



International Dateline January-March 1999

Economies without Borders



Currencies, commodities, stocks and bonds now flow across the globe at the touch of a computer key. A recession or budget deficit in one nation burdens nations everywhere. Likewise, the benefits of one country's prosperity echo around the world.

As commerce has grown beyond national boundaries, so too have our social responsibilities. No longer can nations successfully barricade themselves in fortresses of self-sufficiency. And no longer can we ignore the needs of an emerging generation who will shape our global economy.

The population trends are staggering. In the next decade alone, an estimated 1.5 billion children will be born -- four-fifths of them in developing countries. For the first time in

modern history, roughly forty percent of the world's population will be under twenty, a demographic shift that will have profound consequences for the world economy.

Never has our future depended so heavily on a single generation. Yet the youth explosion offers an unprecedented opportunity to renew the world's human capital.

All over the globe, Junior Achievement International works through a unique partnership between the business and educational communities. By bringing volunteers with business experience into the classroom to facilitate its programs, JAI teaches the next generation of entrepreneurs, managers, policy makers and voters the value of free enterprise. Time and again, JA programs have proven their ability to develop character, build confidence, encourage self-reliance and foster a sense of community in the young people they serve.

The challenge then is to expand the reach of Junior Achievement programs to build on what works. This task calls for a new kind of international investment: an investment in the vast human potential for knowledge, innovation and growth. An investment in creating economies without borders.

Simply put, this is the work of Junior Achievement International.

-Text adapted from the International Youth Foundation. Adapted with permission.

JAI Pilots New Travel & Tourism Business Program

In conjunction with Ministries of Tourism in countries around the world, Junior Achievement International has developed a new early high school program entitled **Travel & Tourism** with title sponsorship from American Express. As the world's fastest growing industry, travel and tourism is a huge growth sector for many national

economies and a chance for many countries to dramatically increase economic opportunities for young people if they understand service and the tourism business.



The program will focus on customer service, quality products, perceived safe/healthy environment, customer retention policies, ability to work with diverse types of people and organizations, utilization of technology for distribution and cost-control. JAI and American Express project that ***Travel & Tourism*** will become a powerful vehicle for job creation and economic development in countries using it in conjunction with other JA programs.

The program is being piloted in Costa Rica, Ireland, Mexico and Northern Ireland this spring, and will be available for worldwide distribution by the fall of 1999. Visit our website at www.jaintl.com/programs/ttbiz.htm for information on how you can get involved!

WORLD RECORD: A Brief Overview of Junior Achievement Around the World

Uzbekistan

JA Uzbekistan recently kicked-off a new middle school program with a number of student celebrations in schools across the country. The students performed skits, one of which involved "operating" on a patient to show the differences between the old Command Economy versus the new Free Market Economy they are entering. The students took out of the patient such things as "Corruption, Ignorance and Waste" and put in such things as "Growth, Stability, and Profit". A JA rock band, auction, and talent show completed these fun and educational events.

Jordan

Hamner Williams, President of Junior Achievement of Greater Cincinnati (US), recently completed a 10-day visit to initiate JA activities in Jordan. Save The Children, a registered NGO in Jordan, will assist and serve as an umbrella organization for JA until such time that JA of Jordan is able to develop a board of directors and legally register in that country.

Memories of CANJAC '98: Summer Camp- JA Style

August 1998-- 230 of the brightest high school students from across Canada and around the world traveled to London, Ontario to meet for the 29th Canadian National Junior Achievement Conference. CANJAC '98 was a four-day JA business camp where students, guests and observers attended seminars and workshops designed to improve their understanding of business and help them prepare for future education and careers. This year's theme was "Change: Embrace it!/Le changement: adoptez le!" All in all, CANJAC '98 was a world-class event and expectations are even higher for 1999 on Prince Edward Island. For more information on CANJAC '99 please e-mail jgluck@jacan.org or call JA-Canada (number available from JAI).

'99 HPGBC

812 teams from 44 countries are registered for the 1999 Hewlett-Packard Global Business Challenge, which got off to an official start on February 22, 1999. These participant numbers are new records for the contest, which is in its fourth exciting year. JAI is pleased to announce teams from a number of first-time countries: Albania, Azerbaijan, Brunei, Ireland, Netherlands, and South Africa. We welcome them and wish them and all of the other teams great success in the contest.

We hope to see YOU September '99 for the HPGBC Final Round in Brussels, Belgium!

Japan

In a quote from the recently concluded JA-Japan MESE Decision Making Contest newsletter, JA-Japan Board Chair and Board Chair of IBM-Japan, Takeo Shiina, was quoted as saying, "Japan is undergoing fundamental change, in part due to the problems cropping up in this once seemingly invincible economy. What our country needs most is a younger generation that is innovative, aggressive and has a global perspective. I believe that Junior Achievement and its various programs can show the way for the next generation of business leaders, and I fully support its activities."

Additionally, the NBK (Japan Broadcasting Corporation) aired a 30-minute program on JA-Japan and the contest, which was broadcast across Japan.

AWESOME JUNIOR ACHIEVER

Pepe Tenillion, NEXA Exchange Student, Buenos Aires, Argentina

In Argentina, Junior Achievement has organized a group of former Achievers called NEXA (Nucleo de Ex-Achievers). One of these Awesome ex-Achievers is Pépe Tenaillon, a 19-year-old law student from Buenos Aires, who has been on a student exchange with the JA International offices in Colorado Springs, Colorado (USA) during the month of February.

Said Pépe, "Thanks to NEXA, I have had the chance to meet top businessmen and to attend conferences dictated by important teachers. The possibility of going to Colorado Springs to get international work experience was, without any doubt, the best opportunity NEXA has given me."

NEXA also assists the ex-Achievers with job opportunities within multi-national companies such as IBM, 3M and ORACLE in Argentina, arranges seminars and trainings, and assists students with building network resources. But for Pépe, NEXA is not only a way of increasing his business knowledge, but a way of making new friends, all of them with the same feelings about Junior Achievement and NEXA.



CHAIRMAN'S REPORT

Mark Suwyn

Impacting Economies without Borders

As pointed out in the title article, we have an unprecedented opportunity to educate, train and set good examples for an emerging generation that will shape the future and will function with fewer economic boundaries than ever before. Junior Achievement International strives to impact the outlook and the futures of these young people by assisting them in applications of economic facts and data combined with real life experiences brought into the classroom by JA volunteers around the world.

In this way JA is changing behavior and ultimately improving the quality of young people's lives on a global scale--having a real impact on over a million students outside the US each year already. However, the real challenge is to extend that reach to 30-40 million young people each year if a significant impact is to be felt.

The ramifications of this impact on the global society are multi-faceted--from better students to better

businesses to better-prepared citizens to stronger nations. JAI is taking the lead with innovative new programs and delivery options designed to impact the next generation worldwide.

We are depending on them, but they are first depending on us to give them the skills, knowledge and tools they will need. Junior Achievement International is helping to prepare this next generation to create and live in a world of economies without borders.

COUNTRY PROFILE – Paraguay

Year Founded: 1995

Number of Students Served: 6,500

Junior Achievement-Paraguay began in 1995 as an educational initiative of the Fundación Paraguaya de Cooperación y Desarrollo. The program was well received and by 1997 4000 children and young people were involved, increasing to 5,600 by 1998. Junior Achievement Paraguay (JA -P) carries out programs in public and private schools, both in the capital, Asunción, and the interior of the country.

One such example of a very successful rural program is in a sugar cane producing town called Tebicuary, two hours from the capital of Asuncion. It is a town that has traditionally been dependent on the local refinery and sugar industry. Since 1996 over 100 children each year, from kindergarten to sixth grade, have been participating in JA programs.

In 1996 the owner of the local sugar refinery came to Junior Achievement complaining of the lack of initiative and creativity amongst his employees. He had plans to open a new experimental school and wanted JA programs to be part of the curriculum. JA instructors recall early brainstorming sessions with the children about what they would like to do when they grew up--going around the room, each child could think of nothing but working for the sugar factory in some capacity. Now, only a few years later, the children are full of creative ideas about what they want to do. Some exclaim that they want to start a pizza restaurant, others want to be artisans, and still others want to own a bread shop.

Their newfound creativity has already had some practical successes.

They have designed and painted signs to promote tourism in the city. They also requested an art teacher be hired for the school, and they then learned to make arts and crafts items from local recycled materials. They held an art fair and sold ALL of their items, thus realizing the early financial rewards of their work and creativity.

The change that has come over the children of Tebicuary, and thus the

town itself, is an astonishing testament to Junior Achievement's programs in Paraguay.

JA-Paraguay also offers a full range of primary and secondary programs, of which the star program is the Company Program. This year 11 companies are in operation and students are working enthusiastically on such products as mouse pads, cookies, marmalade, magnets, recycled folders and maté and tereré (traditional local drinks. Paraguay also conducted a successful GLOBE program which permitted the participants to make a visit to Uruguay, and the SIMEC (Management Economic Simulation Exercise) national competition included 32 teams and a total of 82 students. The winners were treated to an all expenses paid trip to the Junior Achievement Student Forum in Mexico.

Paraguayan students have enthusiastically attended such student events. A total of 17 students went to the JA Student Forum in Mexico and another group attended a student conference in Argentina in early 1998. These students came away with a number of prizes in all areas of the national student competitions. All of the students enjoyed themselves and Paraguay is expecting to send even more students in 1999.

Junior Achievement Paraguay's next goal is to develop a club of "ex-achievers" who have participated in JA programs and want to continue their JA experience with training seminars and networking and social opportunities.

-text adapted from Yan Sperenza, Executive Director of Junior Achievement of Paraguay

ON BOARD: A Profile of Junior Achievement International Board Members

JAMES M. LI

President, Global Network Services

American Express Company

"In the course of my work I have become acutely aware of the needs in emerging world markets," states James M. Li, JA International Board Member since 1997. "I am pleased to work with JAI, as many of these needs are proactively addressed through the economic education programs they deliver. I feel American Express is effectively partnering with JAI to continue providing new opportunities to the young people in these emerging markets who will be the leaders of tomorrow."

In this regard, under Mr. Li's leadership, American Express has provided title sponsorship in developing and delivering JAI's new **Travel & Tourism** program.

Mr. Li joined American Express in May 1979 as Vice President of Staff Operations for the Card Division. Since then, he has held a number of successive positions within the corporate structure and has since been named President of Global Network Services, which is one of American Express's three major strategic growth initiatives.

Mr. Li's unique combination of skills have been extremely important in taking economic literacy to emerging world markets where JA International has recently experienced explosive growth, and wherein also lies the greatest potential for the future.