PRESS RELEASE

Myanmar Cybersecurity Month Ends with a Bang

*Hip-hop fans mix with tech industry at star-studded closing event*

4 November 2019, Yangon – Myanmar Cybersecurity Month (MCM) wrapped up with a hip-hop concert attended by celebrities, technology professionals and youth at the American Center Yangon on 31 October. The event featured the debut of a cybersecurity-themed song by rap maestro Kyek Pha and special performances by Myanmar’s rising hip-hop stars.

The STOP. THINK. CONNECT. Hip-Hop Party capped MCM, a month-long national awareness campaign to educate the public about the importance of online safety and being a good digital citizen. U.S. ICT Council for Myanmar, a Yangon-based association made up of American technology companies, initiated the idea to launch MCM, along with industry partners at Myanmar Computer Federation and the Myanmar Information Security Association.

With the theme ##CyberReadyMyanmar, MCM 2019 aimed to create a culture of cybersecurity awareness among citizens. Several workshops and activities led by MCM partners were held in Yangon and Nay Pyi Taw, as well as using digital channels, to educate the public and organizations about online safety and how to protect data and devices from cyber threats.

“We wanted to end MCM with a bang and bring the community together, while reinforcing our message for people to be *cyber-ready*,” said Max Shu Teasdale, Executive Director of U.S. ICT Council for Myanmar. “Hip-hop is the perfect vehicle as it appeals to young people—the demographic in Myanmar that is spending the most time online. We are grateful to have talented artists like Kyek Pha helping us connect with the youth and educate the public on cybersecurity in an energizing way.”

American Center Yangon co-hosted the event with the U.S. ICT Council and entertainment company La La Kyi. More than 200 people attended the event, while more than 25,000 people watched the event live via American Center Yangon, La La Kyi, and MCM Facebook pages.

“We were glad to host the event at American Center Yangon, where one of our goals is to inform people about new technologies and innovation. Cybersecurity is increasingly important in Myanmar as people become more interconnected with the global digital economy,” said Scot Marciel, U.S. Ambassador to Myanmar.
Well-known youth and tech influencers including badminton champion Thet Htar Thuzar, actress Phyu Phyu Htwe, and digital marketing guru Alex Khine graced the stage and shared their views on why Myanmar people should be cyber-ready.

Thet Htar Thuzar spoke about how young people need to educate themselves about how to stay safe on social media, gaming and online shopping apps. Phyu Phyu Htwe meanwhile stressed the importance of cybersecurity education for youth and discussed online threats such as cyberbullying, hacking and data privacy.

Vlogger Alex Khine, a recognized thought-leader on Myanmar digital marketing, warned that people can be tricked into sharing their personal information through online surveys and similar tactics; hence, the importance of being cyber-vigilant.

Rapper Kyek Pha performed two sets of crowd-rousing songs, including the STOP. THINK. CONNECT. theme song, which he wrote for MCM. STOP.THINK.CONNECT.™ is a global online safety awareness campaign that was created in the U.S. in 2010 by a coalition of companies and organizations to help all digital citizens to be safer and more secure online.

Dancer and event emcee Jimmy Ko Ko, DJ Mickey, singer Lah Min Kha, rising female rapper Ya Ya, Girl’s Universal Dance Crew and Black Jack Dance Crew, also electrified the audience with their performances.

“We chose Kyek Pha to create the theme song because of his ability to create lyrics and music that connect with the masses,” said Min Swe Hlaing, Co-Founder and Managing Director at Global Technology Group—the parent company of La La Kyi, which will create a music video for the song in November.

MCM 2019 was supported by the Ministry of Transport and Communications, Central Bank of Myanmar, Ministry of Commerce and corporate sponsors including 5BB Broadband, AYA Bank, Cisco, Facebook, KBZPay, La La Kyi, and Vintcom Technology.

Bonchon Myanmar, Coca-Cola Myanmar and Krispy Kreme Myanmar donated food and beverages for the event. Lucky draw prizes were provided by KMD, 5BB, Cisco, rgo47, and Krispy Kreme.

**About the U.S. ICT Council for Myanmar**

Formed in 2014, the U.S. Information and Communication Technology (ICT) Council for Myanmar is an industry association based in Yangon, Myanmar. Its members are among the largest and most innovative technology companies in the world. The Council’s mission is to support Myanmar’s digital development goals by providing technology solutions, assisting with policy development, and delivering capacity-building programs. U.S. ICT Council is an affiliate of the US-ASEAN Business Council based in Washington, DC. For more information, visit [www.usictcouncil.org](http://www.usictcouncil.org) or email info@usictcouncil.org.

**Media Contact:**

Thinn Nandar Nyun / Zin Maung Tun
mcm2019.comms@gmail.com