



## 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!





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### 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!





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### 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.





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### 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.







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**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.





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### 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



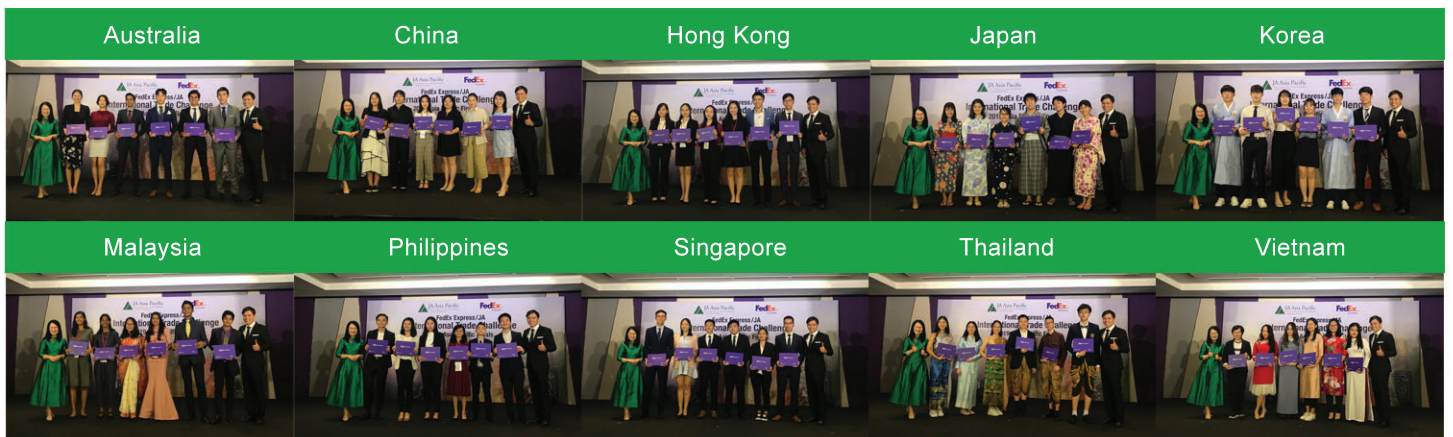


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JA Asia Pacific took the opportunity to express our appreciation to FedEx Express and volunteer facilitators on their dedicated support and partnership for ITC!



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."





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*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.





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### 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

