JA International Trade Workshop

Entrepreneurship

JA Hong Kong 青年成就香港部
Member of JA Worldwide

Program Length	4 hours in total (OLE learning hours)		
Workshop Details	**Option 1** Date: 21 Nov 2026 (Sat) Time: 14:00 – 17:00 Venue: Education Bureau Kowloon Tong Education Services Centre **Language: Cantonese / English**	**Option 2** Date: 20 Mar 2027 (Sat) Time: 14:00 – 17:00 Venue: Education Bureau Kowloon Tong Education Services Centre **Language: Cantonese / English**	**Option 3** Date: 29 May 2027 (Sat) Time: 14:00 – 17:00 Venue: Education Bureau Kowloon Tong Education Services Centre **Language: Cantonese**
Target Participants	Form 4 to Form 6 Students **Students participating in the competition must be at least 15 years old*		
Program Format	Face-to-face workshop led by business volunteers		
Resources Commitment	A link teacher to recruit and coordinate students		
Cost	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/JA 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 38,000 business volunteers from some 700 companies to serve more than 580,000 students from over 600 schools.

Visit www.jahk.org for more details and updates about us and our programs.

Enquiries :
3426 3141 / itc.ja@jahk.org

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