

HEALING MEETS HOSPITALITY CHALLENGE

Sing Your Best Rendition of “Healing Meets Hospitality”

Every story deserves to be heard.
Every voice leaves an echo.

Step into the spotlight and reinterpret the official MYMT “Healing Meets Hospitality” theme song in your own unique style.



Official Video Reference:

<https://youtu.be/MUmfvMIGitU?si=WoajGF44g7golLuV>

About the Challenge

Showcase your creativity and vocal talent by performing your own rendition of the “Healing Meets Hospitality” song — a celebration of Malaysia as a world-class medical tourism destination.

Whether heartfelt, acoustic, acapella, or creatively reimagined, let your voice tell your Malaysia Healthcare story.

Prizes



20 x Gema Bumantara Concert Tickets



Exclusive campaign rewards (where applicable)

Important Dates

- Contest Period: 15 July – 20 August 2026
- Judging Period: 21 – 26 August 2026
- Winner Announcement: 28 August 2026

Song Lyrics

Malaysia Healthcare

Selamat datang ke bumi bertuah
Negara sejahtera, indah dan megah
Warmest care will meet you everyday
Calming your heart in the sweetest way
(Menjaga hati menenangkan jiwa)

Langkah pertama disambut mesra
Perjalanan mudah, rasa percaya
Everything's here with a caring flow
Peace surrounds you everywhere you go

Malaysia Healthcare
Sentiasa disisi
Layanan mesra, tulus berbudi

Malaysia Healthcare
Faithful and true
Here blooms compassion shining for you
Healing Meets Hospitality

Bersama rasa, bahagia di hati
Hidup sejahtera, harmoni abadi

Malaysia Healthcare
Inspirasi
Healing meets hospitality

Together we breathe in joy untold
A life of peace, a heart of gold
Together we breathe in joy untold
A life of peace, a heart of gold

How to Participate

1. Record a 30–90 second video performing the “Healing Meets Hospitality” song
2. Use the official instrumental or backing track
3. Perform in any style:
 - Acapella
 - Acoustic
 - Creative reinterpretation (while retaining melody/lyrics)
4. Upload your video to **Instagram or TikTok**

5. Tag **@malaysiahealthcare**
 6. Include hashtags:
 - **#HealingMeetsHospitalityChallenge**
 - **#ExperienceMalaysiaHealthcare**
 7. Add a caption (max 100 words):
“Why do you believe Malaysia is the preferred healing destination?”
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Video Requirements

- Duration: 30–90 seconds
 - Must use official song instrumental/backing track
 - Entry must be original and created specifically for this contest
 - Participant’s face must be clearly visible for a significant portion of the video
 - Basic editing, transitions, and storytelling encouraged
 - Entries must remain public during contest period
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Bonus Creativity Points (Optional)

Participants are encouraged to include:

- Malaysian landmarks or cultural elements
 - Hospital or wellness-inspired environments
 - MYMT campaign colours or merchandise
 - Visual storytelling elements
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Eligibility

- Open to individuals aged 18 years and above
 - Participants must use their own valid social media account
 - Each participant may submit multiple entries, but all entries must represent the same individual
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Submission Integrity

- One (1) social media account per participant only
- No impersonation, fake identities, or multiple accounts allowed
- Duplicate, spam, or fraudulent entries will be disqualified

Judging Process

Entries will be evaluated through a two-tier structure:

- Working Committee: 60%
- Final Judging Committee: 40%

Judging Criteria:

- Vocal Performance: 35%
- Creativity: 30%
- Caption Quality: 25%
- MYMT2026 Theme Integration: 10%

TERMS & CONDITIONS

1. Organiser

- 1.1 The “Healing Meets Hospitality Challenge” (“Contest”) is organised by Malaysia Healthcare Travel Council (MHTC) (“Organiser”).

2. Eligibility

- 2.1 The Contest is open to all individuals who, as of the Contest start date, (a) are at least eighteen (18) years of age, and (b) have the legal capacity to enter into a binding agreement under the laws applicable to them.
- 2.2 Participants must possess a valid and active social media account (Instagram or TikTok) used for submission.
- 2.3 Employees of the Organiser, its affiliates, agencies, and immediate family members are not eligible to participate in the Contest unless otherwise determined by the Organiser.
- 2.4 Participants are solely responsible for ensuring that their participation in the Contest complies with all applicable laws and regulations in their jurisdiction.[NS1] [NM2]

3. Contest Period

- 3.1 The Contest shall run from 12:00 a.m. (00:00) on 15 July 2026 and end at 11:59 p.m. (23:59) on 20 August 2026, Malaysia Time (GMT+8) [NM3] (“Contest Period”).
- 3.2 Entries submitted outside the Contest Period shall not be considered.

4. Entry Requirements

- 4.1 Participants must submit a video rendition of 30–90 seconds in duration, performing the official MYMT 2026 theme song “Healing Meets Hospitality”, using the official backing track or instrumental provided by the Organiser.
- 4.2 Ownership of the official song, including all underlying musical and lyrical copyright, remains vested in the composer. The Organiser holds full and unrestricted usage rights to the song and backing track across the following countries but not limited to; Malaysia, Indonesia, Brunei, Singapore, and Thailand[NM4] , supporting documentation for which is available upon request. The song and backing track are made available to participants solely for creating entries for the Contest.
- 4.3 Entries must reflect the participant’s own original performance and must be unpublished prior to submission, and must not involve artificial

intelligence-generated vocals, synthetic performance, or deepfake techniques. Save for the official song and backing track provided under Clause 4.1, entries must not incorporate any third-party content (including music, footage, or images) without the participant having obtained all necessary rights, licences, and consents, and must not infringe any intellectual property or other proprietary rights of any third party.[NS5] [NM6]

- 4.4 The participant's face must be clearly visible for a substantial portion of the video's duration. The Organiser reserves the right, in its sole discretion, to disqualify entries with excessive filters, masking, or obscured identity.
- 4.5 Entries must be posted publicly on a valid Instagram or TikTok [NM7] account and tag @malaysiahealthcare with the hashtags #HealingMeetsHospitalityChallenge, #MYMT2026, and #ExperienceMalaysiaHealthcare, and must remain publicly accessible and unmodified throughout the Contest Period and until winners are announced. Entries that are deleted, made private or which prevent public viewing, or have required hashtags/tags removed prior to winner announcement may be disqualified at the Organiser's discretion.
- 4.6 By submitting an entry, the participant represents, warrants and undertakes that (a) save for the official song and backing track licensed by the Organiser, he/she owns all rights, title, and interest in the submitted content, or has obtained all necessary, rights, licences, and permissions for its submission and use in accordance with these Terms and Conditions; and (b) the entry does not infringe, misappropriate, or violate any intellectual property, publicity, privacy, or other right of any third party. The participant shall indemnify and hold the Organiser harmless against any claims, losses, or liabilities arising from breach of this warranty. The licence granted by the participant in respect of submitted content is set out in Clause 10 (Content Usage Rights).

5. Submission Rules

- 5.1 Each participant is allowed only one (1) social media account for submission purposes.
- 5.2 Multiple accounts, impersonation, or third-party submissions are strictly prohibited.
- 5.3 The Organiser reserves the right to remove duplicate, suspicious, or fraudulent entries without prior notice.

6. Judging Criteria

6.1 Entries will be assessed based on the following weightage:

- Vocal Performance: 35%
- Creativity: 30%
- Caption Quality: 25%

- Integration of MYMT Theme: 10%

6.2 Judging shall be conducted in two stages:

- (a) Working Committee (60%)
- (b) Final Judging Committee (40%)

6.3 For the avoidance of doubt, the Working Committee shall assess all eligible entries against the criteria set out above to determine a shortlist; the Final Judging Committee shall re-assess the shortlisted entries against the same criteria; and each shortlisted entry's final score shall comprise 60% of the score awarded by the Working Committee and 40% of the score awarded by the Final Judging Committee.
[NS8] [NM9]

7. Winner Selection and Verification

- 7.1 Winners shall be selected based on accumulated scores from the judging panel, subject to verification of eligibility and compliance with these Terms and Conditions.
- 7.2 The decision of the Organiser and judging panel is final, conclusive, and binding. No appeals shall be entertained.
- 7.3 Winners must claim or accept their prize within the period specified in this Clause, failing which the Organiser reserves the right to forfeit the prize and select an alternative winner.
- 7.4 Winners will be notified via announcement on Instagram and TikTok within 7 days of the conclusion of judging.
- 7.5 Winners must respond to the Organiser's notification within 7 days, failing which the prize may be forfeited and/or awarded to an alternative winner.
- 7.6 Winners must provide proof of identity and eligibility (including a valid identification document confirming age and, where applicable, nationality or residency) as requested by the Organiser prior to prize release.
- 7.7 Failure to provide the requested verification documents within the stipulated timeframe shall entitle the Organiser to disqualify the winner and/or select an alternative winner.

7A. Prizes

7A.1 The prize for each winner shall be:-

- (a) Grand Prize: One (1) winner shall receive two (2) Gema Bumantara – Cindai Tickets.

- (b) Second Prize: Three (3) winners shall each receive one (1) Gema Bumantara – Nirmala Ticket.
- (c) Third Prize: Four (4) winners shall each receive one (1) Gema Bumantara – Balqis Ticket.
- (d) Fourth Prize: Two (2) winners shall each receive one (1) Gema Bumantara Syurgaloka Ticket.
- (e) Consolation Prize: Nine (9) winners shall each receive one (1) Gema Bumantara – Yamaulai Ticket.
- (f) Fan Prize: Thirty (30) winners shall each receive one (1) Limited Edition #MYMT2026 Postcard signed by Dato' Sri Siti Nurhaliza.

- 7A.2 Prizes are non-transferable and non-exchangeable and may not be substituted for cash or any other item, save at the sole discretion of the Organiser.
- 7A.3 Winners shall be solely responsible for any taxes, duties, or levies arising from receipt of the prize.
- 7A.4 The Organiser reserves the rights to substitute any prize with one of equal or greater value without prior notice, in the event the original prize becomes unavailable.
- 7A.5 Prizes must be claimed within 7 days of winner notification under Clause 7 (Winner Selection and Verification), failing which the prize shall be forfeited in accordance with Clause 7.3.

8. Disqualification

8.1 The Organiser reserves the right to disqualify any participant or entry that:

- (a) Fails to comply with Contest requirements;
- (b) Uses false identity, multiple accounts, or fraudulent methods;
- (c) Engages in spam, manipulation, or misconduct;
- (d) Breaches any terms stated herein;
- (e) Contains inappropriate, offensive, or unlawful content.
- (f) infringes any intellectual property or proprietary rights of any third party;

- (g) contains misleading, deceptive or manipulated content, including the unauthorised use of artificial intelligence or impersonation; and
- (h) breaches the terms of use or community guidelines of the applicable social media platform.

9. Rights of Organiser

- 9.1 The Organiser reserves the right to amend, modify, suspend, or cancel the Contest at any time without prior notice or liability.
- 9.2 The Organiser's decisions and interpretation of these Terms and Conditions in all matters relating to the Contest shall be final, conclusive and binding.

10. Content Usage Rights

- 10.1 By participating, each entrant grants the Organiser a perpetual, worldwide, royalty-free, irrevocable license to use, reproduce, edit, adapt, modify, translate, publish, distribute, display, communicate to the public, archive and otherwise use submitted content (including the participant's likeness, voice, and performance) for marketing, promotional, publicity, educational, campaign and presentation purposes across all media platforms without additional compensation.
- 10.2 For the avoidance of doubt, the licence granted under this Clause applies solely to the participant's submitted content and shall not affect the ownership of the underlying musical composition or sound recording, which shall remain subject to the relevant rights holder(s) and any separate licensing arrangements entered into by the Organiser, including the licence referred to in Clause 4.2.

11. Publicity

- 11.1 The Organiser may use winners' names, images, likenesses and submitted content for publicity and promotional purposes worldwide without further notice or compensation.

12. Liability

- 12.1 The Organiser shall not be liable for any technical errors, network failures, internet interruptions, platform outages, unauthorised access, data loss, corrupted submissions, or any other circumstances beyond the Organiser's control which may affect participation in the Contest or the submission of entries.
- 12.2 Participants assume full responsibility for their own participation in the Contest and shall indemnify and hold harmless the Organiser against any claim, loss, damage, liability, cost or expense arising out of any breach of these Terms and Conditions or infringement of any third-party rights by the participant.

13. Personal Data

13.1 Participants consent to the collection, processing, storage, disclosure and use of their personal data for the administration of the Contest, winner verification, prize fulfilment, publicity (where applicable), in accordance with the Personal Data Protection Act 2010 and any other applicable data protection laws in the participant's jurisdiction of residence or citizenship. Where personal data is transferred outside Malaysia for any of the foregoing purposes, participants consent to such transfer.

14. Governing Law

14.1 This Contest and its Terms & Conditions shall be governed by the laws of Malaysia, and the parties submit to the exclusive jurisdiction of the courts of Malaysia.
