



Message from Vivian Lau, President and CEO of JA Asia Pacific



One of my favorite quotes is "To the world you may be one person but to one person you may be the world."

In 2018, more than 46,000 volunteers and teachers contribute their time and talents by nurturing young people's work readiness, financial, and entrepreneurial skills. From spending their workday with JA Job Shadow students to mentoring a JA Company Program team, JA volunteers and mentors empower young people to transform their futures and become financially capable adults.

In this issue of JAAP WORKS, we are delighted to feature and share one of the many amazing JA volunteer experiences in the JA Story section – The learning and giving journey of Bryce and Lauren in the Asia Pacific region. In March 2018, Bryce took a short-term leave from ExxonMobil to embark on a 7-month Learning and Giving Journey in Asia with his wife Lauren – hoping to find new innovative ways to transform education and "help more people find more purpose" in their life pursuits across the world. As illustrated by the story of Bryce and Lauren, the effect that JA volunteers have made on a young person's life can be profound; they have generously given their gift of time to make contact, provide support and encouragement to inspire the next generation of innovators, entrepreneurs, makers, and managers.

In November, the impact of the Cha-Ching Curriculum has reached global recognition at the inaugural Paris Peace Forum in France. The Cha-Ching Money Smart Kids Project is one of forty projects selected from the world to develop a whole new generation of financially literate young leaders. In partnership with Prudence Foundation, JA Asia Pacific presented the Cha-Ching Money Smart Kids at the Paris Peace Forum, held from November 11 to 13 in Paris.



The Paris Peace Forum is an annual platform for global governance projects, which aims to be the place for joint solutions in the fields of peace and security, environment, development, new technologies and inclusive economy. During the Forum, Cha-Ching has drawn many interests from various countries and organizations as an innovative programme to address financial education gap in most education systems.

Our JA Cha-Ching curriculum trainer from JA Ghana shared the profound impact of Cha-Ching has made on young children in Africa. It is exhilarating and rewarding experience to see the reach and impact of the Cha-Ching Curriculum since our collaboration with Prudence Foundation in 2014.

Together with our volunteers and supporters of JA, let's continue to work together to inspire more youth in the future!





The JA Story

Bryce and Lauren's Learning and Giving journey with JA in the Asia Pacific region.

Bryce and Lauren volunteered with JA in Indonesia, Vietnam, Thailand, and China during their Asia Learning and Giving Journey. Following is a short interview with Bryce and Lauren about their JA experience in the region.



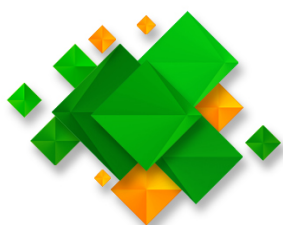
JA AP: Why JA?

Bryce and Lauren:

We made a few commitments in launching our marriage. One was to challenge ourselves to learn in unexpected ways. Another was to always stay grounded by a collective giving back purpose. Two years later, we seized the opportunity before children to embark on an eight-month learning and giving journey. We planned to immerse ourselves in Asian countries to reset the lenses through which we viewed the world. Every stop was meant to incorporate a humanitarian purpose anchored to education and women's empowerment (causes we pour ourselves into today). When an ExxonMobil manager named Nathaniel Hedman heard our plan, he said we had to talk to Junior Achievement.

As we asked more, we kept hearing stories about the long history between JA and ExxonMobil around the world. JA's core mission to educate students on financial literacy, work readiness and entrepreneurship felt like a perfect fit. Once we began interacting with Rob in Indonesia, Paul and Alice in China, and too many new friends to name throughout Indonesia, Vietnam, Thailand, and China, we realized that Junior Achievement is so much more than an organization that introduces students to entrepreneurial thought. The passion of its staff members and their dedication to supporting the world's future leaders is extraordinary. We were also thrilled by the number of female participants acting in C-suite roles for JA's Company Program. JA truly is a special organization. Through their mission, we truly lived our commitments to each other.





The JA Story

JA AP: Please describe your most memorable experience during the Asia giving trip?

Bryce and Lauren:

JA provided us with so many memorable experiences that it is hard to decide. We enjoyed interacting with JA staff, mentoring students in the Company Program, speaking to ITC students, and reaching nearly 2,000 students along the way. In China, we facilitated programs at an Asia UNDP Social Development Goal Conference. The first Company Program we advised in Indonesia ended up winning the Asia Pacific Company Program of the year.

However, if we had to pick a single day, it would be with Prestasi Junior Indonesia where led a day-long workshop with a Micro-Finance Program funded by USAID. The program was in one of the lowest income counties of Java and was aimed at spurring job growth. We spent an energy-filled day guiding 90 young adults, aged 18-25, as they defined their difference factor, put together their Book of Success and set out on a mission to find ten customers that would love their products.

We made our best attempt to present the entire time in the Indonesian language, which brought many laughs. The most special moment was being on stage together sharing the stories of our grandfathers, two men who started out struggling and built small businesses that in turn gave them the opportunity to achieve success and provide for their families. Their stories are so similar to many we heard from the participants in East Java. It was this unforgettable moment where we saw a glimpse of our past through the participants, and they saw a glimpse of their future through us and the impact they could have on their legacy for years to come. We still message back and forth with those participants to this day!

JA AP: From your experience, what is the number one challenge in education for the next generation of leaders? What should we be investing in to overcome the challenge?

Bryce and Lauren:

The number one challenge is that the "Future of Work" demands skills over degrees and grades. Our education systems today are weighted toward standardized testing that delegates the classroom curriculum. When education is focused solely on achieving a high-test score, students are not allowed to engage in other schools of thought, or programs such as JA, which provides students with more creativity, versatility and other invaluable life skills. To overcome the challenges, educators need to let go of the past and open up our schools for more innovation. We should invest as many resources as possible in helping our students become life-long learners.

JA AP: If given another chance to do the learning and giving trip one more time, what would you have done differently?

Bryce and Lauren:

We honestly have nothing we would change about our journey. Through our learning and giving journey and especially our interactions with Junior Achievement Asia Pacific, we were able to meet some extraordinary people, make life-long friends, learn about different cultures and countries, and have some extraordinary adventures.





The JA Story

If we had more time though, we would have prioritized time with the JA Staff, as well as worked to learn a few more words in the local language so that we could better interact with the students. After visiting a few schools in Indonesia, we discovered that making ourselves vulnerable and attempting to speak in the students' language allowed us to better connect with the students and better spread our message. Our journey also taught us that the JA Staff are indeed the backbone of the JA Organization. By enabling them to approach their careers in different ways, become confident in the entrepreneurial skills they already possess and encouraging them to continue to develop their skills, the JA Staff will be set up for greatness, which in turn will enable JA Asia Pacific to continue to flourish.

We hope to continue to spread JA's message back home in Houston, Texas and look forward to encouraging others to add a giving aspect to their travels.

About Bryce

Bryce has spent his 11-year career all with ExxonMobil, the world's largest publicly traded energy company. He has served in a broad range of roles including as an engineer, financial analyst, lead on a technology project, auditor, distribution manager and most recently the manager of our lubricants business in the Southwest U.S.

Four years ago, Bryce set out on a mission to become a national leader in transforming education. Today we see it come to life with a college program he launched called the Skill Xcelerator. The program aims to rethink our educational enterprise. It unbundles the degrees to focus instead on skills. The program is inspired by viewing students as startups. They have their initial public offering (IPO) when they graduate, and their skills are their valuation. The entire college community of faculty, alumni and students then become a Startup Accelerator to help them launch a career of their dreams.

Bryce believes the answer to changing career development as a whole for the new future of work lies at the university (or even before) and with students specifically. His charge is to help "bring skills to life" by embracing students as shareholders in our institution and equipping them with the language, transparency, feedback, and control to find a niche as they launch the career of their dreams. He was named the Distinguished Young Alumni at Kansas State University in 2018 for his work.

About Lauren

Professionally, Lauren has spent her entire career in American Politics. Her education background was History and Strategic Communications. She started out working on the front lines of the government for the Speaker of the House of Texas. Her responsibility increased when she became the assistant for the Lieutenant Governor of Texas, where she gained her first national campaign experience in his bid for the U.S. Senate.

In 2013, she advanced to national politics and moved to Washington D.C. to work for one of the top U.S. Congressmen who led the Armed Services Committee, Mac Thornberry. She moved to California in 2015 to work on Jeb Bush's Presidential Campaign fundraising arm called Right to Rise. After that, she worked at the Ronald Reagan Presidential Foundation, which is an organization that supports a number of causes including education for the former President. She could have never imagined seven years after finishing college; her career would allow her to interact with and meet some of the most prominent figures in American politics.

She has now taken a leave from politics to explore the world and find new causes and ways to have an impact far beyond the U.S.





Regional Initiatives, Programs, and Events

Preparing Central Asia's youth for the future

Earlier in November, Vivian Lau, President and CEO of JA Asia Pacific, met with the JA Azerbaijan Board and Senior Management and senior leaders from USAID and AMCHAM in Baku to prepare Azerbaijani youth for the future.



Riding on Vivian's presence in the Central Asia region, JA Leaders from Kazakhstan and Turkmenistan flew into Baku to join Vivian and JA Azerbaijan in the inaugural JA AP's Central Asia Leadership meeting to kickstart strategy planning work with the JA model Canvas tool introduced by JA Asia Pacific.





Regional Initiatives, Programs, and Events

Digital Leadership Playground DoReMi – an innovative cross-border collaborative program organized by JA Korea and supported by JA Japan, JA Singapore, and JA Asia Pacific.



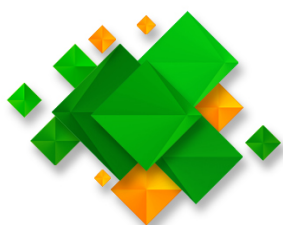
The final phase of the Digital Leadership Playground DoReMi, Global Citython hosted by Seoul Digital Foundation (SDF) and JA Korea was held from Oct 25-27, 2018 at SDF's premise. The Digital Leadership Playground DoReMi challenged high school students to solve various social problems using technology.

About 150 high school students from the three locations: Japan, Korea, and Singapore, participated in the program, with three final groups selected to participate in the Global Citython. Throughout the program, the students explored and researched various social problems and developed leadership and problem-solving skills when coming up with plans to solve the problems. Furthermore, with the participation from multiple geographic locations, students had the chance to broaden their perspectives and enhance their cultural understandings through interactions with each other.

For the competition on the last day of the program, three groups of students presented their innovative ideas to solve urban problems in Seoul. The first-place award went to the group that came up with the solution of innovative parking service for disabilities.



In addition, Jeongwoo Lee, Managing Director of SDF, Moonhwan Yuh, Chief Operating Officer of JA Korea, Vivian Lau, President and CEO of JA Asia Pacific, and Monique Wong, Senior Regional Business Development Manager of JA Asia Pacific attended the competition on site to support and express appreciation and awards to the participants. The organizing committee also would like to express gratitude to every participant including students, mentors, judges, chaperones, and staffs that have supported the program and event.



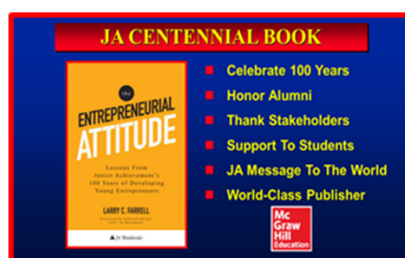
Regional Initiatives, Programs, and Events

Save the Date: 2019 JA Asia Pacific Company of the Year Competition



JA Asia Pacific is delighted to confirm that the 2019 JA Company of the Year competition will be held in the Philippines from March 10 -14, 2019. Planning work is already well underway with the dedicated support from our host of the event, JA Philippines. Please stay tuned for more details to come, and contact [Adrian Lee](#) should there be any questions in the meantime.

Inviting Larry Farrell, author of JA's centennial book - the Entrepreneurial Attitude, to support JA's centennial events locally



For JA members that are considering events around the book in your local market or location to celebrate JA's centennial in 2019, Larry Farrell is delighted to travel to your location and support your efforts. The events could include a fundraiser (JA Brazil recently raised US\$60,000 from one book event!), a 'thank you' to your board and contributors, a special event for students, and for some great PR opportunities as well.

To make such events financially viable for individual JA offices, Larry is happy to offer a range of creative, low-cost ways to meet the budgets of JA offices around the world: A flexible range from a \$1,000 fee plus travel for nearby JA offices – up to a maximum of \$5,000 plus travel for very distant locations and/or multiple offices on the same trip.

Here are two ways to reduce or spread these costs.

1. Larry to cover multiple JA locations on the same trip to spread the total cost across several JA offices.
2. Source support from local corporate supporters to fund the event – Larry may stay an extra day to deliver his world-class Corporate Entrepreneurship Executive Overview for their top management team. Everything would still be covered within the \$1,000 to \$5,000 range mentioned above. (Note these are quite substantial discounts off Larry's standard fees of \$20,000 for conference keynotes and \$12,000 for corporate seminars.)

If you are interested in pursuing this opportunity to join forces and use JA's book to support your operations during JA's centennial year, please contact [Winnie Ho](#) for connection with The Farrell Company directly.





Regional Initiatives, Programs, and Events

Mark your calendar for the 2019 Global Leadership Conference

Save the Date!

November 18–22, 2019 • Berlin, Germany



Mark your calendar for the 2019 Global Leadership Conference (November 18–22, 2019), where we'll focus on the #next100 years! GLC is a unique opportunity to engage with like-minded, passionate colleagues who are committed to preparing young people for employment and entrepreneurship. With 300 participants from all corners of the globe, you'll activate the power of the JA network and build lifelong friendships.

The conference will have a mix of keynote speakers, panel discussions, small-group workshops, and best-practice sharing in fundraising, marketing, programs, operations, and more. We'll also be choosing our coveted award-winners, including a new Activator Award, so be sure to apply for awards that you believe your team and individuals have qualified for. Award descriptions, criteria, and process can be found here.

<https://jaworldwide.us11.list-manage.com/track/click?u=a61a405a96bfdd460651525cd&id=37d09d218a&e=f9d3a151e5>

JA100 Merchandise is coming

JA 100

To unleash the group purchase power of the JA network, JA Worldwide has confirmed JA100 merchandise items that will be offered for purchase by the JA network from mid-Jan, 2019 onwards. Items selected are small, light-weight and easy to ship, with each kit including Pin (2) Pen (3), Clear sticker (2), and Draw-string backpack bag (1).

Please stay tune for more details of the JA100 merchandise costings*, launch, and promotion in Dec 2018 from JA Worldwide.

*Shipping charge varies by location; minimal order quantity applies.





Local Events' Highlights

JA Azerbaijan

On November 13, JA Azerbaijan attended the exhibition of youth organizations organized by the Ministry of Youth and Sports. The event aimed to inform the public about the activities of the youth organizations, their projects and to encourage youth to engage in public activities. The exhibition provided an excellent opportunity for JA Azerbaijan to share youth education experiences and introduce achievements and opportunities.



JA China

In the opening ceremony of the 12th Global Entrepreneurship Week (2018 GEW), JA China Chairman and President Zhou Paul were invited to be a guest speaker, presenting the keynote speech on "Responsible Entrepreneurship" to the audience.



2018 GEW started on November 13, 2018, where entrepreneurs, students, educators, businesses, business leaders, employees, non-profit organization leaders, government officials, gathered in a series of activities during the week to accelerate the development of global entrepreneurship by promoting local and global entrepreneurial activities.

For more information on 2018 GEW and Paul's speech, please go to: http://www.eweekchina.org/infor_news.php?id=620





Local Events' Highlights

JA Hong Kong

The JA Company Programme currently running in Hong Kong is heating up with the biggest Company Program local Trade Fair in the region. This year's Trade Fair is confirmed to be held in the city's Chater Garden on December 15, 2018.

Joined by more than 1,500 participating students, the Hong Kong Trade Fair will feature more than 70 JA Companies. Meanwhile, a Design Consultation & CEO Briefing Session was held on November 3 at "THEi" to inspire participating teams, and a Volunteers Briefing Session will be held on December 8 at the "EDB Kowloon Tong Education Services Centre" to prepare volunteers for the Trade Fair.



Prestasi Junior Indonesia (PJI)

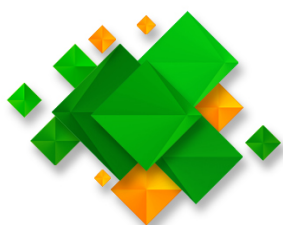
HSBC and PJI improve student access to Innovative Financial Literacy Programs.

Over a period of three years, a purely digital financial literacy initiative has taken place in multiple classrooms across fifteen cities in Indonesia. During this time 14,500 students at elementary school level have had an opportunity to improve their standards of financial literacy through engagement in the HSBC Smart Kids Program. This consists of fifteen JA Worldwide elementary school lessons delivered for students at three grade levels using purely digital curricula and tools without paper! The programme has proven to be an immense success as these young people enjoyed using the tablets and becoming engaged in activities which compel them to analyze and make decisions – and all the time having fun.

HSBC has enabled the conversion of these tablet-based programs to a Smart Kids on-line initiative accessed through registration with PJI. To celebrate this innovation, HSBC and PJI hosted a launching together with the Director General of Education, Dr Hamid Muhamad, on November 6, 2018. Teachers from Jakarta elementary schools were invited to attend to learn of this undertaking and participate in workshops promoting classroom use.

Together, HSBC and PJI wish to promote the use of education technology within Indonesia classrooms and do so by ensuring students become more aware of the importance of improved financial management.





Local Events' Highlights

JA Japan

The final phase of the Digital Leadership Playground DoReMi, Global Citython hosted by Seoul Digital Foundation (SDF) and JA Korea was held from Oct 25-27, 2018 at Seoul Digital Foundation. Japanese members were advanced to the Final Presentation in Seoul and appreciates JA Korea for the support and opportunity for the students.



JA Malaysia

JA Malaysia celebrated 30 years of the Young Enterprise (YE) Central Region chapter, alongside with celebrating JA's centennial milestone, at its annual showcase held at Auditorium Cempaka Sari, Kompleks Perbadanan Putrajaya.

The YE annual showcase is the grand finale of the ten-month long YE program which provided more than 350 students from 10 schools the opportunity to learn what it takes to run a business. The YE program emphasizes accountability as the students had to produce several reports to their investors including Financials, CSR, Share Growth, as well as earnings declaration.



After undergoing months of training and mentorship from their Corporate Sponsors, JA Malaysia, as well as school teachers, the students were given an opportunity to promote the products that they developed at an annual sales fair held in August this year.

The event was attended by YB Steven Sim, Deputy Minister of the Youth and Sports Ministry, who expressed his joy towards students participating in this program. He also stated that the government view the youth as strategic partners and encourage the involvement of corporations in Malaysia to provide the platform in order for the local youth to chart their course in this challenging world.





Local Events' Highlights

JA Singapore

A group of passionate volunteers is organizing Singapore's Bicentennial Celebration - a special charity gala dinner to raise funds for JA Singapore. It will be a great way to wrap up the year for JA Singapore where mentors, volunteers, teachers and sponsors come together. It will be held on Monday 3rd December 2018 at Mandarin Orchard Hotel.

JA Thailand

Volunteers from Bangkok Bank and JA Thailand staff delivered the JA Company Program for high school students at Kanchananukroh School, Kanchanaburi province, Thailand on November 16, 2018.





JA AP WORKS

November 2018

JA Asia Pacific
100 YEARS OF ACHIEVEMENT
A Member of JA Worldwide

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Updates from JA Alumni Asia Pacific

JA Singapore Alumni recently gathered for their "JA Homecoming" on November 3, 2018, in the heartland of Singapore. The gathering was intended as an informal catch-up session for fellow alumni to share updates with regards to their current progress.



It was a productive session as the alumni got the opportunity to share about the many things they've learnt during their time in JA. With each of the alumni coming from different academic backgrounds along with interests in various fields/areas, it was an excellent chance for us all to learn more from each other. Before concluding the session, we were also able to brainstorm ideas of future engagement that JA SG alumni could conduct in the future.





Upcoming JA Events around the region

JA Asia Pacific

Event: 2019 JA Asia Pacific Company of the Year Competition (JA AP COY)
Date: March 10 - 14, 2019
Location: Makati, Philippines

JA Azerbaijan

Event: "Promotion of Financial Literacy in Schools" project – Train of Teachers for school teachers
Date: December 2, 5, 2018
Location: 5 selected Baku schools

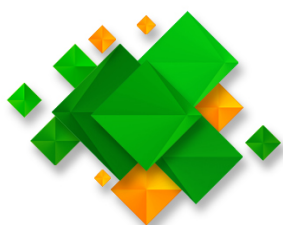
Event: Study trip to Israel
Date: December 23 – 27, 2018
Location: JA-YE Israel

JA Hong Kong

Event: JA Company Programme 2018/19 Trade Fair
Date: December 15, 2018
Location: Chater Garden

Event: JA Future of Jobs Series: eSports – Company Visit
Date: Early December 2018
Location: Offices of Madhead, The eSports Academy and eSports Generation

Event: JA Beyond the Line – On-the-job Training
Date: December 2018
Location: Workplace of New World Development Company Ltd



Upcoming JA Events around the region

Prestasi Junior Indonesia

Event: Citi Youth Camps: Bandung

Date: Dec 15 - 16, Jakarta Dec 19 - 20, Semarang Dec 20 - 21, Surabaya Dec 15 - 16, Bali Jan TBC

Location (S): TBC

JA Japan

Event: Board meeting

Date: November 29, 2018

Location: Tokyo, Japan

Event: "Speed Mentoring" connected on-line with AP members

Date: November 30, 2018

Location: Bloomberg Japan Office

Event: "Asia Innovation Challenge 2018" Award Travel

Date: December 17 to 20, 2018

Location: Brunei

JA Singapore

Event: Singapore's Bicentennial Celebration - a special charity gala dinner to raise funds for JA Singapore

Date: December 3, 2018

Location: Mandarin Orchard Hotel.

JA Thailand

Event: JA Company Program in-school session

Date: December 2018

Location: Bangkok, Thailand