

JA AP WORKS

January, 2016

Message from Vivian Lau, President of JA Asia Pacific

Dear JA Asia Pacific Colleagues,

I wish you all a great start to 2016. JA Asia Pacific is kick-starting the new year with many exciting news around the region.

To begin, we are honored to welcome new Board members to the JA Asia Pacific Board effective January 2016. They are Edward Lee from COL Financial Group Inc, Mark Manning from Caterpillar Financial Services Corporation and Toby Brown from MetLife Inc.

We would like to extend our heartfelt appreciation to our retiring Board Members, Anthony Nappi from Citibank, Charles Smith from Caterpillar Financial Services, and Steve Leonard from Infocomm Development Authority of Singapore, for their unwavering support serving on our Board in the last few years. We thank them for their dedication and wish them success in the next chapter of their lives.

In this issue of the JA AP WORKS, we feature the official launch of JA Brunei as our JA story. The regional initiatives, programs and events area report the successful JA Cha-Ching Program pilot conference; the strong momentum towards the 2016 AP JA COY in Seoul; next steps for the long awaited JA Program Central, and how JA Asia Pacific members are planning collaboratively with JA members around the world for the global JA centennial celebration in 2019.

The first phase of our new [JA Asia Pacific website](#) is here. Overtime, the website will be developed into an additional platform for members to promote their local programs to audiences regionally and globally.

Let's stay all the more connected through the JA AP WORKS! Together, let's work together to create a world where every young person can be inspired and empowered.



The JA Story



The official Launch of JA Brunei, the newest JA member in the Asia Pacific region



JA Brunei Managing Director, Louis Tan (L) and President of JA Asia-Pacific, Vivian Lau (2nd L) in a group photo during the presentation of certificate during the official launch of JA Brunei



Guest of honour, Dr Haji Junaidi bin Haji Abdul Rahman (C) officially launched the JA Brunei

JA Brunei was officially launched on Jan 20, 2016, making its appearance in the Sultanate as a registered society. The ceremony was held at The Rizqun International Hotel with Dr Haji Junaidi bin Haji Abdul Rahman, the Permanent Secretary (Core Education) at the Ministry of Education, as the guest of honour.

During the event, Vivian Lau, the President of JA Asia Pacific, presented a certificate to JA Brunei Managing Director, Louis Tan, to mark the official launch of JA Brunei. Certificates of appreciation were also presented to JA sponsors, as well as headmasters and principals of 16 participating local educational institutions.

In 2013, the Brunei Economic Development Board (BEDB), in collaboration with JA Worldwide and support from the Ministry of Education, introduced JA programs to several schools in the country. Since then, JA programs have been conducted in 16 schools, assisting a total of 800 students.

In his opening speech at the launch ceremony, Louis emphasized the importance of financial literacy, citing a recent study by the Authoriti Monetari Brunei Darussalam (AMBD) and the Centre for Strategic and Policy Studies (CSPS). “For Brunei to have sustainable financial sectors and a competitive economy, Bruneians need to manage their financial live,” Louis said. “Like reading and math, teaching our kids to be financially savvy is a gift – one that will keep on giving throughout the course of our lives.”

Louis went on to note that entrepreneurship can be a vital contributor to the nation’s economic growth and prosperity. Successful path-breaking offerings by entrepreneurs, in the form of new goods and services, can produce a cascading effect in the national economy. “With the establishment of JA Brunei, we will have dedicated resources to drive JA programs and enlist more schools, benefitting more Bruneian youths.” concluded Louis.

Vivian Lau congratulated Louis and JA Brunei on a remarkable launch and stressed the importance of financial education, entrepreneurship and work readiness programs' access for the youth. "We understand the need to do even more, and to be part of the solution for the employability of young people, so that they can either be starting their own businesses or joining organizations that they admire. This is where JA has a big part to play in Brunei - from supporting youths to go aboard, solving eco-challenges, to even practice for schools, the focus here goes beyond employability, but the aspirational goal of education is to support our young people through education to fulfil their dreams." Vivian said in her congratulatory speech.

**JA Brunei Launch was covered in local print and broadcast channels, you may view the full media articles and launch ceremony in action by clicking on the following links:*

[The Brunei Times](#)

[Borneo Bulletin](#)

[The News Centre of Radio Television Brunei](#)

Regional Initiatives, Programs, and Events

2016 kick-started on high note with the Inaugural JA Cha-Ching Program pilot conference – held in Kuala Lumpur, Malaysia on Jan 14, 2016

JA Cha-Ching Program™



Hosted by JA Asia Pacific and Prudence Foundation, the JA Cha-Ching Program pilot implementation conference was attended by JA and Prudential's representatives from the program pilot markets including Hong Kong, Indonesia, Korea, Malaysia, Philippines, Singapore, and Thailand.

The conference was a great success and JA delegates have walked away with:

- ✓ An understanding on the JA Cha-Ching Program's mission, methodology and curriculum
- ✓ Development and Strengthening of the partnership with local Prudential's partners
- ✓ An understanding of program's pilot requirements, process, and timeline, and branding guidelines
- ✓ Key learnings from breakout discussions with Prudential partners
- ✓ Insights on the pilot plan and plan for the go to market strategy

With feedback from the pilot markets collated by mid-2016, the JA Cha-Ching Program will be launched officially across the region in second half of 2016! Please stay tune for more updates on the first program developed in the region!

To learn more, please refer to the [JA Cha-Ching Program](#) page on the [JA Asia Pacific website](#).

Less than 4 weeks away in Seoul from Feb 22 – Feb 24, 2016., the 6th AP JA COY will have close to 60 students from 15 teams representing 10 locations including China, Guam, Hong Kong, Indonesia, Japan, Malaysia, Singapore, Thailand, and Korea. Aside from student companies participating the event from the Asia Pacific region, JA Europe Regional Operating Center will also be sending a student company to join the event as the exhibiting team this year, enhancing cross border experience for students.



Please go to [Asia Pacific JA Company Competition](#) to learn more about the program and competition.

Creating the first ever repository of programs delivered around the globe under the JA umbrella, JA Program Central is coming your way! Imagine having access to information about JA programs from different parts of the world already translated into different languages with student numbers and impact measures. That's where we are headed.

We sincerely invite your support to make this a truly global platform.

- ✓ Please nominate a member of your staff to be the JA Program Central coordinator, so we can provide guidance and access to the online form and other necessary information to the JA Program Central. Please nominate a representative to [Adrian Lee](#) by Friday, January 29.
- ✓ All member organizations will receive in February 2016, customized online forms for each program they reported to implement.
- ✓ All member organizations are expected to provide descriptions of all programs they implement on the online forms before March 31, 2016.

- ✓ A detailed guide on how to fill out the online forms will be developed and made available to all member organizations.
- ✓ JA Asia Pacific will stay in touch and be ready to support each member organization in providing the description of programs in JA Program Central.



JA turns 100 in 2019! JA Asia Pacific, Japan, and Korea joined members from around the globe at the JA Centennial planning kick off meeting hosted in Georgia, U.S.A.

A full three years before JA's centennial, staff from Regional Operating Centers, JA member countries, and JA Worldwide gathered at JA of Georgia (USA) to begin planning our 2019 global celebration. Over 30 team members signed up for work streams focusing on alumni engagement, fundraising, marketing, and events planning. Hear additional details in [Asheesh's video message](#), and look for updates in future JA AP WORKS.

Marketing and Branding

The brand new JA Asia Pacific website is here! To support the rapid growth of our region, JA Asia Pacific is proud to launch first phase of the brand new [JA Asia Pacific Website](#)



In addition to being the regional platform of JA Asia Pacific's online presence, the website serves as JA's online hub of information in the region - where our members, sponsors, volunteers, and students go for content about JA in the region. The second phase of the new website will enhance traffic directed by search engines, media content, and linkages to social media posts. Please stay tune for more updates in future JA AP WORKS.



People

The JA Asia Pacific Board is comprised of distinguished business leaders from across the region, representing diverse business sectors.

We welcome our new JA AP Board Members joining the JA AP Board effective January, 2016:

- **Edward Lee**, Chairman, COL Financial Group, Inc.
- **Mark Manning**, Vice President – Asia Pacific, Caterpillar Financial Services Corporation
- **Toby Brown**, Senior Vice President & Chief Financial Officer – Asia. MetLife Inc.

We thank our retiring JA AP Board Members for their unwavering support and wish them success in the next chapter of their lives.

- **Anthony Nappi**, Asia Pacific Head, Global Transaction Services, Citibank
- **Charles Smith**, Managing Director/CAT Power Finance, Caterpillar Financial Services - Asia Pacific
- **Steve Leonard**, Executive Deputy Chairman, Infocomm Development Authority of Singapore

Please go to the [JA AP Board of Directors](#) page to view the full list of JA AP Board members.

Up-coming key dates

- **February 22-24, 2016**
Asia Pacific JA Company of the Year Competition
Seoul, Korea

Tell us your story

A story on a volunteer? News on people? Big win? Or an inspiring moment experienced? Need help to promote key dates and events in your local JA calendar? 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!