

Message from Vivian Lau, President of JA Asia Pacific



Dear JA Asia Pacific Colleagues,

A very famous quote from the Cheshire Cat from Alice in Wonderland when Alice asked for direction, “If you don’t know where you want to go, then it doesn’t matter which path you take.”

But what if you know your life’s goals? What can guide you to where you want to go?

A new GPS – Gifts . Possibilities . Service

At the 2018 JA Asia Pacific JA Company of the Year competition (JA AP COY), I shared with our young entrepreneurs from around the world a new GPS, a positioning system that can guide the way. Our young entrepreneurs are provided with all the GIFTS and talents to create their desired future. They need to believe in these GIFTS, and be willing to continue to further develop them. With the GIFTS and talents, comes POSSIBILITIES to construct and build a different and better world. Stay open to POSSIBILITIES, and decide how to provide SERVICE to the world with the GIFTS and talents.

It was a truly exciting month for us, organizing 2018 JA AP COY! This year marks the 8th JA AP COY and the largest event ever, with 24 teams from 16 locations showcasing their creativity, entrepreneurship and business acumen of our young entrepreneurs around the network. From tackling social to national issues, to persevering national tradition and culture, JA AP COY participants went home with an entrepreneurial journey of a lifetime.

We are delighted to have student companies representing JA Denmark and JA Gabon joining the JA AP COY event as exhibiting team this year, enabling cross-border experience for all participants. We are honored and grateful to be partnering with our host, JA China. Special recognition for Alice Chou and her team for hosting the 2018 JA AP COY event!

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We had the privilege to celebrate the 25th Anniversary of JA China and to witness the tremendous growth of the organization under the leadership of the Founder and Chairman, Paul Chou. JA China has served and impacted the lives of over 6 million youth in the last quarter of a century. We are grateful for the dedication and leadership of Paul Chou, Alice Chou and the entire JA China team.



From L to R: Steve Wong, Board Chair of JA Asia Pacific; Asheesh Advani, President and CEO of JA Worldwide; Paul Chou, Chairman and President of JA China; Alice Chou, acting Executive Director of JA China; Vivian Lau, President of JA Asia Pacific

Concurrent to the 2018 JA AP COY, the JA AP Board meeting was held on March 31, 2018. At the meeting, Steve Wong formally announced his retirement as Board Chair of JA Asia Pacific Board. On behalf of the youth of Asia Pacific, we thank Steve for his leadership. Steve was the visionary leader who saw the potential of the Asia Pacific region. He supported the establishment of the JAAP ROC to serve the 60% of the world's youth and put Asia Pacific on JA's world map and continued to challenge us to fulfil the true mission of our existence. We will miss him but know that once JA, forever JA.

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From L to R: Edward Lee, JA Asia Pacific Board member; Asheesh Advani, President and CEO of JA Worldwide; Steve Wong, JA Asia Pacific Board Chair; Vivian Lau, President of JA Asia Pacific; Alice Chou, JA Asia Pacific Board member

Karen Reddington, President, Asia Pacific Division, FedEx Express was elected as the new Chair of the JA Asia Pacific Board; Bernard Chan, President, Asia Financial Holdings was voted in as a Board Member of the JA Asia Pacific Board

Karen Reddington and FedEx Express have been one of our strongest supporters and funders in the Asia Pacific region. Under Karen's leadership, and with your support, we are very sure that the Asia Pacific region will continue to grow and live up to our promise. We are thrilled to have the support of Bernard Chan, one of the most connected business persons in the Asia Pacific to join our board.

Another exciting development for us is the appointment of Monique Wong, Senior Regional Business Development Manager and a JA alumna!

Looking forward to continuing our work with all of you for the future of our youth.

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Special Feature

2018 JA Asia Pacific Company of the Year Competition – largest JA AP COY event



The 2018 JAAP COY competition and event was successfully held in Beijing, China from March 29 to 31, this year marks the 8th JA AP COY - the largest JA AP COY event by far, with 22 student companies participated in the regional competition. The student companies represented 14 locations including Brunei, China, Guam, Hong Kong, India, Indonesia, Japan, Korea, Malaysia, Philippines, Singapore, Thailand, Turkmenistan, and Vietnam. In addition to student companies participating the event from the Asia Pacific region, student companies from JA Denmark and JA Gabon had joined the event as exhibiting student companies, enhancing cross-border experience for all participants.



Reaching over 16,000 students annually, the JA AP COY is JA Asia Pacific's annual celebration of the achievements of young entrepreneurs in the region. National winners from the JA Company Program across the Asia Pacific travel to compete in the annual JAAP COY regional competition. The program and competition help young people understand the role of business in the global economy by allowing students to organize and operate an actual business enterprise, and market and sell a product in the real world.

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2018 JA Asia Pacific Company of the Year Competition – largest JA AP COY event

SKILLS LEARNED THROUGH THE JA COMPANY PROGRAM

- GOAL ORIENTATION & INITIATIVE
- LEADERSHIP & RESPONSIBILITY
- CREATIVITY
- TEAMWORK
- PERSEVERANCE
- RESOURCEFULNESS
- SELF-EFFICACY & SELF-BELIEF

PARTICIPATING LOCATIONS AND STUDENT COMPANIES

<ul style="list-style-type: none"> Brunei PTES China iLight China PACKER Denmark SalusNord* Gabon Recycling Industry* Guam FullFill Guam Paluma Hong Kong Greenovation Hong Kong Harness India Euphoria India Futurista 	<ul style="list-style-type: none"> Indonesia Entrepezo Indonesia Nature Indonesia Indonesia SMANCIS SC 2 Japan Sumire Korea CYCLO Korea SURF Malaysia Finezza Enterprise Malaysia Pinnacle Enterprise 	<ul style="list-style-type: none"> Philippines Anirah Philippines Prima Facie Singapore Eco-Zyme Thailand KUKIT Turkmenistan Flying Squirrel Vietnam TICREN
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Beijing
March 29 to 31, 2018

Awards

Participating student companies had the opportunity to bring home the following awards from Beijing:

- JA Asia Pacific Company of the Year Awards
- FedEx Access Award, sponsored by FedEx
- The Belt and Road Award, sponsored by Road King Investment and Asset Management and Road King Expressway
- Young Entrepreneurs' Choice Award

Extended learning opportunities for JA AP COY Award winning teams

IUA-JA Excellence Scholarships

IUA (The International University Alliance) will be awarding each individual student of the three 2018 JA AP COY winning teams IUA-JA Excellence Scholarships of up to USD60,000 at one of the following prestigious universities in the United States:

- Adelphi University
- University of Dayton
- University of Illinois at Chicago
- University of Kansas
- University of the Pacific

Baotou Youth Conference at Mongolia in August 2018

The 2018 JA AP COY winning teams were awarded the opportunity to attend the Baotou Youth Forum, a regional youth event co-hosted by UNDP and Central Committee of the Communist Youth League of China.

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2018 JA AP COY Highlights

Day 1

Date	Event
March 29 – Day 1	<ul style="list-style-type: none"> • Welcome and Opening of JA AP COY • FedEx Access Seminar • Business Presentation Rehearsal • Students excursion
March 30 - Day 2	<ul style="list-style-type: none"> • Business Presentation • Belt and Road Seminar • Panel Interview
March 31 - Day 3	<ul style="list-style-type: none"> • Trade Fair • Awards & Gala Dinner

The official opening of the 2018 JA AP COY Competition and event



The 2018 JA AP COY was officially opened by Paul Chou, Chairman and President of JA China and Vivian Lau, President of JA Asia Pacific on March 29, 2018

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FedEx Access Seminar

After the Opening Ceremony of the JA Asia Pacific Company of the Year Competition, students attended the FedEx Access Seminar, led by Wilson Chung, Regional Vice President of FedEx China. Students had the opportunity to learn how to open new markets and create products/services that improve lives around the world through interactive Q&A session with Wilson after his presentation.



Students' excursion in Beijing

After a long day, students had the opportunity to explore old Beijing culture, savoring Peking duck at Nanluoguxiang, special excursion arrangements by JA AP COY event host, JA China. Dating back about one thousand years, the "Hutong" neighborhoods of narrow, twisting streets represent the "real life" of Beijing, where passageways connect to courtyards of traditional compact homes



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Day 2

Date	Event
March 29 – Day 1	<ul style="list-style-type: none"> • Welcome and Opening of JA AP COY • FedEx Access Seminar • Business Presentation Rehearsal • Students excursion
March 30 - Day 2	<ul style="list-style-type: none"> • Business Presentation • Belt and Road Seminar • Panel Interview
March 31 - Day 3	<ul style="list-style-type: none"> • Trade Fair • Awards & Gala Dinner

Business presentation

On March 30, student companies were assessed on their Business Presentations on stage by the JA AP COY judging panel, followed by Interviews with the Judges in the afternoon.



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Belt and Road Seminar

In addition to the JA AP COY Awards, Young Entrepreneurs' Choice Award, and the FedEx Access award, participating student companies had the opportunity for the first time in JA AP COY history to bring home the Belt and Road Award, sponsored by Road King Investment and Asset Management and Road King Expressway.

Mr. Andy Zhao, CIO, Road King RKE International Holdings Limited shared his insights on the Belt and Road Initiative and implications for all the young entrepreneurs.



Andy Zhao, CIO, Road King RKE International Holdings Limited



Andy Zhao, receiving a token of appreciation from Monique Wong, Senior business development manager of JA Asia Pacific

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Day 3

Date	Event
March 29 – Day 1	<ul style="list-style-type: none"> Welcome and Opening of JA AP COY FedEx Access Seminar Business Presentation Rehearsal Students excursion
March 30 - Day 2	<ul style="list-style-type: none"> Business Presentation Belt and Road Seminar Panel Interview
March 31 - Day 3	<ul style="list-style-type: none"> Trade Fair Awards & Gala Dinner

Trade Fair Opening

Witnessed by sponsors, judges, volunteers, student participants, JA AP Board members, senior leaders, and supporting staff, the 2018 JAAP COY Trade Fair was officially opened by Steve Wong, JAAP Board Chair and Audie Wong, JA China board representative.



Steve Wong, JA Asia Pacific Board Chair



Audie Wong, Board Representative of JA China

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The Trade Fair was officiated by a ribbon-cutting ceremony and kicked-off on high note with a special Chinese Kung Fu performance brought to all by the event host, JA China!



24 Student companies showcased their products and services at the Trade Fair event to judges and citizens of Beijing China at the Pacific Century Place.



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JA AP COY Awards and JA China 25th Anniversary Gala Dinner

Kickstarted with a special Chinese drum performance and welcoming speech from Mr. Paul Chou and Mrs. Alice Chou, co-founders of JA China, the JA AP COY Awards and JA China 25th anniversary Gala dinner was officially opened, along with the march-in of student companies' representatives with flags representing the 24 JA AP COY participating and exhibiting locations.



The winners of the JAAP COY were announced at the JAAP COY Award and Gala Dinner in Beijing, China on March 31, 2018.

And the awards go to...

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From L to R: Asheesh Advani, JA Worldwide CEO, Steve Wong, JA Asia Pacific Board Chair, Student Company Entrepezo Nature Indonesia, Vivian Lau, JA Asia Pacific President

JA Student Company Entrepezo Nature Indonesia from Indonesia took the first prize for their natural Air Freshener in form of a USB using and sustainable business model



JA Student Company Prima Facie from the Philippines came second with their comfortable white sneakers with waterlily leather incorporated in a unisex design and strong environmental sense



Third place went to JA Student Company Harness from Hong Kong, who designed sniffer box with 12 sophisticated designs that hold natural fragrance that generates positive energy

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Voted by other participating JA student companies, **Student Company Fullfill from Guam won the Entrepreneurs' Choice Award** with their Tote bags (Filluv Cases) designed to provide Guam's foster children with necessities

Alongside with the JAAP COY awards and Entrepreneurial Choice award, the following JA student companies were crowned winners of the signature awards from Beijing this year:



From L to R: Tony Jin, Managing Director of Sales, FedEx China, Student Company CYCLO, Vivian Lau, President of JA Asia Pacific

JA Student Company CYCLO from Korea won the FedEx Access Award. Sponsored by FedEx Express (FedEx). CYCLO came up with the idea of producing Eco-friendly flower pot in sizes and designs that can be changed by using 3D designs. The company demonstrated a good understanding of global connectivity in their business model



From L to R: Hayley Zen, CFO of Road King, Student Company SMANCIS SC 2, Vivian Lau, President of JA Asia Pacific, Shen Xin of CPAFFC

JA Student Company SMANCIS SC 2 from Indonesia won the Belt and Road Award. Sponsored by Road King Investment and Asset Management and Road King Expressway. SMANCIS SC 2 developed a Super Lacto liquid fertilizer made from organic trash. The student company demonstrated good understanding of the business opportunity brought by the Belt and Road Initiative.

"With the JA Student Companies, students not only gain their first entrepreneurial experience of starting and running a real company, through Learning by Doing, they have also developed the much needed 21st century skills, complex problem solving, critical thinking and creativity. Our young entrepreneurs are passionate about creating businesses that both profit and purpose driven, with ambition of creating a better world through their business ventures", said Vivian Lau, President, JA Asia Pacific." We are grateful for the support from sponsors and supporting partners in bring extended learning opportunities for the 2018 JAAP COY winning teams" Vivian added.

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JA Alumni Asia Pacific Launch



The JA Alumni Asia Pacific initiative and 2018 year plan was officially launched by a group of JA Asia Pacific alumni firestarters from the following Asia Pacific locations: China, Guam, Hong Kong, Indonesia, Republic of Korea, Singapore, and Vietnam at the 2018 JA AP COY Awards and gala dinner.

Vision

Empower youth in Asia Pacific - for alumni, by alumni.

The JA Asia Pacific Alumni initiative is supported by JA Asia Pacific Regional Operating Center (JAAP ROC) and honorary advisors including Edward Lee, JA Asia Pacific Board member and Chairman of COL Financial Group, Asheesh Advani, CEO and President of JA Worldwide, and Vivian Lau, President of JA Asia Pacific.



From L to R: Christopher Wong, Dinki Cyrus L. Belen, Asheesh Advani, Edward Lee, Vivian Lau, Jack Lee, Judy Wu, Joy Wang, Mavis Hon

“I am JA” Graduation moment

As the 2018 JA AP COY competition and events came to an end, the 24 JA student companies were invited to join the JA Alumni Asia Pacific movement as they graduated as JA Asia Pacific alumni!



2018 JAAP COY student companies

Thanksgiving moments

Collaborating closely with **sponsors and supporting partners**, the 2018 JA AP COY is not made possible with the support from multinational companies including:

- FedEx Express
- Road King Investment and Asset Management and Road King Expressway
- Bloomberg
- IUA
- UNDP
- EY
- Amway
- AVA Electronics



Honorable Judging panel representing a wide spectrum of industries and sectors

At the 3-day regional competition event, JA student companies appear before a **panel of judges** who determine company performance against the awards criteria as compared with other JA participating student companies. Appreciation goes to our honorable diverse panel of judges throughout all stages of the competition.



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2018 JA AP COY Judging Panel

Mr Jun ZHU

*Chairman
AT&T China*

Ms June KO

*Vice President, Asia Pacific Operations
International Association of Amusement
Parks and Attractions*

Ms Eliza KWOK

*Executive, General Manager of
Avanade Inc | Greater China Region
Avanade Greater China*

Dr William G DURDEN

*Chief Global Engagement Officer
International University Alliance/
Shorelight Education*

Mr Ken WILLS

*Beijing Bureau Chief
Bloomberg*

Ms Tingting LIU

*Director of Tencent University
Relations
Tencent, Co., Ltd.*

Mr Yue John LIU

*Executive Editor
Bloomberg*

Mr Dongshuo LI

*Founder and CEO
UMU Technology CO.,LTD*

Ms Jessica YANG

*Legal Counsel
Bloomberg*

Ms Xin GAO

*Consultant
UNDP*

Mr Jimmy ZHOU

*Partner & Managing Director
Chengding Capital*

Mr Bin YIN

*Co-founder & Chairman
United Innovation Services, Inc.*

Mr Jelte Ansgar WINGENDER

*Senior Manager & Director
Innoway & Startup Grind*



FedEx Access Award judges from FedEx China

- Wilson Chung/ Regional Vice President
- Helen Zhou/ Sr. Corporate Communications Specialist
- Lauren Liu/ Sales and Customer Service
- Edison Hsu/ Sales and Customer Service
- Dalin Yuan/ Sales and Customer Service
- Tony Jin/ Sales Managing Director
- Maggie Cui/ Sr. Operation Manager
- Joy Song/ Operation Manager

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Belt and Road Award Judges

- Mr. William Zen/ Chairman, Road King Infrastructure Limited.
- Mr. Hayley Zen/ CFO, Road King Investment and Asset Management Group Limited.
- Mr. Andy Zhai/ CIO, Road King RKE International Holdings Limited.



2018 JA AP COY Event Host – JA China

As the organizer the annual JA AP COY competition, JA Asia Pacific is grateful for JA China’s hospitality in hosting the 2018 JAAP COY in Beijing.



JA Asia Pacific team (Organizer of JA AP COY) and JA China team (Host of the 2018 JA AP COY)