



JA International Trade Challenge®

JA International Trade Challenge®, ITC, is an intensive step into the world of business and entrepreneurship. This is a program designed to engage young people from 9 countries in the Asia-Pacific region through the creation of an International Market Entry Strategy plan and through competition.

Students attend a one day seminar where they are taught business skills such as research, marketing, innovation and pricing followed by a lecture to hone their presentation skills. The students, in pairs, are given 2 to 3 weeks to prepare a "Market Entry Strategy" for a product or service of their choice. The top 8 paper studies, as judged by a panel from industry, are invited to a half day competition where they will give a 10 minute presentation of their strategy to yet another panel of judges. The top 3 selected will have the opportunity to travel to a host country in Asia and compete against other winning teams from the Asia-Pacific region. Students will: gain first-hand experience of world trade; enhance their knowledge of product distribution, promotion and sales; and develop traits of competition, teamwork, risk-taking, presentation and self-confidence.

FedEx (the program sponsor) alongside JA is, by creating and implementing the International Trade Challenge, supporting the growth and implementation of JA Worldwide business economics and workforce readiness programs throughout communities in 9 Asia-Pacific countries: Hong Kong, Japan, Korea, Malaysia, New Zealand, Philippines, Singapore, Thailand and Vietnam. This involvement will serve to bring heightened awareness about the rewards and benefits of entrepreneurship and business as an avenue for helping today's youth achieve their fullest potential and preparing them to become tomorrow's leaders in our global society.

For more information visit www.jathailand.org or e-mail jathailand.info@gmail.com

JA Thailand gratefully acknowledges FedEx for its dedication in the development and implementation of the International Trade Challenge ®

