



CCI FRANCE MYANMAR

FRENCH MYANMAR CHAMBER OF COMMERCE & INDUSTRY

#cometomyanmar Video Contest 2019

Terms & Conditions

Competition rules of procedure

Art 1- Objective of the competition

#cometomyanmar Video Contest 2019 is a competition organized by the Tourism Members Committee of the French Myanmar Chamber of Commerce and Industry (CCI France Myanmar), in partnership with the Myanmar Tourism Marketing Association, aiming at promoting the destination Myanmar abroad.

This is why we chose the hashtag #cometomyanmar for this competition. Competitors are requested to share their experience of Myanmar by showing what makes their country beautiful, exceptional, unique. By doing so, they will invite foreigners to visit Myanmar, share their love for their country, to build positive memories, to discover the hospitality of its people.

The operation is financially sponsored by Seagram Myanmar and FMIDecaux. The following companies are also providing in-kind sponsorship for the prizes: 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.

The competition will take place between 16th September 2019 and 15th November 2019, and the prizes will be given to winners during the Makers Night 2019, organized by CCI France Myanmar on 11th December 2019, at Novotel Yangon Max.

The objective of this competition is to give the opportunity to Myanmar nationals to show the attractiveness, the uniqueness, the excellence of Myanmar to foreign visitors, by shooting a short video (3 minutes maximum) showing what they love in their country and why foreigners should visit it.

The participants can enter their videos into one of the 4 following categories:

- ***“You’re welcome”***
This category aims at showing the hospitality and friendliness of Myanmar people, and their will to attract and welcome all visitors. “Myanmar invites you”.
- ***“It’s unique”***
This category aims at showing how Myanmar is unique and authentic, and at promoting what can only be seen and found in Myanmar, as well as the diversity offered by the country. “Nowhere else but here”.
- ***“What’s new?”***
This category aims at showing that Myanmar is a changing and dynamic country, at promoting the innovation, the energy, the optimism brought by its youth. “The future is now”.
- ***“My day in Myanmar”***
This category aims at showing what it is to live in Myanmar, to promote the diversity of its cultures, lifestyles, landscapes, activities, food, resources, and people. “Diversity in unity”.

Two types of prizes will be given to participants (6 prizes in total):

- One “Public’s Choice” prize for the video which receives the most votes on Facebook.
- One prize for each category (4 prizes in total) chosen by the Jury bringing together professionals of the tourist, media and communication sectors.
- One “Grand Prize” given by the Jury to a video of any of the four categories.

Only videos and participants compliance with all the following terms & conditions, and rules & regulations, will be able to register in the competition, to have a chance to be posted and to win one of the prizes.

Art 2- Application conditions

To register in the competition, the candidates must comply with the following conditions:

- The competition is open to every Myanmar national residing in Myanmar.
- To be allowed to participate, contestants must be 18 years old or above.
- To apply for the competition, participants shall meet general application criteria and specific application criteria that are proper to each category, as detailed here below in the present document.
- Contestants can only register videos that they have shot/taken themselves.

- They are not allowed to use images, videos, music or any other content under copyrights. They also must have received the approval from people appearing in the video, and any other approval from relevant authorities, entities and/or persons if necessary and relevant, depending on the content and subject of their video.
- Contestants must comply with Myanmar laws and regulations at all time, and are solely responsible and liable for the content of the video that they wish to register into the competition. CCI France Myanmar shall not be held liable or responsible if contestants have broken Myanmar laws and regulations to make their videos and to enter them in the competition.
- By entering this competition, contestants agree to give permission and all rights to CCI France Myanmar, the Jury and their partners to freely save, share, show and broadcast the video on any media and/or channel. They withdraw any claim for copyrights, financial compensation, payment of any kind, and/or any compensation of any nature whatsoever.
- CCI France Myanmar and the Jury reserve the right to request additional documentation from the contestants, in order to verify that they are compliance with the terms and conditions of the competition.
- A participant cannot apply for the competition if themselves or one of their relatives is part of the CCI France Myanmar employees or Board of Directors, of the jury, of the competition's partners/sponsors, or members of their family.
- CCI France Myanmar and the Jury reserve the right to refuse to register any video or contestant, which would be deemed inappropriate, irrelevant or in violation of the present rules.
- Contestant whose registration and/or video has been rejected shall not have right to claim for any damage, cost and/or compensation.

Art 3- Application files

3.1 – Application files description

Candidates willing to register for the #cometomyanmar Video Contest 2019 must prepare an application file for the category of their choice. This application file includes:

- A scan of their NRC card or driving licence (both sides)
- The signed copy of the last page of the present Terms & Conditions
- The signed copy of their registration form
- Their 3-minute video in one of the most common video formats (.mp4, .avi, .mkv, .mov, .wmv)

If a file is incomplete or illegible, it will not be taken in account, and the registration will be rejected.

The Jury has the right to reject incomplete applications or applications that contain false information. They can also require additional information.

3.2 - Application modalities

The registration forms will be available on the CCI France Myanmar's website (www.ccifrance-myanmar.org) from the 16th September 2019.

The registration form and other application files (including the video) must be send on www.wetransfer.com to: communication@ccifrance-myanmar.org

They can also send a link to their Google Drive or Dropbox, to allow the organiser to download the files.

The email with the link to download the company's files on must be received by the CCI **before 15th November 2019, at 6 pm** (Myanmar time).

3.3 - Selection criteria by award category.

Projects will be accepted if the application files are complete and if they validate all general criteria and all of the criteria of one category.

One project cannot compete for more than one Award category, except the "Public's Choice" category, which can be awarded to a video already rewarded by the Jury in another category.

Every criterion is weighted, depending on the award category.

General criteria

To be registered, a video shall validate all the following criteria:

- It must take place in Myanmar
- It must last a maximum of 3 minute
- It must have been shot by a Myanmar national aged of 18 years old or above
- It must have been shot/taken by the contestant entering the video in the competition
- It must be compliant with Myanmar laws and regulations
- It must not violate copyrights
- It must not be disrespectful, inappropriate and/or irrelevant with the chosen category
- It must promote Myanmar as a tourist destination or aspects of Myanmar that foreign visitors may find attractive, appealing, interesting
- It must tell a short story, be creative and innovative
- It must have subtitles, dialogues and/or voice-off narration in English

CCI France Myanmar and the Jury will be the sole judges of how to interpret the criteria here above, and of what constitutes a violation or a compliance with these criteria.

Contestant whose video have been rejected by CCI France Myanmar or the Jury, shall have no right to contest the decision based on the interpretation of one or all general criteria here above.

For “You’re welcome” Award:

The video must show aspects of the Myanmar people’s sense of hospitality and of the Myanmar people’s legendary smile and friendliness. It should convey the message to foreign visitors that the Myanmar people welcome them and invite them to visit their country. The main message of this category is: “Myanmar invites you”.

For “It’s unique” Award:

The video must show what makes Myanmar different from any other country, what we can only find in Myanmar and nowhere else. It should show the authenticity of the country, of its cultures, and show its diversity and uniqueness. The main message of this category is: “Nowhere else but here”.

For “What’s new?” Award:

The video must show that Myanmar is a dynamic and changing country. It is innovating, it is young, it is opening to the world, and launching many new initiatives. Its youth and population are looking at the future, full of energy and optimism. The main message of this category is: “The future is now”.

For “My Day in Myanmar” Award:

The video must show what it means to live in Myanmar today. It should show the diversity of lifetsyles, of landscapes, of cultures, of food, of activities, of resources, of people. It should invite visitors to share one day in the life of the Myanmar people. The main message of this category is: “Diversity in unity”.

For “Grand Prize” Award:

The video winning the Grand Prize Award will be chosen by the Jury among all the videos participating in any of the 4 categories. It will a video that the Jury is judging to be exceptional and special, according to their own criteria: quality, esthetics, storytelling, and so on.

For “Public’s Choice” Award:

The Public’s Choice Award rewards the video who has the preference of the public.

Every contestant competing for one of the Awards previously listed is automatically competing for the Public’s Choice Award. CCI France Myanmar will create a presentation for each competitor, based on the information provided by each company.

Videos will be posted on Facebook starting from 16th September, as soon as CCI France Myanmar receives and approves them. A poll will be created on Facebook after 15th November, allowing people to vote for the video of their choice. The votes will be closed on 4th December 2019, at 6pm. The video receiving the most votes will win the Public's Choice Award.

Contestants are not allowed to offer prizes, money or other enticement in order to lure the general public to share or to vote for their videos. Yet, they are allowed to boost posts requesting people to vote for their videos if they wish.

Only the number of "votes" on the post published on the page of the competition created by CCI France Myanmar will be taken into consideration. All other "likes" on other pages or on other posts will not be counted.

The organiser and the Jury reserve the right to disqualify contestants. Contestants shall not enter multiple times, use bots or use a fake Facebook account to vote for their video. Fraudulent activities will be monitored by the jury and will lead to disqualification from the awards.

The videos will remain visible on the page after that, but all the "likes" and "votes" given after the deadline will not be counted for the award.

Selection by the Jury

Video sent after 15th November 2019 at 6 pm will not be registered or posted.

The Jury will meet after the 15th November 2019 to select the winner of each 4 categories and to select the "Public's Choice" Award and of the "Grand Prize" Award.

The Jury may decide to request additional information from the contestant in order to make their choice.

The selection made by the Jury is final and shall not be contested by the participants in the competition.

The Jury and the organisers may decide to change the selection of the winners, even after their official and public announcement, if it found out later that the winners have not respected all the rules and regulations detailed in the present document, or if they act, communicate or speak publicly in any way that contravenes with the rules and regulations of the competition, or in a way that undermines or damages the reputation of the jury, of the organisers or of the competition itself.

It is again reminded that all participants shall respect each other, shall respect the spirit of the competition, shall respect the present Terms & Conditions, shall respect international standards in matter of copyrights and intellectual property, and shall respect the Laws of Myanmar.

In case of any change made the jury in the selection of the winners of the prize, even after their official and public announcement, the participants shall have no rights for claims or compensation of any sort.

Art 4- Prizes

4.1 - Nature of the prizes

The winner of Award categories will be rewarded by the following prizes:

For “Grand Prize” Award:

- 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 18-55mm offered by Canon
- 1 cruise of 2 nights for 2 persons on The Strand Cruise, including breakfasts, lunches and dinners, offered by The Strand Cruise
- 1 stay of 2 nights for 2 persons at Sofitel Inle Lake, including breakfasts and 2 dinners, offered by Sofitel Inle
- 2 tickets for a ride with Balloons over Inle, offered by Memories Group
- 1 stay of 1 night for 2 persons at Hilton Ngapali, including breakfast, offered by Hilton
- 1 stay of 1 night for 2 persons at Novotel Yangon Max, including breakfast, offered by Accor Group
- 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, offered by Le Planteur
- 1 Canal+ TV box with 6 months of free TV service, offered by Canal+ Myanmar

For “You’re welcome” Award:

- 1 stay of 2 nights for 2 persons at Thanakha Hotel Inle Lake, including breakfasts and dinners, offered by Thanakha Hotel
- 1 stay of 1 night for 2 persons at Savoy Hotel Yangon, including breakfast, lunch and dinner, offered by Savoy Hotel
- 1 voucher for 2 persons at The Market Restaurant for Sunday Brunch or Friday Seafood Night, offered by Melia Hotel Yangon
- 1 Canal+ TV box with 6 months of free TV service, offered by Canal+ Myanmar

For “It’s unique” Award:

- 1 stay of 2 nights for 2 persons at The Strand Yangon, including breakfasts, offered by The Strand
- 1 stay of 2 nights for 2 persons in Premium Lake View room at Melia Hotel Yangon, including breakfasts, offered by Melia
- 1 voucher for 2 persons for a set lunch at The Newsroom, offered by Excelsior Hotel Yangon
- 1 Canal+ TV box with 6 months of free TV service, offered by Canal+ Myanmar

For “What’s new?” Award:

- 1 stay of 2 nights for 2 persons in Superior Room at Excelsior Hotel Yangon, including breakfasts, offered by Excelsior

- 1 stay of 2 nights for 2 persons in Deluxe Room at Pullman Hotel Yangon, including breakfasts, offered by Pullman Yangon
- 1 voucher for 2 persons for Savoy's Boutique Brunch, offered by Savoy Hotel
- 1 Canal+ TV box with 6 months of free TV service, offered by Canal+ Myanmar

For "My Day in Myanmar" Award:

- 1 stay of 2 nights for 2 persons at Novotel Inle Lake, including breakfasts and dinners, offered by Novotel Inle
- 2 tickets for a ride with Balloons over Inle or Bagan, offered by Memories Group
- 1 stay of 2 nights for 2 persons at Inya Lake Hotel Yangon, including breakfasts, offered by Inya Lake Hotel
- 1 Canal+ TV box with 6 months of free TV service, offered by Canal+ Myanmar

For "Public's Choice" Award:

- 1 stay of 2 nights for 2 persons at Hotel G Yangon, including breakfasts, offered by Hotel G
- 1 stay of 1 night for 2 persons at Mercure Kaba Aye Hotel Yangon, including breakfast, offered by Mercure Kaba Aye
- 1 stay of 1 night for 2 persons in Superior Room at Pullman Hotel in Mandalay, including breakfast, offered by Pullman Mandalay
- 1 voucher for 6 persons for Weekend Brunch at Awei Metta Hotel, offered by Memories Group
- 1 Canal+ TV box with 6 months of free TV service, offered by Canal+ Myanmar

CCI France Myanmar shall be the only one allowed to decide how, when and where the prizes will be given and in which manner. CCI France Myanmar and the sponsors offering the prizes are the only ones allowed to decide of the value of the prizes.

The organisers reserve the right to cancel any award category if there are not enough videos submitted in one category or if the submitted videos don't meet criteria to participate in the competition.

The cancellation of one or several award categories shall not give any right for compensation of any kind to the participants or to the sponsors. It shall not, also, make void and cancel the whole competition and/or the sponsorship agreements signed between CCI France Myanmar and the sponsors.

In case of cancellation of one or several award categories, the organisers reserve the right to attribute the prizes given by the sponsors to another or other award categories of their choices.

4.2 - Awards ceremony

The Awards will be given on Wednesday 11th December 2019, during the Makers Night 2019 organised by CCI France Myanmar, at Novotel Yangon Max, starting at 6 pm.

Winners will receive one free seat to the Makers Night and will benefit from a special discount price if they wish to invite more people to participate in the event.

Winners will be called on stage to receive their awards, and their videos will be shown on screen during the event.

Young Entrepreneurs Awards 2019 will also be given during the same event.

Art 5- Candidate commitment

The contestants shall acknowledge the competition regulations and accept them unreservedly.

The contestant shall provide the organizer correct and sincere information to ensure the jury's selection not to be misled.

Winners shall be present during the awards ceremony (Makers' Night) that will be held on December 11th 2019, at Novotel Yangon Max. The absence of the winner, without real and serious justification, will cause the winner's disqualification and forfeit without any right for claim.

Art 6- Jury composition

The final list of #cometomyanmar Video Contest 2019 will be confirmed soon. At this time, the jury is composed of:

- President of Jury: Ko Arkar Win, Movie Director
- Platinum Sponsor – Mr. Matthieu Glorieux, General Manager, Seagram Myanmar
- Daw Phyu Phyu Mar, Joint Secretary of the Myanmar Tourism Marketing Association
- Daw Yin Myo Su, President of Inle Heritage
- Daw Su Su Tin, Director of the Board of CCI France Myanmar and Managing Director of Exo Travel
- Mr. Philippe Battlé, Director of the Board of CCI France Myanmar and Country Representative of Accor
- Mr. Erwan Luherne, General Manager of Canal+ Myanmar
- Mr. Jérémy Damloup, Director of the Board of CCI France Myanmar and Co-Founder of Akhuka Production

The jury will rule independently. The jury has the right to ask the candidates for more information about their application.

Art 7- Participation cost

Participation to the competition is free of charge. Costs related to the shooting/editing/production of the video are borne by candidates and award winners. No reimbursement will be performed.

Art 8 - Ownership

Each contestant declares retaining intellectual property rights relatively to video realized within the framework of the competition. In that way, organizers are protected from any appeal.

Art 9- Competition organizer

9.1 - Communication

Contestants accept their names to be mentioned during communication actions of the event, including the media. They also accept their videos to be posted, shared, broadcasted, screened, showed, saved, aired, by CCI France Myanmar, the Jury and/or their partners, without having the right to claim any fees, financial compensation, payment reparation, rights, or any compensation of any other nature.

Yet, CCI France Myanmar, the Members of the Jury and/or the sponsors are not allowed to use the videos for commercial purposes, to advertise their brands, products and/or services, and for any other purpose than the one intended by the organisers, which is to promote Myanmar as a tourist destination.

In addition, CCI France Myanmar, the Members of the Jury and/or the sponsors don't have any claim, rights nor exclusivity on the videos. They are not allowed to edit or change the videos for their own purpose or for purposes not related to the organisation and objectives of the competition.

Finally, the rightful authors of the videos must be mentioned when promoting the videos. The organisers the jury and/or the sponsors are not allowed to claim authorship on videos made by contestants.

9.2 - Responsibility

The organizer will not be responsible or liable if the competition happens to be interrupted or extended for any reason. Contestants and sponsors will not be allowed make any reclamation or ask for any compensation.

The organizer has the right to modify these terms and conditions and to inform the candidates about any change beforehand.

The organizer shall not be held responsible or liable for any violation of laws and regulations done by the contestant in the making/editing/shooting/registration/posting/sharing/boosting of their videos.

Art 10- Diverse

10.1 - Compliance

When entering the contest and competing in the game, contestants commit themselves to behave respectfully and not to do, say, write, publish, show or share anything that could hurt, damage, defame, insult and/or undermine CCI France Myanmar and/or the other contestants in anyway. They also shall not encourage or allow other people to do or say anything that could hurt, and/or undermine CCI France Myanmar and/or the other contestants in anyway. CCI France Myanmar reserves the right to cancel the participation of a contestant any time without compensation if any contestant contravenes this rule. In case of a breach from a candidate, organizers bestow upon themselves the right to dismiss the candidate. The contestant is not allowed to claim for anything.

When entering the contest, contestants must have the approval from the people appearing in the video or from any other relevant organisation, authority, company or person. CCI France Myanmar shall not be held responsible for any information leaked, posted, shared, and published by the contestants during the competition. In addition, CCI France Myanmar shall not be held responsible for any comment made by visitors and people not employed by CCI France Myanmar on the social media.

CCI France Myanmar's name, logo, brand and other means of communication are the sole properties of CCI France Myanmar and shall not be used by other companies, organisations or persons without a prior official written agreement. All communication published, posted and shared by CCI France Myanmar in any media are the sole property of CCI France Myanmar and cannot be transformed, changed, cut, used, reused, modified by other companies, organisations or persons without a prior official written agreement.

Present rules apply to every contestant entering the #cometomyanmar Video Contest 2019.

10.2 - Application conditions

Contestants agree to indemnify and hold CCI France Myanmar, its personnel and agents, harmless from any third party claims for loss, damage, prejudice, liability or expense suffered as a result of or in any manner in connection with your video entry, any other of your acts or omissions or any information which you provided.

Participants declare that the work submitted is an original work and does not infringe any third party's rights such as copyrights, patents, trademarks, trade secrets including musical composition or performance rights, video rights or image rights.

All visible participants in the video have acknowledged the present terms and conditions and consented to the video being displayed and broadcasted publicly. In case minors are visible, their parents must have acknowledged the present terms and conditions and agreed to their children appearing in the video.

Authors grant the contest organizer CCI France Myanmar an exclusive, free-of-charge, perpetual, worldwide license to:

- a. Store, use and re-use the video, in whole or in part;
- b. modify the video, including the right to translate and to alter the video, with the aim of integrating and incorporating it into any existing or future work of the CCI France Myanmar for promotional purposes, while indicating that the video has been altered;
- c. Distribute copies and cause the distribution of the video for promotional purposes;
- d. Display and broadcast the video publicly;
- e. Communicate the video to the public by any means including but not limited to telecommunication, by electronic publication, by press information services, by downloadable and non-downloadable files, by communication with computer terminals; by sending of messages and

wire service, by electronic and non-electronic publications; or by any other media of expression now known or later developed;

f. Reproduce the video by any technical procedure into any physical medium – including metallic and paper media – or digital format, electronic or non-electronic;

g. Integrate and incorporate the video into any existing or future work of the CCI France Myanmar for promotional purposes;

h. Transfer to another environment (hardware, software, computer electronic, Web, multimedia or other);

CCI France Myanmar is permitted to authorize its employees and contractors to exercise on its behalf the foregoing rights.

The video submitted for the contest, together with all the rights pertaining to it – including, where applicable, copyright, image rights, video rights and any other intellectual property right – is under the control of the Author whose rights are valid and legally existing, and **CCI France Myanmar does not acquire any ownership rights in the Work.**

10.3 - Dispute resolution

The exercise of the rights granted hereunder shall be governed by and construed in accordance with the laws of the Republic of the Union of Myanmar. In case any dispute, controversy or claim arising out of or relating to the subject matter hereof cannot be settled amicably between the Author and the Organizer, it shall be submitted to the exclusive jurisdiction of the Court of Myanmar insofar as such dispute, controversy or claim relates to or involves the liabilities of the Organizer.

I confirm that I have read and approve the present Terms & Conditions.

In PLACE, on DATE

(Signature)

NAME

NRC

Address

Mobile number

Email

Please fill in, sign, scan and send back this page with your application files to participate in the contest.