



## A Conversation from Maziar Sabet, President and CEO, JA Asia Pacific



Together with the 18 JA Asia Pacific (JA AP) members and partners around the region, JA AP is finding ways to be of service during the ongoing COVID-19 global pandemic. Below is a video that features a recent conversation with Maziar Sabet, President and CEO of JA Asia Pacific, as he shares what's top of mind during the ongoing COVID-19 situation, and how JA AP is approaching the "new normal" through digital innovation and collaboration with partners across the region.

#keeplearning





## The JA Story

### Get to know STEPHEN BARNHAM – our new JA Asia Pacific Board Member



Stephen Barnham joined MetLife in June 2017 as the Chief Information Officer of Asia and a member of the global insurer's Asia Leadership Group. Stephen is responsible for driving MetLife's digital strategy in Asia and overseeing the development and implementation of technology that drives business value and differentiated customer experiences in the region.

Stephen is a board member of LumenLab, MetLife Asia's innovation center, and believes passionately in the power of innovation to disrupt financial services. As part of his role at MetLife, Stephen also advises a number of Fintech and insurtech startups.

Stephen has 30 years of experience in global banking and technology, including 18 years in software development leadership. He joined MetLife from Standard Chartered where he was Group CIO for Financial Markets. Prior to joining Standard Chartered, he held various senior roles at Nomura Securities, Lehman Brothers and Morgan Stanley.

Stephen currently resides in Singapore, but his career has taken him to other parts of Asia and Europe. He speaks fluent Japanese and holds a Bachelor's Degree in Computer Science and Mathematics. He also reads extensively and plays golf badly.

Following is a recent interview with Stephen after he joined the JAAP Board of Directors.

#### 1. What will the world look like for our youth in 2030?

[I think] one in which an education, finance and employment systems support the flexibility needed for a new generation, a large part of which, will live healthy lives to 100 years old.

As the youth of today live longer, healthier lives, the standard three stage life of GenX (education -> work -> retirement) cannot be supported by any government nor pension scheme. This will require a flexible education structure within which the youth will be able to train, work, have children, reskill and work several times.





## The JA Story

### 2. As the new Board Member of JA AP, what is your aspiration for the region?

Through my experience and network, I hope to help deepen the education, entrepreneurship and employability of the youth across the Asia Pacific region.

### 3. What are the opportunities and challenges for JA in Asia Pacific?

Youth are the opportunity. The opportunity for the emergence of a generation that is appropriately skilled and educated in 21st-century skillsets and are well prepared to build and grow economies lifting the wellbeing of all in so doing.

### 4. What was the best advice anyone ever gave you? And did you follow it?

In 1981, an uncle advised me to follow a career in technology. And yes - I did.

### 5. What do you enjoy most outside of work?

Reading. I probably read two to three books, plus numerous journals, per month.





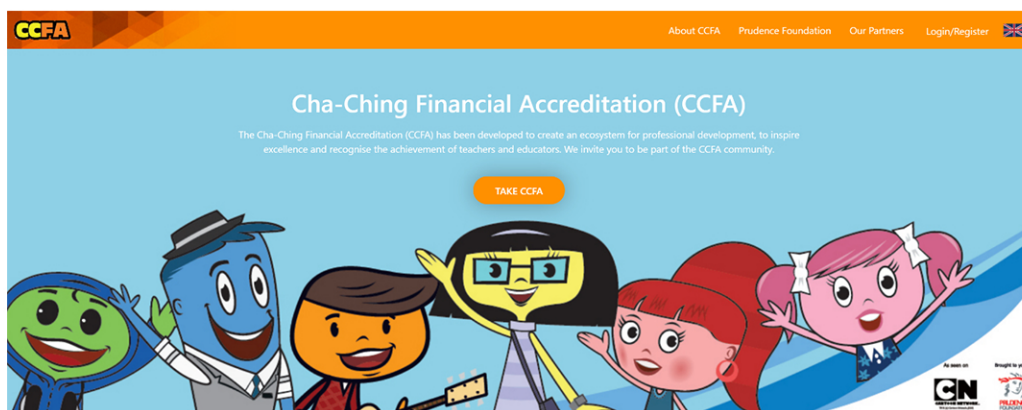
## Global and Regional Initiatives

### Empowering youth for the future of work with Moody's



JA Asia Pacific is excited to partner with Moody's to prepare young people for the future of work in the region. The program is designed to enable Moody's' employees to work with, inspire, and mentor students in ways that uniquely support their developmental needs and promote thought leadership around the future of work. Currently, five JA Asia Pacific locations and seven cities are set to implement the integrated life-skills programs: JA China (Beijing, Shanghai, Shenzhen), JA Hong Kong, JA Japan (Tokyo), JA Korea (Seoul), and JA Singapore.

### Cha-Ching Curriculum Financial Accreditation (CCFA) platform roll-out for Cha-Ching Curriculum Teachers



The Cha-Ching Financial Accreditation – CCFA, has been developed to create an ecosystem that enables professional development, inspire excellence as well as recognize the achievement of teachers and educators. CCFA reflects our continuous efforts to elevate teachers' confidence to deliver our high-quality curriculum, as well as to inspire excellence and recognize the achievements of teachers and educators.

Working closely with Prudence Foundation, JA AP is supporting JA members and Prudential offices in Cha-Ching markets to roll-out and localize the CCFA platform in Q2 of 2020.

For more information on CCFA, please click:

<https://youtu.be/2xOrXn1cxIA>





## Global and Regional Initiatives

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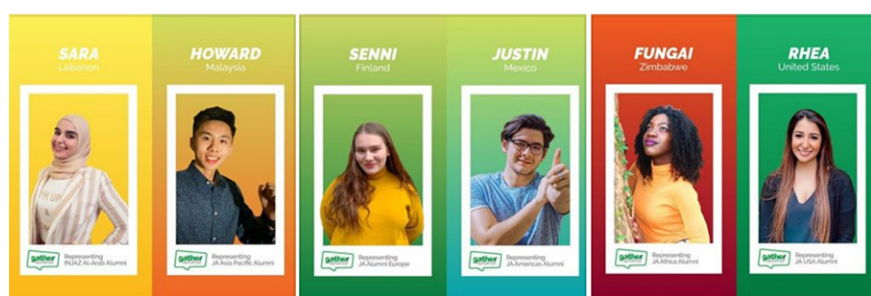
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## Announcing our 2020 Gather Reporters



Congratulations to all six #GatherReporters representing each of our six JA Worldwide regional alumni networks around the world!

JA AP is extremely proud of **Howard Leong from Malaysia**, an ITC alumnus selected as the JA reporter representing @jaasiapacific alumni. In the next six months, all six JA reporters will be learning from professional writers, and each other, to tell JA stories more effectively moving forward. Please stay tuned to learn more about Howard. We look forward to working with Howard closely to help tell more JA stories from the region!



## Global and Regional Initiatives

JA'S Annual Report, Factbook, And Year in Review are available online



The JA Worldwide 2019 Annual Report, Factbook, and online Year In Review (<https://jaworldwideyearinreview.org>) are ready to download, print, or view online. With six regional operating centers, JA offices in over 100 countries, representing more than 12 million young people served annually, and 100 years of history, 2019 was a very big year! The Annual Report, Factbook, and online Year in Review can be used for local marketing, fundraising, and recruitment efforts, as all three reflect the remarkable successes achieved throughout our entire global network.



## Highlights from JA Asia Pacific Members

The COVID-19 situation continues to affect everyone around the world. JA members across the JA Asia Pacific network are handling school closures triggered by COVID-19 by using previously implemented digital platforms and tool modernization. Thanks to these early investments in digital transformation, our members have been able to shift their programs and events online, offering continuity of education for countless JA students.

Let's hear from some of the JA leaders around the region on how they are working closely as one JA team to meet the unique challenges of this moment.

#KeepLearning #OneJA

### JA China



Alice Chou, Executive Director, JA China

"In February, when all schools were shut down, we took decisive action to put our two university programs completely online. This was a test of our creativity and resilience as a team. Our staff redesigned the classes, and our business volunteers rose to the occasion and quickly adapted to teaching online. Our first class saw more than half of the students from the Hubei area [take part] where we targeted our marketing efforts as a gesture of goodwill. Since then, our university program has gone national, with students from many remote cities where JA had no previous presence. We continue to innovate our class design to narrow the gap between participants and volunteers."



"One initiative launched during COVID 19 was a **national essay competition on the theme of "Businesses' Responsibility to Society."** In light of the coronavirus crisis, where there are dire needs, the program challenged students to observe how businesses have responded, and to think deeply about the role private enterprises can play in contributing to the collective effort in the alleviation of needs and suffering for a better society. This contest is a representation of first-hand JA learning experiences that are valuable and of real-life application for our students."



## Highlights from JA Asia Pacific Members

### JA Hong Kong



Vivian Choi, CEO, JA Hong Kong

"Is the glass half empty or half full?" It is our choice as to what we see in a given situation. Currently, we are presented not just with difficulties, but also with learning opportunities, which get us out of our comfort zones and [make us] better prepared for more challenges ahead and [able to] live up to the JA entrepreneurial spirit!"



JA 學生營商體驗計劃 2019/20  
JA COMPANY PROGRAMME 2019/20



### 復活節特別活動 | EASTER SPECIAL EVENT CP快閃網上市集 CP E-POPU

由JA學生公司直播介紹多款全心全意設計和製作的產品！  
JA Companies introduce full-heartedly designed and craft products in Live!



"CP e-PopUp is an Easter special event held on April 10t and 11t, to empower the young entrepreneurs participating in JA Company Programme 2019/20 to reach out to new customers during the ongoing social distancing situation we all find ourselves in. During this exciting virtual event, 26 student teams interacted with JA's honorable guests and the general public via video conferencing to showcase their products with a 90-second sales pitch. The event successfully impacted over 8,000 individuals and brought extended pitching opportunities to the participating JA Companies!

Students enjoyed real-time virtual interaction with potential customers at CP e-PopUp, and they also reported at the post-event survey that the experience was inspiring and helped them gain confidence in using online channels to reach out to new customers."

View the students' passionate pitches at CP ePopUp on JA Hong Kong' Facebook or click the link below to watch the live recorded clip:

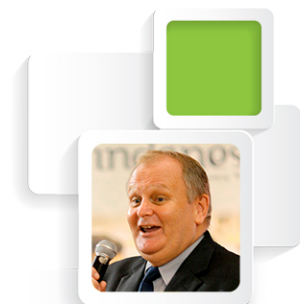
<https://www.facebook.com/JAHONGKONG/videos/540337636908023/>





## Highlights from JA Asia Pacific Members

### Prestasi Junior Indonesia (PJI)



"We understand the importance of our partnerships and are working collaboratively to be able to maintain volunteer engagement, mobilize creative and engaging learning strategies, and correlate with the standards articulated by education authorities. In doing so, we need to maintain a communication network which addresses the resources available to young people to ensure "no one is left behind.""

Rob Gardiner, Executive Director, Prestasi Junior Indonesia



"**Edutech Smart Children** is a technology-based learning program which facilitates the introduction of basic concepts of finance to children and builds a culture of wise money management from an early age while they are at home. Elementary school children can access 15 JA lessons (JA Ourselves, JA Our Community, and JA Our City) online at [www.anakcerdas.prestasijunior.org](http://www.anakcerdas.prestasijunior.org).

These lessons have been translated / localized and incorporate engaging activities which require students to make decisions regarding money management. The material and presentation provide a discussion room for parents and children to optimize children's understanding of finance. It has been designed to enable parents to work together at home, allowing all parties to benefit from the learning experience. After completing all sessions in each segment, the child will receive a program completion e-certificate sent to the registered email address."



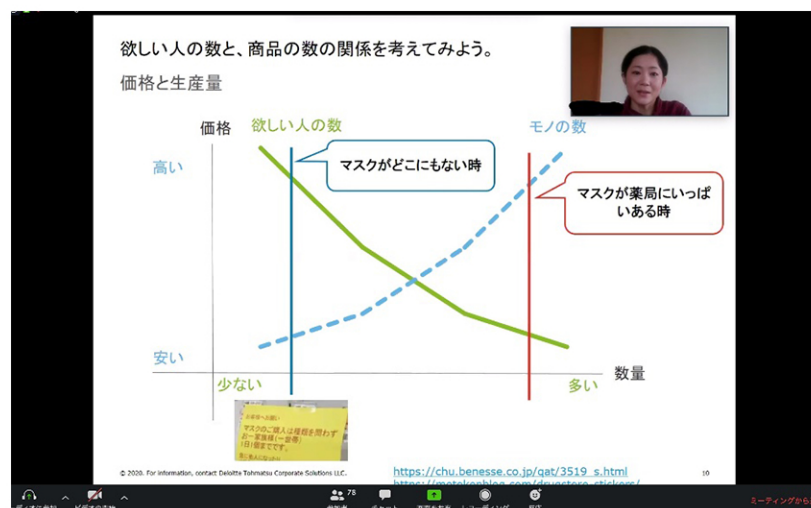
## Highlights from JA Asia Pacific Members

### JA Japan



"Challenges can be opportunities. Even physical events / programs are impossible [given the current situation]. Moving forward, a strong connection with companies is JA's advantage. So many organizations / companies have started providing youth with online learning content, but JA Japan will continue to focus on connecting students and company volunteers for virtual mentoring and career talks."

Yoriko Kuroki, Executive Director - Operations, JA Japan



JA Japan conducted an online MESE (Management & Economics Simulation Exercise) competition for 72 university students during the recent school shut-down. Another such study was just started for 80 high school students last week. Instructions were provided with Zoom by a school teacher / company volunteer, and students deeply appreciated this exciting learning opportunity!



## Highlights from JA Asia Pacific Members

### JA Korea



"90% of children and youth in Korea are not in school because of the current COVID-19 pandemic. This is certainly something the world has not experienced before. We are doing our best to get through this challenge. JA Korea has been preparing and conducting virtual and remote learning programs to enable continued learning for our youth during school closures."

Moonhwan Yuh, Chief Operating Officer, JA Korea



**Tapping into new job opportunities in the cybersecurity space through online training programs for youth and discontinued career women.**

"98 women were selected through online interviews. The participants attended an online 'Webinar' supported by Microsoft volunteers. Co-sponsored by the government agency, WISET (Korea Center for Women In Science, Engineering and Technology), the program aims to help women in STEM to reskill their careers in cybersecurity for future job opportunities."

To learn more about this program, please click: <https://youtu.be/9PcmH3mKkP4>



## Highlights from JA Asia Pacific Members

### JA Malaysia



"To quote Franklin D Roosevelt - "We cannot always build the future for our youth, but we can build our youth for the future."

We are investing more time and connecting digitally to give our youth the experience of functioning in a new norm."

Shanthi Kanthaswamy, Executive Director, JA Malaysia



"In collaboration with two of JA Malaysia's Alumni, JA Malaysia conducted a Product Development workshop that was attended virtually by 170 participants. In this workshop, students were exposed to creative ways they can problem-solve using the latest technology. This was the first virtual workshop conducted by JA Malaysia, helping pave the way for the JA team to evolve and fulfil the needs of students with minimal disruption to their education during these challenging times."





## Highlights from JA Asia Pacific Members

### JA Turkmenistan



"In the context of the COVID-19 pandemic, it is critical to continue developing our youth potential. A more active introduction of new digital programs and innovative communication and training technologies could be the key to creating and expanding the opportunities for young people in receiving knowledge and skills."

Ayna Bayramova, Executive Director of JA Turkmenistan



"Intensive work on the introduction of innovative digital technologies into learning processes is taking place within the framework of USAID's Enriching Youth for Tomorrow Project in Turkmenistan. This work is in line with state policy, which declared the digitization of the economy as one of Turkmenistan's top priorities. The global challenges caused by the COVID-19 pandemic are forcing the project to intensify work in this direction.

Presently, a modular pilot program consisting of webinars is underway. The program consists of three webinars: "What is a webinar?" "Algorithm for creating a webinar" and "Legal aspects of organizing online training".

The goal of the program is to train a cohort of online trainers to be able to develop and conduct youth webinars on various topics in areas of entrepreneurship, soft skills and healthy lifestyles. In the future, this will allow for creating opportunities for youth to improve their skills and knowledge while staying safe at home."