



**WORLD CUSTOMS ORGANIZATION  
ORGANISATION MONDIALE DES DOUANES**

Established in 1952 as the Customs Co-operation Council  
Créée en 1952 sous le nom de Conseil de coopération douanière

The Secretary General

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Brussels, 7 March 2011.

Dear Director General,

It is my pleasure to inform you that this year the World Customs Organization (WCO) is running the third edition of the WCO Photo Competition in which a WCO Member Customs administration will win an award for an exceptional photograph.

The competition is a fantastic way to visualize our evolution over the decades and a chance to involve your staff in a light-hearted and enjoyable activity aimed at appreciating our achievements so far in the Customs world.

This year the WCO will reward a Customs administration which is able, through a photograph, to capture the theme "Customs in the 21<sup>st</sup> Century".

The 20 best photos received will be printed, framed and put on display at WCO Headquarters at the Organization's 117th/118th Council Sessions in June 2011. During the exhibition, Heads of Delegation will be able to vote for their favourite photo. After the voting, the representative of the Customs administration that took the winning photo will be presented with an award at the Council Sessions.

The judging criteria will include relevance to the topic (Customs in the 21<sup>st</sup> Century) and photographic excellence: composition, difficulty of shot, aesthetic appeal, technical expertise, and, of course the «wow factor» (originality, situation portrayed, atmosphere, light, etc.).

Participation in this popular event is easy and simple. Please find enclosed a short summary of the technical requirements and an entry form to be completed and returned with the chosen photo to the Secretariat's Communication Service before midnight on **20 May 2011** by e-mail: [communication@wcoomd.org](mailto:communication@wcoomd.org). This letter and the attached documents are also available on the WCO Members' Web site: <http://members.wcoomd.org>.

I hope to have the pleasure of seeing your Administration among the participants and, perhaps, presenting you with the award at the Council Sessions in June.

Yours sincerely

Kunio Mikuriya

## WCO Photo Competition 2011

This year the World Customs Organization is running the third edition of the Photo Competition in which a Member Customs administration will win an award for a photograph showing its services in line with this year's theme of Customs in the 21<sup>st</sup> Century.

The 20 best photos will be exhibited in the WCO Headquarters building at the Organization's 117<sup>th</sup>/118<sup>th</sup> Council Sessions in June 2011, and an award will be presented to the representative of the winning Customs administration during the sessions.

This is a fantastic chance to really understand the progress made over the years in Customs and also to encourage staff participation and awareness in our field.

**The objective** is to reward a Customs administration which has been able, through a photograph, to portray **Customs in the 21<sup>st</sup> Century**. Customs has indeed changed over the years so the idea behind this year's theme is to reflect upon this evolution.

**The competition is open to** all active WCO Member Customs administrations.

### Judging criteria:

- Relevance to topic: **Customs in the 21<sup>st</sup> Century**
- Photographic criteria: composition, difficulty of shot, aesthetic appeal, technical expertise, etc.
- And, of course, the «wow factor» (originality, situation portrayed, atmosphere, light, etc.).

**Selection:** Administrations that have had their photo selected for the exhibition will be informed.

**Voting:** During the exhibition, Heads of Delegation will be able to vote for the photo which they feel best meets the criteria set out above. The photo which receives the most votes will be the winner.

**Voting procedure:** A voting slip will be given to each Head of Delegation in the lobby, when the badges are distributed. In the vicinity of the photo exhibition there will be a ballot box for the voting slips. Voting will take place on Thursday 23 and Friday 24 June 2011. The votes will be counted on Saturday 25 June by the Communication Service, which will report the result to the Secretary General. The winning Customs administration will receive the award during the Council Session on Saturday 25 June 2011.

**Photos:** Each administration may submit a single photo, in digital form only, by e-mail or on CD-Rom (JPEG, GIF, TIF, etc. files), resolution at least 300 DPI, dimension 20 X 30 cm in order to guarantee really good resolution (maximum JPEG compression should not be used; minimum in JPEG: 700 K), bearing in mind that the photos will be blown up and printed on paper. A caption must be provided for each photo. The photo submitted may, depending on the resolution quality, be used by the Secretariat to illustrate articles in the WCO News or in other WCO publications, or for the exhibition at WCO Headquarters.

Any entry which does not conform to these specifications and sizes will be disqualified automatically.

The entry form and the descriptive document giving the photo caption **must** be sent in the same e-mail. Any incomplete entries (photo without documents, or vice-versa) will have to be rejected.

**Submission of entries:** Entries (entry form plus photo) must be submitted **before midnight on 20 May 2011** (Belgian time) by e-mail to: [communication@wcoomd.org](mailto:communication@wcoomd.org)

Any entries received after the closing date will not be accepted.

The invitation letter and all documents related to this competition are available on the Members' Web site: <http://members.wcoomd.org/>

## SUMMARY

**Submission of entries:** before midnight on **20 May 2011**

**Photos :**

- One photo per Member administration
- Digital format only. JPEG, GIF or TIF files
- Minimum resolution 300 DPI
- Dimension 20 X 30 cm (maximum JPEG compression should not be used; minimum in JPEG : 700 K)
- A caption has to be provided with the photo.

**Sending photo and entry document:**

- Entry form and photo to be sent by e-mail to [communication@wcoomd.org](mailto:communication@wcoomd.org)

**Photo exhibition :** 23 to 25 June 2011

**Voting:** 23 and 24 June 2011

**Counting of votes and presentation of award:** 117<sup>th</sup>/118<sup>th</sup> Council Sessions on 25 June 2011

**Promotion:** Following the awarding of the prize, there will be a special article in the following issue of WCO News (October 2011). The winning photo will be printed in poster format and displayed at WCO Headquarters for the six months following the Council Sessions. The caption will indicate that the photo won an award at the Council Sessions and by which Customs administration.