

THAI AIM – How to Win

1. Join the Facebook group “THAI AIM SME” and submit a 15-second video, product relates to Gifts & Premium, Houseware, and Handicraft.
2. After approval, it will be shared on www.facebook.com/thaiaim2014. Share it with friends and gain the maximum amount of likes by 31 Dec 2014.
3. Top 30 products will be judged by an expert panel from the design field and industry.
4. 10 Finalists will be selected.
5. Finalists will exhibit their products in Hong Kong in April 2015 and www.hktdc.com/so
6. The three products receiving the most enquiries from buyers at the fairs will be the Winners.

Prizes:

10 Finalists:

- A. Free ecommerce and branding training by the Organiser and Sponsors
- B. Represent Thailand to exhibit at HKTDC Hong Kong Gifts & Premium Fair (world’s largest), and HKTDC Hong Kong Houseware Fair (Asia’s largest) in Hong Kong, April 2015 through the HKTDC Small Order Zone package (worth US\$1,550) (excluding product shipping to Hong Kong and related insurance), and one year Small Order Zone online promotion.

3 Winners:

- A. All entitlements of Finalists.
- B. An economy Bangkok-Hong Kong air ticket with Cathay Pacific (ticket only) to visit the Inno Design Tech Expo in Hong Kong in December 2015
- C. Opportunity to share their experience in OSMEP, GET and HKTDC activities in Thailand.

Note:

- (1) Participation is on a company basis, individual participation is not accepted
- (2) One company may submit multiple entries, but among the Finalists, one company may get only one place.
- (3) Top 30 products will be selected based on number of “Likes” on Facebook. Multiple likes from the same Facebook user will be calculated as one. We will detect fake Facebook IDs.
- (4) Only SMEs registered in Thailand will be eligible for the prizes
- (5) Finalists and winners must be able to export, and supply in small quantities (5-1,000 pieces)
- (6) All participants must be bound by the Competition Terms and Conditions.
- (7) The Finalists will be responsible for the cost of sending their products to HKTDC Hong Kong.

THAI AIM Competition Terms and Conditions

1. Introduction

- i. Global Entrepreneurship Thailand (“GET”) and Hong Kong Trade Development Council (“HKTDC”) (collectively the “Organisers”) are conducting an online video competition known as “The Thai Access to International Markets Competition”, or “Thai AIM” (“Competition”).
- ii. Participation in the Competition is subject to the following terms and conditions (the Rules). By entering into the Competition you agree to be bound by these Rules. If you do not accept the Rules, you should immediately withdraw from the Competition.
- iii. By entering into the Competition you are agreeing to the Rules and you agree to comply with the Facebook Terms of Use and Community Guidelines, as well as HKTDC’s Small Order Zone terms and conditions.

2. Who can enter

- i. Participants must be an SME registered in Thailand. The definition of an SME is a company with less than THB200 million annual revenue or investment capital, or a company employing less than 200 employees. The Office of SME Promotion (“OSMEP”) of Thailand reserves the final right of interpretation of the definition. **Submission on an individual basis is not accepted.**
- ii. Participants can submit more than one video, but one company can have only one place as a finalist.

3. Submission Guidelines

- i. The video must be not exceed 15 seconds duration
- ii. Work must be the owner’s original material, and not infringing any other people’s intellectual property.
- iii. You must also inform the Organiser the name of your entry, company name, company registration number, contact phone number, and email address. Entries submitted must have valid emails and phones for the Organisers to contact you.

- iv. The Organisers will request a copy of a valid company registration from the participants to verify the validity of information. If there is any mismatch in information, the participant will be disqualified.
- v. All video entries will be monitored by competition staff and allow 3 days approval from the Organisers before the Video will be uploaded to Thai AIM page on Facebook:
www.facebook.com/thaiaim2014.
- vi. You will receive a notification via facebook message or email address when your video is approved and uploaded to Thai AIM Facebook page and participants are encouraged to promote their videos.
- vii. The Organisers reserve the right at all times to determine whether an entry qualifies as an acceptable work within the category for which it is submitted. Rude, defamatory, racist or offensive material will be disqualified and will not appear on the website. The decision of what is considered rude and/or offensive material will be at the discretion of the Organisers.
- viii. Videos deemed by the Organisers not to meet any of the competition specifications in addition these terms and conditions will be disqualified.
- ix. By uploading the video, you are granting the Organisers a perpetual, non-exclusive and payment-free licence throughout the world to:
 - i. Reproduce, use and exploit the intellectual property, to the full extent permitted by intellectual property law in any jurisdiction in which Facebook is available to users
 - ii. Reproduce, adapt, edit and publish the video in any associated promotional material, posters, advertising etc. including the website and fan pages, without limitation.
- x. In the event that a winner or finalist is subsequently found to breach the terms and conditions of entry, their work may be ruled invalid and the award deemed null and void. The entrant must return the prize(s) received.
- xi. Entries which are in breach of intellectual property protection laws and guidelines contained within Facebook's Terms and Conditions will be disqualified

e.g. video's containing commercial music without licensing approval by the artist or the artists distributor or label

4. Technical Criteria

- i. Your Entry must be in a format uploadable to Facebook

5. Competition States and Judging Criteria

Stage	Start	Finish
Submission of Entries and voting	18 Nov 2014 00:01am	31 Dec 2014 11:59pm
Announcement of Finalists	23 Jan 2015	

- i. Regardless of the time of the submission, the votes of all entries on Facebook at Finish Time specified above will be counted as final.
- ii. The top 30 entries, based on the votes on Facebook will be presented to panel judges to select the 10 finalists.
- iii. The top 30 entries will be required to submit their company registrations to the Organisers for verification by 10 January 2015. Failure of submission of valid company registrations, or any mismatch between the entries and company registration will automatically be disqualified.
- iv. There will be three judges, and the Thailand Creative and Design Center, Thai Gifts Premium & Decorative Association, and Thai Housewares Trade Association will nominate one each. The marks of each judge are equal.
- v. Each judge will give marks on the following, and the basis of judgement will be announced on Thai AIM Facebook page in due course.

(1) Popularity (40%)

(2) Design and uniqueness (20%)

(3) Marketability (20%)

(4) Functionality (20%)

6. Prizes

Finalists x 10	<ol style="list-style-type: none">1. Small Order Zone showcase x 1 at HKTDC Hong Kong Houseware Fair and HKTDC Hong Kong Gifts & Premium Fair (worth USD1,550)2. Online profile with 30 photos at www.hktdc.com3. HKTDC staff to actively solicit enquiries during fairs4. Training on online marketing and branding <p><i>Note: Finalists need to send their products to HKTDC Hong Kong and bear related expenses and insurance. The products will be sent back to the participant after the events, but HKTDC bears no responsibility on any damage or loss in the process.</i></p>
-----------------------	--

The winners will be determined according to the number of enquiries generated at the Fairs, with figures to be provided by HKTDC. The winners' prizes, on top of those enjoyed by the finalists, will be opportunities to share their successful experience in Office of SME Promotions (OSMEP) and HKTDC events in Thailand in 2015, as well as a Bangkok to Hong Kong economy class return air ticket with Cathay Pacific (ticket only) to visit the HKTDC Inno Design Tech Expo in December 2015 (terms and conditions apply).

7. General Terms

- i. These terms and conditions may be amended, deleted or added to from time to time at the discretion of the Organisers and revised terms and conditions will be published on the Thai AIM 2014 Facebook page in a timely manner.
- ii. All judges' decisions are final and no correspondence will be entered into relating to the judging process or the outcome.

- iii. The judging panel has complete discretion as to whether to award all or only some of the prizes. Prizes are not negotiable and non-transferable.

8. Indemnity

- i. The Organisers, Sponsors and its respective officers, employees and agents have no liability for any costs, losses or damages of any kind, which you may incur, arising whether directly or indirectly. This applies in relation to or in connection with any material and/or information supplied by you to TGV and/or Thai AIM Facebook page in connection with the competition; and as a consequence of removing any material and/or information from TGV and/or Thai AIM Facebook page.
- ii. You will at all times indemnify and keep indemnified the Organisers and Sponsors, its respective officers, employees and agents (in this paragraph referred to as “those indemnified”) from and against any loss (including reasonable legal costs and expenses) or liability incurred by any of those indemnified arising from any claim, demand, suit, action or proceeding by any person against any of those indemnified where such loss or liability arose out of, in connection with or in respect of any breach of these terms and conditions by you; and publication of or distribution of the material and/or information supplied by you.
- iii. YouTube is not a sponsor or associate of the Organisers. By entering or participating in this competition, you agree to release You Tube from any liability associated with the Organisers.