

# JA AP WORKS

April 2017

## Message from Vivian Lau, President of JA Asia Pacific

It was my pleasure and honor to support a number of JA flagship programs and events around the region in the last couple of weeks and they include:

- The 2017-18 COY kick off workshop, and the Microsoft Coding Hero kick-off, in Seoul, Korea from March 25 -26.
- The 2017 ITC workshop sponsored by FedEx Express in Bangkok, with senior representatives from the Ministry of Education, United Nations Development Program, United Nations Economic and Social Commission for Asia Pacific on April 5.
- The 2016-17 JA Hong Kong Company Programme Final Graduation and Awards Ceremony in Hong Kong on April 22.



Supporting 2017-18COY kick-off workshop and the Microsoft Be a coding hero workshop with Microsoft in Seoul, Korea



2017 ITC workshop in Thailand at the United Nations Conference Centre in Bangkok, Thailand

In addition to addressing the students and meeting local staff and sponsors, I was delighted to meet and engage in informal dialogues with JA Alumni in Korea and Thailand. As we

continue to build momentum with JA Alumni towards the celebration of JA's centennial in 2018, interviews for the 100 lives video series and the Larry Farrel's new book "The Entrepreneurial Attitude" are well underway in April and May. We appreciate the support from JA AP members for the alumni nominations - a total of 15 outstanding JA Alumni from the Asia Pacific region will be featured in Larry's new book.



Meeting JA Alumni in Korea and Thailand

In this issue of JA AP WORKS, we are proud to feature another proud JA Alumna, Judy Wu, Senior Director, Program and Development for JA China. We will also highlight some of the feedback from Bloomberg's employees in Japan on the Bloomberg Experience at the 2017 JA AP COY Trade Fair in Tokyo Midtown. Some of the highlight local events in the region include the Prudential Chairman visit to Indonesia to recognize Prestasi Junior Indonesia's (PJI) work in rejuvenating Taman Mataram, a public park in theme to promote financial literacy. PJI won the Chairman's Challenge Innovation Award 2016 with this first of its kind project. Congratulations to Rob Gardiner and the PJI team!

Last but not least, I am excited to share my recent experience and engagement with The Cartier Women's Initiative Awards 2017 (CWIA 2017), an international business plan competition created in 2006 to identify, support and encourage projects by women entrepreneurs. This year, 18 finalists were selected amongst nearly 1900 applicants from over 120 countries. 6 laureates, 1 from each region was revealed in the CWIA 2017 Awards Ceremony that took place in Singapore on April 12. Trupti Jain from India was selected as the laureate from the Asia Pacific region. Trupti Jain runs Naireeta Services, a company that addresses the issues of drought and flash floods destroying farmers' crops.

Being the Jury President for the Asia Pacific region, it was my honor to support women entrepreneurs from around our very own region. [#CWIA2017](#)





Let's continue to work together to inspire and empower our future leaders. Look forward to meeting many of you very soon!

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## The JA Story

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### Get to know Judy Wu - Senior Director, Program and Development for JA China and a JA Alumna



Judy Wu, Senior Director, Program and Development for JA China

1. **JA AP:** Describe your first entrepreneurial experience with JA China

**Judy:** My classmates introduced me to the JA MESE program and I joined the program in my sophomore year at the East China Normal University in May 2006. The team was divided into 5 groups in the program and each group was operating as a mini-company producing and selling the product "Echo Pen" at the time. Through market simulation and competition strategy, our mini company has won with the biggest market share in the end.

Although my major in school was international economics and trading, the JA program experience was my very first time to learn how the market works in real life. It taught me how to develop and adjust longer term company strategy. More importantly, I have

learned the spirit of teamwork and entrepreneurship.

2. **JA AP:** What was your journey like to get to where you are as the Senior Director, Program and Development for JA China

**Judy:** I became a JA volunteer after finished the MESE program, and taught Our World program in Shanghai to primary school students. Since then, I have worked for JA and other MNCs as interns throughout the course of my years in school. I have then decided to join JA fulltime after graduation, despite of other offers from Banks and MNCs. People around me were skeptical on what JA is all about and how I could make a living working in the non-profit sector. What even shocked them more is that I have been working in JA for 11 years since then, developing a career with life-long connections whilst helping to develop youth in China for a better future at the same time!

In my early years with JA, I was in charge of different programs targeting students from primary to university years. In 2011, I had the chance to pick up fundraising and Public Relations work. With the different roles and challenges, I was never bored and had many opportunities to grow at JA. The diverse and global network of JA has provided employees opportunities to network with like-minded volunteers, mentors, and colleagues around the globe; and they have become an eminent part of my JA journey, as much as inspiring me every step of the way.

3. **JA AP:** Describe what you have done to achieve a personal goal.

**Judy:** I strive on challenges and is always curious and keen to learn new things. I have left comfort zones to take on challenges and bigger responsibility.

4. **JA AP:** What is your aspiration for JA China?

**Judy:** The best partner with the business and education sectors to deliver innovative business and economics programs in China.

5. **JA AP:** What three words would you use to describe yourself?

**Judy:** Conscientious, passionate, developer

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*JA alumni know that JA programs empower students to make the connection between what they learn in school and how it can be applied in the real world. Alumni can become powerful, passionate community JA supporters - they can support JA as volunteers, mentors, judges, board members, or as financial contributors. After all, who are better to speak about the importance of JA than those who have put lessons to work for actual results?*

*Please visit [www.jaasiapacific.org](http://www.jaasiapacific.org) to register as JA Alumni and for more information on volunteering opportunities in the Asia Pacific region.*

#JAAPAlumni

## Regional Initiatives, Programs, and Events

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**2017 FedEx Express/JA International Trade Challenge (ITC) is going to Singapore this Summer!**



The competition debuted in 2007 with 3 JA Asia Pacific Members taking part in the regional finals held in Hong Kong. Over the years, the number of participating markets had increased to 10 markets, with the return of JA Australia since their last ITC participation in 2009, and JA China participating for the first time! The markets participating in the 2017 FedEx Express/JA International Trade Challenge are: Australia, China, Hong Kong, Japan, Korea, Malaysia, Philippines, Singapore, Thailand, and Vietnam.

With the dedicated support from our event host JA Singapore, we look forward to an enjoyable and fun learning experience in Singapore in August. More information on ITC dates and venue will be announced via email and JA AP WORKS in May!

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### **Bloomberg Experience at the 2017 JA AP COY Trade Fair in Tokyo Midtown**



Bloomberg volunteers and students @ the JA AP COY Trade Fair

For the first time, JA Asia Pacific was proud to have the participation of our long-standing regional partner, Bloomberg LP to support the 2017 JA AP COY competition by engaging employees from Bloomberg's Tokyo office as mentors to interact with student companies in the Bloomberg Experience hour at the Trade Fair event that was held in Tokyo Midtown.



@volunteer briefing for the Bloomberg Experience Hour

Passionate Bloomberg volunteers in Bloomberg T-shirts were split into groups to visit and interact with student companies at their booths and all of the volunteers have found the experience FUN and Mind-Opening! Below are a few quotes extracted from the Bloomberg's feedback. JA Asia Pacific is grateful for the support from Bloomberg to JA AP COY and is looking forward to extend the strong partnership to impact even more students in the future!



Volunteers interacting with students @ trade fair booths

Some of the quotes from Bloomberg volunteers when asked to describe the Trade Fair experience:

- "This gave me more hope for the future. With these phenomenal young students in our next generations, we are in good hands!" says Christine Tai, HR recruiter
- "Mind-opening. Every student we spoke to were smart and have good business sense" says Kai To, Engineering team leader
- "Really interesting. There was a good range of products and the students were very enthusiastic and knowledgeable," says Isabel Reynolds, News reporter

When asked to describe the experience in 3 words:

- "Fun, Exciting, Inspiring." says Yuki Noguchi, Philanthropy lead
- "Innovative, Energetic, Young." Says Ian Ma, Global Data Analyst
- "Impressive, Diverse, Fun." Says Aiko Shimizu, New Energy Finance Analyst

## Local Events' Highlights

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### The Chairman Visits in Indonesia

Prestasi Junior Indonesia (PJI) has successfully undertaken the rejuvenation of Taman Mataram and converted it to a public space which has a financial literacy theme – the first of its kind in Indonesia. The efforts resulted in the winning of the Prudential plc Chairman's Challenge Innovation Award 2016. PJI, together with the team from Prudential Indonesia, received this award for the second year in a row, which includes a grant of £10,000.

Over a period of five weeks, several hundred of Prudential Volunteers worked with PJI and the Faculty of Landscape Design at Trisakti University on converting a relatively benign park seldom used by the local population into a special green space with a financial literacy theme.

In celebration of this success, Mr. Paul Manduca, the Prudential plc Chairman and Mr. Sean Rach, Chief Marketing officer, Prudential Corporation Asia, visited the Park on March 30, 2017, to meet students and inspected the financial literacy innovations which have been integrated into the design to promote improved financial awareness.

Having participated in the Prudential Chairman's award over a period of ten years, PJI was excited to have the opportunity to present to the Chairman himself, the work undertaken within the Jakarta community which he promotes.



Mr. Paul Manduca (center), together with students and volunteers at Taman Mataram

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### JA Hong Kong Company Programme Final Competition and Graduation Ceremony 2016/17

Over 1,700 students from a record-high of 88 student teams celebrated their achievements at the JA Company Programme (JA CP) Final Competition and Graduation Ceremony 2016/17 on April 22 in Hong Kong after completing an entrepreneurial journey in a real business environment.



Vivian Lau, President of JA Asia Pacific with the JA Hong Kong team and JA alumni and volunteers.

To further inspire the graduating CP students on entrepreneurship in practice, a dialogue between a Young Entrepreneur, Mr. Danny Shum, Chief Executive Officer, Ztore HK Limited, and Dr William Lo, JP, Chairman, JA Hong Kong was featured on stage before the presentations of awards.



Dr William Lo, JP, Chairman, JA Hong Kong and Mr. Danny Shum, Chief Executive Officer, Ztore HK Limited

“We would like to express our deepest gratitude to all our sponsors, supporting organizations, business advisors, teachers and participants for making JA CP another year of success.” says Dr William Lo, JP, Chairman of JA Hong Kong said, “The learning from the 8-month journey would sparkle some who are aspired to be future entrepreneurs, as well as those who may become intrapreneurs serving established organizations. Our society would benefit from those innovative and proactive minds in different roles,” he added.

## JA Philippines 48<sup>th</sup> Grand Awards Night

Commitment to partner with higher educational institution for collaborative curriculum development and innovation

JA Philippines Grand Awards Night aims to certify aspiring and marketing and business professionals and help recognize graduating students from various Colleges and Universities.



Company of the Year 2016 – 2017 (Photo Right to Left: Mr. Krishna Alejandrino JA Philippines, Dr. Elaine Boquiren and Mirriam College Students) Awarding Ceremony at the Philippine Trade Training Center last March 25, 2017 attended by more than 500 JA students, and JA Stakeholders

Amongst the prestigious educators and marketing awards presented in the evening, Alpas Ventures from Mirriam College was awarded as the JA Company of the Year 2016 – 2017. Alpas won the company of the year for its outstanding business performance in almost all aspects of business operations and its innovative product which is a portable multi-purpose bed

Alpas Ventures's company product can be viewed by clicking [ALPAS Ventures: A JA Mini Company](#)

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## JA Turkmenistan – Inspiring youth in Central Asia for 20 years

2016 marks the 20th anniversary of JA Turkmenistan, JA Asia Pacific is delighted to share videos produced by JA Turkmenistan, capturing moments from two of their major programs with students and mentors in actions.

### Economics and Tourism Brain Ring Competition



Economics and Tourism Brain Ring Competition is an original intellectual quiz game used as a monitoring and stimulation tool for students who learn economics and tourism. This game reveals the knowledge and skills obtained by students studying JA Economics and other business and tourism programs. In November 2016, USAID JA Project in Turkmenistan and the Union of Economists of Turkmenistan conducted the Economics and Tourism Brain Ring competition for 97 young men and women. The students were grouped in 20 teams representing 18 education institutions and training centers across Turkmenistan.

[Highlights of the students in actions during the program can be view by clicking here.](#)

### **My Career Program**



Based on the JA Job Shadow Program, My Career Program includes in-class theoretical activities, a visit to business enterprises in Turkmenistan, where the youth gets a unique possibility to take an up-close look at the world of work and business. The program is designed to motivate an interest in learning through helping young people to understand how the things they study at school can be applied to their further work and career prospects. In 2016, twenty-eight young men and women participated in the program conducted by USAID JA Worldwide Project in Turkmenistan and the Union of Economists of Turkmenistan with support of 20 business enterprises of Turkmenistan from a wide spectrum of private businesses and industries.

[Highlights of the students in actions during the program can be view by clicking here.](#)

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## **Upcoming JA events in May 2017**

### Hong Kong

JA International Trade Workshop  
Date: May 13  
Location: HKMA David Li Kwok Po College

JA It's My Idea!  
Date: May 22  
Location: DMHC Siu Ming Catholic Secondary School

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### Indonesia

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MMC JA In a Day  
Date: May 3  
Location: State Vocational High School 38, Tanah Abang

PJI Board Meeting  
Date: May 4  
Location: Kiroyan & Partners Office level 3, Menara Karya Building

Regional Student Company Competition  
Date: May 21  
Location: Surabaya

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Japan

First class of 2017 Student City in Shinagawa, Tokyo  
Date: May 13  
Location: Student City in Shinagawa, Tokyo

Annual meeting for corporate supporters  
Date: May 26  
Location: Tokyo

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Malaysia

Cha-Ching Curriculum Conference  
Date: May 23  
Location: Dorsett Putrajaya

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Singapore

FedEx Express / JA International Trade Challenge (for business students)  
Date: May 13  
Location: Singapore Polytechnic

FedEx Express / JA International Trade Challenge (for non-business students)  
Date: May 20  
Location: Singapore Polytechnic

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Thailand

ITC National Competition  
Date: May 13  
Location: Bangkok Patana School

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Turkmenistan

JA Titan Competition Finals  
Date: May 10  
Location: JA Turkmenistan

Banks in Action Competition Finals  
Date: May 17  
Location: JA Turkmenistan

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Vietnam

JA Company of the Year Workshop to prepare for Round 2 Competition  
Date: May 1-15  
Location: Hanoi and Ho Chi Minh city

Launching FedEx Express/JA ITC 2017  
Date: From May 5  
Location: Hanoi & Ho Chi Minh City

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Please email [Winnie Ho](#) to share with the network through the JA AP WORKS!

Until the next JA AP WORKS, have an inspiring and empowering day!

We also invite you to follow us on social media

Tag @jaasiapacific when you post and tweet breaking news, inspiring stories, events, alumni engagements, and more!



[Please click here to view or download a PDF version of the newsletter](#)