

**FEDEX EXPRESS/JUNIOR ACHIEVEMENT
2010 INTERNATIONAL TRADE CHALLENGE**

RESPONSE FOR COMPLAINT ON RESULTS
July 20, 2010

- 1) **The FedEx Express/Junior Achievement International Trade Challenge** aims to provide a platform for participating students to understand and gain hands-on experience in introducing a new product into a market. Critical elements include thorough market research, comprehensive market entry proposal, and innovative marketing strategies.
- 2) **An independent judging panel** has taken extensive consideration and deliberation to determine the results of the FedEx Express/Junior Achievement International Trade Challenge Hong Kong competition. The judging panel consisted of:
 - Mr Francis Chan, Chairman, Small & Medium Enterprises Committee, Hong Kong General Chamber of Commerce
 - Prof Hugh Thomas, Director, Center for Entrepreneurship, The Chinese University of Hong Kong
 - Ms Irene Leung, Executive Vice President, Corporate & Business Market, CSL Limited
- 3) **A requirement for prototype** was included in the International Trade Challenge presentation session to ensure that the teams' product designs are feasible for actual production, and accurately reflect the benefits and utility of the product. After careful consideration and assessment on the day of the competition, the panel of judges deemed a prototype to be the representation of the specifications of the products or services to be produced, and that a prototype can take any form which includes but is not limited to physical representation or drawing.

In order that the competition fulfilled all of its desired educational objectives, interpretation of the prototype requirement as defined above was considered by the judges to be the fairest approach to take as the submitted prototypes varied in feasibility, functionality, materials and intellectual property ownership. As such all teams entered complied with the prototype requirement and are eligible for the competition. The three winning teams were finally selected based on performance of their presentation according to the judging rubric of the International Trade Challenge.

- 4) **In response to the complaint**, Junior Achievement Hong Kong has reviewed the competition process. After thorough reconsideration, the result of the 2010 International Trade Challenge will be upheld. As organizer of youth programs, it has been and will always be the focus of Junior Achievement Hong Kong to provide learning platforms for our students. Junior Achievement Hong Kong recognises that communications with participants can be enhanced to provide clearer direction, and commits to further improvements in future competitions.

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《2010年聯邦快遞／國際成就計劃之國際貿易挑戰賽》

有關結果查詢之投訴
2010年7月20日

- 1) 《聯邦快遞／國際成就計劃之國際貿易挑戰賽》的目的是希望透過比賽讓參賽學生了解並體會到充分的市場研究、完整的市場推廣計劃書，及創新的營銷策略乃是把新產品推出市場的成功關鍵。
- 2) 本年賽事的**獨立評審團**包括：
 - 香港總商會中小型企業委員會主席陳作輝先生
 - 香港中文大學創業研究中心主任譚安厚教授 (Prof. Hugh Thomas)
 - CSL 企業市場總裁梁淑儀女士他們經過審慎的考慮及商議，得出香港區《聯邦快遞／國際成就計劃之國際貿易挑戰賽》的比賽結果。
- 3) 參賽隊伍於挑戰賽的演繹時間中，需涵蓋**產品雛形**，以確保參賽隊伍的產品設計可用於現實生產，並準確表現產品的優點及用途。經過在比賽當日的詳細考慮及評審，評判團認為產品雛形為計劃生產的產品或服務的特質的詳述，它可以透過不同形式表達，包括但不限於實物或繪圖。

由於各隊伍所遞交的產品雛形之可行性、功能、用料及知識產權各有不同，為使比賽達到預期的教育目標，評判認為上述對產品雛形的要求是最為公平的評審方向。所有隊伍均在他們的演繹中做到這點，並合乎參賽資格。根據國際貿易挑戰賽的評審標準，並就著參賽隊伍演繹中的表現，三隊獲選為出勝隊伍。
- 4) **就著有關投訴**，國際成就計劃香港部(JA) 已對比賽作出檢討，經過全面考慮，《2010國際貿易挑戰賽》的結果將維持不變。作為舉辦青少年活動的機構，國際成就計劃香港部一直並繼續致力為年青人提供學習平台。國際成就計劃香港部認同當中在溝通上確有需完善的地方，並承諾會在未來的比賽中借鏡，為參賽者提供更清晰的方向。

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