

# JA 國際貿易工作坊

## 企業精神

- Selling through a wholesaler/distributor
- Selling through a retailer
- Setting your own store (physical or e-store)

### 想獲得千載難逢的機會：

- 向具有豐富經驗的企業行政人員學習國際貿易概念
- 向香港商界重要人物匯報市場拓展策略
- 代表香港參與《FedEx/青年成就之國際貿易挑戰賽》

國際知識和視野是在二十一世紀商業世界取得成功要訣。JA 國際貿易工作坊給予學生了解國際貿易的獨特機會，並透過參與本地及海外比賽獲得實戰經驗。

### 課程重點

JA 國際貿易工作坊是一個半天的活動。在商界義工的指導下，學生學習籌劃國際市場拓展策略。工作坊的參加者繼而有機會參與七月舉行的《香港國際貿易挑戰賽》。將有最多三隊學生隊伍(六位代表)獲選代表香港參與今年八月於星加坡舉行的《FedEx/青年成就之國際貿易挑戰賽》。



學生對象： 中四至中六

課程時數： 共 4 小時(OLE 學習時數)

日期： 2017 年 5 月 5 日(星期六)

時間： 下午 1 時 30 分至 5 時 30 分

語言： 廣東話

地點： 香港管理專業協會李國寶中學  
(九龍油麻地海泓道 8 號)

### 學生得著

- 認識國際市場拓展概念，包括市場研究、定位、定價、市場推廣及分銷渠道、市場拓展方式和財務分析
- 學習企業家精神
- 溝通和演說技巧
- 與香港和亞太區的學生互相學習
- 完成課程後將獲發證書

“我們從亞太區其他隊伍身上見識到他們的強項，例如如何利用多媒體技術作匯報和因應對象所需的演講技巧。這次經驗鼓勵我們要不斷精益求精。”

—國際貿易挑戰賽參加學生

如有查詢

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青年成就香港部  
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# JA International Trade Workshop

## Entrepreneurship

### Get a once in a lifetime opportunity to:

- Learn international trade concepts with seasoned business executives
- Present the market entry strategy plan to the 'who's who' in the Hong Kong business community
- Represent Hong Kong in the FedEx Express /JA International Trade Challenge Asia Pacific Final

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 July. Up to 3 student teams (6 representatives) will be selected to represent Hong Kong in the FedEx Express/JA International Trade Challenge held annually in Asia Pacific in August.



### Details

<b>Target</b>	Form 4 to Form 6 students
<b>Participants:</b>	
<b>Program Length:</b>	4 Hours (OLE Learning Time)
<b>Date:</b>	5 May 2018 (Sat)
<b>Time:</b>	1:30pm-5:30pm
<b>Language:</b>	Cantonese and English
<b>Venue:</b>	HKMA David Li Kwok Po College
<b>Address:</b>	8 Hoi Wang Road, Mongkok (West), Kowloon

### 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



*“We have learnt from the strengths of other Asia Pacific teams in terms of their knowhow in using technology for multi-media presentations, and their presentation skills in targeting the needs of the audience. The experience has encouraged us to keep improving ourselves.”*

*– ITC Student*

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