

ENTREPRENEURSHIP ♦ FINANCIAL LITERACY ♦ WORK READINESS

2017 Year Book





## MISSION

JA inspires and prepares young people to succeed in a global economy.

## VISION

Be the partner of choice for businesses, educators, and policymakers around the globe seeking to expand youth education and economic development.

# Contents

<b>Mission and Vision</b> .....	1
<b>Leadership Message</b> .....	2
<b>JA Asia Pacific Regional Board Members</b> .....	3
<b>JA Asia Pacific in 2017</b> .....	4
<b>JA Programs</b> .....	8
<b>Our Partners</b> .....	9
<b>Regional Funders</b> .....	10
FedEx .....	11
Prudence Foundation .....	12
HSBC .....	13
Bloomberg .....	14
J. P. Morgan .....	15
<b>JA Alumni Asia Pacific</b> .....	16
<b>JA Asia Pacific Members' Highlights</b> .....	17
JA Brunei .....	18
JA China .....	19
JA Guam .....	20
JA Hong Kong .....	21
Prestasi Junior Indonesia .....	22
JA Japan .....	23
JA Korea .....	24
JA Malaysia .....	25
JA Philippines .....	26
JA Singapore .....	27
JA Thailand .....	28
JA Turkmenistan .....	29
JA Vietnam .....	30
<b>Contact JA Asia Pacific Members</b> .....	32

## Leadership Message

The world is heading for deep transformative changes, disrupting the way how we learn, live, work and play. Education along with advanced technologies can liberate and unleash the potential of youth. At the same time, the lack of access can further widen the digital gap when about 1.5 billion people in our region still lack basic sanitation services, while 250 million people live in slums.

How does the future look like? Will it be utopia or dystopia? If education is the key, how do we lift 60% of the world's youth in Asia Pacific, and prepare them for the future?

At JA Asia Pacific, we believe in the boundless potential of young people. With JA's programs that are designed to be experiential and interactive, young people will develop the entrepreneurial and 21st century skills that will prepare them not only for the future, but also inspire and challenge them to build a shared future.

In 2017, the 17 JA Asia Pacific Members network has served over 825,000 youth and has broken new frontiers to fulfil the promise of youth empowerment:

- inspiring over 36,000 young entrepreneurs in 10 Asia Pacific locations through the FedEx Express/ JA International Trade Challenge
- implementing the Cha-Ching Curriculum to over 100,000 primary school children with Prudence Foundation in Indonesia, Malaysia, and the Philippines
- activating youth for the future of work through the JA Pathways to Employment and the Schools Challenge Programs with J.P. Morgan in Hong Kong, Indonesia and Malaysia
- engaging HSBC employee volunteers to share their real-life experiences and expertise with students across the region
- equipping youth with 21st century skills with Bloomberg in Australia, China, Hong Kong, Japan, Singapore, and South Korea

Asia Pacific – a region that spans over 175 degrees of longitude and a full 180 degrees of latitude, a region with unprecedented opportunities and challenges. The digital learning programs in Indonesia, coding labs in South Korea, future tourism in Japan, entrepreneurial boot camps in Hong Kong; early financial literacy in Malaysia and the Philippines, inclusive economics in Turkmenistan, edutainment in Singapore, strategic partnerships in China and India and many others all work together to activate youth for the future of work. There is no resting until the 750 million of youth in our region can have access to the transformative JA learning experiences, interact with the impactful entrepreneurial hands on programs, and be engaged with the inspiring role-models who believes in them.



*Steve Wong*

Steve Wong,  
Board Chair, JA Asia Pacific



*Vivian Lau*

Vivian Lau,  
President JA Asia Pacific

## JA Asia Pacific Regional Board Members

The JA Asia Pacific regional operating center has a wide and diverse Board, comprised of business leaders from various sectors in the region. This Board of Directors guides the JA Asia Pacific team on strategic decisions and priorities for the region.

### Steve Wong (Board Chair)

President  
Greater China/Japan Gas Marketing  
ExxonMobil (China) Investment Co., Ltd (retired)

### Karen Reddington (Vice-Board Chair)

President, Asia Pacific Division,  
FedEx Express

### Alice Chou

Director  
L2 Foundation

### Chodchoy Sophonpanich

President  
Thai Environmental and Community Development

### Edward Lee

Chairman,  
COL FINANCIAL GROUP, INC.

### Hari Kumar

Regional Managing Partner US India,  
Deloitte US, LLP

### PG Raghuraman

Managing Director & COO, Asia Pacific  
Financial Services, Accenture

### Stuart Dean

Senior Advisor  
ASEAN Advisory  
ZICO Holdings

### Toby Brown

Executive vice president and COO  
MetLife K.K.



# JA Asia Pacific in 2017

 **825,386**  
student experiences

 11,133,442 contact hours

 31,220 volunteers

 6,922 schools

 166 staff



Students from ten markets competed in the FedEx Express/ JA ITC 2017 Asia Pacific finals in Singapore. The students collaborated in mixed teams, and also visited the FedEx Express South Pacific Hub.



Regional partnership and collaboration with Microsoft Korea, The Global Education & Leadership Foundation (tGELF), and the International Association of Amusement Parks and Attractions (IAAPA)



Empowering girls and women. Jessica Leaders Forum in Hong Kong and Cartier Women's Initiative Awards in Singapore.



Prestasi Junior Indonesia (PJI) started implementing the **Cha-Ching Curriculum** in the schools of Sidoarjo, Indonesia. With the support of Prudence Foundation, and under the leadership of PJI, over 950 teachers were trained to serve over 28,000 students.



JA Malaysia's official launch. Witnessed by YB Dato' Kamalanathan, Deputy Minister of Education; Kamala Shirin Lakhdir, US Ambassador of Malaysia; and Stuart Dean, Board Chair of JA Malaysia.



Welcoming JA Australia in joining the JA Asia Pacific network

JA Asia Pacific - Proud organizer of TEDxYouth@hongkong 2017



2017 ITC workshop - kicked off at the United Nations Conference Centre in Bangkok



Youth Empowerment across the region

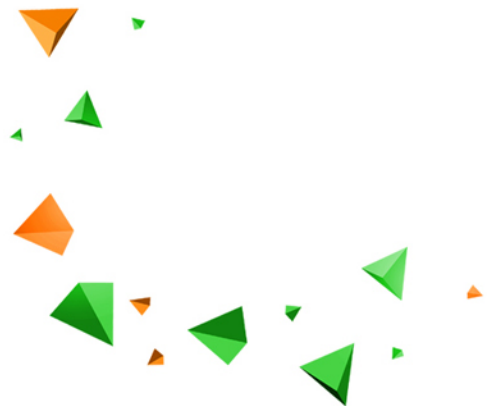
With Carrie Lam, Chief Executive of Hong Kong S.A.R and Nicholas Aguzin, Chairman and CEO of J. P. Morgan Asia Pacific



JA at thought leadership events – Bett Asia 2017, J.P. Morgan One Step Ahead symposium, World Philanthropy Forum



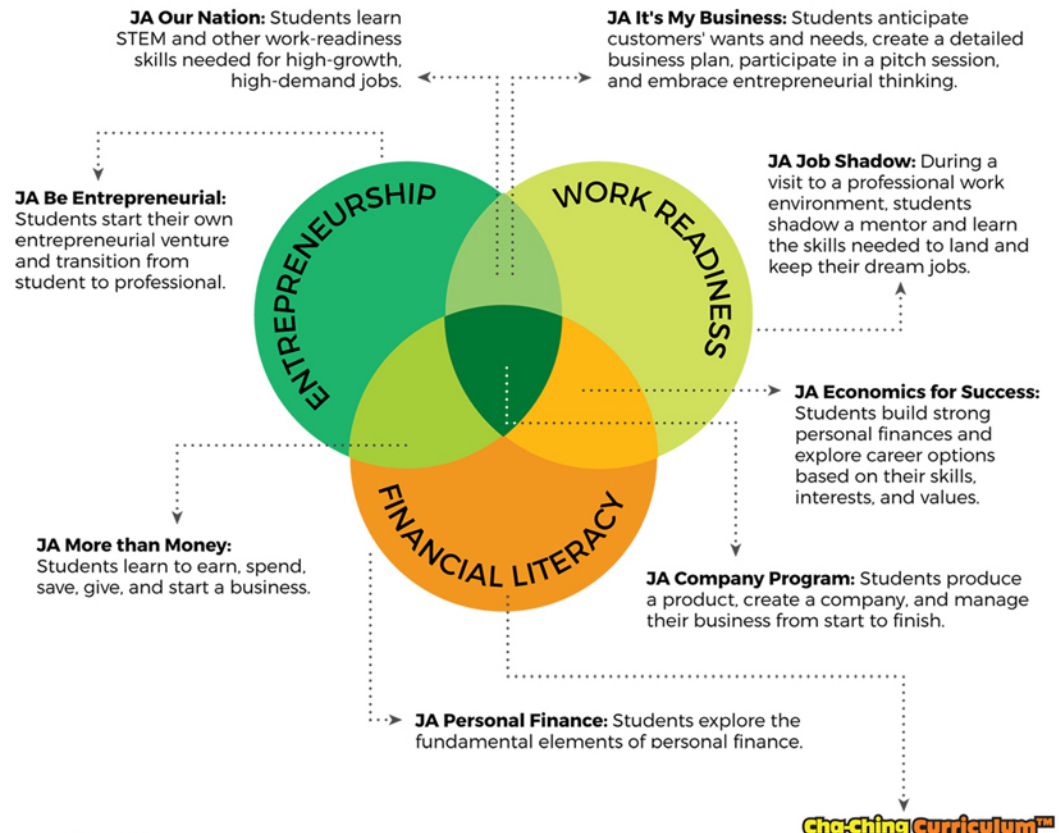
2017 marked the 7th JA Asia Pacific Company of the Year Competition with 19 student companies from 13 location-the largest representation since 2011.



# JA Programs

JA Programs are experiential curriculum around three pillars: work readiness, financial literacy, and entrepreneurship.

The **global JA flagship programs** are built by educational designers who understand the element that's often missing from traditional schoolwork: hands-on, interactive, try-it-out lessons that encourage big ideas and new ways of thinking. The programs also encourage social innovation and the use of science, engineering, technology, and math (STEM) to solve societal challenges.



The Cha-Ching Curriculum was developed, in partnership with Prudence Foundation based on the Cha-Ching Money Smart Kids content to provide schools to instill money management concept to students ages from 7 to 12.

# Our Partners

JA Asia Pacific is making a difference in the region, not only by inspiring youth through our experiential programs, but also through collaborations and partnerships that bring more opportunities for youth in the region.





## Regional Funders

All our diverse partnerships and sponsorships enhance and grow existing programs, enable the development and launch of new JA locations, and provide backing for innovation. The effects of each contribution—through funding, collaborations, and volunteering—flow through the entire organization and empower us to activate youth for the future of work.

See how five of our funders, which represent only a sample of our collaborative partnerships are working with us to empower youth in the Asia Pacific region.



With a shared focus on global entrepreneurship, FedEx and JA collaborate at the global, regional, national, and community levels.

The FedEx Access Award, presented at JA Asia Pacific Company of the Year Competition (JA AP COY), creates incentive for JA Company Program students to seek higher achievement through pursuit of the award.

Thanks to the support from FedEx, the 2017 JA Asia Pacific FedEx Access Award winner, Team Hiraya, appeared in a JA video went viral and inspired more youth in Philippines and across the Asia Pacific Region.



FedEx also supports the International Trade Challenge (ITC) in Asia Pacific for the 11th consecutive year in 2017, which has inspired more than **20,000** students in Asia Pacific since its inception in 2007.

Globally, FedEx inspired more than **450,000** young entrepreneurs across 95 markets in 2017. To find out more about FedEx and the FedEx Cares platform, visit [fedexcares.com](http://fedexcares.com)



**JA Asia Pacific and Prudence Foundation reached 100,000 primary school students in Indonesia, Malaysia, and the Philippines in 2017.**

Prudence Foundation, the charitable arm of Prudential in Asia, partnered with JA Asia Pacific to roll out the Cha-Ching Curriculum since 2016. From late 2016 to 2017, the Cha-Ching Curriculum was endorsed by the Ministry of Education of Indonesia, Malaysia, and the Philippines for rollout to the public schools locally.

To date, more than **1,000** schools are implementing the Curriculum, with close to **2,000** teachers trained, reaching more than **100,000** students. Plans are underway to ride on the partnership's momentum to expand the reach of the Cha-Ching Curriculum in Thailand, Vietnam, and Cambodia in 2018.

Cha-Ching Curriculum is the first multi-country, multi-platform program aimed at financial literacy for children, ages 7 to 12, with hands-on lessons about earning, saving, spending, and donating.

For more information on the Prudence Foundation, visit [prudencfoundation.com](http://prudencfoundation.com)



**Helping youth develop the skills they need to compete for today's jobs can transform lives and strengthen economies.** J.P. Morgan and JA Asia Pacific in partnership with JA Hong Kong, Prestasi Junior Indonesia (PJI), and JA Malaysia to activate youths for the future of works through the JA Pathways to Employment and Schools Challenge Programs.

**JA Pathways to Employment Program – Indonesia and Malaysia**

JA Pathways to Employment is an integrated training platform that targets disadvantaged youth to increase their level of work readiness and opportunities to enter mid-skilled manufacturing / electrical / maintenance jobs with hard and soft skills that will allow them to carve out longer-term career pathways. In Indonesia and Malaysia, the **18** months program include manufacturing / electrical / maintenance and soft skills trainings, mentoring by J.P. Morgan volunteers and industry speakers, and internship opportunities. The program targets to reach **180** students disadvantaged youth in Indonesia and **100** at-risk youths in Malaysia by end of 2018.



**The Schools Challenge Program – Hong Kong**

The Schools Challenge Program is a STEM-focused social innovation program to increase students' interest in STEM subjects and careers. Targeting **100** junior secondary students (aged 14 – 15) from local schools in Kowloon East of Hong Kong.

Riding on pilot scheme of Smart City @Kowloon East driven by Energizing Kowloon East Office (EKEO), students will be mentored by volunteers from J.P. Morgan and university students to create and compete in teams on innovative solutions for tackling real life issues and improve the quality of living in their local community by May 2018.







# Bloomberg

## Bloomberg supported a number of JA entrepreneurial and work readiness programs in Australia, China, Hong Kong, Japan, Singapore, and Korea.

Aligned on the same mission to activate youth for the future of jobs, the JA and Bloomberg partnership started in Hong Kong in 2011. Since then, the partnership has grown stronger year after year, and has expanded to seven cities across six Asia Pacific locations, serving more than **850** students and engaging more than **300** Bloomberg volunteers as mentors in 2017. The successful partnership also expanded to JA USA and JA Europe.

To develop and enhance young people's skills that are essential to future employability, programs implemented through the initiative include JA Career Success, JA Success Skills, JA Company Program, Bloomberg Speed Mentoring, and workshops offered through the company's worldwide educational initiative under the banner of Bloomberg Startup.

The 2017 JA Asia Pacific Company of the Year competition in Tokyo, Japan, provided another employee-engagement opportunity for Bloomberg to experience the creativity and innovative spirit of student entrepreneurs from thirteen Asia Pacific locations.

Six JA Asia Pacific alumni from Australia, China, Hong Kong, India, Philippines, and Singapore were supported through the Bloomberg Startup Scholarship Program, which was offered to high-achieving, need based students in the Asia Pacific region for the first time in 2017. Up to **US\$30,000** was granted for the six JA Asia Pacific alumni awardees, to be used for their college education and related expenses in 2017-18.

To learn more about Bloomberg, go to [bloomberg.com](http://bloomberg.com)



For more than 70 years, HSBC and JA Worldwide have collaborated to help youth develop financial skills and secure long-term prosperity. This year, we're especially excited to introduce the redeveloped JA More than Money program.

Two out of three adults worldwide are financially illiterate, leading to high debt, mortgage defaults, and insolvency. This cycle contributes to wealth inequality and limits options for too many people. Yet there is a proven solution: teaching financial basics at an early age.

## A number of JA programs come alive when HSBC volunteers share their real-life experience with students.

As part of the experiential JA More than Money program, students ages 7–11 work with trained HSBC volunteers to learn the key differences among earning, saving, and spending; strengthen their money management skills; and better understand the role and importance of money in their lives.



Through JA's hands-on programs, HSBC employee volunteers provide teachers and students local support to build skills while inspiring young people to become future savings- and investment-minded leaders who positively impact our economy.

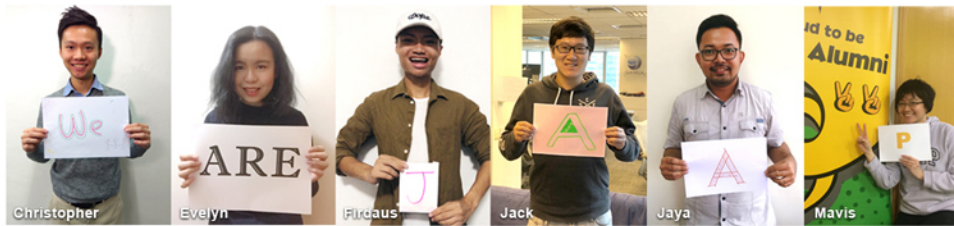
In addition to the global support of JA More than Money, a number of JA programs come alive when HSBC employee volunteers share their real-life experiences with students across the Asia Pacific Region including the Smart Kids Program, JA Company Program, HSBC Aim Higher Camp, and HSBC Business Case Competition.

In 2017, more than **18,000** students in the Asia Pacific region participated in JA programs sponsored by HSBC. To learn more about HSBC, visit [hsbc.com](http://hsbc.com)



As we continue to look for breakthrough to prepare youth for a bright future, there is nothing more rewarding than to see the achievement of JA Alumni, and their willingness to inspire more youth with their experiences and passion.

**Introducing the JA Alumni Asia Pacific Firestarter group**



Vision

Empower youth in Asia Pacific - for alumni, by alumni.

**Quotes from a few JA Alumni in the region:**



"Being a direct recipient myself of the JA program, I can personally attest the power of education and effective guidance JA provides that made me who I am today. I am confident that our partnership with JA will produce and replicate more successful individuals for our nation."

– Edward Lee, COL FINANCIAL GROUP, INC.



"I was 16 years old when I first started my own company. It was called iLove, aiming to bring individuality, inspiration and innovation to customers through a customisable plastic mug. The swift ability to create change not only to our customers and shareholders, but also society at large, attracted me to social business – a business created and designed to address a social problem that aims to maximise impact – it has since then become the focus of my career."

– Bonnie Chiu, Founder and CEO of Lensational



"The JA Company Programme was my life-changing inspiration. Over the years as I grew with the JA family, I felt obliged to give back - and the global alumni network enables our concerted impact to scale. "Be the change that you wish to see in the world." To empower the youth of Asia, social entrepreneurship is a tool for impact - and the AP network unlocks regional synergy"

– Christopher Wong, JA Hong Kong alumnus

# JA Asia Pacific Members' Highlights

Our 17 JA Asia Pacific members support the work of JA to activate youth for the future of work in the region.



- Australia
- Azerbaijan
- Brunei
- China
- Guam
- Hong Kong
- India
- Indonesia
- Japan
- Kazakhstan
- Korea
- Malaysia
- Philippines
- Singapore
- Thailand
- Turkmenistan
- Vietnam



Mr. Lim Boon Teck, HSBC (Brunei), Senior Manager Marketing (RBWM)



Louis Tan, Managing Director, JA Brunei

**1,184** student experiences

**8,011** contact hours

**73** volunteers

**31** schools

### Highlights

#### Global Money Week - March 28 - 29, 2017.

JA Brunei was invited to showcase JA Economics for Success programme, emphasizing the importance of career planning and budgeting at the Global Money Week 2017 Financial Smart Showcase. The Guest of Honour for the event was Haji Abdul Rahim bin Derus, the Director General of the Ministry of Education of Brunei. The event aims to raise awareness on financial literacy in Brunei community.



Managing Director of JA Brunei with Guest of Honour.

#### National Savings Day 2017 Financial Fun Fair - April 30, 2017

In conjunction with Brunei's National Savings Day 2017, AMBD organized the 2nd Financial Fun Fair at Jerudong Park Colonnade. JA Brunei was invited to showcase JA programs for the second consecutive year. The guest of honour was Pehin Orang Kaya Seri Kerna Dato Seri Setia (Dr) Haji Awang Abu Bakar bin Haji Apong, the Minister of Home Affairs cum Deputy Chairman of AMBD's Board of Directors.



JA Brunei interns from UBD School of Business and Economics

### Featuring ----- Baiduri Bank

To instill the spirit of entrepreneurship amongst youth, Baiduri Bank has been supporting JA Programme in collaboration with the Ministry of Education (MOE) since 2012.



Baiduri Bank employees facilitating JA Company Programme session.

JA Brunei Company Programme national champion student, Stygian & Co, was awarded to compete in the 2017 JA AP COY in Tokyo, Japan



Paul Chou, Chairman & President, JA China



Alice Chou, Acting Executive Director, JA China

**273,071** student experiences

**1,899,857** contact hours

**4,263** volunteers

**316** schools

### Highlights

#### YESxBOP Contest

Miao Embroidery is a beautiful treasure of Miao Minority. Female embroiders increasingly face challenges in making a sustainable living. In the YESxBOP Contest 2016, the "Xiu Mei Tian Xia" team from Shanghai University of International Business and Economics utilized B2B Marketing model to save the embroiders from their plights while passing on this special cultural heritage.



"Xiu Mei Tian Xia" team in YESxBOP Contest 2016

Student Company from JA China advance to the 2018 JA Asia Pacific Company of the Year competition with Innovative product, making a difference to a sustainable community. The student company had applied for a national patent for their JA Company product.



iLight Student Company, 2017 JA China Company of the Year winner from Chengdu Shude Middle School

### Featuring -----

Since 2007, Dow Chemical and JA China have forged a formidable partnership, bringing innovative education programs to students across China. Our City Program, which is sponsored by Dow Chemical, has benefitted 450,000+ primary school students, impacted 10,000+ school teachers and expanded to 25 cities in China since 2007. 2,071 Dow employees have volunteered in more than 20 JA programs, contributing 55,697 valuable volunteering hours in the last decade.



Students from Zhangjiagang Experimental Primary School redesigning the game for visually-impaired kids in the Let's Innovate Workshop



A DOW volunteer conducting the mock-interview with students from Sichuan University during the Career Go! Workshop



Margaret Tyquiengco,  
Board Chair, JA Guam



Beth Lizama,  
Executive Director, JA Guam

**492**  
student experiences

**8,580** contact hours

**40** volunteers

**15** schools

### Highlights

**JA Guam's student companies shined in the 2017 JA Asia Pacific Company of the Year competition**  
JA Guam was represented by SOL from Simon Sanchez High School Marketing Class and Collar Couture sponsored by Triple J Enterprises, Inc. The 3rd place award went to team Collar Couture, who designed a handcrafted couture bowtie primarily for pets, and can be repurposed as men accessories. In addition to learning about entrepreneurship, these students learned about corporate social responsibility. They dedicated valuable time and energy volunteering at the local animal shelter.



### Featuring -----



The Bank of Guam has been a major supporter of JA Guam for more than 20 years – including sponsoring the JA student company every year with employee volunteers who teach high school students basic entrepreneurship skills.



Dr William Lo, JP,  
Chairman, JA Hong Kong



Garrick Lau,  
CEO, JA Hong Kong

**21,588**  
student experiences

**145,982** contact hours

**1,455** volunteers

**270** schools

### Highlights

**JA Be My Own Boss: Jockey Club Entrepreneurship Series** is an extended entrepreneurship program designed for primary students. In addition to learning the basics of entrepreneurship through hands-on activities, students will appreciate from a young age that business has a purpose to create solutions that serve the needs of the society.

**JA It's My Business! and JA It's My Idea!** supported by the Coca-Cola Foundation, the program sharpens students' critical thinking and entrepreneurial mindset, helping them to develop positive and proactive attitudes toward their own career aspirations and professional development.

**JA Let's Jam!** is a social innovation competition sponsored by the Fossil Foundation that aims at enhancing young people's awareness and understanding of their community and the Hong Kong society.



### Featuring -----



Henderson was the sole sponsor of the JA Startmeup Summer Boot Camp. In 2017, the program built the entrepreneurial spirit and 21st century skills of 100 young people in Hong Kong.

The Company also supported the JA Company Programme to provide entrepreneurial experience for youth. Under the guidance of more than 180 volunteer business advisors, over 1,700 students put their entrepreneurial skills in action in 2017. "We believe that entrepreneurship education can inspire and empower individuals to pursue their own dreams for the good of society," said Mr. Martin Lee, Vice Chairman, Henderson Land Development Company Limited.





Siddharta Moersjid,  
Board Chair, Prestasi Junior Indonesia



Robert Gardiner,  
Executive Director, Prestasi Junior Indonesia

**28,679**  
student experiences

**227,549** contact hours

**933** volunteers

**304** schools

### Highlights

#### Anak Cerdas Program supported by HSBC

HSBC supported the Anak Cerdas program for the second year since 2016, implementing digital based financial literacy programs in elementary schools in twelve cities across Indonesia. The focus of the program was to instill financial literacy understanding in young Indonesians through digital and interactive learning experience.



#### Pathways to Employment Program supported by J.P. Morgan Chase Foundation

The Program is a comprehensive work readiness initiative for students graduating from schools in West Java (just outside of Jakarta). 170 students have embarked in a 18 months process of hard and soft skills training, internship, and work placement with two tertiary institutions providing hard skills training for the automobile production industry.



#### Sociopreneurship Program supported Citi Foundation and Citi Indonesia

Supported students in 28 schools located across five Indonesian cities, the initiative involved implementation of the JA Be Entrepreneurial program and the Student Company initiative. Four students from State High School 3 Semarang represented Indonesia in the 2017 JA AP COY competition and brought home the 2nd place award.



### Featuring ----- PermataBank

Students in the larger Jakarta conurbation have benefitted from the support of Permata Bank and its corporate volunteers in the past 5 years. The annual Job Shadow Day provided opportunities for up to 100 students to visit the bank's corporate headquarters in downtown Jakarta. Bank Permata mentored students to learn about important components of entrepreneurship and business operations including the use of digital marketing.



Hideo Sagawa, Chairman of the Board  
and Managing Executive Director, JA Japan



Yoriko Kuroki,  
Executive Director-Operations, JA Japan

**67,265**  
student experiences

**865,692** contact hours

**11,061** volunteers

**1,078** schools

### Highlights

JA Japan hosted 2017 JA Asia Pacific Company of the Year competition from February 20 – 22 in 2017, 19 student companies representing 13 Asia Pacific locations participated in the competition, which was the largest representation since the competition started in 2011. In addition to the support from FedEx Express and Bloomberg, regional sponsors for the event, JA Japan is grateful for the 10 local corporate sponsors that have enabled JA Japan in making positive impact to JA AP COY students' experience.



JA Japan has been running the JA Job Shadow program with Amazon Japan since 2014. The program success was recognized in Amazon's global newsletter and Amazon is considering expanding the support of JA Job Shadow program to the U.S.A.



### Featuring ----- accenture

Accenture is one of the largest funders in Japan. In addition to programs sponsorships, they have been providing 900 volunteers to date, and pro-bono services to JA Japan since 2011. Targeting a wide range of students from elementary to high school years, the JA Programs supported by Accenture include Our Community, Student City, Catch Your Dream (local program), and TTBiz. The strong JA and Accenture Japan partnership is due to the organizations' common vision to inspire young people to be successful in the global society.





Kang Kyungsik,  
Chairman, JA Korea



Kim Taejoon,  
President, JA Korea



Yuh Moonhwan,  
Chief Operating Officer, JA Korea

**124,596**  
student experiences

**620,775** contact hours

**9,098** volunteers

**539** schools

### Highlights

#### Citi-JA 'Shining Future' Program with Citi Foundation

'Shining Future Program' planned to improve employability skills of students. The program provided 312 students (80% were women) age 18-19 from vocational high school across 5 major cities in Korea. 260 students attended the job fair and received career mentorship from business volunteers.



#### Future Employability Skills Training

Microsoft has been supporting JA Korea for coding education since 2016. Using Microsoft 'Kodu Game Lab' program, JA Korea modified the program for students to experience fun computational learnings and explore future career path at the same time. 2,668 underserved students across 5 rural areas were impacted by the program, with 208 university student volunteers participated as mentors.



#### 'Build Success Skills' with Starbucks Corporation

The 'Build Success Skills' program was developed to improve employability skills and introduce the roll of 'Barista in Starbucks' to vocational high school students. 275 baristas trained 3,110 students in 2017, and 12 students were employed at Starbucks after the program.



### Featuring ----- Hana Nanum Foundation

Hana Nanum Foundation has been supporting JA Korea to provide teachers training program to reach children in the rural areas of South Korea for more than 10 years. Since 2007, 150 teachers participated in training workshops in Seoul, and taught 7,700 students at youth centers in rural area.



Stuart Dean,  
Chairman, JA Malaysia



Shanthi Kanthaswamy,  
Executive Director, JA Malaysia

**4,493**  
student experiences

**39,243** contact hours

**430** volunteers

**98** schools

### Highlights

#### Cha-Ching Curriculum

The Cha-Ching Curriculum is the first multi-country, multi-platform program aimed at helping parents in Asia teach financial literacy to children ages 7 to 12. This teacher driven program was received positively by the Ministry of Education in Malaysia, which has enabled JA Malaysia to spread the reach of the program to 5 states in Malaysia including Kuala Lumpur, Selangor, Perak, Penang and Putrajaya. With the support from the state education office, JA Malaysia reached more than 16,000 primary school students with the Cha-Ching curriculum in 2017.



#### JA More Than Money

In collaboration with HSBC, JA More Than Money is a program designed for primary school students. The program introduces students to financial literacy and entrepreneurship, and to social studies learning objectives that include money-management skills, goods and services, and global markets. More than 1,000 students were reached by the JA More Than Money program in 2017





Ernesto R. Alberto,  
Chairman, JA Philippines



Krishna C. Alejandrino,  
Executive Director, JA Philippines

**47,801**  
student experiences

**334,825** contact hours

**265** volunteers

**564** schools

### Highlights

#### JA Awards Night

For the celebration of the successful academic, JA Philippines held its annual Awards Nights to recognize the contributions and achievements of corporate partners, stakeholders and students. Attended by close to 600 participants, The JA 48th Awards Night was held on March 25, 2017.



Company of the Year Collegiate Level

#### Cha-Ching 4th Educators' pre-conference curriculum training

JA Philippines collaborated with Pru Life UK to facilitate the Cha-Ching 4th Educators pre-conference curriculum training in August 2016. The training was attended by almost 400 educators representing 90 schools nationwide.



Cha Ching Educators' Conference – JA Philippines, JA Asia Pacific, Prudence Foundation and Pru Life UK representatives

#### JA Philippines student company shined at 2017 JA AP COY competition

With the generous support of JA Philippines Chairman – Mr. Edward Lee of COL Financial, the JA student company "Hiraya" from St. Scholastica's College, Manila won the prestigious FedEx Access Award.



Student Company "Hiraya" with Mr. Edward K. Lee

### Featuring ----- COL FINANCIAL PHILIPPINES

COL Financial supported 2 programs in 2017 including the COL-JAPI Stock Market Challenge that aims at educating the young people in an engaging way about stock market investing; and JA Company Program. The JA student company Team Hiraya from St. Scholastica's College, Manila won the prestigious FedEx Access Award in the 2017 JA AP COY competition.

"The partnership with JA has undoubtedly proven how effective the platform is in reaching the youth of our country with proper financial literacy education, as well as work and business readiness trainings. It is with utmost sincerity that I get to see firsthand the immense impact of the JA programs in the lives of young people." – Edward Lee, Chairman of COL Financial Group



Patrick Liew,  
Board Chair, JA Singapore



Hau Yee Ng,  
Executive Director, JA Singapore

**21,622**  
student experiences

**126,458** contact hours

**1,935** volunteers

**79** schools

### Highlights

The 2016 FedEx Express/JA International Trade Challenge was an enriching and fruitful learning journey for Tan Jie Ying and Colin Chee, 1st place winning team. Below are the key takeaways of Jie Ying and Colin from their ITC experience:

**Jie Ying:** ITC made me discover myself. I know myself better after this competition because it was challenging my limits and pushing myself beyond my known capabilities and potential - making an impossible task possible.

**Colin:** I had a culture shock initially after arriving Hong Kong for the ITC regional finals, as there were 6 different languages being spoken at the same time. It was a totally different level of competition as compared to the Singapore Finals. Thankfully, ITC gave me the chance to be exposed to many different cultures and made connections with like-minded young entrepreneurs from other countries for life.



### Featuring ----- سابك sabic

#### JA Lights of OUR Future Program and Competition

Sponsored by SABIC since 2015, JA Singapore conducted a customized program called JA Lights of OUR Future, followed by a competition for Primary 5 students to instill values of sustainable living in young Singaporean students. The JA Lights of OUR Future was developed by SABIC employee volunteers who infused over 350 hours of creativity into 6 lessons with interactive games, group activities, experiments and presentations. The program focused on energy efficiency, water usage reduction, and understanding the harmful efforts of Greenhouse gases and waste management.





Chodchoy Soponpanich,  
Board chair, JA Thailand



M.L. Pariyada Diskul,  
Executive Director, JA Thailand

**5,040**  
student experiences

**55,453** contact hours

**334** volunteers

**60** schools

### Highlights

#### JA Company Program

Sponsored by Bangkok Bank, the program reached a total of 662 high school students and young entrepreneurs from 25 schools. 20 schools were selected from the Trade Fair to compete and showcase their business and products at the national competition.



JA Company Program Trade fair

International Trade Challenge (ITC) launch and workshop at United Nation Regional Headquarters in Thailand Sponsored by FedEx. A total of ten schools joined the workshop at United Nations Conference Centers in Bangkok.



### Featuring **ธนาคารกรุงเทพ** Bangkok Bank

Sponsored by Bangkok Bank, the JA Company Program in Thai, Competition Day took place in December 2016 in Bangkok, Thailand. Bangkok Bank had volunteers from different departments of the bank to mentor students on business plan development, marketing, and presentation of ideas. JA Thailand and Bangkok Bank proudly deliver this program to high school students nationwide.



Ayna Bayramova,  
Executive Director, JA Turkmenistan

**35,198**  
student experiences

**986,848** contact hours

**177** volunteers

**503** schools

### Highlights

**Economics and Tourism Brain Ring Competitions** is an intellectual quiz game used as a monitoring and stimulation tool for students who learn economics and tourism. This game reveals knowledge and skills obtained by students studying JA Economics.

The Union of Economists of Turkmenistan supported by USAID JA Worldwide Project in Turkmenistan conducted the Finals of its annual Economics and Tourism Brain Ring competition. The event gathered 120 attendees, including eight best teams who advanced to the Final round and competed in semifinal and final fights.



#### JA Titan Contest

JA Titan is a computer simulation program allowing its participants to understand the principles of business by running their own virtual enterprise in a competitive environment. In 2017, twenty best teams from various educational institutions of Turkmenistan were arranged in four groups to compete at the group stage of the competition on April 24 to 27. Eight best teams advanced to the final round on May 10, 2017.



Special Acknowledgement







Doan Bich Ngoc,  
Board Chair, JA Vietnam



Hoai Nguyen Duy  
CEO, JA Vietnam

**1,880**  
student experiences

**34,098** contact hours

**46** volunteers

**37** schools

### Highlights

British University Vietnam (BUV) is JA Vietnam's official sponsor for Company of the Year (COY) competition in Vietnam. Mr. Christopher Jeffery, Dean of BUV, believe in youth empowerment with education.



Mr. Christopher Jeffery, Dean of BUV



## Contact JA Asia Pacific Members



### Vivian Lau

President

Email: vivian.lau@jaasiapacific.org

### Monique Wong

Senior Regional Business Development Manager

Email: monique.wong@jaasiapacific.org

### Winnie Ho

Senior Regional Marketing Manager

Email: winnie.ho@jaasiapacific.org

### Adrian Lee

Senior Regional Operation Manager

Email: adrian.lee@jaasiapacific.org



### Aaron Ngan

CEO

Email: aaron@jaaustralia.org

Web: www.jaaustralia.org



### Sevinj Mammadova

Executive Director

Email: sevinj@ja-azerbaijan.org

Web: www.ja-azerbaijan.org



### Louis Tan

Managing Director

Email: jabrunei2015@gmail.com

Web: www.jabrunei.org



### Alice Chou

Acting Executive Director

Email: alichou@gmail.com

Web: www.jachina.org



### Beth Lizama

Executive Director

Email: beth.lizama@jaguam.org

Web: www.jaguam.com



### Garrick Lau

CEO

Email: garrick.lau@jahk.org

Web: www.jahk.org



### Rob Gardiner

Executive Director

Email: rgardiner@prestasijunior.org

Web: www.prestasijunior.org



### Yoriko Kuroki

Executive Director - Operations

Email: yorikr@ja-japan.org

Web: www.ja-japan.org



### Aigul Irismatovna

Executive Director

Email: aigul-k@inbox.ru

Web: www.junior.kz



### Yuh Moonhwan

Chief Operating Officer

Email: mhyuh@jakorea.org

Web: www.jakorea.org



### Shanthi Kanthaswamy

Executive Director

Email: shanthi@jamalaysia.org



### Krishna C. Alejandrino

Executive Director

Email: krishna@japionline.org

Web: www.japionline.org



### Hau Yee Ng

Executive Director

Email: hauyee.ng@ja.org.sg

Web: www.ja.org.sg



### M.L. Pariyada Diskul

Executive Director

Email: parry.diskul@gmail.com

Web: www.jathailand.org



### Ayna Bayramova

Executive Director

Email: ayna\_bayramova@mail.ru



### Hoai Nguyen Duy

CEO

Email: hoai.nd@javietnam.org

Web: www.javietnam.org/



**Tel:** +852 5316-2146

**Email:** [info@jaasiapacific.org](mailto:info@jaasiapacific.org)

**Web:** [www.jaasiapacific.org](http://www.jaasiapacific.org)