

Announcement on the Final Round of “2026 China-ASEAN SEAMEO Creative Merchandise Design Competition”

In accordance with the arrangements set out in “Announcement on the Launch of 2026 China-ASEAN SEAMEO Creative Merchandise Design Competition,” following the online preliminary review and official results, the on-site final round of the Competition is scheduled to be held on 28 July 2026 at the China-ASEAN Education Cooperation Week Permanent Host Site. The final round will feature a new and independent design brief requiring participants to design an exclusive logo for **the 20th anniversary of the China-ASEAN Education Cooperation Week**. Entries submitted during the preliminary round will serve solely as the basis for determining finalist eligibility and will not be considered in the final-round evaluation. The relevant matters are hereby notified as follows:

I. Organizational Structure

Organizers: The Southeast Asian Ministers of Education Organization (SEAMEO), The ASEAN-China Centre (ACC), The China-ASEAN Education Cooperation Week (CAECW).

Co-organizers: Guizhou Polytechnic of Construction, Bijie Industry Polytechnic College, Guizhou Aerospace Vocational and Technical College, Qiandongnan Polytechnic College.

Implementing Organization: Guangxi XUE ER SHI XING Commerce & Exhibition Co., Ltd. (Go Study Global Education).

II. Participants

All teams shortlisted for the final round of the Competition.

III. Competition Schedule and Liaison Arrangements

1. Final Round

Date: Tuesday, 28 July 2026

Venue: The China-ASEAN Education Cooperation Week Permanent Host Site

2. Registration and Pre-competition Preparation

All teams shall complete check-in, material submission, and other relevant pre-competition preparations on Monday, 27 July 2026, one day before the final round. Detailed arrangements regarding the check-in time slots, location, procedures, competition venue layout, and display setup will be announced separately through the competition liaison group.

3. Competition Liaison Group

The Organizing Committee has established a dedicated liaison group for the final round. Further details not covered in this Announcement, including the detailed competition schedule, rules for drawing lots to determine the presentation order, the materials checklist, and the venue guide, will be issued through the liaison group.

IV. Final-Round Content and Requirements

The design of an exclusive logo for the 20th anniversary of the China-ASEAN Education Cooperation Week shall be the sole evaluation task in the final round. Each team shall create an original design in response to this brief and participate in the on-site evaluation.

1. On-site Evaluation

The final round consists of two components: an on-site presentation session and an on-site Q&A session.

(1) On-site Presentation: The presentation shall be limited to five minutes and shall cover the logo design concept, the approach to integrating Chinese and ASEAN cultural elements, the extension of the visual identity to various application scenarios, and an explanation of the design's compatibility with the event's brand identity.

(2) On-site Q&A Session: The session shall be limited to three minutes. The Evaluation Committee will ask questions about the proposed design, and each team shall respond on site.

All presentation content shall focus exclusively on the 20th-anniversary logo design brief for this final round and shall not include any content related to the entries submitted in the preliminary round.

2. Slides Format Requirements for the Presentation

(1) The on-site presentation shall be delivered using a PowerPoint slide deck. The Slides file shall be with 16:9 aspect ratio, and not exceed 200 MB in size.

(2) Any video embedded in the Slides shall be set to play automatically and shall be in MP4 format. If any non-standard fonts are used, the relevant font files shall be compressed into an archive and submitted together with the Slides file.

(3) The file name shall follow this format: “Full Name of the Institution – Title of the Logo Design.”

V. Related Activities

1. Final Round Award Ceremony

The list of award winners will be announced, award certificate and trophy will be presented. The officially selected logo design for the 20th anniversary of the China-ASEAN Education Cooperation Week will be formally announced. Details of the ceremony time and venue will be announced separately through the competition liaison group.

VI. Awards

1. Entry Awards: First, Second, and Third Prizes will be awarded. Winners will receive award certificates and trophies. The team whose design is selected as the official logo for the 20th anniversary will receive a special certificate for outcome application and transformation. The selected design will be

included in the “China-ASEAN SEAMEO Design Repository” and officially promoted and used through all channels.

2. Instructor Awards: Outstanding Instructor Awards will be conferred upon the instructors of the award-winning works.

3. Organization Awards: Outstanding Organization Awards will be presented to institutions that demonstrate excellence in competition organization and whose entries are of a high overall quality.

VII. Logistical Arrangements

1. The Organizing Committee will provide basic equipment at the competition venue and exhibition area.

2. The Organizing Committee will provide meals for attendees on the day of the final round. Information on nearby designated partner hotels and accommodation booking procedures will be announced separately through the competition liaison group.

VIII. Submission of the Finalist Team Attendance Confirmation Form

All finalist institutions shall submit the Finalist Team Attendance Confirmation Form by noon on 20 July 2026. The submission shall include a scanned copy bearing the official seal of the institution and a Word version. The completed form and its accompanying files shall be sent to seameocadesign@163.com, with copies to secretariat@seameo.org and info@go-study.cn. The email

subject line and attachment names shall follow this format: “2026 SEAMEO Final Round Attendance Confirmation + Institution Name”.

IX. Safety Instructions

1. The team leader of each participating team shall be responsible for organizing and managing the participating instructors and students and providing a pre-competition safety briefing, so as to ensure their personal and property safety while traveling to and from the venue and throughout the Competition.
2. During exhibition setup and throughout the Competition, all participants shall comply with venue management regulations, follow the directions of on-site staff, and take proper care of public facilities and exhibition equipment.

X. Contact Information

- Contact for Institutions in China: Ms. Zhang Xiaohui, Tel: +86 155 1906 7766, Email: 67087806@qq.com
- Contact for ASEAN Institutions: Ms. Li Xiangyuan, Tel: +86 191 6377 2918, Email: info@go-study.cn
- Liaison Group Administration and Technical Support: All related matters will be coordinated through the dedicated liaison group for the final round.

Attachments:

1. List of Finalist Teams for the “2026 China-ASEAN SEAMEO Creative Merchandise Design Competition”
2. Finalist Team Attendance Confirmation Form
3. Guidelines for Designing the Exclusive Logo for the 20th Anniversary of the China-ASEAN Education Cooperation Week
4. QR Code for the Final Round Liaison Group

Organizing Committee of the “2026 China-ASEAN SEAMEO Creative Merchandise Design Competition”

(Official seal affixed by Guizhou Polytechnic of Construction on behalf of the Organizing Committee)

10 July 2026