

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



Can a young female entrepreneur change the lives of women thousands of miles away and around the world? Can she do well by doing good? How did this all start? Let's hear it from Bonnie Chiu, a JA Hong Kong Company Programme alumna.

As we prepare our youth for a future that is increasingly complex and global, our education system needs to shift to ensure that our youth can thrive in the 21st century. The JA experiential education model and our flagship program, the JA Company Program shows promise in this regard as it provides students with access to well-facilitated, high-quality, real-world experiences in which they can acquire essential, complex skills and knowledge through learning, collaborating, and doing.

The JA Company Program offers high school students the opportunity to learn how to move a business idea from concept to reality. The program provides teachers with a series of learning-by-doing business, economics and entrepreneurship activities, a great way to help students succeed in a global economy. By bringing business volunteers into the classroom to share their experience and mentor, students get uncloset and personal encounter with career opportunities, and the skills and attitudes needed to embark on an entrepreneurial journey.

In 2017, over 16,000 students enrolled in the program across the 17 Members Asia Pacific region. National champions from participating JA locations will be travelling to compete for the 2018 JAAP Company of the Year (JAAP COY) Competition in Beijing, China from March 28 to 31, 2018. Through collaborations with our partners and our host, JA China, we look forward to welcoming our young entrepreneurs and game changers to China in March.

During this festive Lunar New Year, may I wish everyone inspirations and fulfillment in the Year of the Dog!

## The JA STORY

Get to know Bonnie Chiu – globally recognized Social Entrepreneur and JA Alumna.



Hong Kong-born Bonnie Chiu is the Founder and CEO of non-profit social enterprise Lensational, which equips marginalised women with photography training and digital skills. Since launching in 2013, the organisation – which has expanded to a team of 120 volunteers – has taught photography to 700 women across 20 developing countries, and established partnerships with Getty Images, Standard Chartered, Colgate and Vodafone Institute. Bonnie has been awarded Forbes 30 Under 30 Social Entrepreneur in Europe in 2017, the Young Achiever of the Asian Women of Achievement Awards in 2016 and recognised as the Ambassador of Sustainable Development Goal 5 - Achieve Gender Equality - in the Lavazza calendar.

Bonnie is also the Managing Director of The Social Investment Consultancy (TSIC) <http://www.tsiconsultancy.com>, an international strategy consulting firm that advises clients on maximising social impact.

Her social entrepreneurship journey started with the JA Hong Kong Company Programme in Hong Kong at age 16.

It is the pleasure of the JA AP ROC to feature Bonnie's journey with the wider JA network through a

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JA AP:

Describe your first entrepreneurial experience with JA Hong Kong Company Program in Hong Kong  
Bonnie:

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. As part of a youth entrepreneurial programme organised by JA Hong Kong, our company was awarded the Market Potential Award for our innovative product, and the Corporate Social Responsibility Award for donating 40% of our corporate profits to the Make-a-Wish Foundation and dedicating 5% of our staff time to community services.

JAAP:

Lensational was founded in 2013, what had brought you to the idea of social business, and empowering marginalised women through photography?

Bonnie:

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.

Lensational is a social enterprise that equips marginalised women from developing markets with digital tools and photography training. Through photography, they have a voice, a source of income, and a base of strength. It was an encounter with four Turkish girls during my travels to Istanbul in 2011 that planted the seed for Lensational. Like any tourist, I was taking pictures and I taught them to take pictures quite informally. It was so refreshing to see things through their eyes as the media has a certain portrayal of Muslim girls – it was just so interesting to see things through their lens, I have noticed things that are somewhat contradictory to societal misconceptions.

I was also raised by my grandmother, who fled Indonesia as a refugee. She couldn't read or write and that's why she loves photography, it made me realise that photography was a universal language that transcends all barriers. She is only one of the 520 million women who are illiterate, and this ultimately inspired me to set up Lensational on International Women's day of 2013. I was only 20 years old and I did not anticipate how the idea gained so much resonance with people across the world.



JAAP:

What was the biggest challenge in your social entrepreneurship journey and how did you overcome the challenge?

Bonnie:

Social enterprises are slowly challenging the mainstream of business and charities. We strongly believe in positioning ourselves as a social enterprise, as there is a clear alignment between our financial sustainability and social impact; however, funding for social enterprises is less straight forward than traditional businesses or charities. Also, as a young social entrepreneur starting out, I did not have a long track record. We tried to overcome our funding challenge by mobilising volunteers – those who are willing to give their time to further our cause. Through this model, we have been able to scale with very limited capital, and now we are showing traction which makes us more attractive to donors and investors.

JAAP:

What is your aspiration for Lensational in the next 5 years and beyond?

Bonnie:

Based on our growth target, we will be able to train 30,000 women directly and have their voices heard globally through their lens by 2022. To support our growth, we are also looking into developing a mobile app that will enable women who own smartphones (or women we can help to own smartphones) to learn on the go with the app and they can connect with other women in different countries through the app. Our 7-year target is to reach 1 million women by 2025 through the support of the mobile app and organic growth.

It is heart-warming to see so many people support Lensational. I have also met many “He for She” champions who came to volunteer or support Lensational. I think men, especially young men, are getting more vocal about gender inequality, and recognise that empowering women and girls is an investment in our common humanity.

# JAAP WORKS

February 2018

JAAP:

How do you manage a full-time job and still find the time and energy to run an inspiring nonprofit?

Bonnie:

I have to say I do work more than average, but without the amazing teams that I work with, none of this is possible, so I really must thank my team members, volunteers and my family for supporting me and filling in where there are gaps.

When I feel I am too tired, I try to remind myself of how lucky I am. My grandmother always reminds me that when we are lucky enough to have choices in our lives, we need to help those who don't. I choose to be busy, because there are so many inequalities in the world that urgently need solutions.



Bonnie Chiu speaking at TedxGoodenoughCollege event in London

## Regional Initiatives, Programs, and Event



### The 2018 JA Asia Pacific Company of the Year Competition Awards and extended learning opportunities for participating student companies

22 student companies have registered in the 2018 JA AP COY competition, the largest JA AP COY event by far. The student companies represented 14 locations including: Brunei, China, Guam, Hong Kong, India, Indonesia, Japan, Korea, Malaysia, Philippines, Singapore, Thailand, Turkmenistan, and Vietnam.

In addition to student companies participating the event from the Asia Pacific regions, student companies from JA Europe and JA Africa will also be joining as exhibiting student companies to enhance cross-border experience for all participants.

Coinciding with JA China's 25th anniversary celebration, JA Asia Pacific is proud to bring the 2018 JA AP COY competition event to Beijing, China from March 28 to 31, 2018. Thanks to the great support from our sponsors and partners, participating student companies will have the opportunity to bring home the following awards from Beijing this year:

#### **JA Asia Pacific Company of the Year (JA AP COY) Award (1st, 2nd, and 3rd place)**

For a student company to win this award, it is not sufficient just to run a financially successful JA company or to have created an exciting product or service. JA company members must also demonstrate that they understand how and why the company performed as it did. Judges will be looking for evidence of innovation and the application of new ideas in all aspects of running the company. They also will look for an understanding that continuous improvement through innovation is essential to the success of a business.

The JA AP COY Awards are open to participating Asia Pacific student companies

## Regional Initiatives, Programs, and Event



### The 2018 JA Asia Pacific Company of the Year Competition Awards and extended learning opportunities for participating student companies

#### **FedEx Access Award**

FedEx believes entrepreneurs help build connections that can power the world. Because the company also believe a more connected world is a better world, they proudly support global entrepreneurship education. The FedEx Access Award recognizes student-run businesses that best exhibit the principles of global connectivity.

The FedEx Access Award is sponsored by FedEx Express and is open to participating Asia Pacific student companies

#### **Belt and Road Award**

The Belt and Road Award is created for the 2018 JA AP COY participating student companies to demonstrate how they can realize the opportunity of the Belt and Road Initiative, and through this learning experience they can benefit their entrepreneurial journey for years to come.

The Belt and Road Award is sponsored by Road King Investment and Asset Management and Road King Expressway, and is open to all participating Asia Pacific student companies (including exhibiting companies)

#### **Young Entrepreneurs' Choice Award**

The Young Entrepreneurs' Choice Award enables all students participating at the JA Asia Pacific Company of the Year to vote for their favourite JA company.

The Young Entrepreneurs' Choice Award is open to participating Asia Pacific student companies

## Regional Initiatives, Programs, and Event



### The 2018 JA Asia Pacific Company of the Year Competition

#### Awards and extended learning opportunities for participating student companies

In addition, the 2018 JA AP COY 1st /2nd /3rd place Awardees will be offered the following extended learning opportunities:

#### IUA-JA Excellence Scholarships

IUA (The International University Alliance) is an association of prestigious U.S. universities and will be awarding each individual student in the three 2018 JA AP COY winning teams IUA-JA Excellence Scholarships of up to USD60,000 at one of the following prestigious universities in the United States (*Students should be eligible for acceptance based on academic and English language entry requirements, which can differ by university*)

- University of Illinois at Chicago
- Adelphi University
- University of the Pacific
- University of Dayton

#### Baotou Youth Conference at Mongolia in August

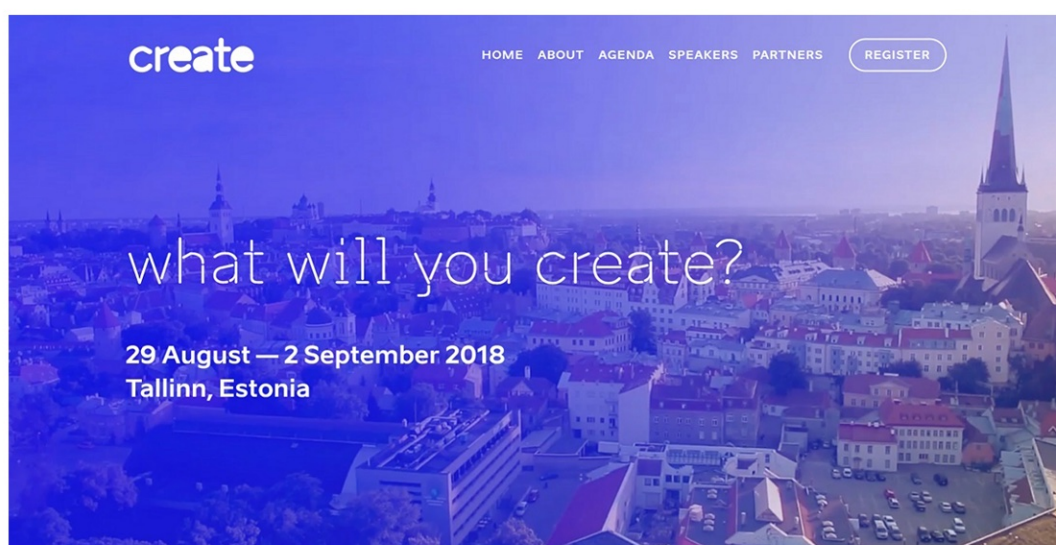
The 2018 JA AP COY winning teams will be awarded the opportunity to attend the Baotou Youth Forum, a regional youth event co-hosted by UNDP and Central Committee of the Communist Youth League of China. The Baotou Youth Forum focus on youth empowerment in accelerating the implementation of sustainable development goals (SDGs) through leadership, innovation and entrepreneurship. UNDP is aiming at inviting around 500 participants including government and UN officials, policy makers, start-ups, young entrepreneurs and students. The event will be held in Baotou, Mongolia in the first week of August.

Please stay tuned for more updates as we count down to the exciting 2018 JA AP COY competition in Beijing and contact Adrian Lee([adrian.lee@jaasiapacific.org](mailto:adrian.lee@jaasiapacific.org)) on any questions about the event.



## Regional Initiatives, Programs, and Event

JA AP ROC proudly extends the opportunity for JA AP Alumni to attend the JA Alumni Europe Conference from August 29 to September 2, 2018 in Tallinn, Estonia.



JA Alumni Europe Conference is an annual event, which connects people not only from the European network, but also from the other parts of the world. The 2018 JA Alumni Europe annual conference will bring together young people from more than 30 different locations across the JA Worldwide network. Taking place in Estonia - the digital hub of Europe, the theme of the conference this year is “create” and will be all about helping young leaders and entrepreneurs get inspired and bring their ideas to life. Conference delegates will get to learn from the experience of the most outstanding Estonian leaders and make your dreams a reality!

To provide our alumni in the Asia Pacific region an extended learning and networking opportunity, JA AP ROC will sponsor up to 5 JA Asia Pacific alumni to attend this annual conference for the third consecutive year. The sponsorship covers participation fee, accommodation, and full board during the conference. Successful applicants will need to bear their own travel costs.

All JA AP members' offices should have received sponsorships' eligibility and application details. Eligible and interested JA AP Alumni will need to apply through their local JA member offices by mid-April.

The 5 successful applicants will be announced to the JA AP Network by late May 2018. Please contact Winnie Ho ([winnie.ho@jaasiapacific.org](mailto:winnie.ho@jaasiapacific.org)) for additional information about the initiative.

## Regional Initiatives, Programs, and Event

### ASIAN ATTRACTIONS EXPO 2018 Ambassador Program

Opportunity to see and be involved in the premier amusement and attractions trade show and conference from June 3-8 in Hong Kong



The International Association of Amusement Parks and Attractions (IAAPA), a JA Worldwide and JA Asia Pacific partner, is seeking students and recent graduates (age 18 and above) with outstanding customer service skills to be interns at IAAPA Asian Attractions Expo (AAE) 2018.

#### Elements of AAE 2018 Ambassador program include:

- **Event Management:** Working with the association's expo management team and on-site vendors to oversee a range of special events at IAAPA Attractions Expo.
- **Education Program:** Working with IAAPA's education staff to conduct the on-site logistics for the education workshop program, Institute program, and off-site tour programs.
- **Trade Show Support:** Working with the expo management team, floor managers, and vendors in support of trade show logistics.
- **Behind the Scenes Education:** Providing a "behind the scenes" look at IAAPA's tradeshow vendors. In addition, each ambassador is scheduled a specific list of seminars to attend.
- **Social Program:** Ability to network with other peers in the industry as well as to contact facility operators in the amusement and attractions industry and interact with one of the premier trade show management teams in the industry.

## Regional Initiatives, Programs, and Event

### ASIAN ATTRACTIONS EXPO 2018 Ambassador Program

#### What IAAPA provides to successful AAE 2018 ambassador applicants:

- An unforgettable experience
- World class training
- Shared housing (for those outside HK at AAE)
- Daily lunch
- Networking opportunities
- This exciting opportunity features a structured learning program, scheduled work hours (approximately 10+ hours per day), and a ticket to one of the largest trade shows in the world.
- Small Per-Diem for local transportation & additional meals

#### Successful Ambassador Applicants will offer:

- Enthusiasm & initiative
- Hard work & complete dedication of their time during this event
- Professional appearance & "can do" attitude
- Outstanding Customer Service skills and experience
- Background or current studies in hospitality, event management, engineering, journalism, or related subjects
- Full-time commitment (AAE-June 3-8)
- Must be 18 or older on or before the first day of the program
- Successful candidates will provide energy, initiative, and a strong customer-focused attitude to the improve guest experience for all IAAPA attendees.

#### AAE 2018 Ambassador Program application, dates & deadlines:

**Jan 19 - Application for Asian Attractions Expo 2018 (AAE) Opens --->APPLY NOW!**

**Mar 23 - Deadline for AAE Applications**

Apr 1 to 7 - AAE Interviews

Apr 28 - Latest AAE Team Selected/Notified

**Jun 3-8 - AAE Ambassadors On-Site in Hong Kong**

Please contact Winnie Ho ([winnie.ho@jaasiapacific.org](mailto:winnie.ho@jaasiapacific.org)) for additional information about the initiative.

## Local Events' Highlights

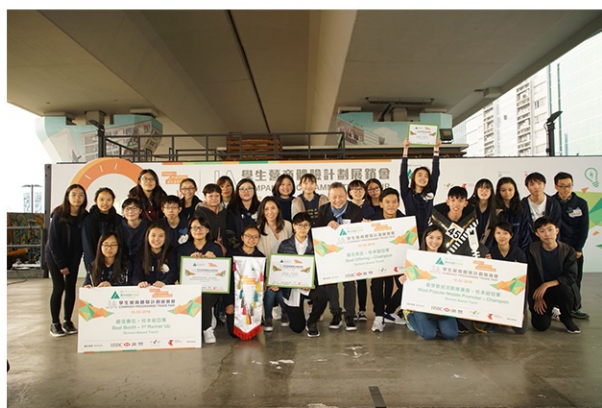
### JA Hong Kong held the JA Company Programme (JA CP) Semi-Final Competition and Trade Fair before Chinese Lunar New Year



More than 1,500 youths (aged 14-18) who participated in the JA Company Programme (JA CP) staged 77 company booths at the Trade Fair on February 10, the Saturday prior to the Chinese Lunar New Year. The student companies put their entrepreneurial skills into practice through the marketing and sales of their products and services to customers in an authentic business environment at the Vessel 01, 126, Hoi Bun Road, Kwun Tong.

To inspire participants to develop creative solutions to address the needs of the Hong Kong society, JA Hong Kong have introduced six themes to guide them. They are silver hair market, health and wellness, green business, education and learning, information dissemination and communication, as well as civic education.

An Award Presentation Ceremony was held to present the award of "Best Offering", "Best Booth", "Most Popular Offering" and "Most Popular Mobile Promoter". Besides selling their goods and services at the Trade Fair, students were encouraged to set up their online shop to have a real taste of the megatrends of e-commerce & digital marketing, with free account offered by JA Hong Kong's e-commerce Partner - SHOPLINE.



JA CP has been running for 15 years and has become one of the largest youth entrepreneurial education programs in Hong Kong. Almost 22,000 senior secondary students from over 280 schools have set up and operated their companies under the program. The 2017/18 JA CP is organized by Junior Achievement Hong Kong and sponsored by HSBC, Seeds Foundation, Telstra Foundation, and Bloomberg Philanthropy.

## Local Events' Highlights

### Prestasi Junior Indonesia - Jakarta Student Company Programs are Underway!



With the Citi Jakarta Student Companies Launch on February 7 and the full support of the Jakarta Provincial Education Department, Student Company Initiatives are underway in Jakarta schools. Working together with corporations such as Citi and AIG, Prestasi Junior mobilizes students from metropolitan vocational schools to develop a 'sociopreneur' program. In doing so, selected students begin their own business enterprises with the purpose of engaging and collaborating with small business entities within local communities in the areas of 1) Sourcing of raw materials, 2) Outsourcing Production, and 3) Marketing and Sales.



This model enables businesses to build positive relationships affording possibilities for long term sustainability that benefits the community.



## Local Events' Highlights

### JA Japan - Social Innovation Relay "SIR" National Finals



In collaboration with JA Europe and the NN Group, JA Japan had successfully hosted the SIR National Finals in NN Life Insurance's Tokyo Office on February 4, 2018. The NN Group and JA Europe collaboration started since 2014 to empower young people to embrace social innovation and master their own economic future. What began as a partnership involving six countries, has since blossomed to generate impact in 12 countries, including JA Japan and JA Singapore in the Asia Pacific region.

SIR is a global competition that challenges secondary school students to develop an innovative business concept that addresses a social need. SIR provides young people with the hands-on skills and entrepreneurial expertise needed to start a successful career through a combination of virtual and face-to-face mentoring by experienced executives.



The participating teams are paired with e-mentors who are all business volunteers and who connect with the best 20 teams in each participating country, to help them develop concept papers that can translate into feasible business ideas. The winning team in the national competition will advance to the online international convention where about ten countries will participate. Teams who successfully won the international competition will be invited to the SIR Graduation Conference to be held in the annual JA Alumni Europe Conference.

## Local Events' Highlights

### JA Malaysia joined force with local education authorities and partners to empower more primary school students in Malaysia with the Cha-Ching Curriculum

In collaboration with Prudential Malaysia and Generasi Gemilang, JA Malaysia organized a successful meeting in February 2018 with the Ministry of Education, as well as the State Education Department to discuss key learnings from implementing the Cha-Ching Curriculum in 2017; and how to grow and empower more primary school students with the Cha-Ching Curriculum in 2018



Supported by Prudence Foundation, JA Asia Pacific developed the Cha-Ching Curriculum in 2015. The curriculum provides structured lesson plans for teachers to conduct the sessions as part of the in-school programme. In late 2016, Cha-Ching Curriculum was endorsed by the Ministry of Education of the Philippines, followed by the same endorsements in Indonesia and Malaysia in 2017 to rollout the curriculum in public schools. Plans are underway to rollout the Curriculum implementation in Cambodia, Thailand and Vietnam in 2018.

To date, more than 1,000 schools are implementing the Curriculum, with close to 2,000 teachers trained, reaching more than 100,000 students in the Asia Pacific region.

## Local Events' Highlights

### JA Singapore – Young Technopreneur Challenge kick-off event at GEMS World Academy on February 24

Technopreneur Challenge (<http://www.ja.org.sg/upcoming-events-young-technopreneur-challenge.html>) aims to support students to take ownership of the world they live in and actively develop solutions to the UN Global Goals. By providing expert advice and mentorship, combined with skills development and training, we hope to empower students to become problem solvers, innovators and entrepreneurs.



The response to the competition was overwhelming, with 360 students recruited across the 2 age categories from local and international schools in Singapore. Students will be guided in groups by JA mentors from various high-tech companies including Salesforce.com, Dell, Intel, and GE. The challenge consists of 3 bootcamps where students will develop their ideas, go through a rigorous design thinking process, research and prototype, as well as learning about the steps to becoming a technopreneur.

The Competition culminates in an expo event where students will be able to showcase their ideas to a range of industry judges – winners possibly taking home funding to support the development of their idea and a trip to the USA.

### JA Vietnam - HSBC Business Case Competition Kicks-off in Jan 2018



HSBC Business Case Competition is a real-life business-related problem-solving competition held by HSBC bank and JA Vietnam for university students. The competition has been held annually since 2009 including attendance of students from Hongkong, China, India, the U.S.A, the U.K, Singapore, South Korea, and Thailand. 2018 is the 4th consecutive year HSBC Business Case Competition is organized in Vietnam.



## Upcoming JA Events in the region

### JA Asia Pacific

**Event:** Cha-Ching Educators' Conference organized by Prudential Malaysia

**Date:** March 5

**Location:** Kuala Lumpur, Malaysia

**Event:** 2018 JA Asia Pacific Company of the Year Competition (JA AP COY)

**Date:** March 28 to 31

**Location:** Beijing, China

### JA China

**Event:** Our City 10th Anniversary Launch

**Date:** March 1

**Location:** Shanghai

**Event:** New Volunteer Orientation & Training

**Date:** March 3 to 15

**Location:** Beijing, Shanghai, Guangzhou, Xi'an, Chengdu

**Event:** Job Shadow Day supported by Caterpillar, Aronic

**Date:** March 23

**Location:** Beijing, Shanghai

## Upcoming JA Events in the region

### JA Japan

Event: Japan MESE National Contest Final" supported by SAP Japan

Date: March 3

Location: SAP Japan office

Event: JA Job Shadow program supported by FedEx Express Japan

Date: March 14

Location: FedEx Express Makuhari office

Event: Innovation Camp supported by NN Life Insurance Japan

Date: March 24

Location: Takamori High School in Kumamoto

### JA Korea

Event: #Make What's Next DigiGirlz Day

Date: March 24

Location: Microsoft Korea

Event: Citi-JA Shining Future Camp

Date: March 15 to 18 / 22 to 25

Location: Olympic Parktel

## Upcoming JA Events in the region

### JA Malaysia

Event: Cha-Ching Curriculum Train-the-Trainers in Putrajaya / Penang / Selangor

Date: March 7/ March 12 and 13/ March 26 and 27

Location: The Everly, Putrajaya / Equatorial Hotel, Penang / Crystal Crown, Selangor

Event: JA Social Impact Program Launch supported by Citi Foundation

Date: March 8

Location: SMK (P) Air Panas, Kuala Lumpur

Event: JA More Than Money supported by HSBC

Date: March 28

Location: SJK (C) Pin Hwa 1

### JA Singapore

Event: Young Technopreneur Challenge Bootcamp 2 and 3

Date: March 10 and 24

Location: GEMS World Academy

### JA Vietnam

Event: FedEx Express/JA ITC 2018 Kick-offs

Date: March 15 to April 15

Location: Hanoi and HCMC

Event: HSBC Business Case Competition: Screening Round

Date: March 15 to 16

Location: Hanoi and HCMC