




Go Healthy with Taiwan



Campaign Introduction

Why is Taiwan launching this campaign



As global awareness on health issues continues to rise, promoting physical and mental well-being has become a collective mission for societies, cities, and businesses worldwide.

We sincerely invite proposals from all sectors to join the "2025 Go Healthy with Taiwan Campaign", where we seek innovative solutions to enhance global health and well-being.

Why is Taiwan launching this campaign



To encourage creative ideas that integrate Taiwanese products, solutions, and business models.

To facilitate cross-border collaboration and create new business opportunities between Taiwan and other countries.

To seek innovative solutions that enhance global health and well-being.

To make a meaningful impact on health and well-being in proposers' local communities, cities, businesses, and organizations.

How to participate

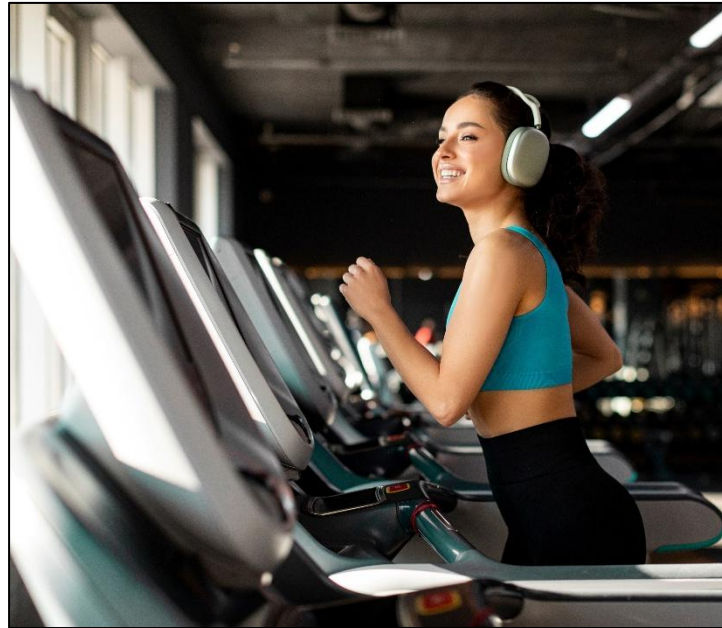
- Proposers from all sectors are encouraged to formulate proposals that integrate products, solutions, or business models from Taiwanese enterprises.
- The goal of each proposal is to enhance health and well-being within local cities, communities, businesses, and generate cooperation.
- Proposals should be written in English and should emphasize benefits, innovation, feasibility, and the connection to Taiwanese products or solutions.

The products, solutions or business models are suggested to align with the following Taiwanese industries :

Cycling



Fitness & Sports Tech



Smart Healthcare, Health Check-ups & Aesthetic Services



Proposer Eligibility

Primarily B2B – foreign companies, government agencies, legal entities, and affiliated members (such as research institutions, NGOs, associations, and universities).

Important : Proposers must be "the member" of a company, government unit, legal entity, or non-legal entity group.

(For example, if a proposer submits the following idea: *"The German government provides subsidies to help local companies purchase bicycles for employees to use for commuting, "* then the proposer must be a member of the German government.)

Proposal Selection Criteria

Benefits of Enhancing Health and Well-being

- Addresses the needs of beneficiaries and aligns with their scale.
- Resonates with the general public and make a significant social impact.

25%

Connection to Taiwanese Enterprises' Products or Solutions

- Demonstrates the practical application and integration of Taiwanese enterprises products or solutions.
- Evaluates adaptability across different regions and user groups, as well as scalability for broader implementation.

25%

Innovation

- Proposes solutions with innovative thinking and methods (in fields such as resource sharing, innovative science and technology, and social innovation).
- Originality and creativity.

25%

Feasibility

- Defines clear goals or provides substantial programs with realistic timetables.
- Provides a comprehensive execution plan and feasibility assessment.
- Analyzes operational risks, budget allocations, and overall cost considerations.

25%

Prize

6 Finalists will visit Taiwan **for free.**



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graph TD; A[6 Finalists will visit Taiwan for free.] --> B[Top 3 proposals will be awarded a USD 30,000 prize]; B --> C[Selected proposals have potential collaboration opportunities];
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Top 3 proposals will be awarded a **USD 30,000 prize**

Selected proposals have potential collaboration **opportunities**

Campaign Schedule

Submission	May 15 to August 14, 2025	(Based on Taiwan time: GMT+8)
Semi-finalists Announcement	October 6-10, 2025	
Finalists Announcement	November 10-14, 2025	
The Final Competition	December 9, 2025	
Announcement of the Winners	Early December 2025	Up to three best proposals will be selected.

Website Information & How to apply

- Official

Website : <https://gohealthy.taiwanexcellence.org/>

- Apply online : <https://gohealthy.surveycake.biz/s/0DZg4>

Outstanding Proposal Solicitation Plan

What constitutes an outstanding proposal?

One can use the "STAR+" rule.

Situation	Clear objective and proposal background. For example, addressing well-known local health issues (e.g., Sports culture, Aging Society).
Target	Renown target entities.
Approach	Detailed plan, also considering the budget side and market value.
Result	Estimated impact, scalability of the plan.
+	Previous works. Other supporting documents.

Outstanding Proposal Solicitation Plan

Considering the selected proposals should possess high impact, foresight, and feasibility, it is suggested to focus on the following target entities:

- Major local groups/top 100 enterprises.
- Leading companies in the bicycle/sport/health industry.
- Well-known startups in the bicycle/sport/health sector.
- AI technology companies applicable to the bicycle/sport/health industry.
- Government agencies (central, direct-controlled municipalities, local governments).
- Well-known bicycle/sport/health-related foundations.
- Bicycle/sports/health exhibitions organizers.
- Organizers of the Olympic Games and sports events.
- Sports and health departments in academic institutions and educational institutions.
- Medical and health promotion related organizations.

For any questions about the campaign,
please email

gohealthy@taitra.org.tw



***Go Healthy
with Taiwan***