

# Small Businesses Going Global Video Challenge

## Terms and Conditions

### ELIGIBILITY

- The contestant must be at least eighteen (18) years of age, as of the date of submission, to enter the video challenge.
- The contestant can be either an individual or a team.
- The contestant must be a national of a WTO Member.
- To submit a video, the contestant must be a registered user of YouTube or other online video sharing site. To sign up for an account on YouTube, please visit [http://www.youtube.com/create\\_account](http://www.youtube.com/create_account)
- Current or former staff members of Google Inc, of the World Trade Organization (WTO) and of the International Chamber of Commerce (ICC) and their immediate family members are not eligible for consideration in the contest.

### VIDEO CONTENT

- Applicants are required to submit a short video (no longer than 4 minutes) shot on their mobile phone or other device that shows how they have used internet technologies to participate in international trade and/or reach customers overseas.
- Applicants are encouraged to highlight how internet technologies have enabled the MSME to trade and support their growth.
- The video must be in English, French or Spanish, or subtitled in one of those languages.
- The video submissions should be original and unpublished work. You may not submit any video previously used in any other competition or that has been previously published.
- The video submissions may not contain any offensive or inappropriate content, infringe on any intellectual property or other rights of any person or entity, or violate any law or advocate illegal activity.

### SUBMISSION

- Upload your video to [www.youtube.com](http://www.youtube.com) or any other online video sharing site using your personal account, with a tag: #msmesgoingglobal
- Only videos uploaded to a video sharing site will be accepted (please follow the site instructions).
- Please send the link of the video to the following email address: [msmes.global.challenge@gmail.com](mailto:msmes.global.challenge@gmail.com), with your name, age, nationality and contact details.
- To be considered for the contest, your video must be received by midnight **31 October 2017** San Francisco time.
- There is no fee to enter your video in this contest.

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- The WTO and ICC will ask finalists to provide a copy of their original video file prior to the announcement of the winners. You should therefore keep a copy of the video in the original format.
- By submitting your video into the contest, you grant to Google Inc., the WTO and ICC the right to copy, edit, modify, publish, distribute or display the content of the video and elements embodied within the video.
- Google Inc., the WTO or ICC will not be responsible for lost, late, misdirected, damaged submissions or for e-mail, internet, computer, phone, and/or any other technical errors, malfunctions, and delay that may prevent you from uploading your video to the competition. All responsibilities related to submitting a qualifying entry fall on the contestant or potential contestant.

### **SELECTION AND PRIZE**

- The WTO and ICC will be responsible for viewing the video submissions and selecting 5-10 finalists. The selection will be based on the video's ability to inspire SMEs to go global using internet technologies. Additionally, creativity and originality will be particularly valued. The selection will also consider geographical diversity.
- A panel composed of a senior representative from the ICC and a senior WTO official will choose the winner and two runner-ups among the finalists selected by the WTO and ICC.
- The winning video and two runner-ups will be announced by the WTO Director-General at the 11th Ministerial Conference in Buenos Aires.
- Google Inc. will offer to the winner and the two runner-ups a trip to a 'master class' at Google in digital skills geared toward MSMEs (either in Silicon Valley or regional Google Office closest to the MSME's location).

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