

Message from Vivian Lau, President of JA Asia Pacific

Dear JA Asia Pacific Colleagues,

It has been a very exciting and busy month in JA Asia Pacific, organizing and completing the successful 2016 Asia Pacific JA Company of the Year competition, a 3-day event hosted by JA Korea in the city of Seoul of Korea from February 22 to 24. We are proud to have SoberDrive Ltd. - UK regional champion student company from Skills for the Future program representing JA Europe joining the AP JA COY event as exhibiting team this year, enabling cross border experience for all participants. In addition, we are extremely grateful for the hard work and dedication of JA Korea, with special recognition for Moonhwan Yuh and Sunah Lee for hosting the 2016 AP JA COY event. Their efforts had brought warmth to all participants in Seoul's cold winter weather!

The 2017 AP JA COY will be hosted by JA Japan. We look forward to another successful event.

Concurrent to the 2016 AP JA COY, the JA AP Board meeting was held on February 24, 2016. It was a great occasion for current board members to meet with new board members joining the JA Asia Pacific Board in 2016 and we welcomed our new JA Asia Pacific board members, Edward Lee, Tony Brown, and Mark Manning at the meeting.

In this issue of the JA AP WORKS, we feature the 2016 AP JA COY event and results and the 2015 Social Innovation Relay global winner story. The second 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

2016 Asia Pacific JA Company of the Year Competition was held successfully in Seoul, Korea from February 22 to 24.

CED student-company from Korea crowned as winner of the 2016 Asia Pacific JA Company of the Year Competition (AP JA COY) after impressing the judges with their strong business concept.

The team sought to develop an environment education game based on the concept of recycling materials. The team had received high praise from judges on their effective, well-constructed presentation, and their good understand as a team on what was going on with their company, products and future had also made a lasting impression. They also won the HSBC Best Financial Management Award.



From L to R: Steve Wong, JA Asia Pacific Board Chair; 2016 AP JA COY 1st price winning team, CED from Korea; Vivian Lau, President of JA Asia Pacific; Asheesh Advani, CEO of JA Worldwide.

During the three-day program, student companies were evaluated by a panel of judges comprised of entrepreneurs, academics, and representatives from the local business community. The participating student companies also showcased their products and services in public at the Trade Fair in City Hall, Seoul. To cheer for the students, JA Korea, host of 2016 AP JA COY has arranged a special performance – the Samulnori, a traditional Korean percussion performance using four different types of instruments. The Korean words ‘Sa’ and ‘mul’ means 4 objects and the word ‘nori’ means to play. To make the trade fair opening performance even more meaningful, the Samulnori performers are actually former COY Alumni!



The Samulnori performance led by a COY Alumnus at 2016 AP JA COY trade fair opening ceremony in the Seoul's city hall.

In addition, JA Asia Pacific was very honored to have the support from JA Asia Pacific Board Chair, Mr. Steve Wong, JA Korea Board Chair, Mr. Kyungsik Kang, JA Korea CEO, Mr. Taejoon Kim, and JA Worldwide CEO, Mr. Asheesh Advani to join Ms. Vivian Lau, President of JA Asia Pacific as officiating guests in the ribbon cutting ceremony for the 2016 AP JA COY Trade Fair at the City Hall on Seoul, Korea on February 24, 2016.



Officiating guests at 2016 AP JA COY trade fair opening ceremony in Seoul's city hall.

59 students from 15 teams representing 10 locations including China, Guam, Hong Kong, Indonesia, Japan, Korea, Malaysia, Singapore, and Thailand. Aside from student companies participating the event from the Asia Pacific region,

SoberDrive Ltd. - regional champion student company from the United Kingdom for Skills for the Future program (representing JA Europe) had joined the event as the exhibiting team this year, enhancing cross border experience for students.



SoberDrive Ltd. - Regional Champion Student Company representing JA Europe from the United Kingdom.



From L to R: 2016 AP JA COY 2nd place winner ReKUnize from Thailand; 1st place winner CED from Korea; Asheesh Advani, CEO of JA Worldwide; Vivian Lau, President of JA Asia Pacific; Steve Wong, JA Asia Pacific Board Chair; 3rd place winner Facio from Singapore.

Jun Hyeok Kwak, team member from CED said: “Winning the Asia Pacific JA Company of the Year Competition is overwhelming, it’s amazing! We are so proud to have won this award after working so hard – thank you to all our supporters. The JA Company Program meant so much to us. We not only grew as a team, but evolved into such a great company. We look forward to exciting opportunities in the future!”

The full list of awardees of the 2016 AP JA COY is as follows:

- ✓ Asia Pacific JA Company of the Year (1st Place) – CED, Korea. CED is also the winner for the HSBC Best Financial Management Award.
- ✓ Asia Pacific JA Company of the Year (2nd Place) – ReKUnize, Thailand

- ✓ Asia Pacific JA Company of the Year (3rd Place) – Facio ,Singapore. Facio is also the winner for the Microsoft Best use of Information Technology Award
- ✓ Young Entrepreneurs’ Choice Award - SYO, Japan
- ✓ FedEx Access Award – MUnited, Thailand.
- ✓ HSBC Best Financial Management Award – CED, Korea. CED is also the 2016 AP JA COY 1st Place winner
- ✓ Microsoft Best Use of Information Technology - Facio, Singapore. Facio is also the 2016 AP JA COY 3rd Place winner



2016 AP JA COY – Young Entrepreneurs Choice Award winner, SYO from Japan.

In the 2014-2015 school-year close to 17,000 students participated in the JA Company Program in Asia Pacific. Learning to run a company from top to bottom, these students created and marketed real products and services. The success of the program is largely due to the wide support from business volunteers, who act as mentors, offering expert advice to the students. Partnering education and business is essential to closing the gap between classroom theory and real-world of business.

Vivian Lau, President of JA Asia Pacific, shared “We are proud to see secondary students across Asia Pacific taking part in our flagship Company Program. Through this initiative students are able to gain key insights into the world of entrepreneurship. This is one of the best experiences a young person can have in order to be successful in today’s global economy. On behalf of JA Asia Pacific, I want to express great appreciation to our guest of honor Mayor Park Won Soon for his inspiring remarks on the importance of fostering entrepreneurship to empower the youth in Korea and the region; JA Korea for hosting another remarkable and memorable regional JA student event; our honorable sponsors and judges; and the support and presence from JA Asia Pacific Board and JA Worldwide.”

The 2017 AP JA COY will be hosted by JA Japan next year and we look forward to another successful event!

To view more photos and videos from the 2016 AP JA COY event, please go to [#APJACOY2016 event page on Facebook.](#)



An inspiring story of a group of Singapore students winning the 2015 Social Innovation Relay Competition.



Team catalyst for change @ the 12th Annual JA-YE Alumni International Conference in Copenhagen, Denmark.

Small Beginnings

The porcelain rice bowl is in vogue.

Gone are the days of job security, stable incomes and employee benefits. As the world hurtles towards an equilibrium characterized by disruptiveness and uncertainty, the iron rice bowl has been relegated to the status of an anachronism. Local employers and employees are responding to the shifts in global winds by favouring freelance labor.

A group of students, known as the Catalysts for Change, recognized the potential of freelance work as a means to promote social inclusion and provide a source of income for less fortunate Singaporeans. The team envisioned a job-matching website that would cater to this often-neglected group and presented their idea at the 2015 Social Innovation Relay. Named HopJob, the service differentiated itself with the Carrot Credit system, which is an online currency that users could exchange for free skill-upgrading courses that would help them to remain relevant in today's fast-moving economy.

The concept of HopJob eventually won the team the Global competition and the chance to participate in the 12th Annual JA-YE Alumni International Conference in Copenhagen, Denmark. The team found the conference to be an excellent opportunity to interact with like-minded individuals such as the other finalists from the Social Innovation Relay as well as international students who had participated in other competitions organized by JA-YE. The Catalysts for Change also attended talks by start-ups and C-suite executives from established firms like SAXO bank and LEGO. One of the speakers provided a particular memorable quote that the team took to heart:

"You miss 100% of the shots you don't take."

It would prove instrumental in determining the path that the team would take upon returning to Singapore.

From HopJob to Emplo

Inspired by their experiences at the conference, the Catalysts for Change have decided to take a shot at turning HobJob into reality. With Mr Benjamin Pwee of the Pwee Foundation as a mentor, the team is currently improving its business

plan and conducting market research while simultaneously developing the mobile and web applications that will provide its core services. Going forth, the team has decided on “Emploi” as the name of its nascent start-up and aims to gain a foothold in Singapore before expanding to neighbouring countries.

At their recent presentation during the 8th Annual JA Singapore Appreciation Reception, the Catalysts for Change expressed their gratitude to JA for the multitude of opportunities that had been afforded to them. Their time with JA has caused a positive shift in their views towards entrepreneurship and given them the courage to embark on the perilous yet rewarding journey of bringing Emploi to market. The team looks forward to the day when it returns to JA to inspire other youth and contribute to JA’s mission of preparing young people to succeed in the global economy.

Marketing and Branding

JA Asia Pacific is launching the 2nd phase of the JA Asia Pacific website. ! To support the rapid growth of our region, JA Asia Pacific is proud to launch 2nd 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 has enhanced traffic directed by search engines, media content, and linkages to social media posts. We have also added a JA AP regional events calendar for increased transparency for all the JA happenings in the region. Please stay tune for more updates in future JA AP WORKS.

Up-coming key dates

Please view the [Event Calendar on JA Asia Pacific Event page.](#)



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!
