



## Year-end message from Michael Mercieca, Interim CEO, JA Asia Pacific



As Christmas time approaches, it's hard to believe that we are not far from the end of 2019. The year has flown by, and what a busy year of opportunities and changes it has been for the JA AP ROC and members across the region! I want to thank YOU for being part of our JA Asia Pacific Network. In the few months that I have been serving as the interim CEO of Asia Pacific, it has been such a privilege to meet and work with you and it is evident that it is every one of YOU that has made 2019 an inspiring and spectacular year for the stellar JA AP network.

In 2019, JA Asia Pacific has served more than **1.25 million youth, engaged close to 50,000 volunteers** and teachers to empower youth across the region. Building on a strong collaborative network that has focused on growth, innovation, technology and strategic partnership, JA Asia Pacific has made significant achievements in many areas including:

- Developed over 2,700 young entrepreneurs across 10 JA Asia Pacific locations through the 13th FedEx Express/ JA International Trade Challenge
- Inspired over 15,000 youth through the JA Company Program and organized the 9th JA Asia Pacific Company of the Year Competition (JA AP COY) in Manila, the Philippines
- Collaborated with Samsung Electronics and JA Worldwide to bring STEM-based work-readiness program to youth in Indonesia, Thailand, Vietnam, and Chile
- Educated over 350,000 primary school students in 6 JA Asia Pacific locations on critical financial literacy through the Cha-Ching Curriculum
- Nurtured youth in STEM learning and shone the spotlight on careers that utilize STEM skills in partnership with J.P. Morgan across three Asia Pacific locations in Hong Kong, Singapore, and Japan
- Equipped youth with 21st-century work readiness skills with Bloomberg across 6 locations in the region

As we celebrated 100 years of achievement around the globe in 2019, please remember that there is so much more to achieve together in the next 100 years! On this note, I am excited to confirm that we will be announcing the appointment of the new President and CEO of JA Asia Pacific by mid-January 2020. We are grateful for the support from the JA Asia Pacific Board of Directors and the selection committee including representatives from the JA Asia Pacific senior leadership team in searching for a long-term successor for this very important role. Please stay tuned for the announcement details in January 2020.

May I wish you and your family health, happiness, and fulfilment! Until then, let's take this opportunity to recap and feature some of the proud JA AP moments at the Global Leadership Conference in Berlin, a few other updates on regional initiatives and events, and celebrate some of the proudest moments and memories in 2019 in this special year-end issue of JA AP WORKS, ENJOY!

#Next100

#futureready

#JA100





## The JA AP Story



**JA Asia Pacific Leaders shined and recognized at the JA Global Leadership Conference (GLC) @ Berlin, Germany in November 2019**



The JAAP ROC was honoured to host a JAAP Dinner in Berlin with more than 30 Asia Pacific delegates attending the conference from more than 10 AP locations on November 19, 2019. In addition to the welcoming address and organizational updates from Michael Mercieca, Interim CEO, JA Asia Pacific, and Asheesh Advani, CEO and President of JA Worldwide, JA AP delegates were grateful for the opportunity to thank and bid farewell to Margie Wang, COO and CFO of JA Worldwide, who will be retiring from her role with JA at the end of 2019.



Congratulations to all the JA Asia Pacific Finalists for 2019 JA Awards!

- JA Lifetime Achievement Award  
Anya Bayramova (JA Turkmenistan)
- JA Worldwide Soraya Salti Award  
Vivian Lau (JA Asia Pacific)
- Anya Bayramova (JA Turkmenistan)
- JA Worldwide Collaboration Award  
JA Azerbaijan and JA Estonia (combined finalists)
- JA Worldwide Activator Award  
JA Philippines



The JA AP Dinner was an excellent occasion for AP members to meet and catch-up with colleagues from around the region, and to congratulate the AP Award finalists for the various GLC awards!



At the GLC Awards Dinner on November 21, finalists for the five awards categories were introduced. Read full details about each inspiring finalist (<https://jaworldwide.us11.list-manage.com/track/click?u=a61a405a96bfdd460651525cd&id=902435dbc0&e=f9d3a151e5>), including the winners in each category.







## The JA AP Story

### 2019 GLC Awards winners from the Asia Pacific Region

The winner of The JA Collaboration Award goes to...



#### JA Azerbaijan and JA Estonia

The JA Collaboration Award recognizes member nations, U.S. areas, and regional operating centers that champion collaborative projects between and among nations, areas, and regions and encourage worldwide cooperation through projects that promote fundraising initiatives, operational efficiency, and program reach. The winning project must demonstrate that it promotes the mission of JA Worldwide, as well as positive and tangible outcomes in the areas of resource generation, operational efficiency, or program growth.

In 2017, Sevinj Mammadova (Executive Director of JA Azerbaijan) sought a partner among the JA network in Europe to implement a joint project that would be funded by the EU delegation in Azerbaijan. That partner was JA Estonia. On October 1, 2018, JA Azerbaijan launched Entrepreneurship for Youth in partnership with JA Estonia with funding from the EU. The project aims to introduce JA programs on entrepreneurship and financial literacy in secondary schools in Azerbaijan. The specific objectives focus on the process, policy, and practice needed to establish the entrepreneurial ecosystem.

Thanks to the partnership with JA Estonia, JA Azerbaijan was able to organize a study tour for government and business representatives to Estonia, where they met with their counterparts. This partnership helped to better understand the advantages of introducing JA programs. This was a strategic decision to convince the government and business in the future for this project.

The winner of The Soraya Salti Award goes to...



#### Vivian Lau

The Soraya Salti Award created in memory of Soraya Salti, the visionary leader who started INJAZ Al-Arab in the Middle East in 1999, recognizes JA leaders who are committed visionaries and push the boundaries to move JA forward in a positive way, particularly to bring systematic change to a country or region. Vivian Lau, former President and CEO of JA Asia Pacific, is a committed, visionary leader who leads by example. Vivian first became involved with JA as CEO of JA Hong Kong.



## The JA AP Story

After 10 years, she took up the position as interim CEO of JA Asia Pacific, eventually becoming the permanent President and CEO. Vivian secured the charity status of JA Asia Pacific in Hong Kong, then developed the breadth and depth of the regional operating center's programs and capabilities, increasing the staff size from less than one full-time employee to a total of four full-time staff. Additionally, the number of JA locations in Asia Pacific has grown from 14 to 18 in five years.

Vivian's entrepreneurial mindset has enabled her to transform the JA Cha-Ching Program into the Cha-Ching Curriculum. Started in 2016, the Cha-Ching Curriculum is now delivered in six countries with a goal of reaching 1 million students by 2020. The exponential growth achieved through the train-the-trainers model for this program supported all involved members and has extended their student reach at a rate they did not think was possible.

In 2018, Vivian established the first JA Asia Pacific Regional Leadership Conference, gathering members from the 18 locations together to learn new technologies and design thinking in Singapore. She also started the Leadership Conference Awards dinner, which recognizes the outstanding work achieved by the JA members on the ground, from compliance to growth and regional collaboration. Vivian is beloved by staff members from local offices to the regional operating centers, and she has been pivotal to the growth and strategic positioning of JA Asia Pacific. While Vivian recently stepped down from her role as President and CEO of JA Asia Pacific, she will not be leaving the JA network, as she will join the JA Worldwide Board of Governors in July 2020.

### JA Service Awardees from the Asia Pacific region

In addition to the GLC Awards, JA staff celebrating milestone anniversaries were acknowledged with service awards during the GLC conference, including 5-, 10-, 15-, and 20-year awards, plus one award for 25 years of service, and another extraordinary award for 45 years with JA!

Congratulations to the following awardees from the Asia Pacific region:



Years of Service : 5

Awardee : Sevinj Mammadova - JA Azerbaijan



Years of Service : 5

Awardee : Ayten Pashayeva - JA Azerbaijan







## The JA AP Story



Years of Service : 10

Awardee : Marissa Lim - JA Singapore



Years of Service : 10

Awardee : Arslan Omadov - JA Turkmenistan



Years of Service : 20

Awardee : Baktiyar Akhundov - JA Azerbaijan



Years of Service : 20

Awardee : Yoriko Kuroki - JA Japan





## The JA AP Story

### The Cha-Ching Curriculum showcased at the GLC Marketplace

The Cha-Ching Curriculum champions from Prestasi Junior Indonesia and JA Philippines representing the Asia Pacific region shared the Cha-Ching Curriculum implementation journey, and the quest for a scalable and sustainable implementation model that created genuine impact year on year since 2015 at the GLC Marketplace.



The Marketplace is an event that JA Europe holds every year at their Annual General Meeting to share best practices with the network. The Marketplace will be a fast-changing series of table talks featuring technology, program innovation, and budget-friendly best practices. Members or ROCs will set up your table any way you'd like to make your topic as interesting as possible. You'll also be in the running for "best idea/best practice".

Special note: For the full GLC 2019 report, videos, photos, and PowerPoint presentations, please refer to the December One JA newsletter from JAWW - <https://mailchi.mp/ebf799ca40c3/oneja-newsletter-nov-dec-2019?e=f9d3a151e5>







## Other updates...



### Applications for the inaugural JA Asia Pacific Visionary Leadership Award closes on December 31, 2019

Created and sponsored by Vivian Lau, former President and CEO of JA Asia Pacific, the JA AP Leadership Award (Individual Award) aims to recognize JA employees in the Asia Pacific who exemplifies visionary leadership in their work.

Please click on the link listed below to access:

1. 2019-20 JA AP Visionary Leadership Award Guidelines document including details on eligibility, application submissions, and timeline.
2. The response template for applicants to fill in and returned via email, along with other supporting documents listed in the guideline.

<https://www.dropbox.com/sh/apjscrwh6q7cvsr/AACVhuKz2NcwB4jgWetl6H21a?dl=0>

Contact Winnie Ho @ [winnie.ho@jaasiapacific.org](mailto:winnie.ho@jaasiapacific.org) should there be further questions about the Award or application process.

## Time to register teams for the 2020 JA AP COY Competition in Guam



JA AP ROC is delighted to publish the registration information for the 2020 JA Asia Pacific Company of the Year Competition (2020 JA AP COY), to be held in Guam on March 15-19, 2020. The ROC is grateful for the dedicated support from the event host - Beth Lizama, Executive Director of JA Guam; Joey Miranda III, Host Organizing Committee Chair; and the dedicated JA Guam Board.

Please click on: <https://www.dropbox.com/sh/y11v2lcp5ydownc1/AACR5aIVZU3BCpxwnoSNgFVha?dl=0> to access the following important registration guidelines and forms:

- 2020 JA AP COY Registration Guide – **please review this guide thoroughly** as it includes included important information for JA members on how to complete the registration.
- 2020 JA AP COY Competition Guidelines – this contains the Competition information of the 2020 JA AP COY
- 2020 JA AP COY Files for Completion and Submission (zip file) – JA members will find all the forms that are required to be completed and submitted in the zip file

All registration documents should be sent to [jaap-coy@jaasiapacific.org](mailto:jaap-coy@jaasiapacific.org) by JA member **on or before Friday, January 10, 2020**. Please contact Adrian Lee ([adrian.lee@jaasiapacific.org](mailto:adrian.lee@jaasiapacific.org)) should there be any questions about the registration process or requirements.





## Other updates...

### JA Latvia invites you to JA Marketplace - International Student Company Festival (ISCF) in Riga, Latvia

**Invitation to** JA Marketplace 2020  
**INT'L STUDENT COMPANY FESTIVAL**  
JA Latvia®  
March 30 — April 1  
RRRRRRIGA

**EARLY BIRD REGISTRATION** 3rd November 2019 - 24th January 2020  
Fee for students — 255 EUR (double room) / 325 EUR (single room)  
Fee for teachers — 265 EUR (double room) / 325 EUR (single room)

**LATE REGISTRATION** 22nd January 2020 - 2nd March 2020  
All fees will be raised by 100 EUR

**ACCOMMODATION**  
Bellevue Park Hotel Riga | Skolas Str. 1 | www.hotelbellevue.lv

Participant fee includes all meals from lunch on 30th March until breakfast on 1st April, 2 nights in a 4\* hotel, transfer from/to event places

**100 STUDENT COMPANIES | 400 STUDENTS**  
**200 TEACHERS | TEACHERS' CONFERENCE | STUDENT ACTIVITIES**  
**VIDEO PRESENTATIONS | TRADE FAIR | AWARD CEREMONY**

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The ISCF has become the biggest international student company event in Europe, gathering more than 100 companies from all over Europe. Teachers and mentors are welcome to attend the Teacher conference held during the first day of the event.

Here's a small throwback to last year's event – ISCF 2019 (<https://www.youtube.com/watch?v=iruS2uv7pWM>). This year the festival is going to be held from **March 30th to April 1st, 2020**.

The **Early-Bird registration** has started so don't miss the chance to register with the special Early-Bird fee! You can find the registration form\* for the event **HERE** ([https://docs.google.com/forms/d/e/1FAIpQLSc118YNSoKN2XSqFRw74ta53YT0f4WSA\\_6XFj-vrjQJP1TfaA/viewform](https://docs.google.com/forms/d/e/1FAIpQLSc118YNSoKN2XSqFRw74ta53YT0f4WSA_6XFj-vrjQJP1TfaA/viewform)). Early registration will be open till January 24th and it is possible to give preliminary numbers of attendance before the registration deadline and provide update as needed. Please forward the invitation to your schools and teachers that take part in the Student company program so that they can take part in this opportunity to test their enterprises before the National finals and/or the Company of the Year Competition.

For any additional information, please contact [linda@jal.lv](mailto:linda@jal.lv). For more detailed information, visit the events website [ISCFLatvia.com](http://ISCFLatvia.com). For news, please follow the official Facebook page for the event: [facebook.com/iscfLatvia](https://facebook.com/iscfLatvia)

\*Registration form must be filled out by the teacher/staff member who will oversee the delegation coming to ISCF.







## Some of the 2019 Proud Moments across the AP region

### JA Azerbaijan

JA Azerbaijan: #We are growing, evolving, and expanding together with youth in Azerbaijan!



### JA Brunei

The successful hosting of the 3rd JA Brunei COY. Another milestone.

Precious COY local champions from Brunei have gained valuable experience in attending the JA AP COY in 2019. JA AP COY has inspired Ak Nazrul, CEO of Young Entrepreneur, 1st runner-up of 2018 JA Brunei COY, to become Champion of JA Brunei Alumni. During 2019 Brunei Young Leaders Convention (BYLC), Ak Nazrul was seen championing JA Brunei to participating guests at the convention - including the Minister of Culture, Youth and Sports (Guest of Honour)





## Some of the 2019 Proud Moments across the AP region

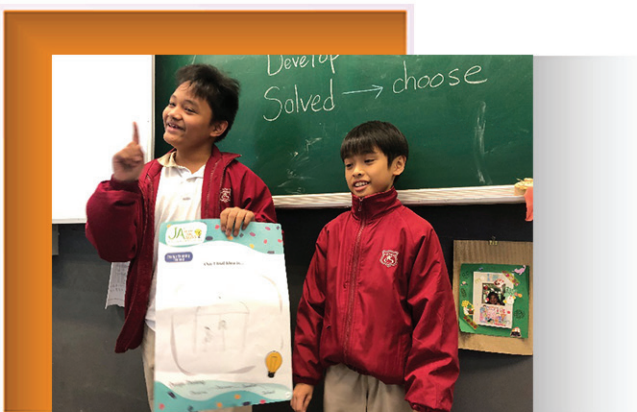
### JA China

JA China's Belt & Road Youth Entrepreneurship Camp was successfully held in August 2019. Some 60 youth from 9 countries came together to innovate and bring solutions to the pressing issues of urbanization. Their creativity and collaborative teamwork were inspiring. JA is in a strong position to change the world with its worldwide network of young people and together, it creates a great force for a better future.



### JA Hong Kong

JA Hong Kong is proud to be awarded the "Financial Education Champion 2020" and one of the six awardees for the "Financial Education Champion – Quality Award" by the Investor and Financial Education Council (IFEC), a subsidiary of the Securities and Futures Commission, supported by Hong Kong's four financial regulators and the Education Bureau. We will continue our efforts to advance financial education and improve financial literacy across Hong Kong.







## Some of the 2019 Proud Moments across the AP region

### Prestasi Junior Indonesia

Prestasi Junior Indonesia has been witnessing to the extremely positive impact of Youth Entrepreneurship Program on young Papuans during 2019. The exceptional growth in knowledge, attitude, and skills shown by our 40 beneficiaries really shows the positive impact of JA entrepreneurship initiatives on communities. There are now up to 40 new businesses, owned by ethnic Papuans, operating in the city of Jayapura – all adding value to the local economy. Most of these successful businesses are run



### JA Malaysia

JA Malaysia is proud of the great improvement in the execution of the Cha-Ching Curriculum in Malaysia, reaching 99% of our target reach and impacting 22,780 students, which reflects the commitment of Malaysian educators towards Financial Literacy. The pilot of the JA Start Up Program in Malaysia this year is also one of our proudest moments as it allowed us to fill a gap and impact students in rural areas and smaller towns that lack hands-on educational entrepreneurial programs.





## Some of the 2019 Proud Moments across the AP region

### INJAZ Pakistan

INJAZ Pakistan is proud to collaborate with the State Bank of Pakistan and conduct successful courses on Financial Literacy and Inclusion with a success rate of 88%.



### JA Philippines

The phenomenal growth of JA Philippines is inspiring. Currently, JA is the largest financial literacy provider in the Philippines in partnership with the Education Department for serving more than 160,000 students a year in almost 1,000 schools nationwide. The Co-curricular activities of JA for Senior high school programs for entrepreneurship is hailed as one of the most sensible program to encourage young people to foster an entrepreneurial mindset and to be workforce ready.







## Some of the 2019 Proud Moments across the AP region

### JA Thailand

JA Thailand is proud to be the first country that launch the pilot project of Samsung Innovation Campus in October 2019.



### JA Turkmenistan

.Within the frames of USAID Enriching Youth for Tomorrow Project, JA Turkmenistan collaborated with Information Portal Arzuw.NEWS on a Program for novice journalists in 2019. The goal of the Media Start Program was to acquaint the new generation of Turkmen journalists with modern trends and technologies in online journalism, and enabling them to develop their digital and employability skills through the creation of media projects. Following the participation in the program, young people receive opportunities for internships in the Information Portal Arzuw.NEWS, and possibility for longer term employment on completion of the internships.





## Some of the 2019 Proud Moments across the AP region

### JA Vietnam

In 2019, JA Vietnam is proud to have cooperated with partners in both private and public sectors to deliver hands-on, experiential learning in work readiness, financial literacy, and entrepreneurial spirit for Vietnamese students, which will create pathways for employability, job creation, and financial success.

