



Message from Maziar Sabet, President and CEO, JA Asia Pacific



As everyone is no doubt aware, the Asia Pacific Region has witnessed a number of difficult challenges, including widespread fires in Australia and the growing health pandemic caused by the spread of Coronavirus (COVID-19).

During these difficult times, I have been moved by the resilience, dedication and passion of the JA members across the region, and especially the courage of our JA community in countries that have been most severely impacted. Our priority will always be the health and safety of our students, staff, volunteers and partners in the communities in which we operate. As a result, and in consultation with various stakeholders and participants, we have decided to postpone the 2020 JA Asia Pacific Company of the Year competition originally scheduled from March 15 to 19. We are still working with our participating countries and partners to schedule the new dates and will make an announcement as soon as possible. A special thanks to the dedicated support of our event host, JA Guam, for graciously accommodating the change, despite a lot of work that had already gone into the event. We will continue to monitor the situation closely and provide updates as we approach the new dates.

Despite these challenging circumstances, I have felt warmly welcomed as a new member of the JA family and have had such an inspiring and energizing first few weeks. I think I can say that I literally got off to a flying start. My first day started with a brief visit to our regional office in Hong Kong, followed by a trip to the airport and a flight to Seoul, where I met both the JA China and JA Korea teams and was graciously welcomed by our Korea and China CEOs Moonhwan Yuh and Alice Chou and as well as by Dr. Jong Nam Oh, President of JA Korea. I was also grateful for the opportunity to witness the achievements of young entrepreneurs and meet supporting partners at the Korea COY Opening and Tradefair events.



With JA China and JA Korea team at their cross-borders workshop in Seoul



Maziar Sabet, President and CEO of JA Asia Pacific, addressing students and partners at JA Korea COY opening in Seoul





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Shortly after returning from Korea, I attended the JA Board of Governors meeting in Johannesburg, convened by our Board Chair, Francesco Vanni d'Archirafi. What an opportunity to be in the presence of remarkable leaders representing the truly global reach of our network! And my admiration for our network continued to grow from there as the board meeting was followed by a working retreat alongside other regional and worldwide leaders under the leadership of our global President and CEO, Asheesh Advani. There were so many highlights and learning opportunities for me during this time, but most impressive was the fact that no matter who was in the discussion or how technical, strategic or operational the topic may have been, we were all firmly grounded in the fact that the center of the JA universe is the young people we serve – the hope and future for a better world for us all.

And the inspiring experiences continued during a recent trip to Indonesia hosted by Rob Gardiner, Executive Director of Prestasi Junior Indonesia. It was an intense and exciting three days with Rob, starting with a Cha-Ching teacher training session, followed by meetings with the American Chamber of Commerce, members of the Board of Directors of Prestasi Junior (which is what JA is called in Indonesia), and representatives from a company interested in partnering with us. After a 2:30 am wake-up call the next morning, we headed to Jakarta airport for a flight to Jogjakarta and a 3-hour drive to Pacitan, where I met with our young local entrepreneurs as well as a representative from USAID and government leaders from that region of East Java. The next morning we returned to Jakarta and met a representative from the Embassy of New Zealand, followed by a visit to a state high school to witness a JA company program. A heartfelt *thanks* to Rob and the entire Prestasi Junior team for putting together such an exciting schedule and for their amazing work in serving the youth of Indonesia.



Student Companies visit with Rob Gardiner and supporting partners in Indonesia.

In addition to the people mentioned above, there are several others whose advice and support have been invaluable during my first few weeks as part of the JA family. The guidance of our Asia Pacific Board Chair Karen Reddington has been instrumental in ensuring a smooth transition for me. Also, I feel so grateful to my predecessors Vivian Lau, Michael Mercieca and to my colleagues in the Asia Pacific Regional team for laying down such a solid foundation for our work in the region and for their ongoing advice during my transition.

Finally, I want to thank our valued partners and sponsors for their amazing support of JA's work in the Asia Pacific region. It is our shared passion and commitment that will allow us to continue to empower young people and enable JA to fulfil its precious mandate.

I look forward to continuing our work together and to inspiring young people from the Asia Pacific Region to lead our world to a brighter future.



The JA Story

Getting to know Maziar Sabet – newly appointed President and CEO of JA Asia Pacific



Maziar Sabet assumed the position of President and CEO of JA Asia Pacific on January 9th, 2020. A seasoned executive, Maziar brings extensive global management experience and an impressive track record of value creation in education and philanthropy. Maziar has lived in six different countries and a total of 14 years in the Asia Pacific region.

Before joining JA, Maziar served as President and CEO of Brakeley Asia, a global pioneer in fundraising counsel. Prior to Brakeley, he was Hong Kong International School's Chief Advancement Officer, leading the school to historic achievements in annual fund participation, major gift fundraising, and alumni engagement.

Maziar also worked at the World Bank as Senior Advisor, where he focused on the organization's global efforts in environmental sustainability, and at Laureate Education as Vice President of Market Development, responsible for business development in Asia, Latin America, the Caribbean, and North America.

Maziar also brings university experience, serving as Executive Director for the Asia Pacific region at INSEAD, one of the world's leading business schools. During Maziar's tenure there, INSEAD grew its presence in Asia and saw record accomplishments in both philanthropy and corporate partnerships. Maziar holds an MBA from INSEAD and has also studied at Georgetown University in the United States, Landegg International University in Switzerland, and Simon Fraser University in Canada.

The following is a short interview with Maziar after a few weeks into his new role with JA Asia Pacific:

1. What was the most compelling reason for you to join JA Asia Pacific?

I am at a stage in my life and career where the culture of the organization, combined with its impact on the world, matter most. Also, I believe that choosing a career is not unlike choosing a friend or partner. To me, the best relationships happen when we are as concerned, if not more, with what we bring to the relationship as with what we get out of it. So after doing my research and asking many questions, I felt satisfied that my work experiences – which combine education, philanthropy and business development – as well as my cultural background and familiarity with the region would allow me to help bring about the type of positive impact our students and partners deserve.

The second part of the equation was immediately and abundantly clear. Who wouldn't be excited about a life dedicated to empowering young people to discover their potential in collaboration with an exceptional and international team of colleagues and volunteers, while based out of the most exciting region in the world?

After five weeks at JA, I feel truly excited and privileged to have joined the family.





The JA Story

2. As the new President and CEO of JA Asia Pacific, what is your aspiration for youth in the region?

I want youth to feel empowered – empowered with the right knowledge, empowered with the belief that they can affect meaningful, positive change in themselves, and by extension in their communities and institutions. Every young person is like a precious stone; and I see our role at JA as helping to polish the stone, maximizing its lustre and shine.

3. What was the best advice anyone ever gave you, and did you follow it?

I think the best advice I received was to never idolize another person and, more importantly, to never allow oneself to become an idol. To me, this doesn't mean that we shouldn't look up to others or to learn from their strengths; but instead, not to test them by putting them on such a high pedestal that they will inevitably fall. The second part of the advice, of course, speaks to modesty and humility. How many of our mistakes result from ego? This is something I try to remind myself every day.

4. What is your most memorable JA moment so far?

Finally, you asked me an easy question! Nothing compares to meeting JA youth around the region. I feel so lucky to have had this opportunity during a recent trip to Jakarta and Pacitan, Indonesia. The spirit and positive energy our youth bring are truly inspiring and something that I continue to learn from every time I have the opportunity to interact with them.

5. What do you enjoy most outside of work?

It's spending time with my daughter, Ariana, and my son, Cyrus, ideally on a ski mountain. Even though I have been skiing since I was two, I know the time will come when I won't be able to keep up with them anymore. I think my next family project should involve teaching them how to golf.





Regional and Global Initiatives/Programs/Events

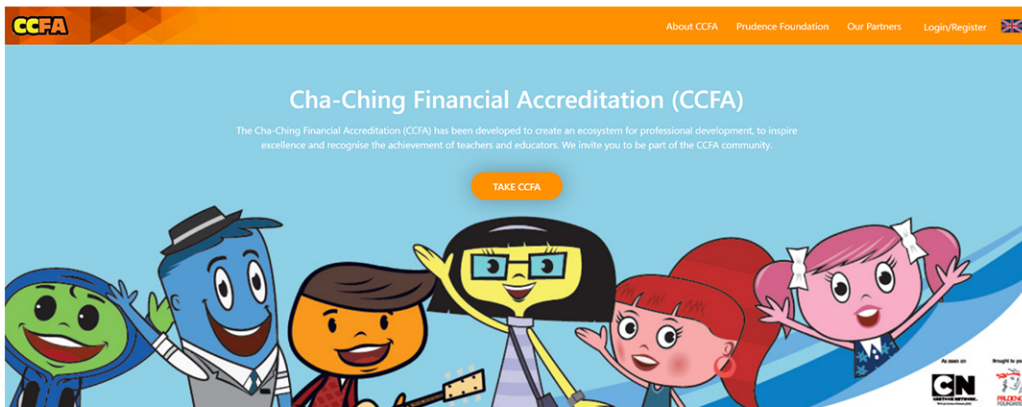
ASIA PACIFIC 2020 COMPANY OF THE YEAR COMPETITION POSTPONED



Originally scheduled for March 15–19, 2020, the tenth-annual JA Asia Pacific Company of the Year competition, hosted by JA Guam, has been postponed due to precautions taken in the region as a result of the coronavirus outbreak. JA Asia Pacific remains the proud organizer of this flagship regional event and is grateful for the dedicated support of JA Guam, which is celebrating its 45th anniversary in 2020. Stay tuned to this newsletter and JA Asia Pacific’s social media channels for important updates on 2020 JA AP COY competition and event.

THE CHA-CHING FINANCIAL ACCREDITATION FOR TEACHERS (CCFA) WEBSITE IS COMING SOON!

Cha-Ching Financial Accreditation



CCFA has been developed to create an ecosystem for professional development, to inspire excellence and recognise the achievement of teachers and educators. To support the launch of CCFA in respective Cha-Ching Curriculum communities across the Asia Pacific region, JA Asia Pacific has been supporting Prudence foundation on the development of the CCFA website. Thanks to the support from JA AP members, the CCFA is undergoing users testing phase in March, and is targeted for roll-out before the second quarter of 2020. Please click on the following link to learn more about the CCFA, and contact JA Asia Pacific for more information.

Introduction to CCFA:

<https://www.dropbox.com/s/wmx67vh8e49tbbx/CCFA%202019%20Assemble%20190912.mp4?dl=0>





Regional and Global Initiatives/Programs/Events

JA WORLDWIDE AMONG THE TOP TEN GLOBAL NGOS FOR THE SECOND YEAR IN A ROW



In 2019, Geneva-based media organization NGO Advisor ranked JA Worldwide among the most influential non-profits in the world. On Wednesday, February 19, 2020, NGO Advisor announced that JA Worldwide remains among the best (<https://www.ngoadvisor.net/top-20>), retaining our number-seven ranking. With NGOs like BRAC and Doctors Without Borders topping the list, it's an honor to be ranked among the most impactful, influential non-profits on the planet.

THE JA CENTER OF EXCELLENCE FOR IMPACT MEASUREMENT IS OFFICIALLY OPEN!



Through an initiative that stems from the JA Worldwide Strategic Plan (<https://www.jaworldwide.org/strategicplan>), a JA Center of Excellence builds on an existing strength within a region and extends that expertise throughout the entire JA network. The first center, which focuses on impact measurement, receives funding from JA Worldwide and is housed in JA Europe. Find more information about the center at <https://www.oneja.org/impact>.

JA BRAND GUIDELINES AND COLLATERAL UPDATES



The JA global network has entered into a brand project that will wrap up by the third quarter of 2021. To unite us during this phase, JA Worldwide Marketing had released an updated JA Brand Guidelines ([https://www.dropbox.com/s/10dib7ue3albx1f/JA Brand Guidelines-March 2020.pdf?dl=0](https://www.dropbox.com/s/10dib7ue3albx1f/JA%20Brand%20Guidelines-March%202020.pdf?dl=0)), which retain most of the Centennial elements but make a few tweaks, including retiring the “JA100” logo and replacing it with simply “JA.”

Looking for only what has changed and what remains the same? Here's a quick list (all are available inside the JA Brand Guidelines PDF, which is hyperlinked to files):

<https://www.dropbox.com/s/tb0dt484htlysg0/JA%20Brand%20Guidelines-March%202020.pdf?dl=0>





Regional and Global Initiatives/Programs/Events

JOIN GATHER: YOUR COUNTRY GROUP IS SET UP FOR YOU!



Gather's major upgrade (<https://gatheralumni.org/>) went live on January 24, giving our 100 million former students the opportunity to connect wherever they are, whenever they want. And you can, too! New features include:

- **Mobile app:** Connect and chat with fellow alumni from your mobile phone (iOS https://jaww.org/gather_iOS and Android https://jaww.org/gather_android).
- **Interactive world map:** Find alumni near you.
- **Live feed:** Exchange ideas, photos, and much more with a global alumni community of like-minded individuals.
- **Trips:** Send a notification to all alumni in the country or city to which you're traveling.
- **Events:** Explore and join alumni events globally.
- **Your local alumni group:** Network, connect, and interact with alumni in your country.
- **Opportunities:** Check out the latest benefits exclusively for alumni.

Staff members and board members are welcome to join Gather, too. Share the URL and visit <https://gatheralumni.org/> today or download the app on iOS https://jaww.org/gather_iOS or Android https://jaww.org/gather_android .



JA Asia Pacific Members - Local Events' Highlights

JA Hong Kong

JA Hong Kong is proud to be awarded the "Financial Education Champion 2020" by the Investor and Financial Education Council (IFEC), in recognition for its efforts and contributions to advance financial education and improve financial literacy across Hong Kong.



Prestasi Junior Indonesia

In collaboration with Citi Indonesia, Prestasi Junior Indonesia recently staged the Youth Camps for company participants in five locations across Indonesia - Jakarta, Bandung, Semarang, Surabaya, and Denpasar.



These overnight experiences involve approximately 500 students as they begin their own business experience. The camps require students to participate in both soft skill and more technical based activities. The objective of the program is to build a sense of mission amongst each of the team at the formative stages of business operation.



JA Asia Pacific Members - Local Events' Highlights

JA Singapore

JA Singapore held its 12th Annual Appreciation Reception in January 2020 to thank all volunteers, sponsors and school partners for their support and dedication in inspiring and making a difference to the students in Singapore.



This year, JA Singapore's programs have taught over 20,000 students, bringing an accumulated students' reach to over 175,000 students since JA's founding in Singapore since 2008! Over 150 guests attended the reception to share their accomplishments for the year, along with Singapore Social Innovation Relay (SIR) and ITC Asia Pacific Finals winning teams presenting their business plans. Volunteers were recognized through the presentation of appreciation certificates personally signed by Hau Yee Ng, JA Singapore Executive Director, as she took a moment to thank every supporter to JA and youth in Singapore.

Prestasi Junior Indonesia (PJI)

In January 2020, JA Vietnam was awarded the sponsorship from SABIC Corporation to launch the program #LightsofOurFuture, a signature global initiative that aims to reach 11,000 students across 22 countries.



Through SABIC volunteers, the program aims to instill the values and behavior of sustainable living, which has attracted the participation of more than 400 primary school students in Vietnam. Through the program, students learn to understand the environmental challenges society faces today and observe how science is used to design solutions in the real world.