



Believe in
the Boundless Potential
of Young People
相信青年人的無限可能

2023/24 ANNUAL REPORT 年度報告



JA
Hong Kong
青年成就香港部

Member of JA Worldwide

ABOUT US 關於我們

As a member of JA Worldwide, one of the world's largest and most-impactful youth-serving NGOs, Junior Achievement Hong Kong has inspired and empowered Hong Kong's next generation for more than 20 years, nurturing them to become innovators, entrepreneurs, and leaders of future. Through the global network and delivery of cutting-edge, hands-on, experiential programs in entrepreneurship, career readiness and financial health, JA equips students with the skillset and mindset to build thriving communities. Since our establishment in 2001, we have engaged more than 32,000 business volunteers to serve over 480,000 students from more than 600 schools. To learn more, visit www.jahk.org.

青年成就香港部屬JA Worldwide全球網絡成員之一，作為全球規模最大、影響力最大的青年服務機構，JA紮根香港超過20年，一直致力啟發和裝備香港的下一代成為創新先驅、創業家和未來領袖。JA透過環球網絡、與時並進的實踐及體驗式課程，發展年青人的企業精神、事業準備及健康理財，幫助年青人建立繁榮社區的技能和思維方式。自2001年成立以來，我們已招募超過32,000名商界義工，為來自600多所學校的480,000多名學生提供服務。詳情請瀏覽www.jahk.org。



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MISSION 使命

Inspire and prepare young people to succeed in a global economy.

致力啟發和培育年青人，為他們日後在全球經濟中取得成功做好準備。

VISION 願景

Be the partner of choice for businesses, educators, and policymakers worldwide seeking to enhance youth, education and economic development.

成為全球企業、教育工作者和決策者尋求提升青年、教育和經濟發展的首選合作夥伴。

A world where young people have the skills and mindset to cultivate thriving communities.

年青人擁有建立繁榮社區的技能和思維。

VALUES 價值信念

Believe in the boundless potential of young people.

相信年青人的無限潛能。

Advocate for the impart of relevant, hands-on learning.

倡導適切並從實際中學習的體驗。

Teach principled, market-based economics and entrepreneurship that build a more sustainable world.

教授市場經濟和創業精神的原則，以建設一個可持續發展的世界。

Approach our work with passion, honesty, integrity and excellence.

以熱情、誠實、誠信和卓越的態度對待我們的工作。

Seek out diverse backgrounds, perspectives and talents in our staff, volunteers, and boards to reflect the geographies and communities we serve.





員工、義工和董事會包羅不同背景、觀點和才能的成員，以服務不同的地區和社區。

Nurture the power of partnership and collaboration.

促進夥伴關係和合作所產生的協同效力。

Fostering Entrepreneurial Spirit and Global Vision

培養企業家精神及全球視野

-  Goal orientation & initiative
目標導向及主動性
-  Leadership & responsibility
領導才能及責任感
-  Creativity
創意
-  Teamwork
團隊合作
-  Perseverance
堅毅不屈的精神
-  Resourcefulness
自立及機智
-  Self-efficacy
個人效能



Key Competencies Students Developed in JA Program
JA課程培養學生各樣能力

Preparing Youth for the Future of Work 為青年人未來就業作好準備

-  Problem-solving & learnability
解難和學習能力
-  Communication, interpersonal & social skills
溝通、人際及社交技巧
-  Hard work, dependability & teamwork
勤練、可靠及團隊合作
-  Integrity & ethics
誠信及道德
-  Self-motivation & self-control
自我激勵及自制能力
-  Positive attitude & positive self-concept
正面態度及積極的自我概念
-  Self-efficacy
個人效能

Promoting Financial Capability and Inclusion 推廣財務健康和普及

-  Money and risk management
金錢與風險管理
-  Higher-order thinking
高階邏輯思維
-  Adaptability
適應力
-  Negotiation
與人交流及談判
-  Resilience
抗逆力
-  Intuitive decision-making
如何制定決策
-  Self-efficacy
個人效能

PROGRAM IMPACT 課程成效 2023/24



34,000+
Students
學生



660+
Schools
學校



2,400+
Business Volunteers
商界義工



600+
Teachers, Parents
and Educators
教師、家長及教育工作者



9,000+
Online Learners
線上學習者

84%

of Students agreed that they had benefited from JA programs
學生認為他們從 JA 課程中獲益良多

96%

of Teachers agreed that business volunteers are valuable to JA programs
教師同意商界義工對 JA 課程具價值

94%

of Business Volunteers agreed that they are interested in participating in JA programs in the future
商界義工表示有意在未來參與 JA 課程

Global and Regional Competition and Exchange Opportunities

環球與區域比賽及交流機會



JA Asia Pacific Company of the Year
JA 亞太區全年最佳學生公司



FedEx / JA
International Trade Challenge
2024 Asia Pacific

ITC Final Coaching

We are ready for the Regional Challenge in Singapore

FedEx / JA International Trade Challenge 2024
FedEx/JA 亞太區國際貿易挑戰賽2024

主辦機構 Organised by 支持機構 Supported by

東華三院曾憲備小學
TWQHS TSENG HIN PEI PRIMARY SCHOOL

德萃小學
ST. HILARY'S PRIMARY SCHOOL

JA SparktheDream Social Challenge 2023

JA STORIES 故事



Empowered to Inspire: A Journey from Student to Youth Ambassador for Entrepreneurship

激發青年創業潛能 啟迪未來：從學生到領袖的蛻變之旅

Matthew Hui, an esteemed alumnus of the JA Company Programme. During his time at International Christian Quality Music Secondary School and Primary School, he participated in the programme in both the 2019/2020 and 2020/2021, serving as IT Manager at Envirozon and CEO at Confiar respectively. Motivated by his passion for entrepreneurship, he took on the role of president of the JA Hong Kong Alumni Board with great enthusiasm, and organised a variety of activities designed to engage and connect our vibrant alumni community.

As Matthew immersed himself in different JA experiences, he discovered the true essence of entrepreneurship. The JA Company Programme provided him with invaluable opportunities to navigate each stage of product development, pitch ideas to seasoned business professionals, and explore vital concepts like Environmental, Social, and Governance (ESG).

“The learning journey revealed the complexity and excitement of building something meaningful. Representing Hong Kong at the JA Asia Pacific Company of the Year (COY) competition was an unforgettable experience. I connected with talented young entrepreneurs from across the region, exchanged innovative ideas, and learned from their diverse experiences. This not only expanded my network but also inspired me to think globally and embrace a broader entrepreneurial mindset,” Matthew reflected.

The JA Company Programme ignited Matthew's passion for business, shaping his aspirations for further studies and a future career in banking and finance.

“Having benefited immensely from JA Hong Kong, I feel a profound responsibility to contribute and create opportunities for others,” he remarked. He envisions a powerful alumni network that can be mobilized to mentor and support young entrepreneurs. By fostering this supportive community, Matthew aims to empower future generations and establish a sustainable cycle of mentorship and inspiration.

As the JA Alumni Board's slogan beautifully encapsulates: **“We Unite, We Inspire, We Change.”**

許以諾是JA青年創業體驗計劃的傑出校友，就讀於國際基督教優質音樂中學暨小學時期，曾分別於2019/2020及2020/2021年參與該計劃，並成為Envirozon資訊科技經理及Confiar行政總裁。懷抱對創業的熱忱，他現為青年成就香港部舊生會主席，積極籌辦各項活動，凝聚校友社群。

在參與JA的過程中，他體會到創業精神的真諦。JA青年創業體驗計劃為他提供了寶貴的機會，親身經歷產品開發的每個階段、向商界領袖獲取專業意見，並深入探索環境、社會與企業管治（ESG）等概念。

「這段經歷讓我體會到創造有意義事物所帶來的包羅萬有及興奮。代表香港參與JA亞太區年度最佳公司比賽（COY）的經歷令人難忘。我結識了來自亞太地區的傑出青年企業家，交流創新理念，並從他們多元的經驗中學習。這不僅拓展了我的人脈，更啟發我以全球的視野思考創業。」

JA青年創業體驗計劃點燃了他對商業的熱情，塑造了他未來志向：繼續深造，並投身銀行與金融業。

「從JA獲益良多後，我深感有責任回饋社會，為他人創造機會，」他期望建立一個強大的校友網絡，動員更多人成為導師和義工，為未來世代提供更多支持與賦能，建立可持續的指導與啟發。

正如JA舊生會的信念：**「我們團結、啟發並改變」。**

JA STORIES 故事



A Journey Beyond Challenge: Exploring Different Perspectives 一場超越比賽之旅 探索不同觀點

Zoe Chan participated in The Schools Challenge in 2019, and she is now studying BBA in Information Systems and Operations Management at The Hong Kong University of Science and Technology. **“The experience has inspired me to pursue business studies with information technology related major at university, as I saw the value of combining technical knowledge with strategic thinking,”** she shared. The learning journey has instilled in her a profound sense of accomplishment and a newfound confidence in her ability to connect theory with practical application. The experience has ignited her interest in interdisciplinary fields and broadened her perspective beyond science, showing her how interdisciplinary skills can solve complex problems.

“Coming from a science background, I initially focused only on technical solutions. The Challenge taught me that innovation often stems from diverse perspectives within a team. Leadership isn’t just about directing, but about fostering collaborations and empowering others to contribute their strengths,” she shared. **“All have shaped my career aspirations toward roles that combine innovation with leadership.”**

陳芷潼是曾於2019年參加「香港學生挑戰賽」，現就讀於香港科技大學，主修工商管理學士（資訊系統及營運管理）。**「這段經歷讓我見證技術知識與策略思維結合的價值，也啟發我選擇攻讀商業研究與資訊科技相關學科。」**她分享道。這趟學習旅程不僅帶來深刻的成就感，更讓她對自己整合理論與實務的能力重拾信心。此經歷不僅點燃她對跨領域學科的興趣，也拓展了科學以外的視野，使她理解如何以多元技能應對複雜難題。

「身為理科生，過去我較專注於技術解決方案。這次挑戰讓我領悟到，創新往往來自團隊中的多元觀點。領導力不只是指揮，更在於促進協作、賦能他人發揮所長。」她表示。**「這些體悟共同塑造了我的職涯方向——期望未來能投身融合創新與領導力的角色。」**

JA STORIES 故事



Transformative JA Experiences: From Personal Growth to Giving Back 不一樣的體驗：從個人成長到回饋社會

Benjamin Chu represented Hong Kong at the FedEx / JA International Trade Challenge Asia Pacific Finals in 2017 during his secondary school years. The experience sparked a lasting bond with JA, which continued to flourish as he graduated from university and began his career at Accenture.

His commitment to JA deepened as he took on the role of a business advisor for the JA Company Programme, where he provided mentorship to aspiring young entrepreneurs. He also played a pivotal role in designing and launching the JA Innovation Camp in Hong Kong, a testament to his dedication to nurturing the next generation.

Reflecting on his journey with JA, Benjamin recognized how profoundly it shaped his skills and mindset. He developed essential abilities—presentation, interpersonal skills, and problem-solving—that began to flourish during the JA International Trade Challenge Workshop. Among these, storytelling emerged as a vital skill, one that has proven invaluable in his professional life. Impressing an audience, he noted, involves more than just polished slides and thorough research; it's about guiding them on a journey and inviting them to connect with a shared vision.

“It always warms my heart to witness the incredible progress students make in such a short time during each JA Innovation Camp. They consistently exceed my expectations and surprise me with their innovative ideas,” he shared. The students' curiosity and passion evoke his memories of the volunteers who once guided him, inspiring him to give back in the same way.

“I have unwavering faith in the power of empowerment,” he emphasizes. **“I don't hesitate to become a business volunteer and support the remarkable programs that JA offers.”** For Benjamin, JA is about continuing the cycle of inspiration and guidance that once transformed his own life.

在中學時期，朱文熙於2017年代表香港參加「FedEx/ JA 國際貿易挑戰賽」亞太區決賽，這段經歷不僅讓他與JA結下不解之緣，更影響了他大學畢業後的職業選擇，並於埃森哲展開職業生涯。

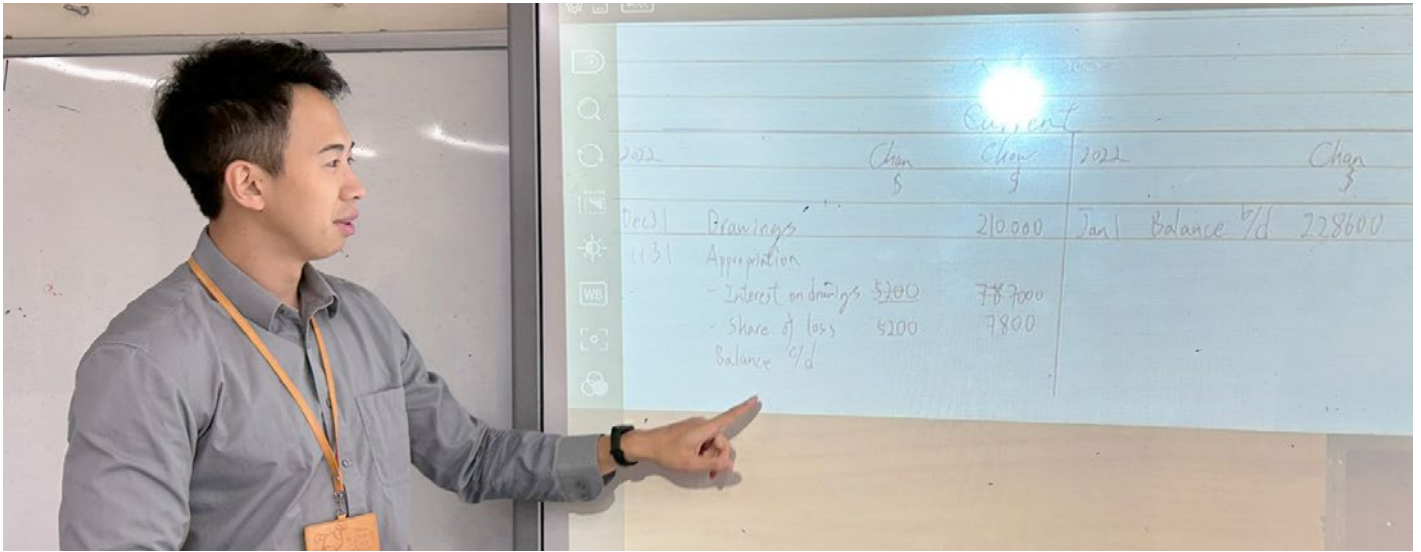
成為JA青年創業體驗計劃的商界義工後，他更加投入參與JA活動，期間他積極指導懷抱創業夢想的年輕人。他更在設計與舉辦JA創新營的過程中扮演關鍵角色，充分展現出對培育新世代的熱忱與承擔。

回顧過去，他深刻體會到這段經歷如何塑造他的技能與思維模式。他在JA國際貿易挑戰工作坊中收穫了關鍵能力——簡報技巧、人際溝通與解難能力。其中，敘事能力更成為他在職涯裡的重要價值。他指出，打動聽眾不僅需要精美的簡報與縝密的研究，更在於引領觀眾踏上一段旅程，與他們產生共鳴。

他表示，**“每次在JA創新營中，看見同學們在短時間內取得進步，甚至超出我的預期，以創新構想帶來驚喜，令我心頭一暖。”**他們的好奇心與熱情，讓我想起當年受前輩指導的情景。因此，我更堅定地肩負著使命，以當年受惠的方式回饋下一代。

他強調：**“傳承知識和影響下一代，讓世界變得更美好，是我自參賽以來一直的願望。我始終相信賦能的力量，也毫不猶豫成為商界義工，持續支持JA。”**對他而言，JA一直啟發與指引他，徹底改變了他的人生。

JA STORIES 故事



Professional Financial Education: Empowering Students' Future 專業理財教育：成就學生未來

Mr Chau Chun Yu, a dedicated teacher at Kiangsu-Chekiang College (Shatin), has been a passionate advocate for financial literacy. He engaged his students in various JA programs, including JA My Strength My Future, JA Finance Park, and Building a Financially Capable Generation. His unwavering commitment to these initiatives recently earned his school the Financial Education School - Active Promotion Award for the 2023/24 academic year.

Chau began to introduce the JA programs to the School as he recognized that they offer essential skills that extend far beyond traditional classroom learning. He wanted his students to have access to up-to-date financial knowledge, career insights, and real-world experiences. **“Partnering with JA allows us to address these needs comprehensively,”** he explains. **“The JA Finance Park program has been particularly impactful. Watching my students engage with money management through a virtual simulation has been truly inspiring. Their enthusiasm was contagious as they explored various financial decisions using technology.”**

The transformation in his students has been remarkable. **“They were so engaged, and the insights from volunteers deepened their understanding significantly. It was incredible to see their eagerness to receive advice from professionals and start applying those concepts to their own lives,”** Chau reflected. This combination of hands-on simulation and expert guidance has notably boosted their financial confidence and skills.

“It’s rewarding to witness them making informed choices about their money—whether deciding to save rather than spend, or understanding the difference between wants and needs. This experience validates the importance of financial education,” he remarked with pride.

For Chau and his students, the Financial Education School - Active Promotion Award is more than just a trophy; it symbolizes their hard work and dedication. It represents the enthusiasm and perseverance they demonstrated in every workshop, competition, and mentorship program they participated in. In their journey toward financial literacy, they have not only gained knowledge but have also built a foundation for a brighter future.

鄒震榆先生是沙田蘇浙公學的老師，長期致力推動理財教育。他帶領學生參與多項JA課程，包括JA展才·啟夢、JA理財展人生計劃、JA財智新世代等。憑藉對這些計劃的投入，該校更榮獲2023/24年度「理財教育學校—積極推動獎」殊榮。

鄒老師認為，JA課程能幫助學生掌握超越傳統課堂的關鍵技能，因此積極鼓勵學生參與，並希望學生接觸最新的財務知識、職業體驗及真實職場環境。「參與JA活動能全面滿足我們的教學需求。」他解釋道，「尤其是JA理財展人生計劃，為學生帶來顯著的學習體驗。看著學生們透過模擬情景投入理財規劃，並積極運用科技探索各種財務決策，那份熱情極具感染力。」

學生的轉變令人驚喜。「他們全神貫注，商界義工的真知灼見深化了學習成效。見到他們如此渴望接受專業建議，並將所學應用於日常生活，實在令人欣慰。」鄒老師回憶道。這種結合模擬情景學習與專家指導的學習模式，顯著提升了學生的財務自信與能力。

「見證他們做出明智審慎的財務決策，無論是選擇儲蓄而非消費，或是區分慾望與需求，都令我深感鼓舞，這段經歷印證了理財教育的重要性。」他自豪地說道。

對鄒老師與學生而言，「理財教育學校—積極推動獎」不僅是一座獎盃，更象徵著他們的努力付出與奉獻精神。這項殊榮體現了他們在參與每場工作坊、比賽及導師計劃時展現的熱情與毅力。在這趟提升理財素養的旅程中，他們不僅汲取了知識，更為未來奠定了堅實基礎。

JA STORIES 故事



Beyond the Classroom: Real-World Learning and Mentorship in the Retail Industry 課堂以外 在零售業世界的學習與導師指導

Otto Ho's JA journey began when he participated in the Retail Reimagined Challenge 2024, where his team achieved an impressive 1st runner-up finish. This victory opened the door to an internship at a major retail brand.

Initially, Otto was motivated to join the Challenge to push himself academically and secure a valuable learning experience within a leading company. **"The experience during the competition far exceeded my expectations,"** he recalled. **"Not only did I gain access to corporate offices and immerse myself in a real-world work environment, but I also attended meetings led by seasoned mentors who generously shared their insights. This firsthand exchange of knowledge is something that textbooks simply cannot replicate."**

What resonated with him most was a sharing at the speaker session by an executive on how innovative thinking drives transformation in the traditional service industry. It was a revelation for Otto, emphasizing that the true essence in business lies in continuous evolution—embracing change and proactively seizing new opportunities.

His internship at the leading retailer proved to be immensely fulfilling. Collaborating with peers in a dynamic workplace, he engaged in marketing projects and applied his academic knowledge to real-world scenarios, producing tangible results showcased on public platforms. This experience solidified his desire to pursue a career in marketing and retail, as he witnessed the real impact of his contributions.

"Inspiring the next generation is a responsibility I take to heart," Otto believes. **"This experience has taught me that giving back to society is not just an obligation; it's a mission to drive collective success."** He emphasized that education isn't the only path forward—through a willingness to experiment and explore, everyone can carve out their own unique journey.

Otto's story is a testament to the power of ambition, mentorship, and the transformative potential of embracing opportunities. He stands as an inspiration to those who dare to dream and strive for greatness in the ever-evolving world.

何梓榆的JA旅程始於2024年「Retail Reimagined Challenge」，他所屬團隊在賽事中勇奪亞軍殊榮，而這項佳績為他開啟了進入知名零售品牌實習的大門。

最初，何梓榆參與這項挑戰賽是希望突破學術框架，並爭取在頂尖企業實習的經驗。「比賽過程帶來的收穫遠超乎預期。」他回憶道：「不僅有機會進入企業辦公室工作，更參與了由資深導師帶領的會議，他們慷慨分享洞見。這種直接交流的知識傳承，是書本無法替代。」

最令他產生共鳴的，是一位行政總裁在演講中分享如何以創新思維推動傳統服務業轉型。這番話對他而言猶如醍醐灌頂，讓他明白商業的真諦在於持續進化——擁抱變革、把握新機遇。

實習期間，他在該零售品牌工作帶來了極大的滿足感。在充滿活力的職場環境中與同儕協作，將課堂所學應用於真實的行銷專案，最終成果更於公開平台展示。這段經歷使他見證自己的影響力，更堅定了他投身行銷與零售業的志向。

"啟發下一代年青人是我的責任。"他堅信。「這段經歷讓我明白，回饋社會不僅是義務，更是推動集體成功的使命。」他強調教育並非唯一出路——只要勇於嘗試與探索，每個人都能開創屬於自己的道路。

何梓榆的故事見證了雄心壯志、導師引領與把握機遇所帶來的蛻變力量。在這個瞬息萬變的時代，他成為所有敢於夢想、追求卓越的年青人的啟發。

JA STORIES 故事



From Learning to Action: Smart Financial Management from Young Age 從學習到實踐：從小培養精明理財

Ms Tong Chui Shan, a dedicated teacher at Bishop Paschang Catholic School, took the initiative to introduce the *JA SparktheDream* program to her students. This engaging program allowed her class to explore financial literacy through group discussions, collaborative activities, and interactive games. Together, they examined their spending habits, learning vital concepts such as "needs vs. wants" and "delayed gratification."

"What impressed me the most was how quickly the students integrated what they learned," Ms. Tong reflected. "They began discussing sound money management principles and even started planning budgets while adopting smart financial habits." The program not only benefited the student but also encouraged Ms. Tong to reconsider her own spending, particularly the convenience and impulse buying often associated with online shopping.

One of her students, Hayden Chin shared his learning in the program. "Before attending the *JA SparktheDream* program, I only knew how to save my allowance. I often struggled to distinguish between 'needs' and 'wants,' spending most money on snacks and toys," he recounted. "Now I learned the importance of saving and the concept of 'living within your means'. I manage my money more effectively by dividing my allowance into three categories: savings, spending, and sharing, and hope to achieve my goal soon."

Hayden also eagerly shared the financial concepts he learned with his parents, who reinforced the idea that money is hard-earned and encouraged him to spend wisely, offering practical suggestions along the way.

Through the *JA SparktheDream* program, a meaningful connection blossomed among Ms. Tong, Hayden and his family, as they not only learned valuable financial skills but also created an enabling environment to cultivate a more thoughtful approach to money management.

天主教柏德學校的唐翠珊主任主動帶領學生參加《JA小財智·大夢想》工作坊，深入探索理財知識。透過小組討論、協作活動及互動遊戲，學生重新檢視自身消費習慣，學習區分需求與想要及實踐「延遲滿足」等重要概念。

「最令我印象深刻的是，同學們在短時間內整合所學，開始討論健康的理財原則，懂得規劃預算、實踐精明消費。」唐老師分享道。工作坊不僅幫助學生建立正確觀念，也促使她重新審視自身的消費行為，特別是網購帶來的便利與衝動性消費。

唐老師的其中一位學生錢浩銓同學也分享了他的轉變：**「參加工作坊前，我只懂得存零用錢，卻常分不清『需要』和『想要』，總把錢花在零食和玩具上。」**他回憶道：**「如今的我學會儲蓄的重要性，也理解『量入為出』的道理。我會將零用錢分為儲蓄、消費和分享三部分，更有效地管理金錢，一步步實現自己的目標。」**

他還積極將所學的理財概念與父母分享，父母也進一步強化「金錢來之不易」的觀念，鼓勵他精明消費，並在過程中提供實用的建議。

透過《JA小財智·大夢想》工作坊，唐老師、錢同學及其家人之間建立了更深的連結——他們不僅學到寶貴的理財技能，更共同培養審慎的理財態度。

CAREER READINESS

事業準備

Preparing Youth for the Future of Jobs 裝備年青人迎接未來職場

JA's volunteer-led work-readiness experiences teach critical work skills that prepare young people for further study or the workforce. Whether job shadowing skilled mentors, testing their skills through activities and discussions, or developing solutions during business challenges, JA students are prepared for the jobs of the future.

透過JA商界義工帶領的事業準備體驗，協助年青人掌握關鍵職場技能，為升學與就業做奠定堅實基礎。在經驗豐富的導師指導下，年青人能透過互動活動、深度討論及商業挑戰，培養解難能力與實戰技巧。

Future Talents to Reinvent Retail Experiences 未來人才重塑零售體驗

Co-organized with the Hong Kong Retail Management Association, the **Retail Reimagined Challenge 2024** offered a 3-month learning journey for over 240 university students. Working in teams, the students unleashed their creativity to transform the retail landscape as guided by retail industry leaders and came up with innovative ideas focusing on sustainable development, enhancing customer experience, and attracting and retaining talent. Supported by more than 40 volunteers, students gained unique learning experiences through mentorship, industry networking, and expert insights on retail trends.

與香港零售管理協會合辦的**Retail Reimagined Challenge 2024**，為超過 240 名大學生提供了一個為期 3 個月的挑戰賽旅程。學生以團隊形式合作，透過行業領袖分享及參與 JA 創新營，重塑零售業的面貌，並就可持續發展、創新顧客體驗、吸引及拓展人才等方面提出創新意念。在 40 多名義工的下，學生們透過師友輔導、業內交流和有關零售趨勢的專家分享，獲得了獨特的學習經驗。



Exploring and Discovering the World of Engineering

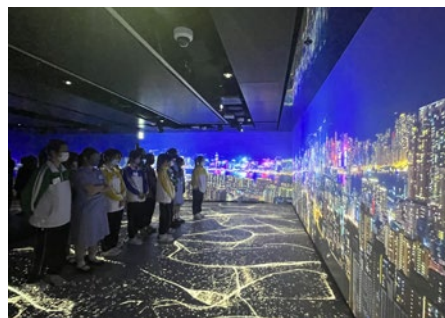
探索和發現工程世界

bE inspired! is an integrated creative program developed in collaboration with Arup, designed to spark students' curiosity and enthusiasm for engineering, preparing them for future opportunities in this dynamic field.

Through this program, over 360 Form 2-5 students had the chance to visit the Arup office and participate in hands-on engineering games facilitated by Arup engineers. They had the opportunity to visit CIC-iHub, International Commerce Centre, M+ Museum, Palace Museum, Stonecutters Bridge, and various startups at Science Park, gaining insights into the latest engineering and technological innovations and their impact on society.

bE inspired! 是一項與 Arup 合辦的綜合創意課程，旨在點燃年輕世代對工程領域的熱情，為未來職涯發展鋪路。

透過此計劃，360多名中二至中五的學生有機會參觀奧雅納工程顧問公司辦公室，並參與由奧雅納工程師主持的工程遊戲。他們還實地考察出色的工程項目，包括建造業展覽中心、環球貿易廣場、M+ 博物館、故宮博物院、昂船洲大橋和科學園的不同初創公司，深入了解最新的工程和技術創新及其對社會的影響。



Fostering Students' Innovative Thinking for a Better Tomorrow

推動學生創新思維 創造美好明天

Co-organized with JPMorganChase and supported by the Energizing Kowloon East Office (EKEO) of the Development Bureau, **The Schools Challenge** is a social innovation project-based learning program for junior secondary school students. The program, in its 7th edition, aims to enhance innovative thinking, problem-solving skills, and community spirit. Over 300 Form 2 to Form 3 students were guided by more than 130 JPMorganChase mentors and 90 dedicated university student volunteers to develop their innovative ideas around the themes of building a smart, green and sustainable community; rethinking urban mobility; and promoting health and wellness.

與摩根大通合辦、並得到發展局起勁九龍東辦事處全力支持的**香港學生挑戰賽**，是一個專為初中學生而設的創科研習之旅。該計劃已踏入第七屆，旨在提升學生的創意思維、解難能力及社區精神。超過 300 名中二至中三學生一同參與，在 130 多位摩根大通導師和 90 多位大學生義工的指導下，就「建構智慧、綠色及可持續發展社區」、「重塑城市交通」及「促進身心靈健康」設計出改善社區的創意方案。



Youth Voice for Fair Competition

青年提倡公平競爭

The Competition Commission has continued the support for the **“Post to Compete”** Social Media Advocacy Challenge in 2024 for senior secondary school students to showcase their creativity by developing social media campaigns to promote how the Competition Ordinance safeguards market competition for the benefit of businesses and consumers. The challenge received over 270 creative entries from students.

The finalists were recognized for their creativity, originality, relevance, understanding of the Competition Ordinance and social media promotion effectiveness.

競爭事務委員會舉辦「玩·PO·競」社交媒體宣傳挑戰賽2024，邀請全港高中學生發揮創意，策劃社交媒體宣傳計劃，推廣《競爭條例》如何維護市場競爭，保障商界及消費者的利益。挑戰賽收到超過270份學生作品。

決賽入圍者憑藉創意、原創性、切合主題、對《競爭條例》的理解及宣傳成效而備受肯定。



ENTREPRENEURSHIP

企業精神

Cultivating an Entrepreneurial Mindset

培育創業思維

Through JA's real-world entrepreneurship programs, students work as a team to develop an innovative product or service, finance their startup business, creatively market their product, deliver finished products, and launch their careers as entrepreneurs or intrapreneurs.

透過JA的實戰創業課程，學生組隊開發創新產品或服務，籌集資金、設計行銷方案與推廣成品，從而培育創業家思維，將創新轉化為未來職涯發展方向。

Empowering the Next Generation of Entrepreneurs for Global Trade

培育全球貿易新星

The **FedEx /JA International Trade Challenge** is a regional competition aimed at nurturing the entrepreneurial spirit and business skills of students in the Asia Pacific region. Six talented Hong Kong students unleashed their global business acumen, entrepreneurial spirit and creativity and advanced to Asia Pacific Finals.

FedEx/JA亞太區國際貿易挑戰賽是一項區域性賽事，專為啟發及教育高中學生有關環球商業的知識，讓他們嘗試制訂切實可行的商業計劃，從而塑造他們成為新一代企業家。六位香港代表憑藉出色的國際商業觸覺、創新思維及創業才能，成功晉級亞太區總決賽，展現香港年輕一代的商業潛力。



Getting Ready for the New Economy and Future of Work

迎接新經濟與未來工作世界

The **HSBC X JA Company Programme** is the largest youth entrepreneurship programme in Hong Kong, to inspire our young people to unleash their creativity, develop essential transversal skills, confidence and resilience through a 7-month experiential journey.

The programme has heightened students' awareness and understanding of the rapid market change and latest technological advancements. Under the theme of "Entrepreneurial Experience for the New Economy and Future of Work", over 1,800 secondary school students formed more than 70 JA companies. Guided by over 180 business volunteers, they embarked on an eye-opening journey of a full business cycle, from business planning, product design, sales and marketing to liquidation.

HSBC X JA青年創業體驗計劃是香港最大規模的青年創業計劃，透過為期7個月的實踐創業體驗，激發學生的創意潛能，培養關鍵的跨領域未來技能、自信及抗逆力。

計劃提升學生對市場快速變革與科技發展的敏銳度，以「e+創夢闖未來」為主題，1,800餘名中學生共同創立了70多間JA公司，在180多位業界導師的專業指導下，他們經歷了一場豐富的創業探索之旅，從商業規劃、產品設計、銷售與行銷，直至清盤結束。



FINANCIAL HEALTH

健康理財

Developing Financial Capability 培育財務能力

JA's hands-on, role-playing financial-health experiences expose young people to smart saving and investing, thoughtful spending and credit, the value of employment and community involvement, and the opportunities for their future. We prepare young people for lifelong financial health.

JA透過實踐與模擬情境的體驗，引導年青人掌握儲蓄投資、理性消費、信用管理等核心財務技能，同時認識就業價值與社區參與的重要性。我們致力為年青人建立終身受用的財務管理基礎，讓他們終身受用。

Finance Management for Future Success 財務管理策劃成功人生

JA Finance Park, launched with the support from DBS Foundation is an innovative blended learning initiative designed to inspire students to develop essential financial literacy skills, laying the foundation for making wise personal financial decisions. By simulating financial planning scenarios across various life stages, the program helps students achieve their dreams. Since its launch in 2024, the initiative has positively impacted over 4,000 students. With the dedicated support of nearly 700 volunteers from DBS Bank, participants have developed constructive attitudes, practical skills, and responsible habits in financial management.

與星展基金會攜手推動的**JA理財展人生計劃**是創新的混合模式學習課程，旨在啟發學生建立良好的財務概念，為作出明智的個人財務決定奠定基礎，透過模擬現實人生不同階段的財務規劃需要，協助學生實現夢想。計劃自2024年推出以來，已有超過4,000名學生受惠，在近700位星展銀行義工的鼓勵及指導下，培養正面理財態度、技能及習慣。



Financial and Career Planning for Tomorrow

理財及生涯規劃

Thanks to BNP Paribas for supporting Form 2 to 4 students to identify their skills, interests and values, and set life goals through JA Planning with Purpose. Volunteers from BNP Paribas shared their experience on how to set financial goals and develop skills and abilities to cope with challenges in their future.



感謝法國巴黎銀行支持，讓中二至中四學生透過**JA財策為未來**認識自己的技能、興趣和價值觀，以及人生目標。來自法國巴黎銀行的義工與學生分享如何訂立財務目標及發展技巧和能力，以應付未來的挑戰。



Students Exploring Pathways in Finance

學生探索金融領域前路

Supported by 100 Women in Finance, **JA My Strength My Future in Finance** is designed to help young people's self-exploration and enhance their readiness for the radically different jobs and workplaces of tomorrow. With guidance from over 45 volunteer mentors, more than 510 students identified areas for personal development and appreciated possible pathways within the finance industry to fully realize their potential.

JA展才·啟夢 - 金融機遇篇結合了互動活動及網上自主學習元素，在100 Women in Finance的全力支持，逾45位義工導師協助超過510位學生自我探索，為瞬息萬變的職場做好準備，並且在金融領域中探索未來可能的發展路徑，以充分發揮潛能。



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