

<b>Program Length</b>	3 hours in total (OLE learning hours)	<b>Language</b>	English or Cantonese
<b>Target Participants</b>	Form 4 to Form 6 Students	<b>Resources Commitment</b>	At least one teaching staff or facilitator to support student coordination
<b>Program Format</b>	Face-to-face: Half-day workshop led by business volunteers	<b>Cost</b>	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 July. 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 August.



## 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 Hong Kong

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. Through hands-on, immersive learning in career readiness, entrepreneurship and financial health, JA 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 30,000 business volunteers from some 700 companies to serve more than 450,000 students from over 600 schools.

Visit [www.jahk.org](http://www.jahk.org) for more details and updates about us and our programs.

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