



FedEx Express / JA

International Trade Challenge

FedEx Express / JA International Trade Challenge 2018 Singapore 12 - 15 August 2018

Firsthand Experience of World Trade for Students in the Asia Pacific Region

The FedEx Express/JA International Trade Challenge is a competition aimed at nurturing the entrepreneurial spirit and business skills of students in the Asia Pacific region since 2007. At the Challenge, students will work in teams of two to create international market entry strategy plans for given products to a target market. Winners of the local Challenge in Hong Kong will have the opportunity to advance to the regional finals and compete with other winning teams from the Asia Pacific region.

The **International Trade Challenge 2018 - Asia Pacific Finals** will be held in Singapore on 12 – 16 August 2018*. Student delegates from *Australia, China, Hong Kong, Japan, Korea, Malaysia, Philippines, Singapore, Thailand and Vietnam* will convene for a five-day program to:

- Gain firsthand experience of world trade
- Learn how teams and businesses operate in a borderless world
- Enhance their knowledge on product positioning, sales & promotion and financial projection
- Develop traits of competition, teamwork, risk-taking, and self-confidence
- Learn from business leaders

*Inclusive of team arrival and departure dates; travel period is subject to flight availability.

1. Aims of the Challenge

The International Trade Challenge aims to:

- (a) Develop young people's entrepreneurial spirit and business skills
- (b) Inspire further achievements of students through exposure to international trade and cross-cultural exchange
- (c) Help young people achieve their full potential in the international marketplace
- (d) Nurture students to become tomorrow's leaders in our global society



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2. Challenge Overview

The Challenge consists of the local competition and the regional finals. Details are as follows:

2.1 International Trade Challenge 2018 – Hong Kong

In team of TWO, students will work together to create a market entry strategy for an outdoor product. The market you are entering is Papua New Guinea

Details could be found in the Guidelines and Scoring Rubric in the Appendices.

Three most outstanding teams will be selected as Hong Kong Winners. The six delegates will represent Hong Kong at the International Trade Challenge – Asia Pacific Finals.

Prizes:

The following will be awarded to the six Hong Kong Delegates:

- Exclusive Coaching by FedEx and JA executives
- Participation in the International Trade Challenge – Asia Pacific Finals in Singapore, covering:
 - Airfare
 - Accommodations during competition
 - All meals while at the competition venue
 - All expenses for planned excursions related to competition attendance

2.2 International Trade Challenge 2018 – Asia Pacific Finals

The Challenge is a five-day program to be held in Singapore on 12 - 15 August 2018, with participants expected to arrive on Sunday, Aug 12 morning and depart on Thursday, Aug 16. Together with other winning teams from the Asia Pacific region, students will participate in seminars and workshops led by business executives specializing in international trade. Under their guidance, students will apply what they learned to develop a Market Entry Strategy Plan for an assigned product and market, and present to a judging panel of business leaders.

Prizes:

Top three teams at the International Trade Challenge – Asia Pacific Finals will be honored at the Closing Ceremony and receive electronic gadgets prizes:

- 1st place: Macbook Pro
- 2nd place: iPad Pro
- 3rd place: iPhone

You may find more details at the event Facebook page at <http://www.facebook.com/AsiaPacificITC>

3. Who can Apply

- Students attending Form 4 to Form 6 or equivalent in Hong Kong;
- Students who have participated in International Trade Workshop before (recommended)



4. Challenge Timeline

The following is the timeline for the International Trade Challenge in Hong Kong:

Key Date	Event
15 June 2018 (Friday)	Team Enrollment Deadline
3 July 2018 (Tuesday)	Market Entry Strategy Plan Submission Deadline
16 July 2018 (Monday)	Announcement of Shortlist Teams
20 OR 23 July 2018 (to be confirmed) 9am-1pm	International Trade Challenge – Hong Kong Finals - Presentation by Shortlisted Teams - Result Announcement and Awards Presentation
25 July 2018 (Wednesday)	Briefing & Coaching for Hong Kong Delegates
Any one day during 30 July -7 August 2018 (to be confirmed)	Final Coaching for Hong Kong Delegates
12 - 16 August 2018*	International Trade Challenge - Asia Pacific Finals in Singapore

*Inclusive of team arrival and departure dates; travel period is subject to flight availability.

5. How to Apply

To enter the International Trade Challenge 2018 – Hong Kong, students must:

- Form a team of TWO
- Complete the Enrollment Form with endorsement from their respective school(s), the form could be downloaded at [here](#)
- Create a Market Entry Strategy Plan on the given challenge topic

The related materials can also download from [here](#)

5.1 Team Enrollment

The completed Enrollment Form must be submitted to Junior Achievement Hong Kong by UPLOAD to <https://goo.gl/aKxgLz> on or before **15 June 2018 (Friday), 5:00PM**.

Notes:

- Part 1 : Submit the completed Part A, B and C by click on the “Submit” Button or email to itc.ja@jahk.org **AND**
- Part 2 : Submit the scanned copy (.pdf or .jpg) of completed Part A to E with all required signatures to this link <https://goo.gl/aKxgLz> .
- You will receive a confirmation email after completed Part 1 & Part 2

5.2 Market Entry Strategy Plan Submission

Softcopy of the Market Entry Strategy Plan must be submitted to Junior Achievement Hong Kong by UPLOAD to <https://goo.gl/q2hpVR> on or before **3 July 2018 (Tuesday), 5:00PM**.

Notes:

- File type: PDF or Microsoft Word document
- File naming: **TeamName.pdf** (or .doc or .docx. e.g. **Excellent Idea.pdf**)

10 shortlisted teams will be invited to present at the Hong Kong Final on 20 July 2018 (Friday) to a panel of judges. 6 students will be selected as Hong Kong Delegates to attend the International Trade Challenge – Asia Pacific Finals in August.

For enquiries, please contact Mike Lau of JA Hong Kong at 3426-3143 or email to itc.ja@jahk.org.



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Appendix 1 - Guidelines for Market Entry Strategy Plan

- Language: English
- Text format: Use 12 font size for text body. 1.5 line spacing.
- Length: Maximum eight A4 pages (one-sided). No additional appendices allowed. Plans that exceed the limit will be penalized.
- Cover: The cover is in addition to the permitted 8 pages. It should include your team name and school name.
- Content: Your plan should include, but not limited to the following:
- Executive Summary
 - Target Market
 - Competition
 - Product Description and Strategy
 - Pricing Strategy
 - Promotion Strategy
 - Placing and Distribution Strategy
 - Financial Plan
 - Application of Technology
 - Project Timeline
 - Measurement of Success
 - Management Team
- Selection Criteria: • See Appendix 2 – Scoring Rubric
- Originality: It is important to create your own plan based on your own ideas. Any replication of others' ideas will be considered infringement of intellectual property right and may result in disqualification.
- *Teams shortlisted for the final presentation on 20 or 23 July 2018 (To be confirmed) are required to present their market entry strategy plan, including an advertisement.*
- *Details on the presentation will be provided in the email invitation to shortlisted teams.*



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Appendix 2 – Scoring Rubric

Scoring Reference	Percentage
<p>a) Target Market Identification of the target market as the group of people most likely to buy the product</p>	5%
<p>b) Product Description and Strategy The value proposition of a product and the reason why the customer buys the product</p>	5%
<p>c) Pricing Strategy Set a reasonable price of the product for the target market</p>	5%
<p>d) Promotion Strategy How the company will advertise and promote the product to the target audience</p>	5%
<p>e) Placing and Distribution Strategy How a company transfers its products to intermediaries, retailers and end consumers</p>	5%
<p>f) Financial Plan Demonstrates the soundness and viability of the market entry strategy</p>	5%
<p>g) Application of Technology Companies can innovate, evolve and expand their businesses with technology</p>	5%
<p>h) Project Timeline The project timeline includes a set time frame and a process to monitor and evaluate the progress of the company</p>	5%
<p>i) Measurement of Success The assessment and monitoring of both the short and long-term goals</p>	5%
<p>1) OVERALL PRESENTATION The presentation includes text, graphics, slides, overheads and/or video to convey information to the audience</p>	10%
<p>2) QUESTION AND ANSWER Questions will be asked for further clarification of the market entry strategy</p>	10%
<p>3) COLLABORATION AS A TEAM The students work together as well as interacting together. No one is acting by himself or herself, instead they are helping and assisting each other.</p>	5%
<p>MARKET ENTRY STRATEGY FEASIBILITY If you are an investor, do you think this market entry strategy is feasible?</p>	30%