

广西壮族自治区商务厅

广西壮族自治区商务厅关于邀请参加 2026 面向东盟“AI+跨境电商”创新应用大赛的函

各相关院校、企业及单位：

为贯彻国家数字经济规划与“数字丝绸之路”倡议，加快推动人工智能技术在跨境电商领域的融合应用，助力提升跨境电商全流程智能化水平，进一步发挥广西面向东盟开放合作的枢纽作用，共享中国人工智能赋能跨境电商发展的技术与经验，打造“北上广研发、广西集成、东盟应用”的人工智能发展路径，拓展东盟国家商品进入中国市场的渠道，助力实现“东盟出产、广西集散、中国畅销”，广西壮族自治区商务厅拟联合相关单位共同举办 2026 面向东盟“AI+跨境电商”创新应用大赛。

大赛以“AI 赋能跨电 数智融通东盟”为主题，设院校赛道与社会赛道，聚焦 AI 在市场洞察、智能客服、选品、营销、物流、直播、供应链、合规风控等核心环节的创新应用，致力于打造具有国际影响力的赛事平台。

我们诚挚邀请国内及各东盟成员国的院校师生、企业、科研机构及技术团队积极报名参赛，具体内容如下：

一、参赛对象

(一) 院校赛道：中国及东盟国家职业教育、高等教育全日制在籍学生（中职、高职、本科、研究生），以 3—5 人团队形式报名，鼓励跨国界、跨学科、跨学段联合组队，可配备 1—2 名指导教师。

(二) 社会赛道：中国及东盟国家企业、科研院所、开发者及创业团队（非在校生），以 2—5 人团队、企业或机构形式报名，鼓励跨国界、跨领域联合组队。

二、竞赛内容

(一) 院校赛道：围绕东盟商品数字化营销与跨境电商运营实践，运用人工智能技术完成 AI 跨境视觉设计、短视频创作及跨境电商平台操作等任务，决赛开展路演展示并提交《AI 跨境电商应用实践报告》，分本科、高职、中职三组独立评审。

(二) 社会赛道：聚焦东盟跨境贸易与跨境电商应用场景，参赛团队需围绕 AI 技术赋能跨境电商，自主设计具体应用场景，提交商业计划书，并开发具备核心 AI 功能、可展示和测试的初步产品。决赛阶段，参赛团队通过 PPT、视频、Demo 等方式开展项目路演，重点展示方案的技术创新性、场景契合度、商业价值和落地潜力。

大赛将邀请权威专家评审，表现优秀项目将获得媒体宣传、投融资对接、落地孵化等多维支持。

请各单位关注赛事通知，按时组织报名参赛。我们期待与您携手，共创东盟数字贸易的智能未来。

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广西壮族自治区商务厅

2026年6月2日

(公开前需经政府信息公开审查)

Invitation to the Participation in the 2026 ASEAN-Oriented "AI + Cross-Border E-commerce" Innovation Application Competition

To all concerned universities, enterprises, and related entities,

To implement the national digital economy strategy and the “Digital Silk Road” initiative, accelerate the integrated application of artificial intelligence technologies in the field of cross-border e-commerce, enhance the intelligent development of the entire cross-border e-commerce process, further leverage Guangxi’s role as a hub for open cooperation with ASEAN, share China’s technologies and experience in empowering cross-border e-commerce through artificial intelligence, build an AI development pathway featuring “R&D in Beijing, Shanghai and Guangdong, integration in Guangxi, and application in ASEAN,” expand channels for ASEAN products to enter the Chinese market, and help realize the goal of “ASEAN production, Guangxi distribution, and China-wide sales,” the Department of Commerce of Guangxi Zhuang Autonomous Region, together with relevant parties, plans to jointly organize the 2026 “AI + Cross-Border E-Commerce” for ASEAN Innovation Application Competition.

With the theme of “AI Empowering Cross-border E-commerce, Digital Intelligence Connecting ASEAN,” the competition consists of two tracks: the Academic Track and the Social Track. It focuses on innovative applications of AI in key areas of cross-border e-commerce, including market insights, intelligent customer service, product selection, marketing, logistics, live streaming, supply chain management, compliance, and risk control. The competition aims to build an internationally influential platform for exchange,

application, and cooperation.

We sincerely invite universities and colleges, faculty and students, enterprises, research institutions, and technical teams from China and all ASEAN member states to actively register and participate in the competition. The details are as follows:

I. Participants

Academic Track: Full-time students enrolled in vocational education institutions and higher education institutions in China and ASEAN countries, including secondary vocational, higher vocational, undergraduate, and postgraduate students, are eligible to participate. Teams shall consist of 3 to 5 members. Cross-border, cross-disciplinary, and cross-level joint teams are encouraged. Each team may have 1 to 2 instructors.

Social Track: Enterprises, research institutions, developers, entrepreneurial teams, and relevant practitioners from China and ASEAN countries are eligible to participate. Teams shall consist of 2 to 5 members and may register in the name of a team, enterprise, or institution. Cross-border and cross-sector joint participation is encouraged.

II. Competition Contents

Academic Track: Focusing on the digital marketing of ASEAN products and cross-border e-commerce operations, participating teams are required to apply AI technologies to complete tasks such as AI-powered cross-border visual design, short video creation, and cross-border e-commerce platform operations. In the final stage, teams will deliver roadshow presentations and submit an AI Cross-Border E-commerce Application Practice Report. Undergraduate, higher vocational, and secondary vocational groups will be evaluated independently.

Social Track: Focusing on ASEAN cross-border trade and cross-border e-commerce application scenarios, participating teams are required to design specific application scenarios based on AI-empowered cross-border e-commerce, submit a business plan, and develop an initial product with core AI functions that can be demonstrated and tested. In the final stage, teams will deliver project roadshows through PPT presentations, videos, demos, and other formats, with emphasis on technological innovation, scenario relevance, commercial value, and implementation potential.

The competition will be evaluated by a panel of authoritative experts. Outstanding projects will receive multi-dimensional support, including media exposure, investment and financing opportunities, and incubation assistance.

All institutions are kindly requested to pay attention to the competition announcements and organize timely registration and participation. We look forward to working with you to jointly create an intelligent future for ASEAN digital trade.

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With best regards,

The Department of Commerce of Guangxi Zhuang Autonomous Region

Date: X, 2026

