后的参赛团队提交的报名信息进行资格与合规审核，为通过审核的参赛团队提供相关指导和支持。

2. University-level competition organizing committees review the qualifications and compliance of registered teams and provide guidance and support for approved teams.

(五) 项目策划书及路演语言

(5) Project Plan and Roadshow Language

1. 项目策划书语言规定

1. Language requirements for the project plan

国际赛参赛团队在各级赛事中所提交的项目策划书（《第十六届三创赛国际赛项目报告书》，以下简称《项目报告书》）须使用中英双语。

The project plan (Project Plans for the International Pitch of the 16th National E-commerce "Innovation, Creativity and Entrepreneurship" Competition for College Students) must be bilingual (Chinese and English) for the competitions at all levels.

国际赛参赛团队须在各级赛事的合规检查规定截止日期前，一次性提交完整的电子版《项目报告书》，所有文字材料须为中英双语版本，并转换为PDF格式。

The participating teams in the International Pitch must submit a complete e-version of the Project Plan in bilingual Chinese-English by the compliance check deadline for each competition level, with all text materials converted to PDF.

对于以国外高校作为项目报名单位的国外参赛团队，也可使用中文和参赛团队所在国家的官方用语两种语言。

Teams registering through a foreign university may use both Chinese and the official language of their home country.

2. 项目演示文稿（PPT）及路演语言规定

2. Language requirements for presentation slides and roadshows

国际赛参赛团队在各级赛事中用于项目陈述与答辩的演示文稿（PPT）须为中英双语对照格式，现场路演和答辩可选择使用中文或英文。

Presentation slides used during competitions at all levels must be bilingual (Chinese and English). The live roadshow and Q&A may be delivered in either Chinese or English.

对于以国外高校作为项目报名单位的国外参赛团队，也可并用中文和参赛团队所在国家的官方用语两种语言，且由该团队的中国以外正规高等院校就读的中国留学生或在中国国内高校就读的中国籍在校大学生负责双语翻译。

Teams registering through a foreign university may use both Chinese and the official language of their home country, with the Chinese national student enrolled at a

foreign institution outside China or the Chinese national currently studying at a university in China providing bilingual translation.

四、赛事时间和要点

IV. Competition Schedule and Key Points

(一) 大赛报名和选择赛事

(1) Registration and Event Selection

1. 报名时间：2026年1月12日—2026年2月20日。

1. Registration period: January 12 to February 20, 2026.

参赛团队在三创赛官网 (www.3chuang.net) 上报名。报名时选择国际赛选项, 填写团队具体报名信息。参赛团队全体成员在报名参加三创赛前, 务必认真阅读《第十六届全国大学生电子商务“创新、创意及创业”挑战赛竞赛规则》(以下简称《规则》) 并填写承诺书, 一旦在整个参赛过程中违反承诺, 将被取消其参赛资格或取消其参赛成绩, 且责任自负。

Teams register through the official competition website (www.3chuang.net), select the International Pitch, and provide registration details. Before registering, all team members must carefully read the Rules of the 16th National E-commerce "Innovation, Creativity and Entrepreneurship" Competition for College Students (the "Rules") and submit a signed commitment letter. Any violation of these commitments during the competition will result in immediate disqualification or nullification of competition results, with all responsibilities borne by the participating teams.

2. 报名审核: 各高校校赛竞组委须对报名参赛团队提交的报名信息和资格进行审核, 对合规的团队给予通过; 对不合规的团队不予通过。同时, 校赛竞组委需有序管理本校参赛团队, 并提供相应帮助。

2. Registration review: The organizing committees of participating universities verify the registration information and qualifications submitted by participating teams, approving eligible teams and rejecting ineligible ones. They also manage participating teams from their institution and provide necessary support.

3. 比赛形式: 国际赛须以国家为单位, 依次分为校赛、省级赛、全国总决赛及国际总决赛。

3. Competition format: The International Pitch is organized by country, progressing through university-level, provincial, national finals, and international finals stages.

(二) 校级现场赛

(2) University-Level On-site Competition

1. 现场赛时间: 2026年3月10日—2026年4月10日。

1. On-site competition period: March 10 to April 10, 2026.

2. 项目报告提交: 国际赛各参赛团队须在校赛项目合规检查时提交《第十六届三创赛国际赛项目报告书》(以下简称《项目报告书》) 电子版PDF, 语言为中英双语版本; 提交演讲文稿 PPT, 语言为中英双语对照格式。内容具体见《规则》《指南》。

2. Project Plan submission: Each team participating in the International Pitch must submit a PDF version of the Project Plan in both Chinese and English during the university-level competition compliance check, along with bilingual (Chinese-English) presentation slides. For details, please refer to the Rules and Guidelines.

3.比赛形式：参赛团队在现场参加比赛时需向评委提供纸质版《项目报告书》和演讲文稿PPT，并将《参赛团队承诺书》附在《项目报告书》纸质版的封二上。具体要求见《规则》《指南》。

3. Competition Format: During the on-site competition, teams must provide the judges with printed copies of the Project Plans and the presentation slides, attaching the Team Commitment Letter inside the front cover of the Project Plan. Specific requirements are available in the Rules and Guidelines.

4.小组赛参赛团队演讲答辩时间共15分钟（≤15分钟），其中团队演讲8分钟（≤8分钟），评委提问与参赛团队回答7分钟（≤7分钟）；终极赛每个参赛团队演讲8分钟（≤8分钟）。现场路演和答辩可选择使用中文或英文。

4. Presentation and Q&A for group-stage teams are limited to a total of 15 minutes (≤ 15 minutes), including an 8-minute team presentation (≤ 8 minutes) followed by a 7-minute Q&A session with the judges (≤ 7 minutes). Each team in the final round has 8 minutes for their presentation (≤ 8 minutes). The on-site roadshow and Q&A may be conducted in either Chinese or English.

5.对于中国以外高校的参赛团队，也可以中文和参赛团队所在国家的官方用语两种语言并用，且由该团队的中国以外正规高等院校就读的中国留学生或在中国国内高校就读的中国籍在校大学生负责双语翻译。

5. Teams from universities outside China may use both Chinese and the official language of their home country, with the Chinese national student enrolled at a foreign institution outside China or the Chinese national currently studying at a university in China providing bilingual translation.

（三）省级现场赛

(3) Provincial On-Site Competition

1.时间安排：2026年4月20日—2026年6月22日。

1. Schedule: April 20 to June 22, 2026.

2.项目报告提交：各参赛团队须在省赛项目合规检查时提交《项目报告书》电子版PDF，语言为中英双语版本；提交演讲文稿 PPT，语言为中英双语对照格式。具体要求见《规则》《指南》。

2. Project Plan submission: Each team must submit a PDF version of the Project Plan in both Chinese and English during the provincial competition compliance check, along with bilingual (Chinese-English) presentation slides. Specific requirements are available in the Rules and Guidelines.

3.比赛形式：参赛团队在现场参加比赛时需向评委提供纸质版《项目报告书》和演讲文稿PPT，并将《参赛团队承诺书》附在《项目报告书》纸质版的封二上。具体要求见《规则》《指南》。

3. Competition Format: During the on-site competition, teams must provide the judges with printed copies of the Project Plans and the presentation slides, attaching the Team Commitment Letter inside the front cover of the Project Plan. Specific requirements are available in the Rules and Guidelines.

4.小组赛参赛团队演讲答辩时间共15分钟（≤15分钟），其中团队演讲8分钟（≤8分钟），评委提问与参赛团队回答7分钟（≤7分钟）；终极赛每个参赛团队演讲8分钟（≤8分钟）。现场路演和答辩可选择使用中文或英文。

4. Group-stage teams have a total of 15 minutes (≤ 15 minutes) for their presentation and Q&A, comprising an 8-minute team presentation (≤ 8 minutes) and a 7-minute

judge Q&A session (≤ 7 minutes). Each team in the final round has 8 minutes for their presentation (≤ 8 minutes). The on-site roadshow and Q&A may be conducted in either Chinese or English.

5. 对于中国以外高校的参赛团队，也可以中文和参赛团队所在国家的官方用语两种语言并用，且由该团队的中国以外正规高等院校就读的中国留学生或在中国国内高校就读的中国籍在校大学生负责双语翻译。

5. Teams from universities outside China may use both Chinese and the official language of their home country, with the Chinese national student enrolled at a foreign institution outside China or the Chinese national currently studying at a university in China providing bilingual translation.

6. 省级现场赛要点：

6. Key points of provincial on-site competition:

1) 在三创赛竞组会指导下，由各省级赛竞组委组织；

1) The competition is organized by the provincial competition organizing committees under the guidance of the Organizing Committee.

2) 各省级赛竞组委按三创赛常规赛的规则确定晋级该省级赛的各校参加国际赛团队的名额并通知各校赛竞组委；

2) The provincial competition organizing committees determine the quota of teams eligible to advance to the International Pitch from their provincial competitions in accordance with the rules of the regular competition and notify the respective university-level competition organizing committees.

3) 校赛竞组委接到通知后，尽快确定和通知晋级省级赛的各校团队队长；

3) Upon receiving the notification, university-level competition organizing committees shall promptly inform the leaders of the qualifying teams.

4) 省级现场赛结束后，省级赛竞组委按规则提交拟获奖项目名单，经三创赛竞组委审核通过后在三创赛官网上公示，公示完成后最终确认；

4) Following the conclusion of the provincial on-site competition, the provincial competition organizing committees submit the proposed list of award-winning projects as per regulations. After review and approval by the Organizing Committee, the list will be published on the official website for public notice before final confirmation.

5) 中国以外高校可根据其报名情况，在该国相应的省/区域举办省/区域挑战赛。

5) Universities outside China may organize provincial/regional competitions in their respective jurisdictions based on registration status.

(四) 全国现场赛

(IV) National On-Site Competition

1. 时间安排：2026年7月10日—2026年8月10日。

1. Schedule: July 10 to August 10, 2026.

2. 项目报告提交：国际赛各参赛团队须在全国总决赛项目合规检查时提交《项目报告书》电子版PDF，语言为中英双语版本；提交演讲文稿PPT，语言为中英双语对照格式。内容具体见《规则》《指南》。

2. Project Plan submission: All International Pitch teams must submit a PDF version of the Project Plan in both Chinese and English during the national finals compliance check, along with bilingual (Chinese-English) presentation slides. For details, please refer to the Rules and Guidelines.

3.比赛形式：参赛团队在现场参加比赛时需向评委提供纸质版《项目报告书》和演讲文稿PPT，并将《参赛团队承诺书》附在《项目报告书》纸质版的封二上。具体要求见《规则》《指南》。

3. Competition Format: During the on-site competition, teams must provide the judges with printed copies of the Project Plans and the presentation slides, attaching the Team Commitment Letter inside the front cover of the Project Plan. Specific requirements are available in the Rules and Guidelines.

4.小组赛参赛团队答辩时间共15分钟（≤15分钟），其中团队演讲8分钟（≤8分钟），评委提问与参赛团队回答7分钟（≤7分钟）。现场路演和答辩可选择使用中文或英文。

4. Group-stage teams have a total of 15 minutes (≤ 15 minutes) for their presentation and Q&A, comprising an 8-minute team presentation (≤ 8 minutes) and a 7-minute judge Q&A session (≤ 7 minutes). The on-site roadshow and Q&A may be conducted in either Chinese or English.

5.对于中国以外高校的参赛团队，也可以中文和参赛团队所在国家的官方用语两种语言并用，且由该团队的中国以外正规高等院校就读的中国留学生或在中国国内高校就读的中国籍在校大学生负责双语翻译。

5. Teams from universities outside China may use both Chinese and the official language of their home country, with the Chinese student enrolled at a foreign institution outside China or the Chinese national currently studying at a university in China providing bilingual translation.

6.全国现场总决赛要点：

6. Key points for the national on-site finals:

1) 全国现场总决赛的具体时间、地点、各省晋级团队数另行通知；

1) The specific time, venue, and number of qualifying teams from each province for the finals will be notified separately.

2) 参赛团队在省级赛的基础上，在全国现场总决赛开始前，可以进一步完善比赛文案，以便在全国总决赛上赛出更好的水平和风格；

2) After completing the provincial competition, the participating teams may refine their competition materials before the national finals to achieve better performance and presentation at the final stage.

3) 全国现场赛晋级国际总决赛的团队数另行通知；

3) The number of teams advancing to the international finals from the national on-site competition will be notified separately.

4) 当国外参赛团队基于通讯评审方式遴选时，具体晋级国际总决赛的团队数另行通知。

4) For foreign participating teams selected through the review by correspondence, the number of teams advancing to the international finals will be notified separately.

(五) 国际现场赛

(5) International On-site Competition

1. 时间安排：2026年7月10日—2026年8月10日。

1. Schedule: July 10 to August 10, 2026.

2.项目报告提交：国际赛各参赛团队须在国际总决赛项目合规检查时提交《项目报告书》电子版PDF，语言为中英双语版本；提交演讲文稿PPT，语言为中英双语对照格式。内容具体见《规则》《指南》。

2. Project Plan submission: All International Pitch teams must submit a PDF version of the Project Plan in both Chinese and English during the international finals compliance check, along with bilingual (Chinese-English) presentation slides. For details, please refer to the Rules and Guidelines.

3. 比赛形式：参赛团队在现场参加比赛时需向评委提供纸质版《项目报告书》和演讲文稿PPT，并将《参赛团队承诺书》附在《项目报告书》纸质版的封二上。具体要求见《规则》《指南》。

3. Competition Format: During the on-site competition, teams must provide the judges with printed copies of the Project Plans and the presentation slides, attaching the Team Commitment Letter inside the front cover of the Project Plan. Specific requirements are available in the Rules and Guidelines.

4. 参赛团队路演时间共8分钟（≤8分钟），没有评委提问与参赛团队回答环节，路演可选择使用中文或英文。对于中国以外高校的参赛团队，也可用中文和参赛团队所在国家的官方用语两种语言并用，且由该团队的中国以外正规高等院校就读的中国留学生或在中国国内高校就读的中国籍在校大学生负责双语翻译。

4. Each team has 8 minutes (≤ 8 minutes) for roadshow presentations, with no Q&A session involving judges. Teams may conduct their roadshow presentations in either Chinese or English. Teams from universities outside China may use both Chinese and the official language of their home country, with the Chinese student enrolled at a foreign institution outside China or the Chinese national currently studying at a university in China providing bilingual translation.

5. 国际总决赛要点：

5. Key points of international finals:

1) 国际总决赛的具体时间、地点、各国晋级团队数另行通知；

1) The specific time, venue, and number of qualifying teams from each country for the international finals will be notified separately.

2) 参赛团队在全国总决赛的基础上，在国际现场赛开始前，可以进一步完善比赛文案，以便在国际总决赛上赛出更好的水平和风格。

2) After completing the national finals, the participating teams may refine their competition materials before the international on-site competition to achieve better performance and presentation at the final stage.

五、竞赛评分细则

V. Competition Scoring Rules

第十六届三创赛竞赛规则第五十八条规定，总体规则及各评分项目见表1。

As stipulated in Article 58 of the Rules, the overall rules and scoring items are detailed in Table 1.

表 1：国际赛竞赛评分细则

Table 1: International Pitch Scoring Rules

评分项目 Items	评分说明 Instructions	分值 Score
1.创新 1. Innovation	<p>参赛项目具备了明确的创新点：在新产品、新技术、新模式、新服务等方面至少有一个明确的创新点。</p> <p>The participating project demonstrates clear innovation strengths, with at least one distinct innovation in new products, technologies, models, or services.</p>	0-25
2.创意 2. Creativity	<p>进行了较好的、创新性的项目商务策划和可行性分析。商务策划主要是对业务模式、营销模式、技术模式、财务支持等进行设计。项目可行性分析主要是对经济、管理、技术、市场等方面的可行性分析。</p> <p>The project shows strong, innovative business planning and feasibility analysis. Business planning covers the design of business models, marketing approaches, technical frameworks, and financial support. Feasibility analysis assesses economic, management, technical, and market potential.</p>	0-25
3.创业 3. Entrepreneurship	<p>开展了一定的实践活动，包括但不限于：创业的准备、注册公司或与企业合作、电商营销、经营效果等，参赛团队需要提供相应的佐证材料。对于实战赛，创业的内涵和打分的依据见附件。</p> <p>The team has carried out practical activities such as entrepreneurship preparation, company registration or cooperation, e-commerce marketing, or operational performance, and must provide supporting documentation. For the practical competition, the criteria for evaluating entrepreneurship are defined in the Appendix.</p>	0-25
4.演讲 4. Presentation	<p>团队组织合理、分工合作、配合得当；服装整洁，举止文明，表达清楚；有问必答，回答合理。</p> <p>The team is well-organized with a clear division of labor and effective collaboration; all members are neatly dressed, courteous, and articulate; questions are answered comprehensively and reasonably.</p>	0-15
5.文案 5. Documentation	<p>提交的文案和演讲PPT逻辑结构合理，内容介绍完整、严谨，文字、图表清晰通顺，附录充分。</p> <p>Submitted documents and presentation slides are logically structured, with complete and rigorous content. Text and graphics are clear and easy to understand, with the sufficient appendices and supporting materials.</p>	0-10

根据第十六届三创赛竞赛规则第六十一条、第六十二条、第六十三条规定，奖项等级分为特等奖、一等奖、二等奖，并可另设最佳创新奖、最佳创意奖、最佳创业奖等单项奖。所有获奖团队，将获得三创赛竞组委提供的相应奖项的数字证书。

Articles 61, 62, and 63 of the Rules specify that awards include Special, First, and Second Prizes, with additional individual awards such as Best Innovation, Best Creativity, and Best Entrepreneurship Awards. All winning teams will receive digital certificates for their awards, provided by the Organizing Committee.

六、其他事宜

VI. Other Matters

1. 资格审核

1. Qualification Review

所有国际赛参赛团队（无论是中国国内高校，还是中国以外高校）的资格审核都须经所在学校（以参赛团队队长为准）的教务等管理机构通过后方具备参赛资格。特别强调，报名时还须明确团队中符合国际赛报名资格的参赛团队成员，且出具由该成员所属单位对其相应身份做出的认定审核。

All International Pitch teams (whether from HEIs in and outside China) must undergo qualification verification by their academic administrations (as determined by the team leader) to be eligible for participation. It is expressly required that during registration, teams must clearly identify members meeting International Pitch eligibility criteria and submit official verification of their status from their affiliated institutions.

2. 参赛要求

2. Participation Requirements

1) 大赛本着公平、公正、公开的原则，参赛团队须知悉大赛报名条件、符合报名资质，并承诺在报名和参赛过程中始终保持该条件。

1) The competition is conducted with fairness, impartiality, and transparency. Participating teams must be fully aware of the competition's eligibility criteria, meet registration requirements, and commit to maintaining these qualifications throughout registration and participation.

2) 参赛作品应符合中国法律法规，弘扬主旋律，传播正能量，中国以外的高等学校参赛团队项目同时还要符合其所在国的法律法规。参赛团队在参赛过程中也应遵守有关法律法规，秉持公序良俗，尊重多元文化。

2) All entries must comply with Chinese laws and regulations, uphold core socialist values, and spread positive social energy. Projects submitted by university teams outside China must additionally conform to the legal frameworks of their respective countries. Throughout the competition, participating teams shall observe all applicable laws and regulations, abide by public order and good morals, and demonstrate respect for cultural diversity.

第十六届三创赛国际赛专家组

Expert Group of the International Pitch of the 16th National E-commerce "Innovation, Creativity and Entrepreneurship" Competition for College Students

2026年2月14日

February 14, 2026