




Message from Vivian Lau, President of JA Asia Pacific



According to an African proverb, “If you want to go fast, go alone. If you want to go far, go together.” But is it impossible to go fast and far? The success of the 12th FedEx Express/JA International Trade Challenge (ITC) Asia Pacific Finals, the 2018 JA AP Leadership Conference and the inaugural GATHER JA Alumni Asia Pacific Conference bring new perspectives to this aged-old proverb.

The 12th FedEx Express/JA International Trade Challenge (ITC) Asia Pacific Finals was successfully held in Singapore from August 12 - 16, 2018. Working together in mixed team “partnerSHIPS” to create a market entry strategy for an elderly wellness product in France, 60 national student champions from 10 Asia Pacific markets demonstrated the ability of high performing teams to work under pressure and constraints whilst achieving impressive results. The special moments of the ITC are featured in the JA AP Story.

Following the ITC from August 16 to 17, leaders from 15 JA AP Members came together to develop a shared vision of the world for our youth in 2030. In two short days, we have come a long way – from strategic exploration led by Accenture, experiential sessions on Design Thinking by SUTD and Mobile LMS by Gnowbe, to a field trip to understand the future of AR/VR/MR. To crystalize the strategy to achieve the collective aspirations of the region, the JA AP Model canvas was introduced so that we can go fast and far for the future of our youth in Asia Pacific.

A major highlight of the 2018 JA AP Leadership Conference was the celebration and recognition of our outstanding leaders from the network at the JA Asia Pacific Awards Dinner. Together we celebrated 270 year of services dedicated to the future of our youth in Asia Pacific. Congratulations to all our Long Services Award and special JA AP Award recipients! A shout out to:

- Rob Gardiner and Ayna Bayramova on 20 years Long Service
- JA Korea and JA Thailand on the JA AP Compliance Award
- JA Malaysia and JA Philippines on the JA AP Growth Award
- JA Korea on the JA AP Collaboration Award





Message from Vivian Lau, President of JA Asia Pacific

In parallel with the JA AP Leadership Conference, the inaugural GATHER JA Alumni Asia Pacific Conference was successfully held with JA Alumni Asia Pacific regional coordinators from Hong Kong, Indonesia, and Singapore came together to connect and strategize the JA AP Alumni movement, tying in with the centennial celebration across the region in 2019.

Please join me in to congratulate the promotion of Adrian Lee to Regional Operation Director and Winnie Ho to Regional Marketing Director. Adrian and Winnie have been an eminent part of the ROC to set up the JA AP operations and marketing functions; supporting members in areas including regional students' competitions, program management & reporting, to communications and brand alignment support.

Please allow me to thank YOU again for what you do on a daily basis to inspire and prepare our youth for their future. Special thanks to Hau Yee Ng and JA Singapore for being the host of the three invigorating events.

It is more than the great ideas; it is the focus on execution and implementation and the humility to learn, unlearn and relearn that will define our future and the future of our youth. You humble, inspire and energize me. Together let's go fast and far!





Special Feature

FedEx Express/JA International Trade Challenge (ITC) 2018 Asia Pacific Finals August 12-15, 2018



As the proud organizer for ITC Asia Pacific Finals competition, JA Asia Pacific is grateful for the continuous support from FedEx Asia Pacific to ITC in developing and nurturing entrepreneurial leaders for the Asia Pacific region for the 12th year since 2007.

ITC regional finals has traveled to different markets in the region including Hong Kong, Singapore, Thailand, and Malaysia and has developed over 20,000 young entrepreneurs in the Asia Pacific region.

More than 2500 aspiring young entrepreneurs have participated in local ITC workshops across 10 markets over 8 months to create market entry strategy for a variety of products and services for their respective ITC local challenges.

A total of 60 national champions forming 30 mixed teams, from 10 Asia Pacific markets came together at the ITC 2018 regional finals in Singapore from August 12 to 15 to gain first-hand experience of international trade strategy, business plan formulation, and build life-long connections with students from around the region, as well as competing for the 3rd, 2nd, and 1st place in the 2018 ITC Asia Pacific Finals.

JA Asia Pacific is delighted to share the 2018 ITC Asia Pacific Finals with vivid moments captured by our photographer!





Special Feature

Day 1 Highlights

Arrivals, draw of teams, ice-breaking & team building.

Upon the arrivals of all the 60 national champions from Australia, China, Hong Kong, Japan, Korea, Malaysia, Philippines, Singapore, Thailand, and Vietnam; students were greeted by Vivian Lau, President of JA Asia Pacific and her team to a special designed ice-break session and a random draw of new teammates through a computer program.



The 30 new mixed teams in two were then engaged in a series of intensive yet fun team-building exercises for better understanding of each other coming from diverse cultural background. The results - lots of actions and laughter! and the new mixed team were ready to tackle the ITC challenge to be revealed in the official opening of the competition the following day!





Special Feature

Day 2 Highlights

Official Opening of 2018 ITC

The 2018 ITC 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

Working in "PartnerSHIPS", the 30 teams were challenged with this competition topic this year:

To create a market entry strategy for an elderly wellness product in France

With the support from FedEx facilitators, students were pouring all their energy into creating their market entry strategy in less than 48 hours!





Special Feature

Day 3 Highlights

The FedEx Express South Pacific Hub Visit



Participating students in the 2018 ITC were given the opportunity to visit the FedEx Express South Pacific Regional Hub located beside the Airport Logistics Park of Singapore and within Changi Airport's free trade zone - An eye-opening experience for students and accompanied adults!

At the Hub visit, students were guided by FedEx representatives from the Operations team. They shared how FedEx leverage on technologies to achieve their commitment to customers every day.

FedEx Guest Speaker Session

After the FedEx hub visit, students were transported back to the competition venue to gain executive insights on International Trade from our special guest speaker - Ms. Kawal Preet, Senior Vice President, Operations, North and South Pacific, FedEx Express.



Kawal Preet, Senior Vice President, Operations, North and South Pacific, FedEx Express, inspired the students with how a more connected world benefits everyone!





Special Feature

Day 3 Highlights

The FedEx Express South Pacific Hub Visit



Workshop session guided by FedEx Facilitators before the competition day





Special Feature

Day 4 Highlights

The Competition

After an intense 1st round of presentations by all 30 teams to a diverse panel of judges representing different industry sectors, 6 Grand finalist teams were selected to move onto to Grand final presentations to compete for the 3rd, 2nd, and 1st places of the 2018 ITC Asia Pacific Finals.





Special Feature

Day 4 Highlights

Congratulations to the 6 2018 ITC Grand Finalist Teams!



The 6 grand finalist teams advancing to the 2018 ITC Grand Final round of competition.

Team Wrinkle - Han Kyeol from Singapore and Philippe-Hari de Manny from Hong Kong

Their early care package comes with a puzzle, a potted plant, and some positive words, and is designed to improve the lifestyles of French senior citizens by helping them stay mentally active

Team CoLab - Rainbow Yuhong Yang from Australia and Teng Zhen Fa from Malaysia

With just 4 hours of exposure, the product -a portable Vitamin D light gives the elderly their daily dose of Vitamin D and help combat widespread Vitamin D deficiency.

Team Tailah - Terry Yung from Hong Kong and Dalilah Katherine Bridges from Thailand

Their robotic pets come equipped with artificial intelligence technology and aim to provide friendship to lonely French elderly. The animal companions can also medically diagnose their elderly wards, and subsequently notify family members in case of emergencies.

Team Idealistic - Ken Roque from the Philippines and Hayoung Kim from Korea

The team's plant sensor and mobile application aims to improve the mental wellbeing of French elderly by building a community around one of the country's top hobbies. Like a Tamagotchi for plants - users can monitor the growth of their plants and share photos with friends.

Team Ratoon - Seungwon Lee from Korea and Duong Ha Anh from Vietnam

Their wearable device for French elderly aims to help prevent falls by monitoring body balance and alerting the user to risk. It can also notify hospitals in the event of a fall.

Team Silver Wonder - Erin Tiu from Philippines and Chung Hee Won from Singapore

Their 3-in-1 exercise bicycle aims to combat elderly frailty by allowing French senior citizens to exercise their full body with just one piece of equipment.





Special Feature

Day 4 Highlights

The Awards Dinner

The highlight of the 4-day ITC competition event was definitely the 2018 ITC Awards Dinner, where everyone gathered to celebrate the achievements of all ITC Asia Pacific Finals participants. 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!





Special Feature

Day 4 Highlights

Congratulations to all the participants and winners of the 2018 FedEx Express/JA ITC Asia Pacific Finals!



2018 ITC Asia Pacific Finals Winning teams
From L to R: Team CoLab, 3rd place winner ; Team Ratoon, 2018 ITC 1st place winner; Team Teilah, 2nd place winner.

2018 FedEx Express/JA International Trade Challenge (FedEx/JA ITC) Asia Pacific Finals winners

Team Ratoon, comprising Seungwon Lee from South Korea and Duong Ha Anh from Vietnam beat 29 teams from across the region with their wearable device for French elderly that helps prevent falls by monitoring their body balance and alerting them when they are at risk. comprising of student entrepreneurs from South Korea and Vietnam were named winners of the.



From left to right: Vivian Lau, president, JAAsia Pacific; first place winner Seungwon Lee and Duong Ha Anh; Audrey Cheong, managing director, FedEx Express Singapore.



"We can't believe we won this challenge given the talented competition and the quality of business proposals that were put together," said Seungwon Lee and Duong Ha Anh of Ratoon. "We are really thankful for this opportunity to be competing against such high caliber students from the region. Not only has this contest equipped us with real-world experience, but it has also given us more confidence than ever to pursue our dreams."





Special Feature

Day 4 Highlights

Team Teilah – made up of Terry Yung from Hong Kong and Dalilah Katherine Bridges from Thailand – came second with their idea of robotic pets equipped with artificial intelligence technology that not only provides companionship to the French elderly, but also notifies their family members during medical emergencies.



From left to right: Vivian Lau, president, JA Asia Pacific; second place winner Dalilah Katherine Bridges and Terry Yung; Audrey Cheong, managing director, FedEx Express Singapore.



Team Wrinkle – made up of Han Kyeol from Singapore and Philippe-Hari de Manny from Hong Kong – came in third with the idea of an elderly care package to help senior citizens in France stay mentally active. The package comprises a puzzle, a potted plant, and words of encouragement.



From left to right: Vivian Lau, president, JA Asia Pacific; third place winner Philippe-Hari de Manny and Han Kyeol; Audrey Cheong, managing director, FedEx Express Singapore.





Special Feature

A few words...

JA Asia Pacific is grateful for the support from FedEx Express to inspire young entrepreneurs in the region for the 12th consecutive year through the ITC program and competition. Below are a few words on 2018 ITC program and competition from Karen Reddington, President of FedEx Express Asia Pacific; and Vivian Lau, President of JA Asia Pacific. We look forward to the 13th ITC in 2019!



"What FedEx does best is connect businesses with the world," said Karen Reddington, president, FedEx Express Asia Pacific. "We are pleased that FedEx is part of this program that helps develop and inspire our next generation of entrepreneurs. I hope the program has inspired these students to think globally and recognize that there are always opportunities for anyone who wishes to expand beyond their home market no matter how small the business idea seems at first."

"FedEx/JA ITC has always aimed to inspire young entrepreneurs to think outside the box. Looking at the impressive work of our young people, I am pleased to say that we have once again achieved what we set out to do," said Vivian Lau, president, JA Asia Pacific. "This program is only the start of their exciting entrepreneurial journey and has enabled and empowered young aspiring entrepreneurs with the necessary business knowledge and real-life skills to pursue their dreams."



To view more special moments from the ITC, please go to:

<https://youtu.be/wpvsXhS1fpw>
www.facebook.com/AsiaPacificITC.
[#FedExJAITC2018](https://twitter.com/FedExJAITC2018)





Special Feature



JA Asia Pacific Leadership Conference August 16-17. Singapore

What will the world look like for our youth in 2030?



The 2018 JA Asia Pacific Leadership Conference was successfully right after the 2018 ITC at the Village Hotel Changi in Singapore from August 16 to 17, 2018. More than 25 leaders and staff from 13 JA AP locations had come together to share best practices, participate in JA AP regional strategy workshop, learn from education experts in STEM-related subjects, and meet Larry Farrell, the author of the JA centennial book - "The Entrepreneurial Attitude".

The leadership Conference participants have achieved a lot in less than 48 hours!

Day 1 morning was kick-started with JA AP ROC updates from the ROC team and JA Centennial branding update from Tere Stouffer, Head of global marketing from JA Worldwide. The JA Asia Pacific strategy development workshop was then kic-off with a session led by Accenture to enable our JA AP Members gain a better understanding through the questionnaire on the current state of play and aspirations. The ROC is grateful for the support from Sanjeeth Surnella of Accenture in leading this exercise, with an outcome that lays the basis for a deeper dive in of the JA AP strategy development workshop the following morning.





Special Feature



In times of rapid change in an uncertain future, not only does youth need to learn, unlearn and relearn, to prepare youth for the future, JA must learn, unlearn and relearn too.

In the afternoon of Day 1, JA AP members had the opportunity for hands-on experiential sessions on **Design Thinking by SUTD** and **Mobile LMS by Gnowbe**.





Special Feature

One of the major highlights of the 2018 JA AP Leadership Conference was the **celebration and recognition** of the outstanding leaders from the network at the **JAAP Awards dinner in the evening of Day 1**. 270 year of services dedicated to the future of our youth in Asia Pacific was celebrated.



Long Service Awards recipients receiving their awards on site at the JA AP Awards Dinner

Congratulations to all the Long Services Award recipients:

20 years Long Service Award	
Name	JA AP Member
Rob Gardiner	Indonesia
Ayna Bayramova	Turkmenistan

15 years Long Service Award	
Name	JA AP Member
Vitis Rakhma Noviagama	Indonesia
Masaaki Takagi	Japan
HOAI NGUYEN DUY	Vietnam
Yuriy Aronskiy	Turkmenistan

10 Years Long Service Award	
Name	JA AP Member
QIJUN (Judy) WU	China
JINGRONG (Judy) LIU	China
ZINENG (Henry) YUAN	
LAN (Cherry) ZHANG	
Utami Anita Herawati	Indonesia
Florentina Jabar	
Syafril Riza	
Krishna Alejandrino	Philippines
Parry Diskul	Thailand
Serdar Ishankuliyev	Turkmenistan

5 years Long Service Award	
Name	JA AP Member
Shelly Puhuai Zheng	China
Celia Minzi Wang	China
Xiaoli Zhuang	
Retna Widiyasrini	Indonesia
Tomoko Takahashi	Japan
Jungah Kim	Korea
Sunah Lee	
Yunseop Song	
Siti Hurriah Harun	Singapore
Marissa Lim	Singapore
Artyom Melyayev	Turkmenistan
Arslan Omadov	
Zakir Sapayazov	
Kakajan Yarymov	





Special Feature

A special shout out to:

- **Rob Gardiner** and **Ayna Bayramova** on reaching their **20** years of Long Service milestone
- **JA Korea** and **JA Thailand** on receiving the **JA AP Compliance Award**
- **JA Malaysia** and **JA Philippines** on receiving the **JA AP Growth Award**
- **JA Korea** on receiving the **JA AP Collaboration Award**.



2018 JA AP Special Awards Recipients

In addition to awards presentation, Larry Farrell, the author of the JA centennial book - "The Entrepreneurial Attitude" had also joined the JA AP Awards Dinner to introduce the JA centennial book, as well as exploring local partnership opportunities with JA AP members. JA AP members were excited to have their JA centennial books autograph by Larry after dinner!



The 2018 JA AP Awards Dinner photos are available for download from:

<https://www.dropbox.com/sh/wnooqg3a5av7i25/AA2RfYhtlyMhVulEugm8y5ta?dl=0>

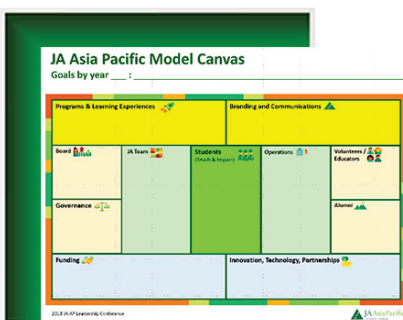




Special Feature

In the morning of Day 2 - Vivian Lau, President of JA Asia Pacific took members on a trip to the future to explore what the world would look like for our youth in 2030. To create the desired future of the region in 2019, 2020 and 2021 collectively, members were presented the JA AP Model Canvas – a framework and resource for the development of local strategic plan.

Members were invited to customize the canvas and engage their teams along the way to develop local JA strategy using the Model Canvas tool provided.



JA AP is looking forward to receiving the respective JA AP Model Canvas from members by September 7, 2018.

The JA AP Leadership Conference concluded with a field trip to Aviation Virtual to understand the possibilities of AV/VR/MR. It is incredible how much the leadership conference participants have learnt and covered in less than 48 hours!

The JA Asia Pacific Leadership Conference is an excellent first attempt to develop a collective aspiration amongst JA AP members. Please fill in the survey to gather feedback on the first JA AP Leadership Conference by clicking: <https://itc2018apfinals.typeform.com/to/W1sma4>.

Members' feedback will be important to the creation of the next JA AP Leadership Conference.

The digital copy of the JA AP Model Canvas, and presentations, and photos are available for download from the following drop box folder:

<https://www.dropbox.com/sh/1ckqbwhm7I26vin/AAB69uSAjZuyWxsUtJg5hKu7a?dl=0>





Special Feature

The inaugural “Gather” JA Alumni Asia Pacific Conference



Together with JA Alumni Asia Pacific regional coordinators, the inaugural **Gather JA Asia Pacific Alumni Conference 2018** – was successfully held from August 16 -17 in Singapore (Con-current to the JA AP Senior Leadership Conference).



JA Alumni Asia Pacific has a vision to “Empower youth in Asia Pacific. For alumni, by alumni”. Aligning with the objective of Gather, the first-ever alumni system which brings together all JA alumni globally, the key objective of the inaugural Gather JA Asia Pacific conference 2018 is to gather Regional Coordinators (RCs) of JA alumni across the region to convene in person and plan for 2019 and the future of our alumni associations. Throughout the 2-days conference, RCs had the opportunity to meet and join JA AP members in the Design Thinking and Mobile LMS workshops, and also the field trip to Aviation Virtual to learn about the future of Virtual Reality.

Please stay tuned for updates on the JA Alumni Asia Pacific's team structure, and plan to mobilize the JA alumni communities in the Asia Pacific region in 2019!

