

**Contact**

CCI France Myanmar

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**For immediate release**

**French Chamber of Commerce to organize the “#COMETOMYANMAR video contest 2019”**

**Yangon** – CCI France Myanmar, the French Myanmar Chamber of Commerce, has just launched the first edition of the #COMETOMYANMAR video contest, in partnership with the Myanmar Tourism Marketing Association.

This competition is the first project implemented by the Tourism Committee of CCI France Myanmar, which brings together hotels, travels agencies and professionals of the tourist sector. This operation, which is sponsored by Seagram Myanmar and FMIDecaux, aims at promoting Myanmar as a tourist destination, following the drop in the number of Western visitors during the past two years.

To register in this contest, which is only open to Myanmar nationals, participants will have to shoot 3-minutes videos showing what makes Myanmar attractive according to them.

*“This is why we chose the hashtag #cometomyanmar”, explains Mr. Guillaume Rebiere, Executive Director of CCI France Myanmar. “Participants will show what makes their country beautiful and exceptional. By doing so, they will invite foreigners to visit Myanmar and to discover the hospitality of its people. Indeed, the Myanmar population is probably one of the friendliest and most welcoming in the world. It is what makes Myanmar unique. The message is that Myanmar people open their hearts and their country to foreign tourists.”*

The video contest has started on 16<sup>th</sup> September 2019. Participants will have until 15<sup>th</sup> November 2019 to enter their videos in one of the following 4 awards categories:

- You’re welcome! Award – This category emphasizes on the Myanmar people’s sense of hospitality and of the Myanmar people’s legendary smile and friendliness. The main message is: “Myanmar invites you”.
- It’s unique Award - This category emphasizes on what makes Myanmar different from any other country. The main message of this category is: “Nowhere else but here”.
- What’s new? Award – This category emphasizes on what makes Myanmar a dynamic and changing country. It is innovating, young, and opening to the world. The main message of this category is: “The future is now”.
- My day in Myanmar Award - This category emphasizes on what it means to live in Myanmar today. It should show the diversity of lifestyles, of landscapes, of cultures, of food, of activities, of resources, of people. The main message of this category is: “Diversity in unity”.

The winners of the 4 awards will be selected by a jury of professionals of the tourist and media sectors, presided by Ko Arkar Win, movie director, whose movie *“The Mystery of Myanmar: Beyond the Dote-Hta-Waddy”*, has been praised by both critics and moviegoers internationally.

The Jury will also bring together Mr. Matthieu Glorieux, General Manager of Seagram Myanmar, Platinum Sponsor, Daw Phyu Phyu Mar, Joint Secretary of the Myanmar Tourism Marketing Association, Daw Yin Myo Su, President of Inle Heritage, Daw Su Su Tin, Managing Director of Exo Travel, Mr. Philippe Battlé, Country Representative of Accor, Mr. Erwan Luherne, General Manager of Canal+ Myanmar, and Mr. Jérémy Damloup, COO of Akhuka Production.

In addition to the winners of the 4 main categories, the Jury will also select a Grand Prize.

The winner of the Grand Prize will receive many attractive prizes including:

- 1 training of 20 hours in Basics of Movie Production at The Academy Fame Gate Studio (Singapore)
- 1 round-flight ticket Yangon-Singapore-Yangon, offered by Singapore Airlines
- 1 Camera of EOS 80D offered by Canon
- 1 cruise of 2 nights for 2 persons on The Strand Cruise
- 1 stay of 2 nights for 2 persons at Sofitel Inle Lake
- 2 tickets for a ride with Balloons over Inle by Memories Group
- 1 stay of 1 night for 2 persons at Hilton Ngapali
- 1 stay of 1 night for 2 persons at Novotel Yangon Max
- 1 stay of 1 night for 2 persons at Lotte Yangon Hotel, including breakfast, offered by Lotte Hotel
- 1 dinner for 2 persons at Le Planteur Restaurant in Yangon
- 1 Canal+ TV box with 6 months of free TV service

The winners of the 5 awards will also have the opportunity to win the Public's Choice Award, which will be selected by voters on Facebook.

The prizes given to the winner of all award categories include hotel and restaurant vouchers, as well as free services and gifts offered by the companies supporting the operation: Accor Group, Canal+, Canon, Excelsior Yangon, Hilton Ngapali, Hotel G, Hotel Thanakha, Inya Lake Hotel, Le Planteur, Lotte Yangon, Melia, Memories Group, Mercure Kaba Aye, Novotel Inle, Novotel Yangon Max, Pullman Mandalay, Pullman Yangon, Singapore Airlines, Sofitel Inle, The Strand Cruise, The Strand, and Yangoods.

Following the competition, the awarding videos will be used to promote Myanmar as a tourist destination around the world.

To participate, contestant must download and fill in their registration form on CCI France Myanmar's website (<https://www.ccifrance-myanmar.org/en/event/cometomyanmar-video-contest-2019>). Then, they have to send their application before 15<sup>th</sup> November 2019.

The #COMETOMYANMAR Awards Ceremony 2019 will take place on 11<sup>th</sup> December 2019, at 6 pm, at Novotel Yangon Max, during the Makers Night 2019. The Makers Night 2018, which will be a festive gala dinner celebrating entrepreneurship in Myanmar, will also give way to the Young Entrepreneurs Awards 2019 Ceremony.

Lucky draws will be organised with the opportunity to win a free ticket to Paris offered by Air France.

More information and registration on [www.ccifrance-myanmar.org](http://www.ccifrance-myanmar.org)