

The 3rd APEC Women Connect “Her Power” Entrepreneurship Competition jointly organized by APEC Women Connect, DHGATE Group and MyyShop was officially launched on September 8! The new journey has started! Sign up now and check out the instructions!

# Competition Rules

## Influencer Group

### •Guidance

Date	Tasks	
Sep.8- Oct.8	Registration	<ol style="list-style-type: none"><li>1. Submit the registration form: <a href="https://bit.ly/3Sizj8a">https://bit.ly/3Sizj8a</a></li><li>2. Register MyyShop <a href="http://www.myyshop.vip/en">http://www.myyshop.vip/en</a> and MyyAffiliate <a href="https://publisher.myyaffiliate.com/signin">https://publisher.myyaffiliate.com/signin</a></li><li>3. Join the MyyBiz group: <a href="https://bit.ly/3RZEV7O">https://bit.ly/3RZEV7O</a></li><li>4. Send the registration ID to the official email <a href="mailto:herpowercommittee8@apecwomenconnect.com">herpowercommittee8@apecwomenconnect.com</a></li></ol>
	Preparation	<ul style="list-style-type: none"><li>• Familiarize yourself with the platform functions and select the products you are going to promote.</li></ul>
Oct.9-Nov.9	Social Media Promotion	<ul style="list-style-type: none"><li>• Promote the products on social media and increase the number of orders,GMV, likes, comments, and shares</li></ul>
Nov.20	Awards Ceremony	<ol style="list-style-type: none"><li>1. Watch the online awards ceremony</li><li>2. Winners should share the post on their own home pages</li></ol>

### •Grading

The final points will be determined in three dimensions:

Quantity of sold goods	Transaction volume	Social media interaction	Total score
1 piece = 4 points	\$1 = 1 point	Like = 1 point Comments = 2 points	The points collected from Quantity of sold goods + Transaction volume+ Social media interaction

### • Participation Benefits

1. Those who perform well can get official social media traffic support and account recommendation
2. International brand cooperation opportunities
3. Entrepreneurial incentive bonus for winners

Awards	Selection Criteria	Quota	Rewards
Global Ultimate Award	Number of sales + social media communication data	Champion*1	\$2000
		Runner-up*1	\$1000
		2nd runner-up*1	\$500
		4(th) to 10(th) place	\$200

4. MyyAffiliate rebates
5. Free use of massive databases
6. Cutting-edge information and insights in the industry

## Generation Z Group

### •Guidance

Date	Tasks	
Sep.8- Oct.8	Registration	<ol style="list-style-type: none"> <li>1. Submit the registration form: <a href="https://bit.ly/3R0NCNP">https://bit.ly/3R0NCNP</a></li> <li>2. Join WhatsApp <a href="https://bit.ly/3dCTPlc">https://bit.ly/3dCTPlc</a> and MyyBiz Facebook group <a href="https://bit.ly/3RZEV7O">https://bit.ly/3RZEV7O</a></li> </ol>
	Warmup	<ul style="list-style-type: none"> <li>• Post a "One Sentence Competition</li> </ul>

		Declaration" with two hashtags #The 3rd APEC Women Connect "Her Power" Entrepreneurship competition #SparkYourPassionForSuccess
Oct.8-Nov.9	Insights Sharing	<ul style="list-style-type: none"> <li>Post your insights about the topic shared by Admin in MyyBiz group weekly</li> </ul>
<u>Oct.15</u>	E-learning	<ol style="list-style-type: none"> <li>Participate in the sessions held by senior industry experts such as IQOO, BIGO, and Shixiseng.com (intern monks)</li> <li>Post your learning review in MyyBiz group with two hashtags</li> </ol> <p>#The 3rd APEC Women Connect "Her Power" Entrepreneurship competition #SparkYourPassionForSuccess</p>
Nov.20	Awards Ceremony	<ol style="list-style-type: none"> <li>Watch the online awards ceremony</li> <li>Winners should share the post on their own home pages</li> </ol>

### Topic Preview of MyyBiz:

Topic #1 on Oct.10: What you know about the Her Power competition and your expectations on it.

Topic #2 on Oct. 14: What do you think are the advantages for women in social E-Commerce?

Topic #3 on Oct. 20: What is the role of Generation Z in the age of social E-Commerce?

Topic #4 on Oct. 26: Practical insights. Who do you think are the best performing online celebrities in this year's Her Power? Why?

Topic #5 on Nov. 1: What do you think are the unique advantages of MyyShop and MyyAffiliate platforms for helping women start their own businesses?

Make sure to check the Admin's pinned messages for new discussion topics every week, and let's get started!

### •Grading

The final points will be determined in three dimensions:

Number of Posts	Interaction of Posts	Points of Match Point	Total Score
One post = 3 points	Likes = 1 point Comments = 2 points Reposts=3 points	By Oct. 20(th )24:00 the top three players will get an additional 20 points  By November 2 24:00  The top three players will get an additional 30 points.	Post points + interaction points + match point points

### •Participation Benefits

1. Participation and award certificates jointly issued by APEC Women Connect, DHGATE Group and MyyShop
2. The top three will get the organizer's internship opportunity
3. E-learning: Exclusive lectures and exchange opportunities with senior managemetn members from well-known companies such as IQOO, Intern Monk, BIGO, DHAGTE Group, etc.
4. Awards & Bonuses

Awards	Selection Criteria	Quota	Rewards
Best Content Creation Award/Best Influencer Award	Video Likes + Views + Sales	Champion*1	\$1000
		Runner-up*1	\$500
		2nd runner-up*1	\$250
		4(th) to 10(th) place	\$100
Best Marketing Promotion Award	Social Media Data	Champion*1	\$1000
		Runner-up*1	\$500
		2nd runner-up*1	\$250
		4(th) to 10(th) place	\$100

5. Free access to cutting-edge information and insights of the industry

Two groups, multiple competition plays, all-round resource support, all to explore your infinite potential.

Show the world your "her power" by registering by October 8th.