



MYANMAR'S FIRST-EVER "HACKATHON" BEGINS

COUNTRY'S BEST DEVELOPERS WORKING FOR 48 HOURS TO APPLY TECHNOLOGY TO IMPORTANT PROBLEMS

Friday 14th March 2014
Ooredoo Myanmar Office, MICT Park, Yangon

Myanmar's first-ever "hackathon" began tonight at 6pm. A hackathon is a "coding marathon" in which members of the technology community work together to use technology to solve special problems. The hackathon will run for 48 hours until 6pm on Sunday 16th March.

The hackathon is being organized by *Code for Change Myanmar*, a new initiative supported by Internews to harness the potential of the coming revolution in connectivity in Myanmar. Internews Senior Strategy Advisor and *Code for Change Myanmar* Founder Mr David Madden said:

"*Code for Change Myanmar* is all about using technology to help tackle some of the pressing challenges in Myanmar. Hackathons are a great way of doing this. They create the opportunity for the tech community to work collaboratively on important issues that they don't normally focus on".

Later tonight, NGOs will present the problems that the hackathon will be working on. The NGOs presenting problems include: MIDO (Myanmar ICT for Development Organization); Proximity Designs; PSI Myanmar; and the Yangon Heritage Trust. The problems include:

- How to use mobile technology to alert farmers to an outbreak of pests and/or disease?
- How to use technology to reduce the spread of HIV/AIDS?
- How to use technology to translate important educational videos into the languages used in Myanmar

After the problems have been presented, the hackathon participants will break into teams of three (3) to six (6) people. Each team will pick a problem to work on. They will then have 48 hours to develop a practical solution to that problem using technology.

The hackathon participants are all part of the Myanmar technology community. They are a mix of developers, designers and entrepreneurs. *Code for Change Myanmar* received over 120 applications to participate in the hackathon. Fifty (50) applicants will be participating. Local and international experts will also be on hand to help and advise.

On Sunday 16th March at 3pm the teams will present their solutions to the Judging Panel. Prizes will be awarded to the group that develops the most innovative, workable solution to a problem.

In addition to Internews, Ooredoo Myanmar, ideabox, The World Bank, and Singtech Myanmar, are supporting the *Code for Change Myanmar* Hackathon. Ooredoo Myanmar CEO, Mr Ross Cormack, said:



“Ooredoo Myanmar is proud to be supporting the *Code for Change Myanmar* Hackathon. We want to ensure that there are apps and digital services that allow the Myanmar people to take full advantage of their increased access to telecommunications”.

Ideabox Co-Founder Mr Kaung Sitt, said:

“Ideabox is committed to developing the technology ecosystem in Myanmar. Hackathons like this are an integral part of that ecosystem. They are a great way of developing the skills necessary to build the next generation of technology companies in Myanmar”.

Live updates on the *Code for Change Myanmar* Hackathon can be found at:

www.facebook.com/CodeForChangeMyanmar

<https://twitter.com/Code4ChangeMM>

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Members of the Press are invited to attend the Code for Change Myanmar Hackathon at the following times:

- **Friday 14th March 5-6pm:** Press Briefing
- **Friday 14th March 7-9pm:** NGO presentation of problems
- **Saturday 15th March 2-6pm:** Participants in action
- **Sunday 16th March 3-6pm:** Presentation of Solutions and Award Ceremony

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BACKGROUND

About Code for Change Myanmar

After having one of the lowest mobile and internet penetration rates in the world, Myanmar is on the cusp of a revolution in connectivity. Code for Change Myanmar is a new initiative to try to harness the transformative potential of the opening up of Myanmar's telecommunications market. It is designed to help the technology community in Myanmar use their skills to help tackle some of the country's pressing problems.

Code for Change Myanmar's first program is a "hackathon" that will be held in Yangon on 14-16th March. Code for Change Myanmar is supported by Internews, an international non-profit organization.

For more information please see:

www.CodeForChangeMyanmar.org
www.facebook.com/CodeForChangeMyanmar
<https://twitter.com/Code4ChangeMM>

About Internews

Internews is an international non-profit organization whose mission is to empower local media worldwide to give people the news and information they need, the ability to connect and the means to make their voices heard.

The story of Internews' 12 years of work in Burma is one of unmatched innovation, consistent capacity-building and demonstrable impact achieved in one of the world's most difficult environments for media development. Internews has been working with Burmese journalists since 2001 when it first opened its Burma program from its base in Chiang Mai, Thailand. Since its first humble trainings of exile journalists working along the Thai-Burma border, Internews has gone on to develop responsive programming to almost every major development in the country. It equipped Burmese journalists with training and key support to cover the Saffron Revolution in 2007, Cyclone Nargis in 2008, the constitutional referendum in 2008 and the Burmese elections in 2010 to name but a few events. Junior journalists trained by Internews in the early days of the program have now gone on to become leaders of the media industry both inside Burma's independent print media and within the media in exile.

Internews' long history working in the country and deep knowledge of the actors involved, give it unparalleled access to journalists and key players working within the industry. Internews also has extensive experience in engaging the ICT4D community in Myanmar. Internews is currently partnering with MIDO to provide internet policy advice to inform new ICT regulations being considered by the government. Regionally, Internews has conducted Innovation Labs in such diverse locations as Kabul, Islamabad, and Beijing and has built a deep stream of expertise in wedding new technologies to the needs to civil society and media in developing countries.



About the World Bank Group

The World Bank Group is one of the world's largest sources of funding and knowledge for developing countries. It comprises five closely associated institutions: the International Bank for Reconstruction and Development (IBRD) and the International Development Association (IDA), which together form the World Bank; the International Finance Corporation (IFC); the Multilateral Investment Guarantee Agency (MIGA); and the International Centre for Settlement of Investment Disputes (ICSID). Each institution plays a distinct role in the mission to fight poverty and improve living standards for people in the developing world. For more information, please visit

www.worldbank.org/myanmar

www.facebook.org/WorldBankMyanmar

About IdeaBox

IdeaBox is a community of entrepreneurs backed by Ooredoo in Myanmar and Indonesia. Together, we are building the next generation of internet companies through inspiring events, new startup incubation and acceleration of existing companies.

IdeaBox Myanmar is a collaboration between Ooredoo, Pollenizer and Silicon Straits. The Myanmar story is a once-in-a-generation opportunity for us to help bring startups from ideas to product as we think deeply about solving problems for this previously untouched and unconnected market of 62 million people. We are proud to join the country and its people on the cusp of its digital revolution and accelerate its leapfrog into the future.

About Ooredoo

Ooredoo is a leading international communications company delivering mobile, fixed, broadband internet and corporate managed services tailored to the needs of consumers and businesses across markets in the Middle East, North Africa and South-East Asia. As a community-focused company, Ooredoo is guided by its vision of enriching people's lives and its belief that it can stimulate human growth by leveraging communications to help people achieve their full potential. Ooredoo has a presence in markets such as Qatar, Kuwait, Oman, Algeria, Tunisia, Iraq, Palestine, the Maldives and Indonesia. The company was named 'Best Mobile Operator' of the year 2013 at World Communication Awards.

Ooredoo reported revenues of \$9.3 billion U.S. dollars in 2012 and had a consolidated global customer base of more than 92.9 million people as of 31 December 2012. Ooredoo's shares are listed on the Qatar Exchange and the Abu Dhabi Securities Exchange.

Twitter: @Ooredoo

Facebook: facebook.com/ooredoogroup

LinkedIn: <http://www.linkedin.com/company/ooredoo>

YouTube: www.youtube.com/ooredoogroup

About Ooredoo Myanmar

Following the announcement on June 27 that Ooredoo Myanmar had been successful in its bid for one of two mobile telecommunications licences in Myanmar, Ooredoo Myanmar has worked extensively establishing itself and laying the foundation for its business to become an integral part of the Myanmar community. In October 2013, Ooredoo Group announced the appointment of



Ross Cormack to lead operations in Myanmar. Ooredoo Myanmar will offer a wide range of mobile communications services beyond voice and data to improve the lives of Myanmar consumers and help businesses run more efficiently. This will include the development of a comprehensive portfolio of life enriching services including mobile money services, a range of mobile health services, and services to support farmers and agriculture leveraging on its experience in launching those services in other markets.

Ooredoo Myanmar will roll out these services using a large distribution network which will quickly reach beyond Myanmar's cities into the country's rural areas. The Company will leverage this network in deploying innovative solutions across 3G networks using 900 and 2100 frequencies, bringing data services to where there has previously only been voice.

Ooredoo Myanmar is looking for people if you would like to join a fun and energetic team, please send your CV to recruitme@myanmar.ooredoo.com

- In February, at Mobile World Congress 2014, Ooredoo announces Maternal Health Service Set to Launch in Myanmar with Support from GSMA Foundation, adding to Ooredoo's Efforts in Iraq, Indonesia, Qatar and Other Territories.
- In February, at Mobile World Congress 2014, Ooredoo announces to Extend Incubation Programme to Myanmar
- In February, Ooredoo Showcases Life-Enhancing Mobile Initiatives at Mobile World Congress 2014
- In February as Premium Sponsor, Ooredoo Reveals Roll-out Plans for 3G & Beyond at 2nd Myanmar Telecoms Infrastructure Roll-Out.
- In February, Ooredoo Myanmar launch its official website www.ooredoo.com.mm both in Myanmar and in English
- In February, Ooredoo was granted a telecom license by the government of the Republic of the Union of Myanmar.
- In January, Champions of Tomorrow" Enjoy Chance to Play Match with French League Leaders from PSG and Hundreds of Fans Get Tickets for Real Madrid Showdown.
- In December, Ooredoo Myanmar Appoints ZTE Network Vendor: Key Strategic Partner Will Help Create Widest 3G Network Coverage Across Myanmar.
- In December, Ooredoo announces it will launch 3G services in Myanmar and appoints NSN, Nokia Solutions & Network to supply core and radio infrastructure for 3G network.
- In December 2013, Ooredoo Myanmar congratulates Myanmar Chinlone Federation for winning first gold medals of the 27th SEA games.



- In December 2013, Ooredoo Myanmar welcomes Women's Forum Myanmar 2013 with a commitment to empower 30,000 Myanmar women with mobile retail entrepreneurship.
- In December 2013, Ooredoo Myanmar announces the opening of new office in MICT Park.
- In December 2013, Ooredoo Myanmar co-sponsored Mobile Fair 2013 at UMFCCI.
- In November 2013, Ooredoo Myanmar becomes official partner of Myanmar Football Federation.
- In November 2013, In partnership with Rakhine National Social Welfare Organisation, Ooredoo Myanmar supported the education of the refugee children in Rakhine, Kachin and Myeikhtilar regions.
- In November 2013, Ooredoo Myanmar announces its sponsorship to Myanmar Chinlone Federation.
- In November 2013, Ooredoo Myanmar takes main sponsorship at SQUAR Youth Festival to show its continuous Youth Empowerment.
- In November 2013, Ooredoo Myanmar announced its USD 5,000 sponsorship for 1st Yangon Youth Forum at the signing ceremony held at Yadanar Ballroom 3, PARKROYAL Yangon hotel.
- In October 2013, as a main sponsor, Ooredoo Myanmar meets Myanmar mobile application developers at a brainstorming event in Myanmar ICT Park.
- In October 2013, Ooredoo Myanmar announces its USD 50,000 sponsorship at Special Olympics Myanmar National Games.
- In late September 2013, Ooredoo and Cherie Blair Foundation for Women to partner with organisations in Myanmar to train 30,000 women as Ooredoo mobile retail agents.
- In early September 2013, Ooredoo Myanmar pledged to assist the Ministry of Social Welfare in its efforts to help people suffering from the floods affecting the country with the donation of USD 40,000.

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Instagram:[@ooredoomyanmar](https://www.instagram.com/ooredoomyanmar)

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