



FedEx Express / JA
International Trade Challenge
2019 Asia Pacific Finals

Spotlights from ITC 2018 Asia Pacific Finals Competition and Event

60 national ITC champions from 10 Asia Pacific markets came together at the 2018 ITC Asia Pacific Finals in Singapore from August 12 to 15, 2018. Within these few days, they came together and gained hands-on experience of international trade strategy, formulated business plan and built life-long connections with students from around the region.

ICE-BREAKING AND TEAM BUILDING ACTIVITY

Vivian Lau, President and CEO of JA Asia Pacific led the students in a series of intensive yet fun ice-breaking and team building exercises. The activities were designed to enable the students to have a better understanding of their teammates from other markets.



OPENING OF ITC

The ITC 2018 Asia Pacific Finals was officially open by Audrey Cheong, Managing Director of FedEx Express Singapore; Patrick Liew, Board Chair of JA Singapore; and Vivian Lau, President of JA Asia Pacific. The challenge topic was also announced: "Create a market entry strategy for an elderly wellness product. The market to enter is France".



DINNER AND EXCURSION AT LOCAL MARKET

Participants were treated with some local delicacies including Chili Crab before a walk down the famous Bugis Street Market to experience local Singaporean cultures.



WORKSHOP SESSION

Student teams had 2 full days to research, discuss and develop their market entry strategy plan. At the same time, 9 dedicated FedEx Express volunteers joined both workshop sessions to answer questions from the students, provide support and mentoring.



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FEDEX EXPRESS SOUTH PACIFIC HUB VISIT

With the support of FedEx Express South Pacific Hub's Operations team, students and chaperones were given the opportunity to visit the FedEx facility that is located beside the Airport Logistic Park of Singapore and within Changi Airport's free trade zone. The Hub is a restricted area which made the visit even more valuable and special.

Guided by FedEx representatives, students witnessed first-hand on how an on-site facilitation of cargo shipment clearance by the Immigration and Checkpoints Authority and Singapore Customs translates into faster, more convenient customs clearance for FedEx customers. They also learnt how FedEx leveraged on technologies to achieve their commitment to customers every day. It was an eye-opening experience for all.



GUEST SPEAKER SESSION

After the Hub visit, students were transported back to the competition venue to gain executive insights on international trade from our special guest speaker – Ms. Kawai Preet, Senior Vice President, Operations, North and South Pacific, FedEx Express. Ms. Preet encouraged our young people to take advantage of being in Asia Pacific, one of the most connected regions in the world and a leading global hub for entrepreneurs, to keep learning and seize the opportunity to be innovators of the world.



FIRST ROUND PRESENTATION

After 2 days of hard work, the 30 student teams were ready to present their market entry strategy plan to the judges in the first-round presentation. 6 teams were selected to advance to the Grand final presentations on the same day.





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GRAND FINAL PRESENTATION

The Grand Final Presentation was opened to all students, chaperones, JA members and FedEx Express volunteers. The final 6 teams presented their market entry strategy to 4 judges, who decided which teams were the 1st, 2nd and 3rd places of the ITC Asia Pacific Finals.



AWARDS DINNER

The highlight of the ITC Asia Pacific Finals was the Awards Dinner, where everyone gathered to celebrate the achievements of all participants. The 60 students were presented with certificates as a recognition for their hard work. JA Asia Pacific also took the opportunity to express our appreciation for the unwavering support from FedEx Express, Judges, FedEx Facilitators, and event host JA Singapore plus their volunteers.



The result is as follows:

1st Place: Team Ratoon
Seungwon Lee (Korea) Duong Ha Anh (Vietnam)

2nd Place: Team Teilah
Terry Yung (Hong Kong)
Dalilah Katherine Bridges (Thailand)

3rd Place: Team Wrinkle
Philippe-Hari de Manny (Hong Kong) Han Kyeol (Singapore)

Please go https://docs.wixstatic.com/ugd/0706f8_5ce133927fc142ee88b329798433f323.pdf to view the press release on 2018 ITC Asia Pacific Finals results.