



**NEW TECHNOLOGY INITIATIVE
"CODE FOR CHANGE MYANMAR" LAUNCHED
ORGANIZING MYANMAR'S FIRST EVER "HACKATHON"
ON 15-16 MARCH IN YANGON**

Wednesday, 19th February 2014

A new technology initiative was launched today in Yangon. Called "Code for Change Myanmar" the initiative, which is supported by Internews, aims to help the technology community in Myanmar tackle some of the key challenges facing the country. Internews Senior Strategy Advisor and Code for Change Myanmar Founder, Mr David Madden, said:

"Myanmar is on the cusp of a revolution in connectivity. This creates great opportunities to use technology to improve people's lives. The purpose of "Code for Change Myanmar" is to help the technology community here use its skills and talents to solve practical problems in Myanmar".

Code for Change Myanmar's first event is a "hackathon" which will be held on 15th-16th March 2014 in Yangon. Hackathons are common events in technology companies and communities elsewhere in the world, but this will be the first hackathon ever to be held in Myanmar. Mr Madden explained:

"The event will bring together developers, designers and entrepreneurs together for 48 hours to develop solutions to problems that have been submitted by civil society organizations".

Code for Change Myanmar is calling on members of the technology community to apply to participate and for NGOs and CSOs to submit problems for the technology community to tackle.

Ko Thar Htet, CEO of local technology company Zwenexsys International Ltd and an Advisor to Code for Change Myanmar, said: "I'm excited about this. Hackathons are a great way to learn new skills, work with other talented developers and build cool products. They're also fantastic fun. I encourage all developers to apply to be part of this".

Daw Debbie Aung Din, Co-Founder of Proximity Designs, one of the Myanmar NGOs submitting a problem to the hackathon said: "This is a great opportunity to work with Myanmar's technology community on projects with real social impact. We would encourage other NGOs and CSOs to submit specific social problems for the hackathon and see what innovations the tech community develops to address them".



In addition to Internews, Ooredoo Myanmar, the World Bank, and Singtech Myanmar, an affordable mobile device maker, are also supporting the event. CEO of Ooredoo Myanmar Mr Ross Cormack said:

“Our industry has two major challenges in the upcoming period. We need to make sure that the benefits of mobile broadband technology are available to as many people as possible. We need to work together with government, operators, NGOs, and device manufacturers to boost affordability, improve network access and improve the customer experience.”

“At the same time, we need to do a better job of shaping the future, rather than responding to it. We need to be active investors in new ideas, new thinking and new approaches that will help our customers in their daily lives,”

Ms Tenzin Norbhu, the World Bank's Senior ICT Policy Specialist, said:

"We've seen around the world how technology can be used to lift people's lives out of poverty. We hope this event can show the potential for technology to help with development in Myanmar".

Applications to participate in the hackathon or to submit a problem, as well as additional information can be found at

www.CodeForChangeMyanmar.org

www.facebook.com/CodeForChangeMyanmar

The deadline to apply to participate or to submit a problem is Friday 28th February 2014.

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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 15-16th March. Code for Change Myanmar is supported by Internews, an international non-profit organization.

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 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](https://www.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, the first official website, www.ooredoo.com.mm is launched.

- 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 Solutins & 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 pledges 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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