

# JA AP WORKS

June 2017

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

What is the point of education? In the words of Rutger Bregman, “the point of education is not to prepare you for another useless job, but for a life well lived.” To support our youth on this pursuit, in June, I had the honor to take up a mentoring opportunity, moderate a panel on “Driving Business Advantage through Digital Transformation to Stay Ahead of the Curve”, and engage IAAPA Foundation, a like-minded organization to fuel youth to look at opportunities from the amusement parks and attractions industry.

Around the network, our JA AP leaders are all joining forces to create the learning experiences that will enable our youth to have a life well lived. You will hear the stories from China, Hong Kong India, Malaysia, Singapore, Thailand and Vietnam in this June issue. What gets reported in the newsletter is only a small fraction of the work that our dedicated JA AP members are doing on a daily basis. As I travel around the region, it is a humbling and daunting experience to see the work and the impact created by our JA AP members. I am also acutely aware of the opportunities that are out there. How do we capture the opportunities from a region with 60% of the world’s youth? How can we live up to the potential of our region?

At the February JA AP SLT meeting in Tokyo, Japan, the ROC shared the great news that the JA AP Board will support our region to develop the first regional strategy for Asia Pacific. We are delighted and honored to have the leadership of three of our JA AP Board Members guiding us on this important exercise. They are P.G. Raghuraman from Accenture, Karen Reddington from FedEx Express and Edward Lee from COL Financial, with P.G. as the Chair of the JA AP Regional Strategy Committee. He has generously engaged the consultancy of one his Accenture’s team members, Sanjeeth Surnella to support and to work with us.

To kick start this process, a WebEx call will be scheduled on July 7, 2017 from 2:30pm to 4:30pm Hong Kong/Singapore/Beijing time. At this call, P.G. will take us through the goals, objectives, timetable and expected outcomes of this strategic exercise.

Thank YOU for your partnership and support in the last 12 months! We look forward to working with you to develop the strategic direction that will enable us to empower our youth to achieve their full potential, and to another exciting and energizing 12 months.



# The JA Story

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## Get to know Mavis Hon - JA Hong Kong Alumna and Assistant Program Manager of JA Hong Kong



Mavis Hon - MH

### JA Experience.

Describe why you joined the JA program as a youngster, and what impact it had on you and your thinking about your future career?

MH: I joined the JA Company Programme in Hong Kong about 15 years ago – my first exposure to hands-on experiential learning. During the 22-week programme period, I have learned how to work as a team with different parties. Though the journey of JA Company Programme, I was inspired by the working teams in JA and volunteers. Their dedication and ability to work on details with multiple stakeholders had truly impressed me.

At the beginning stage of JA Company Programme, it was very hard for me to strike the balance between academic and activities hours in the program. During the programme, I have learned how to set priority and tasks to manage project timeline. I have started learning about 'Project management' skills since a student of JA Hong Kong.

### Career

Please share with us your journey with JA Hong Kong.

MH: After graduating from university, I have started working as a professional services trainee, volunteering for JA during break time; and soon after transitioned my break time volunteer job to a full-time career with JA Hong Kong.

From a student to becoming a volunteer, and finally a full-time employee - my journey with JA Hong Kong has been an amazing one. I have learned more about myself, my capability and how far I can go.

### Advice to Young People.

What advice can you give to young people in planning their own future careers

MH: The world is changing fast. Do not set any boundary for yourself! When feeling doubt, give it a try. Working tasks step by step and set the target for improvements.

### 3 WORDS.

Please describe yourself in 3 words

MH: Learning. By. doing!

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*JA alumni know that JA programs empower students to make the connection between what they learn in school and how it can be applied in the real world. Alumni can become powerful, passionate community JA supporters - they can support JA as volunteers, mentors, judges, board members, or as financial contributors. After all, who is better to speak about the importance of JA than those who have put lessons to work for actual results? Please visit [www.jaasiapacific.org](http://www.jaasiapacific.org) to register as JA Alumni and for more information on volunteering opportunities in the Asia Pacific region.*

#JAAPAlumni

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## Regional Initiatives, Programs, and Events

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**2017 FedEx Express/JA International Trade Challenge (ITC) Asia Pacific Finals is coming to Singapore in less than 8 weeks!**



With the dedicated support from our event host JA Singapore, JA Asia Pacific is delighted to confirm that the **2017 ITC Asia Pacific Finals will be held from August 20 to 24 at the Village Hotel Changi in Singapore.**

The competition debuted in 2007 with 3 JA Asia Pacific Members taking part in the regional finals held in Hong Kong. Over the years, the number of participating markets had increased to 10 markets, with the return of JA Australia since their last ITC participation in 2009, and JA China participating for the first time! The markets participating in the 2017 FedEx Express/JA International Trade Challenge are Australia, China, Hong Kong, Japan, Korea,

The last couple of months has been a hectic month of ITC local workshops kick-off and local competitions for many participating members. We look forward to an enjoyable and fun learning experience in Singapore in August. Please contact [Adrian Lee](#) on questions that may arise from the preparation of teams and chaperones coming to Singapore for the ITC regional finals in August.

## Driving Business Advantage through Digital Transformation to Stay Ahead of the Curve



Vivian Lau, President of JA Asia Pacific, participated in a thought leadership event - JESSICA Leaders Forum, where she moderated a [panel discussion that examines best practices of business digitization](#). Vivian is also a former honoree of the JESSICA Most Successful Woman Award. At the panel of discussions, questions explored the panelists include: how human talent is critical to realize the potential of digital transformation; advice from the panelists for 'older' companies to embrace digital transformation; and also, the potential 'dark side' of the digital transformation to businesses.



### MODERATOR

#### Vivian Lau

President  
Junior Achievement, Asia Pacific  
2014 JESSICA MOST SUCCESSFUL WOMAN AWARD

### PANELISTS



#### Gally Chan

Managing Director  
Hewlett Packard Enterprise,  
Hong Kong & Macau



#### Leonard Chan

Founder & CEO  
i9g.digit@ Limited



#### Kathy Chen

Former Managing Director  
Greater China Region,  
Twitter



#### Ofri Cohen

Managing Director  
Emarsys  
(Hong Kong and China)

## IAAPA and JA global partnership enabled youth to experience the amusement parks and attractions industry

JA Asia Pacific met with leaders from the International Association of Amusement Parks and Attractions (IAAPA) Foundations, IAAPA Asia Pacific, JA Singapore, and JA Singapore alumnus at the IAAPA's 2017 Asian Attractions Expo (AAE) in Singapore. At the event, 35 Singapore students had the opportunity to experience the magic and possibilities of the amusement parks and attraction industry, through participation in a JA job shadow program with IAAPA's executives and show ambassadors.



## JA and IAAPA's Business of Fun Contest

Opportunity for students to join and win a trip to IAAPA International Attractions Expo in Orlando, Florida, USA coming November!



Aligned with the same mission to inspire future leaders, JA Worldwide and IAAPA Foundation have teamed up to sponsor The Business of Fun Contest for 14- to 19-year-olds who are at the forefront of innovation, ready to test the limits of their creativity, and driven by an entrepreneurial spirit.

The top innovator wins a trip to the IAAPA International Attractions Expo in Orlando, Florida, USA, November 13–17, 2017. The trip includes transportation, lodging, and meals for the winner, a family member, and a JA sponsor (if applicable), and a private meeting with three key industry executives and VIP visits to Orlando attractions.

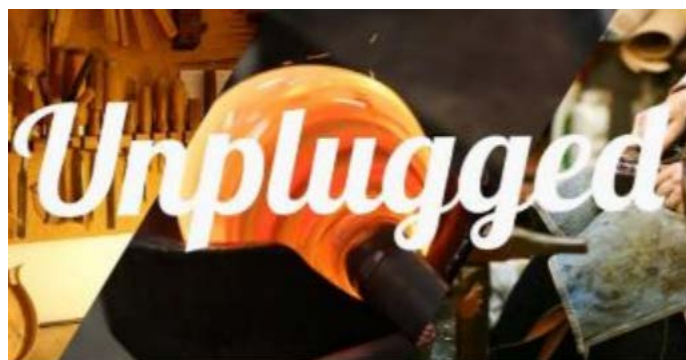
The contest is open for submissions online from June 1 through August 31, 2017. Spread the word and share the fun of Attractions with the young people in your communities.

Visit <https://jaworldwide.org/businessoffun> for details. Please contact [Winnie Ho](#) to access graphics to promoting the contest locally.





## JA Alumni Europe Conference in Prague, Czech Republic



**AUG 30** **JA Alumni Europe Conference 2017**  
30 August–3 September · Prague, Czech Repu...  
Kristina, Mavis and 2 friends

JA Asia Pacific proudly extends the opportunity for JA AP Alumni to attend the JA Alumni Europe Conference in Prague, Czech Republic through sponsoring up to 5 JA Asia Pacific alumni to attend this conference. The sponsorship covers participation fee, accommodation, and full board during the conference. Successful applicants will need to bear their own travel costs.

Thanks to all the JA members for submitting their alumni nominations for the sponsorships. The nomination period is now closed, successful nominations will be announced to the network by mid-July.

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## The 2016-17 Hewitt Annual Reporting is now open



We are pleased to announce that the 2016-17 Hewitt reporting is now open. The data submissions from Asia Pacific members to JA AP is August 31, 2017. Please contact [Adrian Lee](#) on questions regarding Hewitt reporting and submission.

## Local Events' Highlights

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### Team Chaleur from Singapore won 1st place in this year's Social Innovation Relay (SIR)!



A student team from Singapore, Chaleur, created a question-and-answer online platform called INTuition, which provides free academic guidance to students and won the 7th edition of the Social Innovation Relay. The platform allows students to excel in school and life regardless of their financial background.

After qualifying in their country, team Chaleur competed for the global title against student teams from across the world. This 7th edition involved more than 10,000 students across 10 countries: Bulgaria, Czech Republic, Greece, Hungary, Japan, Netherlands, Poland, Romania, Singapore, and Spain.

The Global Final took place online on 21 June and the awardees are:

- Social Innovation Relay Winner 2017: Singapore - Chaleur
- 2nd place: Netherlands – The Green Socials
- 3rd place: Romania – V-Tech

SIR is a global competition organized in collaboration with NN Group that challenges secondary school students to develop an innovative business concept that addresses a social need. The competition has brought some outstanding talents to the global stage. In 2016, social innovators from Romania took first place. Oculus, a students' team helping the visually impaired to become more independent in their movement continued to positively change the world even after SIR. In 2017, they took home the main prize at the AmCham Youth Entrepreneurship Award.





## Empowering Young Girls in Hong Kong

On June 3, Vivian Lau, President of JA Asia Pacific joined force with 5 other successful women from Hong Kong to empower young girls in a JA mentorship program in collaboration with JA and JESSICA Hong Kong. It was the first official meeting with the respective mentee and everyone was excited to embark on the journey to support and work on the developmental and life goals with the girls in the coming 6 months.



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## Improving employability skills of vocational high school students in Korea



Supported by Starbucks Korea, the 'Build Success Skills' Program provides vocational high school students in Korea the opportunity to improve on employability skills. The program covers hands-on training including resumes writing, job interview skills, interpersonal skills, and conflict resolution and negotiation.

In June, 135 barista volunteers conducted 4 hours of in-school employability skills training for 1,471 students at 8 schools.

## JA China shared insights in the 2nd China Financial Literacy Education Conference



The 2nd China Financial Literacy Education Conference was held with the theme of “One Belt One Road” on May 26. Judy Wu, Senior Director of JA China, was invited to the conference as a panelist to share JA China’s 24 years of experience in financial literacy education.

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## JA Vietnam gains traction with JA Company Programme and Competition in Hanoi and Ho Chi Minh City



This year, JA Vietnam Company Program and Competition was made possible by the sponsorship and partnership with British University in Vietnam (BUV), Pham Van Dong Space Foundation and FPT University. After more than 100 entries in Round One, nearly 200 students continue with Round 2 Presentation in Hanoi and Ho Chi Minh City. Judges were impressed by the student companies’ breakthrough ideas and business plan presentations. From Round 2, 20 best teams were selected to continue with the next round of competition.

## JA Malaysia – Making Financial Literacy Learning FUN with JA More Than Money



Sponsored by HSBC, JA Malaysia organized a More Than Money workshop in mid-June at SJK (T) Ladang Batu Ampat, Klang. More Than Money is a financial literacy program designed for primary school students. The 76 students were introduced to the various concepts of money management such as Earning, Spending, Saving and Ways to be a good Consumer. The students, full of enthusiasm and energy, successfully grasped how to manage their personal and business bank accounts through interactive board games during the workshop - a fun experience for both the students and volunteers!

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## JA Thailand supports elementary 5 students in designing own's "Piggy Bank" in Bangkok



With the support from JA Thailand, Corporate Responsibility (CR) at Krungthai- AXA Life Insurance Public Company Limited organized a program called KTAXA CR Week 2017 - Coin Bank for Children on June 6. JA Thailand invited Ban Nong Bon school to join the program at the head office of Krungthai-AXA in Bangkok. A total of 60 Prathom 5 elementary students and 20 plus volunteers joined the program. In addition to learning about saving and spending, the students were given the opportunity to design their own "piggy bank" at the end of the program.

## JA INDIA Industry Study Circle- Banking (Barclays)

JA Inside Study Circle is an experiential learning programme. The idea is to get students exposed to the Banking industry through soft skills workshops and interactions with industry practitioners covering various aspects of the industry. Students will understand their SEEK (Skills, Education, Experience, Knowledge) of the various roles and also get to understand through the journey of these professionals, the challenges, achievements, and joys of the Banking profession



Introduction to Banking as a Career Option



Robotics Application in Banking

[Facebook Link](#)

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## Upcoming JA events in June 2017

Hong Kong

[Please click here for JA Hong Kong events in July](#)

Korea

- Scratch coding training in-school program (Pilot ver).
  - Date: July 19
  - Location: Elementary school in Seoul, Korea
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### Malaysia

- FedEx Express / JA ITC Malaysia Selection 2017
- Date: July 12
- Location: Kuala Lumpur
  
- Penang YE Annual Sales Fair 2017
- Date: July 15
- Location: Georgetown, Penang
  
- JA More Than Money
- Date: July 12
- Location: Kuala Lumpur

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### Thailand

JA Insure your Success sponsored by Krungthai AXA  
Date: July  
Location: Hua Hin District, Prachuap Khiri Khan

JA Company Program (Thai) sponsored by Bangkok Bank  
Date: July  
Location: Bangkok

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### Vietnam

FedEx Express/ JA ITC Finals  
Date: July 8  
Location Ho Chi Minh City  
Date: July 9  
Location: Hanoi



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