



ދިވެހިރާއްޖޭގެ ބިރު ދިވެހިރާއްޖޭގެ ބިރު
2025 ވަނަ ބަންދު
MALDIVES EXPO2025

TikTok CHALLENGE

1. Eligibility

The contest is open to all Maldivians aged 18 years or over only.

2. Participation Guideline

Participants must have a public TikTok account with the "Save Video" option enabled for all entries, at least for the duration of the contest. Contestants can submit unlimited videos, with engagement metrics (views, likes, and shares) being individually evaluated for each entry.

The authorized account holder of the email address linked to the TikTok account will be deemed the contestant and will solely receive the prize, regardless of how many people appear in the video.

Videos that are deleted at any point during the contest period will be disqualified and will no longer be eligible for consideration or prizes

3. Prizes and Winner Selection

Grand Prize:

One grand winner will be selected from all submissions during the contest period (1st February to 30th April) and will be awarded a Gift Card worth MVR 15,000.00 (Fifteen Thousand).

Weekly Winners:

Each month, our panel of judges will select a standout video as the "Judges' Pick," awarding a Gift Card worth MVR 3,000.00 (Three Thousand).

Winners will be notified via direct message through the official BCC TikTok and Instagram accounts **Judging Criteria**

Creativity and Originality – 40%

Content – 30%

Overall Engagement (likes, shares, and comments) – 30%



MINISTRY OF ECONOMIC
DEVELOPMENT & TRADE





ދިވެހިރާއްޖޭގެ ބިޔަފުޅުގެ ދުވަސް
2025 ފަންނަނީ
MALDIVES EXPO2025

TikTok CHALLENGE

4. Additional Terms

Videos must adhere to TikTok's Community Guidelines and must not infringe on copyright and other related rights Act or include any copyrighted music, images, logos, or materials without proper permission.

By entering the contest, participants agree that their videos and other submitted materials may be used by BCC for promotional purposes, including but not limited to posting on the BCC website, social media platforms, or other media channels, and grant BCC the right to edit, reproduce, publicly display, and publish their content for such purposes.

5. Content Restrictions

Contestants' usernames must not contain any offensive, vulgar, sexual, discriminatory, or socially unacceptable words or phrases, and any username found to be in violation will result in disqualification from the contest.

Videos must not include or promote the following:

- Sexually explicit, offensive, obscene, or profane content, including nudity and pornography.
- Unsafe or dangerous activities, political messages, or agendas.
- Bigotry, racism, hatred, or discrimination against any group or individual.
- Illegal activities, violence, use of weapons, drugs, or tobacco products.
- Defamatory or disparaging remarks about BCC or any other entity.
- Trademarks, logos, or copyrighted materials without proper permission.
- Personal identification details (e.g., full names, ID card numbers, email addresses) of anyone other than the contestant.



MINISTRY OF ECONOMIC
DEVELOPMENT & TRADE





ދިވެހިރާއްޖޭގެ ބިޔަފުޅުގެ ދުވަސް
2025 ވަނަ އަހަރު
MALDIVES EXPO2025

TikTok CHALLENGE

6. Disqualification

Business Center Corporation (BCC) reserves the right to disqualify any videos submitted by contestants whose usernames contain offensive, vulgar, sexual, discriminatory, or socially unacceptable words or phrases, or videos that are deemed inappropriate or unsuitable for publication, violate these terms and conditions, or are suspected of altering engagement metrics such as likes, views, or shares.

7. Changes and Final Decisions

In the event of any disputes, BCC reserves the right to make the final decision, and BCC retains the right to modify the terms and conditions at any time during this initiative.

By participating in the contest, contestants agree to abide by these terms and conditions and the decisions of Business Center Corporation (BCC).



MINISTRY OF ECONOMIC
DEVELOPMENT & TRADE



BCC
BUSINESS CENTER
CORPORATION