



JA  
Asia Pacific

Member of JA Worldwide



JA  
Japan

Member of  
JA Worldwide



JA Company  
of the Year  
Competition

10 - 14 MARCH 2025  
TOKYO, JAPAN



# Message from JA Asia Pacific



To all the youth participants gathered for the 2025 JA Asia Pacific Company of the Year Competition: congratulations on reaching an incredible milestone! Representing your markets on this prestigious regional platform is no small feat, and we celebrate your dedication, innovation, and entrepreneurial spirit.

This year, we come together in Tokyo for the 15th edition of this remarkable event—one that highlights not only youth entrepreneurship, but also the resilience, creativity, and collaboration that define 21st-century leadership. In a region that is home to 60% of the world's youth, the young people gathered with us in at this JA Asia Pacific COY Competition stand as a testament to the potential of young people to shape a brighter future.

A special appreciation goes to our hosts, JA Japan, for their dedication in bringing this competition to life. This year also marks JA Japan's 30th anniversary, a milestone that reflects three decades of empowering young people with the skills to succeed. Congratulations to JA Japan's Board Chair, Hideo Sagawa; Executive Director, Yoriko Kuroki; and all of JA Japan's Board members, staff, volunteers and supporters for their unwavering commitment to impact-driven education. You have transformed the lives of countless young people, and we are proud to celebrate this achievement with you.

We are immensely grateful to our partners, sponsors, and supporters who make this event possible. A special thank you to PMIEF and BNY for their commitment to fostering project management and entrepreneurial skills among young people. Your support helps equip the next generation with the tools to navigate an uncertain future with confidence and purpose.

I would like to also acknowledge the mentors, teachers, chaperones, parents, and friends who have supported JA students throughout this journey. Their encouragement and guidance have played a meaningful role in shaping your growth, and today, they celebrate this achievement with you.

Our deep gratitude goes out to all JA Members in the Asia Pacific region who relentlessly believe in the boundless potential of youth. Our work enables young people to develop the skillset and mindset to build thriving communities.

To our incredible students—embrace this experience, challenge yourselves, and take every opportunity to learn. No matter the outcome, you are already winners, shaping a future that is brighter, more innovative, and filled with limitless possibilities. Beyond the competition, your journey as young entrepreneurs is about more than just business—it's about developing the skills that will shape your future. Critical thinking, adaptability, teamwork, and leadership are essential for success in the 21st century, and through this experience, you are already proving your ability to navigate challenges and create opportunities.

From all of us at JA Asia Pacific, we wish you the very best. May this competition be more than just a challenge—may it be the beginning of an extraordinary journey that empowers you to create meaningful impact in your communities and beyond.

Good luck, and let's make this a competition to remember!

**Maziar Sabet**  
*President and CEO, JA Asia Pacific*

# About JA Asia Pacific



JA Asia Pacific is a Member of JA Worldwide, one of the world's largest youth-serving NGOs dedicated to preparing young people for employment and entrepreneurship. For more than 100 years, JA has delivered hands-on, experiential learning in work readiness, financial literacy, and entrepreneurship. JA creates pathways for employability, job creation and financial success.

As the Asia Pacific region is home to 60% of the world's youth, JA Asia Pacific aims to empower young people to benefit from and contribute to the region's economic development and to create a positive impact in their lives and communities. Operating across 17 countries and territories, the JA Asia Pacific network equips young people with the employment and entrepreneurship skillsets and mindsets they need to succeed. JA Asia Pacific is supported by nearly 59,200 volunteers and teachers, with a student reach of more than 4 million as of 2024. By building abilities and nurturing self-belief, JA prepares youth for the future of work, ensures they have the tools to be financially capable adults, and teaches them to think entrepreneurially.

As a Member of JA Worldwide, we deliver more than 15 million student learning experiences through over 500,000 teachers and business volunteers, in over 100 countries. JA is one of few organizations with the scale, experience, and passion to build a brighter future for the next generation of global innovators, entrepreneurs, and leaders.



# Message from JA Japan



Dear students, school teachers,  
JA friends, and valued supporters:

JA Japan is honored to host the JA Company of the Year Competition 2025 along with the celebration of our incredible 30th anniversary. My heart is filled with pride, gratitude, and a deep sense of responsibility. This milestone is not just a number - it is a testament to the dedication, passion, and unwavering commitment of every individual who has been part of our JA journey.

When we first started this organization in 1995, we dared to dream of making a difference to impact the lives of youth and educational system in Japan. Though there are still tremendous challenges and issues to tackle, every step we took was driven by our relentless desire to innovate, to push the limits, and to deliver more than just programs, but real value. One of our biggest milestones was starting up “Student City” (BizTown) in Tokyo in 2003, the first program site outside of the United States. Elementary school students who visited “Student City” when it began, have since become parents and business professionals, and are now coming back as volunteers to pay forward what they learned through the program to future generations.

Looking back, I am in awe of everything we have achieved together. Our success is not just about the growth, but about the lives we’ve inspired, the relationships we’ve built, and the trust we’ve earned. We are here today because of the unwavering support of our incredible team, our global colleagues, and our devoted supporters. Without you, none of this would have been possible.



Hosting the JA Company of the Year Competition 2025 is the beginning of the next chapter for JA Japan. We are sure that the students will work hard to demonstrate their achievement, network with other students from the 12 different markets in Asia Pacific and develop life-long friendships. We cannot wait to witness such beautiful moments. I believe the participants of JA COYC 2025 would also be able to create positive impact in the lives of others and make this world even better in the future.

Together, let’s celebrate that we have built something extraordinary, and achieve even more in the years to come!

With all my gratitude,

**Hideo Sagawa**  
Chairman of the Board of Directors,  
Senior Executive Director, JA Japan

# History of JA COY Competition



The three - day competition is JA Asia Pacific's annual celebration of the achievements of JA Company Program students in the region. JA Asia Pacific, the Regional Operating Center of JA Worldwide, is the organiser of the competition in the Asia Pacific region.



This year, JA Japan is the host of the 2025 JA Asia Pacific COYC held in-person from 10th to 13th March 2025. At this event, outstanding JA Companies from locations across the region will proudly present the results of their enterprise and learning experience. In the Program throughout the school year, student teams run mini companies, having a proper organization structure, and develop products.

During the Competition, finalist teams, known as Students Companies (SCs) go through four stages of assessment:

- The Company Report - an opportunity to summarize the company's business operations, and reports of what was learned and achieved;
- A Business Presentation - an audio visual summary of the key experiences and achievements of the company, bringing to life and including the accomplishments and challenges of the business' endeavor for the audience;
- A Panel Interview - an opportunity for Judges to probe company members on their understanding of how and why the company performed as it did, the general lessons they gained from the experience and how these lessons might be applied in a new business context; and
- A Trade Fair - the company's direct encounter with judges in a marketplace environment that is open to the public.

The competition is not simply a business competition for young people. The goal is to balance the business achievements of each company as a whole with the personal development of each individual member. At each stage of the competition process, judges make an assessment of the company and ultimately decide which JA Student Companies will take home the JA Company of the Year honor. The annual regional JA COYC in each of the six regions in the world channels winners to a global level competition, the De La Vega Global Entrepreneurship Award that recognizes outstanding JA entrepreneurs.





PMI Educational Foundation is a philanthropic organization supporting the Project Management Institute (PMI), the world’s leading not-for-profit professional membership association for those who consider project, program, or portfolio management their profession. Founded in 1990, PMIEF cultivates long-term relationships with nonprofits across the globe to help them integrate project management in their youth programs and to build their own project management capacity. The Foundation achieves its mission to “enable youth to realize their potential and transform lives through project management” and its vision for “inspiring youth to achieve their goals, making dreams a reality” by investing in high-quality organizations that exemplify a commitment to preparing young people for 21st century success and an appreciation for both the societal application and value of project management. Visit [PMIEF.org](https://www.pmief.org) for more information.

For this year’s JA Company of the Year Competition, PMIEF will be awarding three teams with the Best Application of Project Management Award. This signature award is designed to recognize and celebrate the outstanding efforts of teams who excel in understanding and applying project management concepts based on the outcome of a PMIEF session during the in-person event.



BNY is a global financial services company that helps make money work for the world – managing it, moving it and keeping it safe. For more than 240 years BNY has partnered alongside clients, putting its expertise and platforms to work to help them achieve their ambitions. Today BNY helps over 90% of Fortune 100 companies and nearly all the top 100 banks globally to access the money they need. BNY supports governments in funding local projects and works with over 90% of the top 100 pension plans to safeguard investments for millions of individuals, and so much more. As of December 31, 2024, BNY oversees \$52.1 trillion in assets under custody and/or administration and \$2.0 trillion in assets under management.

BNY is the corporate brand of The Bank of New York Mellon Corporation (NYSE: BK). Headquartered in New York City, BNY employs over 50,000 people globally and has been named among Fortune's World's Most Admired Companies and Fast Company's Best Workplaces for Innovators. Additional information is available on [www.bny.com](http://www.bny.com). Follow on LinkedIn or visit the BNY Newsroom for the latest company news.

For this year's JA Company of the Year Competition, BNY will be awarding one team with the BNY Resilient Futures Award. The BNY Resilient Futures Award celebrates forward thinking social enterprise start-ups that demonstrate resilience and innovation in shaping future systems. This award recognises ideas and endeavours that not only address current societal challenges but also anticipate and adapt to future trends, ensuring sustainability and fostering growth in an ever-changing landscape.

## Sponsors





# 2025 JA Asia Pacific COYC Awards

## Main Award

JA Company of  
the Year 2025



## Special Awards

Best Financial  
Management Award

Product of the Year  
Award

## Partner Awards

PMIEF Best Application  
of Project Management



BNY Resilient Futures  
Award

## Student Choice

Popular Choice Award

# Event Agenda

## Monday, 10 March 2025

TIME (JST)	EVENT	LOCATION	PARTICIPANTS
18:00 - 19:00	Orientation Meeting	Meeting Room 2	JA Senior Leaders, Chaperones & Observers
	Welcome & Ice Breaking	Hall A	Students only
19:00 - 20:15	Welcome Dinner	Hall B	All
20:15 - 21:00	JA Alumni Community	Hall A	Students only

## Tuesday, 11 March 2025

09:00 - 10:00	Opening of JA COYC 2025	Hall A	All
10:00 - 11:30	PMIEF Workshop		All
11:30 - 13:00	Practice Time		Students, Chaperones
13:00-14:00	Lunch	Hall B	All
14:00 - 17:00	Business Presentation Technical Check	Hall A	Scheduled Teams
18:00 - 21:00	Dinner		All
22:00 - 23:00	De La Vega Awards 2025 : Live Stream Watch Party	Hall A	Optional

## Wednesday, 12 March 2025

09:30 - 13:00	Assessment: Business Presentations	Hall A	All + Judges
13:00 - 14:00	Lunch	Hall B	
14:00 - 16:00	Assessment: Panel Interviews	Meeting Rooms 2, 3, 4	Students + Judges only
16:00 - 16:45	Judge's feedback		Students, Chaperones, Observers + Judges
16:45 - 18:15	Free Time		All
18:15 - 18:30	Trade Fair Briefing	Hall B	All
18:30 - 21:30	Dinner & Talent Night		

## Thursday, 13 March 2025

08:45	Leave for Trade Fair & Popular Choice Voting	Hotel Lobby	All
10:00 - 10:30	Group Photo	Imperial Palace	All
10:30 - 12:00	Set up Trade Fair	KITTE Marunouchi	Students, Chaperones
12:00 - 15:00	Trade Fair	KITTE Marunouchi	All
13:00 - 14:00	Lunch	A location nearby	All
15:00 - 15:30	Pack up Trade Fair	KITTE Marunouchi	Students, Chaperones
15:30 - 18:30	Excursion	Tokyo City	All
19:30 - 22:30	Gala Dinner & Awards Ceremony	Hall A	All + Guests
22:30 - 23:00	DJ Time		



# Timeless Ink

*The First Highschool of Changsha*  
China



## About the Company

Timeless Ink is a creative team dedicated to preserving and promoting traditional Chinese culture. The company is committed to its mission of "Preserving and promoting Chinese culture," creating innovative cultural products that blend tradition with modernity to inspire greater appreciation and engagement.

## About the Product

Nüshu Monopoly Board Game, inspired by Nüshu, a unique intangible cultural heritage of China.







# Rooted



*Blended- Academy of Our Lady Guam, Father  
Duenas Memorial School, Harvest Christian Academy*  
**Guam**

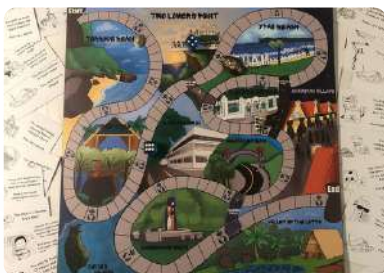


## About the Company

We are a Junior Achievement Guam Company sponsored by Bank of Hawaii and our mission is to preserve the Chamorro culture and connect generations through our product Ensena.

## About the Product

Board game promoting Guam.





# Estoria Guam

Harvest Christian Academy  
Guam

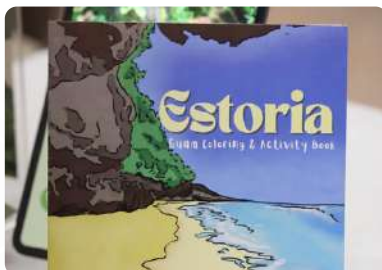


## About the Company

Estoria is dedicated to preserving Guam's rich cultural heritage through an engaging coloring and activity book. Created and illustrated by local students, our book brings Chamorro legends to life while introducing young readers to iconic island symbols through stories, puzzles, and more. Produced locally to support island businesses, it is 100% recyclable and designed with the community in mind.

## About the Product

Colouring and Activity book teaching Guam culture and history.





# Alentar

*International Christian Quality Music Secondary  
and Primary School*

**Hong Kong SAR**



## About the Company

Alentar is made up of 26 students united by the common goal to promote empathy through card games.

## About the Product

Gotcha! a Card Game promoting Empathy.







# Zester

*Island School*

Hong Kong SAR



## About the Company

The first step to solving world issues is to understand them first — only with knowledge and awareness can you act to change the world. Increasingly, schools and commercial organizations have recognized this fact, and are training their students and employees on ESG and sustainability to become actors for social good. Yet, without engaging and accessible methods to teach these complex concepts, we are failing to empower people to become active global citizens. Zester's mission, therefore, is to promote SDG awareness and action in the only way possible—without you getting bored. In doing so, we catalyze the next generation of societal change.

## About the Product

SDG Card Game & Sustainability Workshops.





# Deaura

*Maharaja Sawai Man Singh Vidyalaya, Jaipur,  
Rajasthan, India*

**India**



## About the Company

At Deaura, we integrate sustainability into everyday life by transforming discarded plastic and cork into stylish, affordable accessories. As a trusted brand, we are committed to advocating sustainability and empowering consumers to make eco-conscious choices that reduce their carbon footprint. Our vision is to revolutionize the fashion industry by making upcycled products the norm. We inspire individuals to embrace sustainability without compromising on style, promoting a greener planet and a waste-free future.

## About the Product

Transforming discarded plastic into accessories.







# CigCreate

Tagore International School, Vasant Vihar  
India



## About the Company

CigCreate Ltd. is a pioneering brand recycling cigarette butts into eco-friendly foot mats. The company transforms toxic waste into sustainable products that benefit both the community and the planet. The mission includes reducing pollution, empowering local artisans and turning ash into cash!

## About the Product

Recycled cigarette butts into foot mats.







**IUVENTA** Student Company



*Sekolah Menengah Atas Negeri 4 Denpasar*  
**Indonesia**



## About the Company

The future belongs to those who prepare today, we are from IUVENTA Student Company or a company of young people with all our knowledge and goals are present to assemble youth for a bright shared future. The company, named IUVENTA Student Company, is a company founded by students of SMAN 4 Denpasar, by creating cleaning products that are more environmentally friendly and beneficial for households, office workers and the entire community with efficient and hygienic cleaning products. The IUVENTA Student Company itself was developed by 25 (twenty-five) company members who met the requirements and passed the selection stage. We will work by prioritizing the company's values so as to produce quality human resources and create creative, innovative and inspiring products for the community.

## About the Product

Shoe cleaner made from banana peel.





# Connect Plus

Tokyo Seitoku High School  
Japan



## About the Company

We want to create products that allow each person to express their individuality by reworking the drawstring pouch into a new form.

## About the Product

Drawstring pouch.







# MA-MO

*Fukuoka Futaba High School*  
**Japan**



## About the Company

We founded MA-MO to develop an environmentally friendly deodorant made from recycled waste materials and contribute to a sustainable society.

## About the Product

Deodorizer made from recycled wood chips.







# Uranus Enterprise

Chung Ling High School  
Malaysia



## About the Company

Uranus Enterprise is a youth-led company established under the Young Enterprise Program in 2024. The company aims to empower young entrepreneurs by fostering creativity, teamwork, and hands-on business experience. Focused on innovation and sustainability, Uranus Enterprise specializes in creating practical and eco-friendly products that address everyday needs while leaving a positive environmental impact. Our flagship products include the Multipurpose Sound Amplifier, a portable, electricity-free audio enhancer that also functions as a phone stand, and the Gravity Chair, a lightweight, foldable, and ergonomic chair made from sustainable materials. These products embody our mission to combine functionality, style, and eco-consciousness.

Throughout our journey, we have overcome various challenges, such as managing limited resources, balancing team responsibilities, and responding to customer feedback to improve product designs. Uranus Enterprise actively participates in initiatives like the Young Enterprise Sales Fair, Corporate Social Responsibility (CSR) projects, and skill-enhancing workshops, which strengthen our operational strategies and team dynamics.

## About the Product

Multipurpose Sound Amplifier and Gravity Chair.





# RAY Enterprise

Pay Fong Middle School  
Malaysia



## About the Company

RAY stands for “Responsible and Young.” Founded by students with support from Julie’s CSR team and JA Malaysia, we are more than just a business; we are a youth-driven movement advocating for sustainability and environmental responsibility.

## About the Product

Interactive Picture Book.







# Tagpian Co.

St. Scholastica's College Manila  
Philippines



## About the Company

Tagpian is a portmanteau of tagpi-tagpi, a weaving art form in the Philippines, and tagpuan or meeting place. We advocate and promote local art and environmental sustainability in our products; thus, the company is “where art and sustainability meet.” With our goal of making sustainability convenient, we create sustainable and convertible tumbler bags.

## About the Product

2-in-1 Bag and Tumbler Holder.







# ADHALA

*St. Scholastica's College Manila*  
**Philippines**



## About the Company

Adhala is a mini company composed of eight driven women passionate about innovation and sustainability. Our mission is to contribute to an eco-friendly society through our product: 3D printed sunglasses made from recycled polyethylene terephthalate (PET) bottles. These sunglasses are designed to be classic, stylish, and versatile, fitting any look. In addition to promoting sustainable fashion, we aim to raise awareness about the importance of using recycled materials in everyday products.

## About the Product

3D Printed Eco-Friendly Sunglasses.





# BBBig

Korean Minjok Leadership Academy  
Republic of Korea



## About the Company

FOODYUMMY, is a company dedicated to solving picky eating challenges in children by fostering positive insights about various healthy foods. Our company specializes in creating educational board games that encourage kids to explore new foods and develop healthy eating habits in an engaging and enjoyable way.

## About the Product

Board game to teach healthy eating habits in children.



**SORBY**

**SORBY**

*Hanmin Academy (Highschool)*

**Republic of Korea**



## About the Company

SORBY is an abbreviation for 'Story Of Rubbish By You', and it contains our company's slogan to recreate all waste with new values. We focus on solving biological waste problems and dreams of a sustainable future. As a first step, we are projecting a shower filter item business using starfish, a marine waste.

## About the Product

Innovative water purification solution in the form of a shower filter.







# Greentopia

Nexus International School of Singapore  
Singapore



## About the Company

Our product, Greentopia, is a strategic card game designed to promote sustainability and environmental awareness. The objective is to collect 12 eco-points by solving environmental challenges, all while keeping the Sustainability Index (SI) above zero. The game supports 2-4 players and combines elements of cooperation and competition.

## About the Product

Card Game designed to promote sustainability and environmental awareness.





# RELEAF



*The International Program of Kasetsart University  
Laboratory School*

**Thailand**



## About the Company

Our company is a sustainable business that aims to give back to the environment through creativity and raising awareness through new generations.

## About the Product

Multifunctional notebook that contains a todo-list, a coloring storybook, a foldable calendar, and notebook pages.







# Bliss

Charter International School  
Thailand



## About the Company

Bliss is a company that sells tubes and containers which are made of rice husks with the goal of being environmentally conscious and sustainable. We aim to provide an alternative packaging that would not only be effective but also reduces waste and plastic consumption.

## About the Product

Packaging made from Rice Husk.







# LoopZ

*The Olympia Schools*  
**Vietnam**



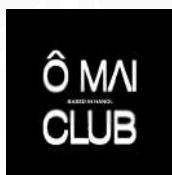
## About the Company

A student-led business that produces sustainable sportswear products made from recycled plastic bottles.

## About the Product

Sportswear made from recycled plastic bottles.





# Ô MAI CLUB

*The Olympia Schools*  
Vietnam



## About the Company

Our company is a young, eco-conscious startup. We specialize in creating bags and accessories made from upcycled denim fabric, with a focus on sustainability. Our team of four passionate members is dedicated to reducing textile waste and promoting a circular economy.

## About the Product

Repurposing denim to make bags and accessories.





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