



FedEx Express / JA
International Trade Challenge
 2019 Asia Pacific Finals

Stages of ITC Workshops and Competitions

The ITC consisted of two main stages of learning.



Stage 1 – local level workshops and competition.

First at each local JA market, students were to sign-up and attend the local International Trade Workshop(s). The purpose of the workshop is to introduce the concept of international trade and how established businesses formulate market entry strategies to expand to overseas markets. Volunteers from local FedEx Express offices are invited as speakers, facilitators and/or mentors at these workshops to share their knowledge and experience with the students. After attending the local workshops, students will be invited to take part in the local International Trade Challenge. To enter the competition, students will develop a market entry strategy plan for a given product that was targeted to enter a specific market. 6 winning students from each market will be selected and awarded the opportunity to participate and compete in the Asia Pacific Finals



Stage 2 - ITC Asia Pacific Regional Finals Workshop and Competition

The ITC Asia Pacific finals competition is a 4-day competition and event to be held in a Asia Pacific location.

Since 2017, the Asia Pacific Finals had paired students from different markets to compete in mixed teams of two, with the objective to promote cross-border collaboration and to better reflect how teams and businesses operate in a borderless world. The ITC Asia Pacific Finals provide a unique and valuable learning experience for young leaders, as they meet, work and learn from like-minded entrepreneurs coming from different Asia Pacific markets. From not knowing one another, each team is given 36 hours to come up with a 7- minute presentation to the judges that detailed their market entry strategy. The regional finals is a great learning experience for students to sharpen their teamwork, decision-making, communications, and problem-solving skills. Feedback from the Asia Pacific Finals evaluations indicated that:

---98% of the students feel the event provides a valuable learning experience for students

---95% of the students agree the event was challenging

---95% of the students agree the event improved their decision-making skills



ITC 2018 ITC local workshops

**2019
ITC Asia Pacific
Finals**

With the support from event host JA Malaysia, the 2019 ITC Asia Pacific finals competition and event is confirmed to be held in Kuala Lumpur, Malaysia from August 18 to 22, 2019. Stay tuned to the official FedEx Express/JA ITC social media channels @AsiaPacificITC #FedEx #FedExJAITC2019.