



Farewell message from Vivian Lau, President and CEO of JA Asia Pacific



How exciting and privileged was it to be to co-create the future with our youth in Asia Pacific?

How energizing was it to wrestle with both the challenges and opportunities brought on by the breath-taking advancement in digital technology?

How humbling and privileged was it to have played a small part in inspiring and preparing our youth to own their economic success and attain their full potential?

I was in this exciting, energizing, and privileged position in the last 15 years, first ten as the CEO of JA Hong Kong, and the last five as the President and CEO of JA Asia Pacific. I could not be humbler and at the same time, prouder of how much we have achieved together in the last few years. From a modest beginning, JA Asia Pacific has come together as a powerful and cohesive network.

Together as an 18 Members strong network, JA Asia Pacific now serves over 850K youth with the support of over 30K volunteers and teachers, and a funding base of over US\$10M. The region has developed a growth mindset focusing on realising the potential of the region and an outstanding spirit of collaboration. JA Asia Pacific is poised to serve 2.5 million youth by 2021. Recent achievements of the Asia Pacific region include:

- Over 350k primary school student learnt financial literacy through the Cha-Ching Curriculum in Indonesia, Malaysia, Philippines, Singapore, Thailand and Vietnam.
- Developed over 25,000 young entrepreneurs through the FedEx Express/JA International Trade Challenge in Australia, China, Hong Kong, Japan, Korea, Malaysia, Philippines, Singapore, Thailand and Vietnam.
- The Schools Challenge with JPMC continues to elevate STEM and Design Thinking for youth in Hong Kong, Singapore and Japan.
- The network enters a new era with the ground-breaking work that Korea and Singapore are doing in coding, VR and techno-preneurship
- Our JA AP Alumni continues to make us proud by being recognized for their contribution, including Forbes 30 under 30 in Europe

I am indebted to the JA AP Members network and the JA AP ROC team for their passionate leadership and unwavering commitment to a common goal. We could not have come this far without our sponsors, partners, alumni, JA Worldwide, the whole JA AP Members network and JA AP ROC team.

How difficult could it be to say goodbye to JA? Leaving JA is one of the most difficult decisions in my career. The last 15 years have been a blessing, privilege and honour. I look forward to continuing to contribute to JA in other capacity as I start a new chapter. Once JA, forever JA.

Please join me to welcome Michael Mercieca, Interim CEO and a JA veteran, who will take the baton to serve the 60% of the world's youth in our region. Together, we are One JA!





Special Feature

JA Students Shine at FedEx Express/JA International Trade Challenge (ITC) 2019 Asia Pacific Finals.



60 students

30 teams

Four days



As the proud organizer for ITC Asia Pacific Finals competition, JA Asia Pacific is grateful for the continuous support from FedEx Asia Pacific to ITC in developing and nurturing entrepreneurial leaders for the Asia Pacific region for the 13th year since 2007.

ITC regional finals has traveled to different markets in the region including Hong Kong, Singapore, Thailand, and Malaysia and has developed over **25,500 young entrepreneurs in the Asia Pacific region.**

More than 2,700 aspiring young entrepreneurs have participated in local ITC workshops across 10 markets over 8 months to create market entry strategy for a variety of products and services for their respective ITC local challenges.

A total of **60 national champions from 10 Asia Pacific markets**, came together forming 30 mixed teams at the 2019 ITC Asia Pacific Finals in Kuala Lumpur, Malaysia, from August 18 to 22 to gain firsthand experience of international trade strategy, business plan formulation, build life-long connections with students from around the region, as well as competing for the 3rd, 2nd, and 1st place in the 2019 ITC Asia Pacific Finals.

This year, the finalist teams presented market entry strategy plans for a medical device product entering the Germany market.

JA Asia Pacific is excited to share some of the 2019 ITC Asia Pacific Finals memorable moments!



Special Feature

Day 1 – Arrivals Day

Get to know new teammate through engaging team building activities

Upon the arrivals of all the 60 national champions from Australia, China, Hong Kong, Japan, Korea, Malaysia, Philippines, Singapore, Thailand, and Vietnam; students first went through a random draw of new teammates through a computer program. The new form teams were then greeted by Vivian Lau, President and CEO of JA Asia Pacific and her team to a once in a life time team building experience.



The 30 new mixed teams in two were then engaged in a series of intensive yet fun team-building exercises for better understanding of each other. In addition, students also get to learn the importance of learning how to 'fail' and 'come back' in their entrepreneurial journey through the team building activities.

Meet the teams!





Special Feature





Special Feature

Experiencing Malaysian culture through an excursion to Central Market Kuala Lumpur

As a building with significant historical value Central Market Kuala Lumpur has come a long way from its early beginning as a wet market built in 1888 to a delightful destination for tourists, shoppers and art lovers. At the excursion, students had the opportunity to enjoy a Peranakan meal, which is a fusion of Malay and Chinese food in the truest of Malaysian ways.

First day in Malaysia was truly eventful for our 60 young entrepreneurs as they anticipate the ITC challenge topic to be revealed in the official opening of the 2019 ITC Asia Pacific Finals the following day!





Special Feature

Day 2 - Official Opening of the 2019 ITC and unveiling of the “Challenge Topic”

The 2019 ITC was officially open by Brian Tee, Managing Director, Sales, South Pacific, FedEx Express; Stuart Dean, Board Chair of JA Malaysia; and Vivian Lau, President and CEO of JA Asia Pacific. Students were excited to meet the FedEx facilitators, their guiding mentors at workshop sessions before competition day.



Vivian Lau, President and CEO of JA Asia Pacific



Stuart Dean, Board Chair of JA Malaysia



Brian Tee, Managing Director, Sales, South Pacific, FedEx Express



The Challenge

Working in "PartnerSHIPS" and "Backing each other up", the 30 teams were challenged with the following competition topic this year:

“Create a market entry strategy for a medical device product in Germany”

With the support from FedEx facilitators, students were pouring all their energy into creating their market entry strategy in less than 48 hours!





Special Feature

Day 3 - Guest Speakers' Session

This year, we had the honor to have TWO special guest speakers shared their experience and insights on international trade, and what it takes to be a successful entrepreneur.

Brian Tee, Managing Director, Sales, South Pacific, FedEx Express, inspired the students with how a more connected world benefit everyone! Brian is a FedEx veteran since 1999 and is responsible for leading the FedEx sales teams in Singapore and Malaysia. In addition, Brian had been serving as an internal coach and facilitator for FedEx, providing leadership principles coaching on emotional intelligence for new managers.



Christy Ng shared her experience in her Entrepreneurial Journey as Founder of Christy Ng Shoe. Christy started her shoe business in her living room 7 years ago and is now running 6 retail stores nationwide in Malaysia, and an ecommerce store which serves a global audience. Christy is also one of the Grand Final Judges for ITC AP Finals this year.





Special Feature

Day 4 - Competition Day and Awards Dinner

30 teams of millennial entrepreneurs showcase innovative approach for endless business possibilities

After an intense 1st round of presentations by all 30 teams to a diverse panel of judges representing different industry sectors, 6 Grand finalist teams were selected to move onto to Grand Final Presentations to compete for the 3rd, 2nd, and 1st places of the 2019 ITC Asia Pacific Finals.

Thanks for the support from the 2019 ITC 1st round presentation and Grand Final judges. They have sure taken on a very challenging task!



Announcement of Grand Finalists

From 30 to 6 teams...



Congratulations to the 6 Grand Finalist Teams proceeding to the grand final round of the competition!

The 6 grand finalist teams advancing to the 2019 ITC Grand Final round of competition.





Special Feature

The 2019 FedEx Express/JA ITC Grand Finalists in actions at the Grand Final Presentation



HealthTech—Lily Wang of Australia and Do Nhat Minh from Singapore—created the T-Ex Shirt, a sportswear shirt equipped with thermal-regulating technology that ensures a comfortable exercise experiment, as well as sweat-activated motivation phrases to keep workout momentum high.



Prost—Noelle Pang of Hong Kong and Kenneth Tee of Singapore—presented the Prost Watch, which monitors and regulates alcohol consumption with the goal of improving long-term health by avoiding liver and chronic health diseases. The wearable device also comes equipped with artificial intelligence (AI) that makes exercise suggestions to help the user stay fit.



Pioneers—Shamita Sheetal from Malaysia and Tran Hoang from Vietnam—proposed the Cardiator, a device that detects elevated cardiac enzyme in the user five to six hours in advance of a heart attack, thus curbing cardiovascular diseases. The device uses biomarkers sensor technology, heart rate monitoring, and AI virtual assistance for immediate response support.





Special Feature



Hungry Cheetahs—Ingeon Kim of Thailand and Kailash Sarma from Australia—presented the Herz Ring. The fashionable piece of jewelry will monitor high-blood-pressure conditions and track and detect irregular heart movement, aiming to reduce the wearer's risk of heart attack.



Young Blood—Julia Samson from the Philippines and Young Pan of China—proposed the Healthkeeper, a smart watch that serves as a preventative care medical device by monitoring nicotine and alcohol levels and encouraging a healthy lifestyle. The device aims to curb heart disease and other illnesses, including Alzheimer's.



Rife—Nydia Lee of Hong Kong and Shveenita Alyza Kanapathy from Malaysia—showcased Eartaps, a virtually invisible hearing aid for the elderly and those in need. The device is equipped with auto-sensation, automatically changing its settings to adapt to varying noise levels of the wearer's surroundings in real time.



Special Feature

The Awards Dinner

Celebration of students' achievements across the region and announcement of the 2019 ITC Asia Pacific Finals winning teams!

The highlight of the 4-day ITC competition event was the 2019 ITC Awards Dinner, where everyone gathered to celebrate the achievements of all ITC Asia Pacific Finals participants. JA Asia Pacific also took the opportunity to express our appreciation for the unwavering support from FedEx Express, Judges, FedEx Facilitators, and event host JA Malaysia!

A warm welcome from:



2019 ITC organizer, Vivian Lau,
President and CEO of JA Asia Pacific



2019 ITC event host, Datuk Timothy Garland,
Board representative of JA Malaysia



2019 ITC sponsor, Brian Tee,
Managing Director, Sales, South Pacific, FedEx Express



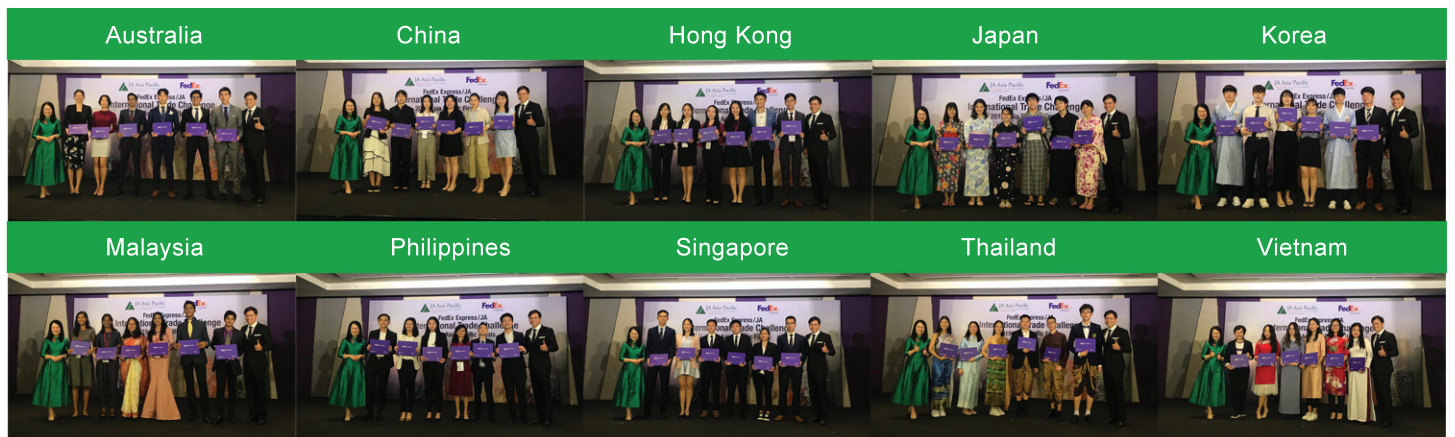


Special Feature

JA Asia Pacific took the opportunity to express our appreciation to FedEx Express and volunteer facilitators on their dedicated support and partnership for ITC!



Presentation of certificates of achievements to ITC participants from the 10 Asia Pacific Markets





Special Feature

Day 4 Highlights

Congratulations to all the participants and winners of the 2019 FedEx Express/JA ITC Asia Pacific Finals!



*2019 ITC Asia Pacific Finals Winning teams
From L to R: Team Pioneers, 2nd place winner ; Team Prost, 1st place winner; Rife, 3rd place winner.*

2019 FedEx Express/JA International Trade Challenge (ITC) Asia Pacific Finals winners



Noelle Pang from Hong Kong and Kenneth Tee from Singapore clinched top spot at the 2019 FedEx Express/JA International Trade Challenge Asia Pacific Finals. (From left to right: Vivian Lau, President and CEO of JA Asia Pacific; first prize winners Kenneth Tee and Noelle Pang; and Brian Tee, Managing Director, Sales, South Pacific, FedEx Express)

Team Prost comprised of Noelle Pang from Hong Kong and Kenneth Tee from Singapore beat 29 teams from across the region with their remarkable invention of the 'Prost Watch' to tackle the health issue caused by alcohol consumption in Germany and promote safer drinking. The Prost Watch uses Artificial Intelligence (AI) to monitor and regulate alcohol consumption, with the goal of improving long-term health by avoiding liver and chronic health diseases.

"We are so excited we won this competition, especially given the amazing business proposals put together by the other talented teams," said Noelle Pang of Hong Kong and Kenneth Tee of Singapore. "This challenge has been an incredible learning experience. With the skills and tools we learned, we feel ready to take on the business world with confidence and pursue our dreams of becoming leading global entrepreneurs."





Special Feature



From left to right: Vivian Lau, President and CEO, JA Asia Pacific; second prize winners Shamita Sheetal and Trang Hoang; Brian Tee, Managing Director, Sales, South Pacific, FedEx Express.

Team Pioneers – made up of Shamita Sheetal from Malaysia and Trang Hoang from Vietnam – came second with their idea of ‘The Cardiator’ which is designed to curb cardiovascular diseases by detecting elevated cardiac enzymes 5 to 6 hours before a potential heart attack.



From left to right: Vivian Lau, President and CEO, JA Asia Pacific; third prize winners Shveenita Alyza Kanapathy and Nydia Lee; Brian Tee, Managing Director, Sales, South Pacific, FedEx Express.

Team Rife – made up of Nydia Lee from Hong Kong and Shveenita Alyza Kanapathy from Malaysia – came third with their idea of ‘Eartaps’ which is a convenient hearing aid equipped with auto-sensation, automatically changing its settings to adapt to the varying noise level of surroundings in real time, designed for the elderly.





Special Feature

A few words on ITC from FedEx Express and JA Asia Pacific...

JA Asia Pacific is grateful for the support from FedEx Express to inspire young entrepreneurs in the region for the 13th consecutive year through the ITC program and competition. Below are a few words on 2019 ITC program and competition from Karen Reddington, President of FedEx Express Asia Pacific; and Vivian Lau, President and CEO of JA Asia Pacific. We look forward to the 14th ITC in 2020!



"FedEx is committed to connecting people and businesses around the world," said Karen Reddington, President, Asia Pacific, FedEx Express. "We are pleased that FedEx is part of the FedEx/JA International Trade Challenge program that cultivates youth entrepreneurship and empowers our business leaders of tomorrow. We hope to inspire young entrepreneurs to think big – to think globally. A brilliant business idea may start small, but with a global network, the possibilities are endless."

"This is an exciting milestone for our young entrepreneurs from around the Asia Pacific region," said Vivian Lau, President and CEO of JA Asia Pacific. "FedEx/JA ITC has provided these young entrepreneurs not only with the necessary business knowledge and real-life skills but also the global connectedness to unleash infinite opportunities and pursue life-long dreams."



For more special moments from the 2019 ITC:

- Visit the official ITC Facebook page @AsiaPacificITC
- Follow #FedExJAITC2019





The 2019 JA Asia Pacific Leadership Conference was successfully held right after the ITC in Malaysia from August 22 to 23, 2019. Building on the success and groundwork from the JA AP strategy development workshop and Model Canvas introduction at last year’s conference, the theme for the conference this year is “Level Up”. More than 40 leaders and staff from across the region and JAWW came together to level up through the sharing of best practices and learning from strategic partners on strategic growth and modernization opportunities.



The 2019 JA Asia Pacific Leadership Conference Highlights

Kicked-off by Vivian Lau, President and CEO of JA Asia Pacific, the conference started with a warm welcome by Karen Reddington, Board Chair of JA Asia Pacific, follow by introduction of attending JA members through the sharing of their most memorable JA experiences.

JA in a Day





Executive Management Updates



A warm welcome by Karen Reddington, Board Chair of JA Asia Pacific



JA Worldwide strategic priorities update by Asheesh Advani, President and CEO of JA Worldwide



JA Asia Pacific strategic priorities update by Vivian Lau, President and CEO of JA Asia Pacific



Update on the new CEO search by Caroline Raggett, Managing Director of Russell Reynolds Associates

Showcasing Learnings and Collaboration @ JA AP Leadership Conference

Strategic Growth: Tipping Point through Tripartite Teacher-Driven Strategy and Ecosystem

With a shared vision to reach as many children as possible in Asia from an early age to provide them knowledge and skills to build responsible financial behaviour throughout each stage of their lives. It was our privilege to have the Cha-Ching Curriculum champions from Prudence Foundation, Prestasi Junior Indonesia, and JA Philippines to share the Cha-Ching Curriculum implementation journey, and the quest for a scalable and sustainable implementation model that can create genuine impact year on year since 2014.



From L to R: Nicole Ngeow, Regional Programmes Manager, Prudence Foundation; Krishna Alejandrino, Executive Director; JA Philippines; Robert Gardiner, Academic Advisor, Prestasi Junior Indonesia; Vivian Lau, President and CEO, JA Asia Pacific.



Nicole Ngeow, Regional Programmes Manager, Prudence Foundation



From L to R: Krishna Alejandrino, Executive Director; JA Philippines; Nicole Ngeow, Regional Programmes Manager, Prudence Foundation; Vivian Lau, President and CEO, JA Asia Pacific; Asheesh Advani, President and CEO, JA Worldwide; Robert Gardiner, Academic Advisor, Prestasi Junior Indonesia



Learning Modernization 1: Technology as Game Changer

The way our children will learn is going to fundamentally transform over the next decade. Virtual Reality (VR) and Augmented Reality (AR) can make learning truly immersive and brings alive experiential education. Technology is a game changer - millions of students and teachers at all levels are already using educational software, and technology is only going to play a larger and more significant role in the classroom.

It was inspiring to hear from JA Singapore and JA Korea on they transform and grow through partnerships with technology partners that support and enhance modern learning experiences for our youth in the region.



From L to R: Sunah Lee, Senior Manager, JA Korea; Hau Yee Ng, Executive Director, JA Singapore

Learning Modernization 2: Design Thinking and STEM Immersion Program

Technological advances are emerging faster than ever, and JA's future skills building programs are more important now than ever before in our century of innovation and disruption. To equip youth to succeed in the future requires us to think out of the box. Aligned with the same mission to prepare our youth for the future, we are proud to partner with J.P. Morgan to launch the Schools Challenge Program in the region since 2017. From Hong Kong, Singapore, to Japan, The Schools Challenge Program focus on equipping secondary school students with Design Thinking and STEM skills, where students can apply these learnings to make a real difference in local communities.

It was our privilege to have representatives from JA Hong Kong to share the design and implementation journey of the Schools Challenge with JPMC, from the Schools Challenge 1.0 in 2017, to 4.0 for implementation in 2020.



JA Hong Kong representatives from L to R: Bonnie Tam, Project Consultant; Flora Wong, Senior Program Manager; William Lo, Chairman and Acting CEO; Vivian Choi, COO





JA Asia Pacific Awards Dinner

One of the major highlights of the 2019 JAAP Leadership Conference was the celebration and recognition of the achievements of our colleagues around the network at the JA AP Awards dinner.

JA Long Service Awards

Together, we have celebrated 115 years of dedicated services and achievements of JA-ers in the Asia Pacific region. Congratulations to all the Long Services Award recipients!



5 Years of Achievement



JA Asia Pacific
• Adrian Lee



Prestasi Junior Indonesia
• Resa Nur Priantina
• Michelle Andrian
• Natya Lakshita



JA Korea
• Seunghe Lee
• Seungwon Yun
• Kang Jinyi
• Sangdae Kim





10 Years of Achievement



JA China
• Zheng Zheng CAI



JA Guam
• Beth Lizama



JA Korea
• Yunseob Song
• Jung A Kim

A special shout out to **Vivian Lau, Jingrong Liu (Judy), and Moonhwan Yuh** on reaching their 15 years of Achievement and Long Service milestone!



JA Asia Pacific
• Vivian Lau



JA China
• Jingrong Liu



JA Korea
• Moonhwan Yuh

JA Asia Pacific Regional Awards



Congratulations to the following JA members for achieving the JA Asia Pacific Regional Awards:





JA AP Compliance Award



JA AP Growth Award





JA AP Collaboration Award



The 2019 JA AP Leadership Conference concluded with a special thanksgiving and farewell moment with Vivian Lau, President and CEO of JA Asia Pacific, our visionary leader who is instrumental to the strategic growth of the JA Asia Pacific network since the establishment of the JA Asia Pacific ROC in 2014.





JA PEOPLE

Introducing Sui Yang Phang - New Board Member of JA Asia Pacific



Sui Yang enjoys working with entrepreneurs and technology, and is passionate about the pursuit of innovation and new learning experiences.

As Managing Partner of Nest Hong Kong, Sui Yang helps large corporations to implement meaningful programs to collaborate with start-up companies. Throughout his career and with the support from his teams, Sui Yang have designed award-winning solutions, pairing creation with iteration.

Following is a recent interview with Siu Yang.

1. What is the most compelling reason for you to join JA Asia Pacific's Board?

I believe that, more than ever before, technology is lifting communities and empowering lives. Being part of the JA family is an opportunity to support the education of young people, to embrace technology and entrepreneurship. By doing so, I believe we can help level the playing field and create an impact where it's most needed.

2. As the new Board Member of JAAP, what is your aspiration for the region?

I believe we can scale our activities even more, to reach more students and to support them with more touchpoints during their JA journey. We have an incredible network which we can leverage for cross-border sharing and economies of scale.

3. In your view, what are the opportunities and challenges for youth in the Asia Pacific region?

I think the average education curriculum does not prepare kids for the economies they will face when they graduate. We need to increase awareness and inspire decision makers, to place technology and entrepreneurship at the center of their learning journey. If we can achieve that, the impact will be widespread and awesome.

4. What was the best advice anyone ever gave you, and did you follow it?

"Trust in your ability!"

This was from a coach when I was young, who saw I was scared to try.

I love this phrase because it pushes me to act, even though I might fail, or even get hurt.

5. What is your most memorable JA moment so far?

I just came back from the JAAP leadership conference, where I met the leaders from across the JA member network. I was blown away by the energy and passion that filled the room. It was truly amazing. It makes me confident that we can achieve great things, and I am proud to be a part of this team.





JA PEOPLE

Get to know Michael Mercieca – Interim CEO of JA Asia Pacific



Prior to joining JA Asia Pacific as the Interim CEO, Michael Mercieca was appointed Chief Executive of Young Enterprise in April 2012. He has overseen a period of financial and operational growth including in September 2014, the merger of the Personal Finance Education Group (pfeg) into Young Enterprise. He also held the position of Chair of the Board of European Chief Executives for not for profit organisation JA Worldwide from 2014-16.

He was previously Director of Finance & Operations at The Prince's Trust which he joined in 2003, with responsibility for Finance, Corporate Support Services, Programme Design and operations in Scotland, Wales and Northern Ireland.

Michael began his career in manufacturing at GKN and Racal before switching to the media sector, joining BBC Worldwide followed by Sky and then various independent film and TV production companies including Mentorn. Through his own firm, Media Gap, Michael has advised companies such as Yellow Pages, NTL (now Virgin Media), Cable & Wireless and The Co-operative Bank. He qualified as a Chartered Management Accountant in 1980 and is a Fellow of the Institute (FCMA).

Following is a recent interview with Michael.

1. In your view, what are the opportunities and challenges for nowadays youth generally?

Opportunities are vast for young people today including faster and easier communication and networking and rapid technological development that is levelling the playing field. The challenges are that increasingly higher levels of skills are required, and AI is hollowing out the job market so if you don't get trained in a high-level skill, you will end up with only low-level opportunities.

2. As the Interim CEO of JA Asia Pacific what is your aspiration for the Asia Pacific region?

My aspiration is to maintain the high velocity trajectory of development in the region and ensure that the smaller member nations are fully supported to pursue development opportunities.

3. What was the best advice anyone ever gave you, and did you follow it?

Get it right first time - I followed it but didn't always succeed - however, it's a great aspiration.

4. What do you enjoy outside of work?

Playing my guitars, hanging out with my wife, family and friends; food, wine and books - not necessarily in that order!