

JA International Trade Workshop

Entrepreneurship

Program Length 4 hours total (OLE learning time)	Language English or Cantonese
Target Participants Form 4 to Form 6 students	School Commitment At least one teaching staff or facilitator to support student coordination
Program Format Half-day workshop at Host School on one Saturday / conducted at online platform	Cost Free of charge

Introduction

- ▶ Success in 21st century business requires a global knowledge and mindset. The JA International Trade Workshop provides a unique opportunity for students to learn about international trade and gain hands-on experience through both local and international competitions.

Program Highlights

- ▶ The JA International Trade Workshop is a half-day workshop where students will learn to develop market entry strategy plans under the guidance of business volunteers. Workshop participants can proceed to compete in the Hong Kong International Trade Challenge in January 2021. Up to 3 student teams (6 representatives) will be selected to represent Hong Kong in the FedEx Express/Junior Achievement International Trade Challenge held annually in Asia Pacific in February 2021.



Student Takeaways

- ▶ Key market entry concepts, including market research, positioning, pricing, marketing and sales channels, market entry options and financial analysis
- Entrepreneurship learning
- Communication and presentation skills
- Peer-to-peer learning from students in Hong Kong and in Asia Pacific
- Certificate will be presented upon completion

About JA HK

- ▶ Junior Achievement Hong Kong (JA HK) is one of the 100+ members of JA Worldwide, and a leading provider of Other Learning Experiences in Hong Kong. Our programs enable young people to learn the world of work from the first-hand experience of business volunteers. Since our establishment in 2001, we have engaged the support of over 22,000 business volunteers from some 700 companies to serve more than 360,000 students from over 600 schools.

As one of the world's largest youth-serving NGOs, JA Worldwide prepares young people for employment and entrepreneurship. For 100 years, JA has delivered hands on, experiential learning in work readiness, financial literacy, and entrepreneurship. We create pathways for employ ability, job creation, and financial success. Each year, our network of over 450,000 volunteers serves more than 10 million students in over 100 countries.

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