

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



Will the future of work become the survival of the most adaptable as argued by Paul Mason, emerging technologies director for Innovate UK? How do we prepare our youth in an age of VUCA – Volatility, Uncertainty, Complexity, Ambiguity? And how can JA in the Asia Pacific region play a contributing role to the future of our youth?

In September, I was invited to address these vital and challenging issues at the J.P. Morgan-Asia Society One Step Ahead Series luncheon forum and the 2017 Smart Seoul Conference. At a programmatic level, the key take-aways are the significance of working with youth at an early age, equipping them with interpersonal and communications skills and critical thinking skills, and an opportunity to apply those learnings through trials and errors. At a strategic level, government, business, and the third sector tripartite partnership is critical to creating systematic changes needed to unleash the potential of our youth.

Taking a closer look at our work as I travel around the region this month, we are playing a crucial role in activating youth for the future of work. From South Korea, JA is working with leading technology companies to bring coding and ICT skills to thousands of primary school students to enable them to be future ready. In Indonesia, Malaysia, and the Philippines, our JA leaders are taking 100,000 youth through the Cha-Ching Curriculum as part of developing a generation of financial smart leaders. The work in Sidoarjo, by Prestasi Junior Indonesia has won the support and recognition of the local education ministry and our partner, Prudence Foundation. The JA Pathways to Employment programs in Malaysia and Indonesia are true litmus test of how skills and tools delivered in a JA program can activate youth for employment.

These only represent a small fraction of what JA does in the region every day. These are great work, but are these enough? With the radical pace of change, let's get comfortable with being uncomfortable, and let's get ready to invent and disrupt ourselves so that we can bring learning experiences to our youth that will truly make a difference in their lives and future. Let's do this together.

## The JA STORY

The 14th annual JA Alumni Europe Conference 2017 was successfully held in two beautiful cities in the Czech Republic, Prague and Ostrava from the August 30 to September 3, 2017.

Eight JA Asia Pacific Alumni from Hong Kong, Korea, Singapore, and Vietnam, attended the conference this year. Four of the JA Asia Pacific alumni delegates were attending as JA Asia Pacific sponsored delegates (selected Alumni were sponsored on conference registration fees that cover accommodation plus food and beverage). The other four alumni attended the conference were alumni from JA Singapore representing Team Chaleur, the 1st place in this year's Social Innovation Relay (SIR).

As the feature JA story in this issue of JA AP WORKS, JA Asia Pacific is delighted to share the experience via the messages from some of the Asia Pacific delegates this year for future JA AP Alumni.



JA Asia Pacific delegates sponsored by JA Asia Pacific to attend the 2017 JA Europe Alumni conference L to R: Uiseok Hwang from Korea, Jayin Lee from Singapore, Mavis Hon from Hong Kong, Linh Ta (Lydia) from Vietnam



# JAAP WORKS

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## Message from Mavis Mavis Hon, JA Alumna and JA Hong Kong staff member, to future JA Alumni

Get ready to be an JA ambassador. In the Conference, delegates played the crucial role as local JA chapters' ambassadors. They know the local chapter's activities well and are helping to develop local JA alumni network. I have learned from their stories and shared more from JA Hong Kong as well. Step out of the comfort zone and get ready to an ambassador for JA. Bear in mind this statement: "Learning by doing!" - The more one share from others, the more one will learn from others as well. Participate in an upcoming JA Alumni event or volunteer for a JA event near you! JA Alumni need to come together to develop and bond the JA Alumni network across the region for bigger impact on youth's future.

## Message from Uiseok Hwang, JA Alumnus from Korea, to future JA Alumni:

I sincerely recommend JA Alumni to participate in the JA Europe alumni conference! You can meet many like-minded people who want to be great business leaders, and can get a lot of insights from speeches of successful JA alumni. Who knows whether one of those people or their insights will change your life?



Team Chaleur, the 1st place in this year's Social Innovation Relay (SIR) from JA Singapore attending the 2017 JA Europe Alumni Conference. L to R: – Tran Nguyen Phuong Ha, teacher Ms. P Marakatham, Jonathan Widjaja, Ezekiel Ang, Thaddeus Lee

## Message from Linh Ta (Lydia), JA Alumna from Vietnam, to future JA Alumni:

If I were to say one word about the Prague Conference, it would be "eye-opening". The conference in Prague truly broadens the horizon of my mindset. JA Alumni events grant delegates the stepping stone and bridge to the possibilities in the real world of business. Seize the opportunity to be part of this amazing network!

## Message from Ezekiel Ang, JA Singapore alumni and Team Chaleur member, to future JA Alumni

I was pleasantly enlightened by the things that were shared during the conference, which gave much valuable insights in the world of business and valuable life lessons that can be applied. I have learnt the more you give the more you receive. The people there are very welcoming to new ideas and age is just a number. Many ideas will be shared and it is definitely an opportunity that shouldn't be passed.

## Message from Jonathan Audie Widjaja, JA Singapore alumni and Team Chaleur member, to future JA Alumni:

The conference was a perfect blend of fun and learning, and with each day, I grew more as a person and as an entrepreneur. I always looked forward to what they had in store for us the next day. Overall, the experience was one for the books. The conference in Prague was an eye-opener to me and I did not expect to take back so much from it. I have learnt no matter the challenge you face, enjoy the process.

## Message from Thaddeus Lee, JA Singapore alumni and Team Chaleur member, to future JA Alumni

Attending the conference was an eye-opening experience, and it was energizing interacting with all the young entrepreneurs. I was really inspired by their passion and drive, and feel motivated to chase my own dreams as they do. To younger students looking to take part in the SIR competition and JA Alumni conference, I trust the most important thing to have is sincere passion and drive, which will take you far in anything in life.

## Message from Tran Nguyen Phuong Ha, JA Singapore alumni and Team Chaleur member, to future JA Alumni

I was overwhelmed. Prague is a beautiful city, but the trip provided so much more than just sightseeing. I love the warm and welcoming atmosphere where like-minded individuals treated each other like friends, even though we have just met for the first time. It is incredible to see the energy of youth in its fullest every part of the conference

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 #OneJA



## Regional Initiatives, Programs, and Event

### J.P. Morgan-Asia Society One Step Ahead Series luncheon forum: “Advancing Opportunity for Hong Kong’s Youth: Pathways to Economic Growth and Inclusion”

Held on September 6 at the Hong Kong Asia Society Centre, the insightful forum explored key themes of resolving challenges in education and development for today's youths. The forum was officiated by the Chief Executive of Hong Kong SAR, Mrs. Carrie Lam, addressing the new administration’s key themes of resolving challenges in education and career development.



Vivian Lau, President of JA Asia Pacific was joined by other thought leaders in one of the panel discussions at the forum: School-to-Work Transition: Opportunities and Challenges, exploring Hong Kong's landscape of current employment opportunities and challenges, especially vis-a-vis youths' career aspirations and goals.



Vivian Lau with JA Alumni (L to R) Monique Wong, Evelyn So, Jack Lee, Alice Mong (JA Alumna and Executive Director of Asia Society Hong Kong Centre)



From L to R: • Lau Ming-wai, Chairman, Commission on Youth; Vivian Lau, President, JA Asia Pacific; Carrie Yau, Executive Director, Vocational Training Council; Lincoln Leong, Chief Executive Officer, MTR Corporation; Clay Chandler, Executive Editor, International, Time Inc. (Moderator)

## 2017 Smart Seoul Conference

Every year, The Seoul Digital Foundation holds a conference to gather CTOs, CIOs, policy makers to introduce policies and explore ways to apply them to the Seoul city. This year, the conference was held on September 22, in Seoul, with the title "What's next for Digital Urban Innovation: Social" to show that citizens are at the heart of digital innovation.



Vivian Lau, President of JA Asia Pacific was invited to speak at the conference on topic of "Creating Social Impact through Urban Digital Innovation."

## Girls matter. Women matter. Vivian Lau speaking at "She for She, He for She" at Women in Insurance organized by BOC Life.

In Asia, more and more women are becoming leaders in different areas but many still continue to be faced with challenges which keep them from fully excelling in their careers. On September 25, the third Women in Insurance event co-organized by Asia Insurance, AXA, BOC Life, MetLife and Swiss Re was held with the sharing on "She for She" by Ms. Vivian Lau, President of JA Asia Pacific, and "He for She" by the Honorable Bernard Chan, GBS, JP, the Convener of the Non-Official Members of the Executive Council.



Ms. Vivian Lau, President of JA Asia Pacific and Mr. Bernard Chan, GBS, JP





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## TEDxYouth@HongKong 2017 Kick-off gathering event

In the spirit of ideas worth spreading, TEDx is a program of local, self-organized events that bring people together to share a TED-like experience. At a TEDx event, TEDTalks video and live speakers combine to spark deep discussion and connection in a small group. These local, self-organized events are branded TEDx, where the TED Conference provides general guidance for the TEDx program, but individual TEDx events are self-organized.



TEDxYouth@HongKong is an annual event and is in its eighth year in 2017. Vivian Lau, President of JA Asia Pacific, is the Convener and Curator of TEDxYouth@hongkong since 2010; and JA Asia Pacific is one of the proud organizer for the event. TEDxYouth@Hong will take place in Hong Kong Nov 25 this year - Presenters and performers of prior years and this year joined at the kick-off gathering on September 26 recently. Please stay tuned for more details and exciting line up for TEDxYouth@HongKong 2017.

<https://tedxyouthhongkong.com.hk/>



**TEDx**  
Youth@Hong Kong 2017  
x = independently organized TED event

## Local Events' Highlights

### JA Brunei

Expanding footprint of JA More than Money in collaborations with Brunei Council on Social Welfare and student volunteers from Universiti Brunei Darussalam



On September 3, The Brunei Council on Social Welfare organized a financial literacy and entrepreneurship program through 'JA More than Money' Program for children aged 8 to 12 from Sengkurong Primary and Pintu Malim Primary School.

Mr. Louis Tan, Managing Director of JA Brunei, facilitated the program, together with student volunteers from Universiti Brunei Darussalam and volunteers from Brunei Council on Social Welfare.

In addition, the JA More than Money was first rolled out at the St Andrews school on September 12 to 144 year-5 students. JA Brunei could not have delivered the program without the help of the 12 student volunteers from Universiti Brunei Darussalam.





## JA Hong Kong

JA Company Programme - Orientation for Business Advisors and Link Teachers



130 Business Advisors, 80 plus Link Teachers, and adult coordinators have participated in the 2017/18 JA Company Program orientation on September 28, 2017, an event kicked off by Dr. William Lo, Board Chair of JA Hong Kong. Up to 1,300 students from 80 secondary schools in Hong Kong will compete in a 5 months long program learning business and strategy planning, product design and sourcing, sales and marketing, as well as organization development, financial management, e-commerce, and the potential of digital technology. JA Hong Kong is grateful for the generous support from main sponsors including HSBC, Telstra and Seeds Foundation.

## Prestasi Junior Indonesia (PJI)

Cha-Ching Curriculum Site Visit in Sidoarjo, Indonesia



The celebration of a successful partnership between the Prudence Foundation, JA Asia Pacific, Prestasi Junior Indonesia, and education authorities in the Regency of Sidoarjo took place on September 13, 2017.

More than 29,000 kids from 602 schools experienced financial literacy training via the Cha-Ching Curriculum delivered by 965 teachers in Indonesia.

## JA Thailand

The first session of the 2017 JA Company Program workshop was successfully held at Navamintrachinutit Suankularb Wittayalai Pathum Thani High School, Pathum Thani province, Thailand, on September 6, 2017.



With the support and guidance from Bangkok Bank volunteers, students were encouraged to think, share, speak up, and present ideas in public.



## Up-Coming JA events in October 2017

### JA Guam

Event: JA Guam Symposium "Your Future Unleashed".

Date: October 12

Location: The Hyatt Regency Guam hotel

### JA Hong Kong

Event: JA Company Programme - Orientation for JA Company team members

Date: October 14

Location: Cotton Spinner Association Secondary School

### JA Philippines

Event: The Fourth Cha-Ching Educators Conference

Date: October 27

Location: I'M Hotel, Makati City

### Prestasi Junior Indonesia (PJI)

Event: Prudential Chairman's Challenge – volunteering at residence of Jakarta city sanitation staff

Dates: October 7, 14, 21, 28

Location: Jakarta, Indonesia

### JA Thailand

Event: Cha-Ching Program for children of Prudential staff

Dates: October 11

Location: Prudential Office, Bangkok, Thailand