



**BUSINESS SOLUTIONS “HACKATHON”
TO BE HELD IN SEPTEMBER
EVENT WILL HELP BUSINESSES TAKE ADVANTAGE OF
TELECOMMUNICATIONS REVOLUTION IN MYANMAR**

Thursday, 7th August 2014

Myanmar’s second-ever “hackathon” was launched today in Yangon. A hackathon is an event in which developers spend 48 hours building technology solutions to problems. The “Business Solutions Hackathon” will be focused on helping small and medium enterprises (SMEs) take advantage of the coming telecommunications revolution.

The event, which is being organized by Code for Change Myanmar, will be held on 5th -7th September 2014. Code for Change Myanmar Founder and Internews Strategy Advisor, Mr David Madden, said:

“Myanmar’s connectivity revolution creates big opportunities for businesses. Technology can dramatically improve their efficiency and productivity. The purpose of this event is to get Myanmar’s best developers together to build technology products that are going to help Myanmar businesses be more successful”.

The “Business Solutions Hackathon” builds on the success of “Myanmar’s First-Ever Hackathon”, which was held in March 2014. Mr Madden explained:

“The Code for Change Myanmar Hackathon in March showed the world that Myanmar has talented developers who can build innovative technology products that can improve their country.”

Code for Change Myanmar is calling on businesses that have a challenge that technology could solve to submit their problem to the hackathon. Mr Madden said:

“This is a great opportunity to find technology solutions for your business. We encourage businesses to submit their problems to the hackathon and see what innovations the tech community develops to address them”.

Members of the technology community are also being encouraged to apply to participate and to again show off their talents. Ko Arkar Min Aung, iOS developer for NEX and the spokesperson for NILBUG, the team that won the hackathon in March, said:

“The last hackathon was one of the best weekends of my life. We learnt a lot, had great fun coding together with my team members and built a cool product. We are excited about the upcoming hackathon and we hope that all the other developers and designers join this hackathon”.



The United States Agency for International Development (USAID), Internews, Ooredoo Myanmar, Ideabox and Nescafe, RedBull and Singtech Myanmar are supporting the “Business Solutions Hackathon”. Ms Virginia Murray, Deputy Chief of Mission for the U.S. Embassy, said:

“Small and medium enterprises are crucial for the growth and development that will help move this country forward and enable it to integrate into the ASEAN economy. We hope that this event will show the potential for businesses to use technology to accelerate this growth”.

Thiri Kyar Nyo, Public Relations Manager of Ooredoo Myanmar said:

“We are passionate about bringing the benefits of technology to Myanmar. We are committed to helping all parts of Myanmar society – including the business sector – find ways to harness this technology. We’ve already seen here in Yangon that hackathons are a great way to generate new ideas, new thinking and new solutions. We look forward to seeing what these young developers are able to create this time around..”

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 22nd August 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 an initiative 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.

In March 2014 Code for Change Myanmar organized "Myanmar's First-Ever Hackathon", an event in which 76 developers came together for 48 hours to build technology solutions to problems presented by NGOs in Myanmar. Code for Change Myanmar is supported by Internews, an international non-profit organization.

www.CodeforChangeMyanmar.org
Twitter: @Code4ChangeMM
Facebook: facebook.com/CodeforChangeMyanmar

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.

www.Internews.org

Twitter: @Internews

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About United States Agency for International Development (USAID)

USAID is the lead U.S. Government agency that works to end extreme global poverty and enable resilient, democratic societies to realize their potential.

www.USAID.gov/Burma

Twitter: @USAIDBurma

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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 Myanmar

Ooredoo, the mobile telecom operator bringing high definition voice calls and fast internet to Myanmar, announced the availability of its life-enriching services in August 2014. In June 2013 Ooredoo was awarded a licence to operate in Myanmar. The past twelve months have been spent laying the foundations for Ooredoo to become an integral part of the nation's daily life. Ooredoo Myanmar offers a wide range of life-enriching, exciting and customer-friendly mobile communication services through its next generation network. These services provide a platform for human growth and empowerment and are designed to help people achieve their full potential and businesses run more efficiently.



Twitter: @ooredoo_mm

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LinkedIn: www.linkedin.com/company/ooredoomyanmar

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

About Ooredoo Group

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 South East Asia, the Middle East, and North Africa. 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. The company was named "Best Mobile Operator of the Year" at the World Communication Awards 2013.

The company reported revenues of US\$9.3 billion in 2013 and had a consolidated global customer base of more than 95 million people as of 31 December 2013.

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