

# JA AP WORKS

March 2017



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

The largest ever JA AP COY in Japan with 19 teams from 13 Asia Pacific locations showcased the creativity, entrepreneurship and business acumen of our young entrepreneurs around the network. From tackling social to national issues, from persevering national tradition and culture, pushing the envelope of integration of technology, JA AP COY participants went home with an entrepreneurial journey of a lifetime.

Right after the JA AP COY, I had the opportunity to visit JA India in Chennai, Mumbai and Delhi. India is an incredibly rich and complex book full of vibrancy and the integration of ancient and modern; and with over 50% population under the age of 25. Asheesh Advani, Margie Wang, Brandie Conforti and I were honored to witness the great impact Venkat Matoory and the JA India team are creating in the 6<sup>th</sup> largest economy in the world.

PJI broke new ground by signing a MOU to have the Cha-Ching Curriculum implemented in the schools of Sidoarjo, Indonesia on March 1, 2017. With the support of Prudence Foundation, and under the leadership of Rob Gardiner and the dedication of Vitis Rakhma, over 500 teachers were trained to develop responsible leaders.

Please enjoy a recap of some of the special moments at the 7<sup>th</sup> JA AP COY in Tokyo and update on some of the recent regional initiatives and opportunities to engage with JA Alumni in the region.



JA AP SLT meeting and tour at the Student City in Shinagawa, Tokyo



Thanks to our JA India Team for activating employment opportunities for our youth. An incredible Indian Immersion journey!



MOU signing ceremony officiated by representatives from the Education Ministry of Sidoarjo, Prudence Foundation, JA Asia Pacific, and PJI to have the Cha-Ching Curriculum implemented in the schools of Sidoarjo, Indonesia

## Special Feature Story

---

### 2017 JA Asia Pacific Company of the Year Competition (JA AP COY)

#### Appreciation to our heroes behind the scenes



2017 JA AP COY participants in the first ever "I am JA" Graduation moment at the JA AP COY Awards Dinner

The 7th JA AP COY was successfully held from Feb 19 to 22, 2017 in Tokyo, Japan. The largest representation since the competition started in 2011, 76 students representing 19 student companies and 13 locations participated in this year's competitions. The 13 participating locations include: Brunei, China, Guam, Hong Kong, India, Indonesia, Japan, Kazakhstan, Korea, Malaysia, Philippines, Singapore, and Thailand.

#### Behind the scenes heroes

In addition to the participation and hard work of the students, the JA AP COY competition and event is not made possible without the dedicated support from our esteemed panel of judges throughout the 4 stages of the competition:

1. Review of Company reports prior to JA AP COY
2. Review business presentations by all teams at the JA AP COY
3. Interviewing participating teams at the JA AP COY
4. Attend and visit the JA AP COY Trade fair booths

"The experience as part of the judging panel for the 2017 JA AP COY in Tokyo had simply been phenomenal. In 2016, the JA company program takes more than 130,000 students out of the classroom into the real economic world across the region, providing an entrepreneurial experience and learning opportunities for the students in their future career. It was definitely eye-opening to see how the national champions from 13 Asia Pacific countries are applying what they have learned from the JA Company program in real life -



from presenting their business and products creatively on stage, to showcasing their ideas and products to the public at a trade fair in the heart of Tokyo." Said Toby Brown, 2017 JA AP COY judge, Executive vice president and COO MetLife K.K, and JA Asia Pacific Board member

A huge thank you to our sponsors, honorable judges, and the 2017 JA AP COY host JA Japan for another successful Company of the Year competition.



Mr. Toby Brown, 2017 JA AP COY judge, Executive vice president and COO MetLife K.K, and JA Asia Pacific Board member and Ms. Vivian Lau, President of JA Asia Pacific



A special token of appreciation from JA Asia Pacific, organizer of JA AP COY to JA Japan, Host member of the 2017 JA AP COY

### **A recap of the 2017 JA AP COY Event**

During the 3-day competition, brilliant young entrepreneurs had competed for prestigious awards at the JA Asia Pacific's Company of the Year competition. Each competing team was required to give a business presentation, sat for interviews with the panel of judges, and showcased and sold their products in the JA AP COY Trade Fair that was held in the Atrium at Tokyo Midtown on Feb 22, before celebrating with an awards ceremony and dinner.



From L to R, Mr. Katsuyoshi Kataoka, FedEx Worldwide Account Manager and FedEx Access Seminar Speaker with Ms. Vivian Lau, President of JA Asia Pacific and senior FedEx Express Access Seminar facilitators

Day 1 of the competition began with the **FedEx Access Seminar**, during which students learned about global access and connectivity, community impact, and environmental sustainability. Students practiced their business presentations before heading out for an evening of fun with their teammates and new friends at the Tokyo Sky Tree.

### **Business Presentations**

On Day 2, each company presented to the panel of judges that their products were the most innovative, best marketed, and most socially conscious at the Business Presentations session. All teams summarized their key experiences and achievements of the company and presented to the COY panel of judges and all other teams on stage. From there, students went into their one-on-one interviews with judges.

Please click [here](#) to view photos of all teams in action on stage at the Business Presentation session.

### **Trade Fair at the Atrium, Tokyo Midtown**

Day 3 was all about the Trade Fair: booths created by student team to showcase and sell their products. Each team designed and stocked its own booth.



Once the booths were up, it was time for Trade Fair Opening Ceremony, [which JA Asia Pacific live streamed on Facebook.](#)



2017 JA AP COY – Trade fair opening ceremony officiating guests. From L to R: Mr. Hideo Sagawa, JA Japan Board Chair; Ms. Vivian Lau, President of JA Asia Pacific; Ms. Karen Reddington, JA AP Vice Board Chair; Ms. Margie Wang, JA Worldwide COO & CFO

To cheer for all the participating teams and to enhance the exposures for all students to the Japanese culture, a special traditional Japanese performance – “Kendo” was organized and brought to everyone before the Trade Fair officially opened.



“Kendo” - A special traditional performance organized by JA Japan

### **Awards announcement at the Awards dinner and the first “I am JA” Graduation Moment**

The competition ended with the awards ceremony and dinner, during which five teams were honored with prestigious awards:



From L to R: Company of the Year, 2nd place: Team 3GSC, PJI; Ms. Karen Reddington, JA Asia Pacific Vice Board Chair; Ms. Vivian Lau, JA Asia Pacific President; Company of the Year, 1st place: KASCA, JA Thailand; Ms. Margie Wang, JA Worldwide COO & CFO; Company of the Year, 3rd place: Team Collar Couture, JA Guam

- Company of the Year, 1st place: KASCA, JA Thailand, for its device stand made from compressed rice husks
- Company of the Year, 2nd place: Team 3GSC, Prestasi Junior Indonesia, for its practical, durable bags
- Company of the Year, 3rd place: Team Collar Couture, JA Guam, for its handcrafted couture bow ties



From L to R: Young Entrepreneurs' Choice Award: LovU, JA China; FedEx Access Award: Hiraya, JA Philippines

- Young Entrepreneurs' Choice Award: LovU, JA China, for its lighted umbrella.
- FedEx Access Award: Hiraya, JA Philippines, for its bags made of pineapple fiber and synthetic leather

[Watch the live award announcements here!](#)

To celebrate the achievements of all participating teams as JA Alumni, the first “I am JA” Graduation moment was launched before the 2017 JA AP COY Awards dinner was concluded. The moment was captured in the photo at top of the JA AP COY feature story.

[Please click here to view the 2017 JA AP COY photos slideshow!](#)



## Regional Initiatives, Programs, and Events

---

### Announcing the 2017 FedEx Express/JA International Trade Challenge (ITC)



We are delighted that the sponsorship for the 2017 FedEx Express/JA International Trade Challenge (ITC) has been approved. For 2017, the ITC will be expanded to Australia and China, making a total of 10 markets including Australia, China, Hong Kong, Japan, Korea, Malaysia, Philippines, Singapore, Thailand, and Vietnam. The ITC Asia Pacific Finals will be held in Singapore in August.

As we move into a new decade of ITC and to better reflect how teams and businesses operate in a borderless world, ITC regional finalists will compete in mixed teams of two at the regional finals competition.

Adrian Lee had already reached out to all ITC participating members to follow up on the 2017 ITC implementation. Wishing everyone a successful ITC in 2017!

---

### Prudence Foundation and JA Asia Pacific new collaborative agreement to bringing the Cha-Ching Curriculum to millions of children



In Mid-February 2017, Prudence Foundation (PF) and JA Asia Pacific (JA AP) had announced an important milestone in PF and JA AP partnership in bringing the JA Cha-Ching Program to millions of children in the Asia Pacific Region.

The milestone was encapsulated with a new collaborative agreement between PF and JA AP



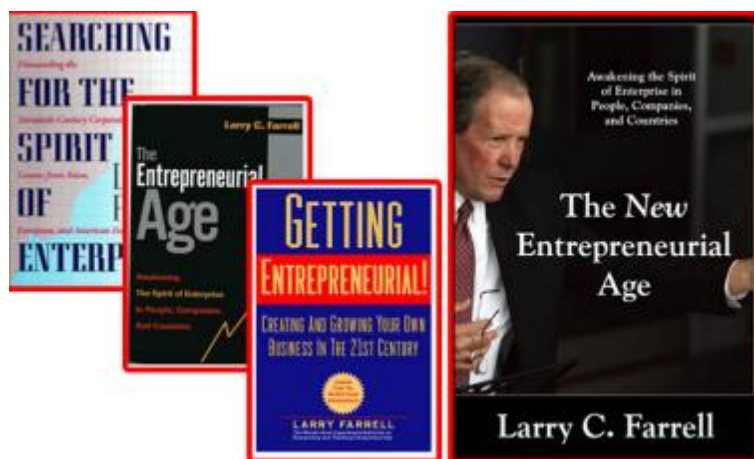
with the objectives to:

- Maximize the students reach and opportunities for the program to provide this unique Cha-Ching learning experience to as many children as possible in the region
- Harness the capabilities and enhance the flexibilities for both the PF and JA AP network in scaling the program to new grounds
- Enable the continued partnership of PF and JA AP in the roll-out implementation of the program in the markets of Indonesia, Malaysia, and the Philippines in 2017

[Please click here for the full announcement](#) and contact JA Asia Pacific should you have any questions about the Cha-Ching Curriculum.

---

## Opportunity to recognize and feature JA AP Alumni in the book “The Entrepreneurial Attitude” by Larry Farrell



Larry Farrell supported JA to develop the JA Be Entrepreneurial Program and he will be writing a book “The Entrepreneurial Attitude”. This book will be part of JA’s Centennial Celebration. The publisher is McGraw-Hill Publishing, one of the world-class publishers headquartered in New York, with offices and marketing channels all around the world.

As part of this book, Larry has agreed to interview up to 100 JA Alumni. JA Asia Pacific would like to have 20 of our alumni interviewed for this book. The interview will take place in early April - either in person or via phone/skype.

**ACTION requested:** To allow for more nominations, we invite each JA AP Member to nominate up to three JA Alumni and send us the completed nomination forms for each nominee by March 17 the latest. If you would like to discuss further, please kindly contact Winnie Ho.

[You can find the criteria for nominations in the Nomination Form.](#)

## Introducing

### **TRUSTLAW – FREE LEGAL ASSISTANCE FOR NGOs AND SOCIAL ENTERPRISES**

*600+ Law Firms in 170 Countries to Help You Do Good!*



Run by Thomas Reuters Foundation, [TrustLaw](#) is a global pro bono matching service, connecting NGOs and social enterprises with the best law firms and in-house legal teams around the world for **free legal assistance and research**. TrustLaw is a growing network of **600+ law firms** serving over **3000 NGOs and social enterprises** in **170 countries**. Both TrustLaw's matching service and the legal services provided by their law firm members are free of charge.

### **Types of Legal Support**

Pro bono lawyers can advise on all kinds of transactional matters that might arise for a non-profit or social enterprise. Here are some of the common projects that TRISTLAW can assist with:

- a) Corporate & commercial law – legal structures for nonprofits and social enterprises, expanding operations abroad, and proper governance practices, including the roles and responsibilities of board members;
- b) Employment law – proper hiring and employee benefits practices and best practices for managing volunteers;
- c) Intellectual property – protecting and defending IP through trademarks, patents, and copyrights, and privacy and data protection; and
- d) Regulatory and tax obligations – reporting activities, fundraising limitations, and cross-border operations.

Please note that TRUSTLAW IS currently unable to connect contentious matters involving a potential or actual legal dispute.

## Application

Joining TrustLaw is easy -simply fill out an application form [HERE](#).

[Please click here to view and download a TrustLaw brochure.](#)

---

### A story on a JA Alumni or Volunteer? News on people?

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!

We also invite you to follow us on social media

Tag @jaasiapacific when you post and tweet breaking news, inspiring stories, events, alumni engagements, and more!

