

2022/23 ANNUAL REPORT

A World of Possibilities



JA
Hong Kong
青年成就香港部

Member of
JA Worldwide

About Us

Junior Achievement Hong Kong (JA Hong Kong) is a registered charity. As one of the 100+ members of JA Worldwide, JA Hong Kong is a leading provider of experiential learning programs that offer young people the opportunity to explore the realities of the professional world through direct interaction with business volunteers. Our initiatives focus on entrepreneurship, career readiness and financial

health, equipping young people with the skills and inspiration needed to thrive in today's global economy. Since our establishment in 2001, we have engaged the support of over 32,000 business volunteers to serve more than 480,000 students from over 600 schools. Find out more at www.jahk.org.



Table of Content

Mission, Vision and Value	P.1
Key Competencies Students Developed in Program	P.2
Program Reach	P.3
Global and Regional Exchange Opportunities and Achievements	P.4 - 5
JA Career Readiness	P.6 - 8
JA Entrepreneurship	P.9 - 11
JA Financial Health	P.12 - 15
Board Members	P.16
Partners and Supporters	P.17

Mission

We inspire and prepare young people to succeed in a global economy.

Vision

- Be the partner of choice for businesses, educators, and policy makers around the globe seeking to expand youth, education and economic development.
- A world in which young people have the skillset and mindset to build thriving communities.

Values

- Believe in the boundless potential of young people.
- Advocate for the impart of relevant, hands-on learning.
- Teach principled, market-based economics and entrepreneurship that build a more sustainable world.
- Approach our work with passion, honesty, integrity and excellence.
- Seek out diverse backgrounds, perspectives and talents in our staff, volunteers, and boards to reflect the geographies and communities we serve.
- Nurture the power of partnership and collaboration.

Key Competencies Students Developed in JA Programs

Career Readiness



Problem-solving and learnability



Self-motivation and self-control



Communication, interpersonal, and social skills



Positive attitude and positive self-concept



Hard work, dependability, and teamwork



Self-efficacy



Integrity and ethics

Entrepreneurship



Goal orientation and initiative



Perseverance



Leadership and responsibility



Resourcefulness



Creativity



Self-efficacy



Teamwork

Financial Health



Money and risk management



Resilience



Higher-order thinking



Intuitive decision-making



Adaptability



Self-efficacy



Negotiation

Program Reach 2022/23

33,700+

Students

750+

Schools

2,360+

Business
Volunteers

480+

Teachers,
Parents and
Educators

17,000+

Online Learners



85%

of Students agreed that they had benefited from JA programs

82%

of Teachers agreed that business volunteers are valuable to JA programs

89%

of Business Volunteers agreed that they are interested in participating in JA programs in the future

Global and Regional Exchange Opportunities and Achievements



- ◀ Construini, Hong Kong student company of 2022/23, won the 3rd place of JA Asia Pacific Company of the Year, 3rd place of the Best Financial Management Award and 3rd place of the Product of the Year Award in the 2024 JA Asia Pacific Company of the Year Competition.

- ▼ JA Asia Pacific Company of the Year @Kuala Lumpur, Malaysia



- ◀ FedEx Express/ JA International Trade Challenge 2023

投資者及理財教育獎2023頒獎典禮

Investor and Financial Education Award Presentation Ceremony 2023



- JA SparktheDream was awarded the IFEA (Public/Professional Body and NGO) Silver Award by the Investor and Financial Education Council.

- JA SparktheDream Social Challenge 2022

CONGRATULATIONS!

Improving the living condition of subdivided flats.

Team: LMC Problem Solver



Protecting our environment is everyone's duty.

Team : Eco-smart intelligence worker



JA CAREER READINESS

Equipping Youth for the Future of Work



Through our volunteer-led career readiness programs, we instill vital work skills in young people, preparing them for advanced education and the ever-evolving world of work. Students have the opportunity to shadow experienced mentors, enhance their competencies through digital platforms, and tackle real-life challenges, honing their problem-solving abilities in practical scenarios.

Explore and Discover the Diversity of Engineering

be inspired! is an integrated creative program developed in collaboration with Arup, offering engaging workshops and outings for more than 360 Form 2 to 5 students. The initiative aims to ignite students' curiosity and enthusiasm for engineering, preparing them for future exploration in this dynamic field. Through this program, students get the opportunity to visit the Arup office and participate in hands-on engineering games facilitated by Arup engineers. Students also enjoyed the eye-opening tours to CIC-iHub, ICC, M+ Museum, Palace Museum, ICC, Stonecutters Bridge and startups at Science Park to gain insights into the latest engineering technological innovation and its impact on society.



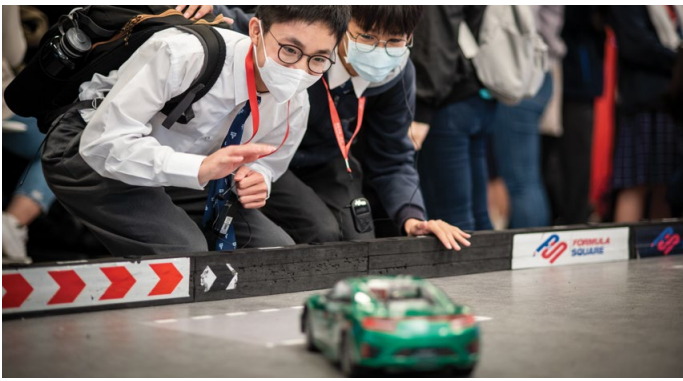
University Talents to Reimagine Retail



When the pandemic was over, the retail industry must redefine its models and customer experiences in the new economy. The **Retail Reimagined Challenge**, in collaboration with the Hong Kong Retail Management Association, provided a 2-month learning journey for over 180 university students. Working in teams, students unleashed their creativity to reinvent the retail landscape through a hackathon, and presented innovative ideas on sustainable development, innovative customer experience and talent attraction and expansion. Supported by 26 leading retail brands and 38 volunteers, students gained unique learning experiences through mentorship, industry networking, and expert sharing on retail trends.

Students Unleashing Creativity for a Better Community

Co-organized with J.P. Morgan and supported by the Energizing Kowloon East Office (EKEO) of the Development Bureau, **The Schools Challenge** is a social innovation program for junior secondary school students. The program in its 6th edition aims to develop innovative thinking, problem-solving skills, and a sense of community spirit in young people. Over 220 Form 2 to Form 3 students were guided by over 105 J.P. Morgan mentors and university student volunteers to create social innovations, develop future skills, and explore career opportunities.



Students Navigating the Finance Industry

Supported by 100 Women in Finance, **JA My Strength My Future in Finance** is an innovative blended-learning initiative that aims to support young people's self-exploration and enhance their readiness for tomorrow's radically different jobs and workplaces. Through sharing by 27 volunteer mentors, over 340 students identified areas for development and pathways in the finance industry to realize their potential to the fullest.



JA ENTREPRENEURSHIP

Nurturing Entrepreneurial Mindsets and
Global Perspectives



In JA's immersive entrepreneurship programs, students collaborate in teams to craft inventive products or services, secure funding for their startup ventures, devise creative marketing strategies, oversee operations, and transform their passions into careers.

Achieving All-rounded Growth through First Startup Experience



The **JA Company Program** is our flagship program to inspire our youth to unleash their creativity, develop essential transversal skills, and bring their business ideas to life alongside their peers through a 7-month educational journey.

With the support of AT&T, Bloomberg and various program partners, the program has successfully

heightened the youth's awareness and understanding of rapid market change and technological advancements. Under the theme of "100+ Young Dreams x Future", over 1,700 secondary school students formed about 70 JA companies. Guided by more than 100 business volunteers, students have embarked on an eye-opening journey, gaining entrepreneurial experience in various aspects including business planning, product design, production processes, material selection, e-shop operations, as well as sales and marketing.



Empowering the Young Women to Narrate their Own Destinies

Partnership with Lancôme, we launched **Lancôme Write Her Future** to empower young women with the ability to narrate their own destinies. Under the guidance of about 20 volunteer mentors, more than 90 female students formed 19 teams to recognize the vision as women today, discover the trend of beauty retail in the digital economy, develop the entrepreneurial acumen and essential future skills for the future of work.



Rising Socially-minded Technologists of Tomorrow

Sponsored by Accenture, **JA Innovation Camp & JA Code for Impact Challenge** aims to develop young people's knowledge, skills, and attitude for working with digital technology and stimulate their innate innovative abilities and creative ideas.

Under the guidance of tech professionals and volunteer mentors, over 250 students from 19 secondary schools explored the latest tech trends and created 20 app prototypes that support students' smooth transition back to school after pandemic.



JA FINANCIAL HEALTH

Advancing Financial Literacy and Inclusivity



Through interactive and role-playing financial simulations, JA introduces young people to smart saving and investing, mindful spending and credit management, the significance of taxes, the importance of employment and community engagement, as well as the benefits of global trade. We equip young people for sustained financial well-being throughout their lives.

Developing Healthy Saving Habits for Underserved Students

With the full support of BNY Mellon **JA Meet My Goals Mentorship Program** was launched for underserved secondary 1 to 4 students. Throughout the 5-month learning and development journey, over 50 students from 6 schools participated in regular workshops and mentorship meetings with business volunteers from BNY Mellon. Students explored their skills, interests, and values, set goals for their future, developed health financial attitudes and habits through the matched savings program.



Essential Financial Wellness for Ethnic Minorities

Supported by Investor and Financial Education Council, **JA Youth Smart Finance Program** is an experiential program to serve ethnic minorities students. More than 200 ethnic minority students from 24 schools acquired the basic financial skillset and mindset which are essential for navigating their financial future, protecting their financial wellness and planning for their life and realizing their dreams.



Financial Education Through Board Game Adventures

Thanks to BNP Paribas for their support in assisting over 710 Form 2 to 4 students in recognizing their skills, interests, values, and life goals through **JA Planning with Purpose**. Volunteers from BNP Paribas shared their experiences on setting financial goals and developing skills to navigate future financial challenges.



Valuable Tips on Financial Decision Making

Working alongside KPMG and American Express, **JA Money Sense** equips young people with essential personal money management skills through sharing by business and university student volunteers. The engaging exchange helps students build their financial resilience and develop an awareness of smart shopping in the digital world.



More than 2,100 secondary students participated and practiced their learning on the digital platform to enhance their knowledge to budget, save, invest, and plan for their financial future.

Making Financial Education Fun for Kids



JA SparktheDream, supported by FWD insurance, focuses on developing children's financial literacy at early age through collaboration with primary schools, parents and business volunteers.

More than 3,200 primary students were inspired to generate their creative social innovative ideas, aiming not only to promote financial wellness but also to bring about positive changes in our community. Two selected teams represented Hong Kong at the *JA SparktheDream* Regional

Social Challenge Final 2023, competing with student delegates from Indonesia, the Philippines, Singapore, Thailand, and Vietnam.

This program received the Investor and Financial Education Award 2023 (Public/ Professional Body and NGO) Silver Award from the Investor and Financial Education Council for promoting financial literacy and empowering the next generation to spark their dreams.



BOARD MEMBERS



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