



**International Dateline  
October - December 1997**

**HEWLETT-PACKARD GLOBAL BUSINESS CHALLENGE A GREAT SUCCESS IN SECOND YEAR**

Tokyo, Japan—A team from Buenos Aires, Argentina beat out Junior Achievement students from 36 countries to win the 1997 Hewlett-Packard Global Business Challenge, an international business management competition sponsored by Hewlett-Packard Corporation and Junior Achievement International. The winning team, CEMAI, was named worldwide champion after winning first place among the eight teams in the final round of the Challenge, a face-to-face competition that took place on September 22 at Hewlett-Packard—Japan headquarters in Tokyo.

The team from Argentina faced off against teams of finalists from six countries—Belarus, Brazil, Japan, the United States, two teams from Russia and one other from Argentina. Second place was captured by STAR97 from Russia, third place by RADROD from Argentina, fourth place by DEMAND from Russia, and fifth place by ONYO from JAPAN. The first place team received a check for \$3,000 from Katsuto Kohtani, HP—Japan President and CEO. Prizes of \$2,000, \$1,000, \$500, and \$250 were awarded to teams in second through fifth place respectively. In all, finalists were awarded over \$40,000 in prize money and scholarships by Hewlett-Packard.

Pictures of all of the final eight teams in the contest can be seen on the World Wide Web at <http://www.harvassoc.com/hpgbc/winners.htm>.

The 1997 Hewlett-Packard Global Business Challenge began in January with 634 teams from 36 countries. During the first three rounds of this multi-week competition, students made managerial decisions affecting computer-simulated businesses. Decisions were sent via email to Harvard Associates, the HPGBC administrators in Cambridge, Massachusetts. Teams with the best performance advanced to the next round culminating in the face-to-face final round playoff in Tokyo.

The 1998 Hewlett-Packard Global Business Challenge has been announced and is ready for registration. Contact your local Junior Achievement/Young Enterprise office for further information and details.

**CHAIRMAN'S REPORT**

I extend the Board's congratulations to those teams that advanced to the finals of the 1997 Hewlett-Packard Global Challenge in Japan on September 22. Equally, we congratulate and applaud all the thousands of students, teachers and volunteers on the 634 teams who competed in this world-wide event.

This year the Hewlett-Packard Global Challenge stimulated literally thousands of young people around the world to compete in their country contests and then onto the global contest. The competition was spirited, fun and highly educational.

Looking beyond the contestants, we see that the true winner in this event is the global community. With the development and exercise of free enterprise education of this magnitude, the world is enriched and the leaders of tomorrow are trained to compete and understand the impact that their decisions and actions have

on a global scale.

As the Challenge gears up for its third year of competition, we wish to thank Hewlett-Packard for their generous ongoing support, Yoshihiro Nakamoto, JA Japan, and in particular, the staff of Hewlett-Packard/Japan for their outstanding contributions in hosting the final round. In 1998, we hope to again double the number of participating teams to 1200. When one pauses to consider the impact that this shared educational experience has around the world, we see a vivid picture of the business community as it is today and where it will be in the future.

We hope to see you in Atlanta in 1998!

### **World Record: A Brief Overview of Junior Achievement Around the World**

**Bulgaria:** JAI and the Peace Corp. are working to make Junior Achievement available as an elective in the regular Bulgarian school curriculum. Still in its pilot phase, JA is available as an extracurricular activity for approximately 200 students in 10 different Bulgarian schools. Currently, JA's 'young clients' are working with counterparts from Plymouth North High School in Massachusetts through the GLOBE program. Now in its second year of official operation, the system is being set-up to become self-replicating in Bulgaria.

**Uruguay:** It is now possible to find the Uruguayan Achievers on the Internet at [www.danham.com/desem](http://www.danham.com/desem). This site was developed and published by two 17 year-old ex-achievers. Uruguay also boasts a JA Company web page published by a group of 15-year-old Uruguayan Achievers. This is one of a number of JA Companies published on the Internet. You can visit their site at [www.geocities.com/eureka/plaza/1350](http://www.geocities.com/eureka/plaza/1350).

**Fiji:** A number of student's in Fiji's GLOBE program recently participated in the first Fiji-Canada videoconference. The JA videoconference, sponsored by FINTEL, is leading the way in the use of this technique, because, many businesses in Fiji are not aware of this capability. Three Fiji schools are involved. They are partnered with two schools near Toronto in Canada, and a high school near Salt Lake City in the USA.

**Argentina/Mexico:** JA de Argentina and JA de Mexico (DESEM) announced that they will be holding an international student forum in March in Cordoba, Argentina, and in July in Cocoyoc, Morelos, Mexico. To quote the organizers of the joint event, "In March it will be to the rhythm of the tango, and in Mexico to the beat of the mariachis. For more information contact : JA Argentina at [juniora@satlink.com](mailto:juniora@satlink.com), or JA Mexico at [desemnacional@compuserve.com](mailto:desemnacional@compuserve.com).

**Japan:** One hundred teams from all parts of Japan are competing in the 1997 Japan MESE Contest, which serves as a regional precursor to the 1998 Hewlett-Packard Global Business Challenge. Hungary and Argentina also hold similar regional play-offs prior to the global competition.

**UPDATED E-MAIL ADDRESSES FOR MEMBER NATIONS**

This list represents the most recently updated e-mail addresses carried by JA International. If you have additions or corrections to this list, please e-mail them to [JAI@JAINTL.COM](mailto:JAI@JAINTL.COM).

Argentina: [junior@jachi.org.ar](mailto:junior@jachi.org.ar)  
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**ON BOARD: A Profile of Junior Achievement International Board Members**

Alan D. Bickell  
Retired Corporate Senior Vice President  
Hewlett-Packard Company

Alan D. Bickell, retired senior vice president and managing director of Geographic Operations for Hewlett-Packard Company, has been serving on the Junior Achievement International Board of Directors since April 20, 1995. With Mr. Bickell's extensive background in international business, his understanding of the global economy and technology issues has played an important role as Junior Achievement has expanded around the world.

Mr. Bickell was instrumental in working with the JAI staff to conceptualize the Hewlett-Packard Global

Business Challenge, as well as securing title-sponsorship support and equipment required to conduct the contest. Not only did he arrange for the first HPGBC Championships to be hosted at Hewlett-Packard headquarters in Palo Alto, California, but due to the event's correspondence with a meeting of HP Country Managers from around the world, a great many of these managers have since shown tremendous support. Even countries without official JA organizations have registered teams due to the involvement of local HP Country Managers. This year HP expects many more teams to compete in the Challenge.

Perhaps Mr. Bickell states his affiliation with Junior Achievement International best when he says, "I share the view that JAI fulfills an extremely important role in preparing young people around the world to operate effectively in a market-driven economy." With his support and vision, Mr. Bickell is helping to fulfill this critical mission to over 3 million students around the world each year.

## **POST-SCRIPTUM" WINS YOUNG ENTERPRISE EUORPEAN COMPANY OF THE YEAR**

"POST-SCRIPTUM," the winning student company in the YE European Company of the Year Competition was the product of seventeen students from St. Aloysius' College, Malta. During their year of operation, this young group found themselves in situations ranging from the familiar classroom setting to the not so familiar workbench, sandpapering, nailing and spraying, to produce their product.

Extensive market research indicated that many people were interested in "Letter-Huts", a wooden storage compartment for letters, made of oak. Three models were produced.

After electing a board of directors and doing extensive planning last October, the product was launched in December. Production was held four times a week at a company member's house, where every member worked hard to obtain a good standard of quality to achieve customer satisfaction at all times.

The group of students joined Young Enterprise with the image of YE a game which would give them a break from the everyday scholastic routine. However, from the very start they realized that things would be different from what they expected. The students quickly discovered for themselves how a company works, and in the process developed new skills such as leadership and responsibility.

In May the team faced a panel of Maltese judges from the local business community and gave a presentation in front of an audience of 500 people. As country winners, they advanced to *the Young Enterprise European Company of the Year* Competition held in Copenhagen August 14 -17. Teams from the 18 member countries competed in the main competition. Competition was intense because Post-Scriptum was competing with the best companies from each country. As such, they indirectly competed with all other participants, which in the UK alone reached a total of 40,000 students.

The panel of Judges was especially impressed with the team's strength of administrative operations and organization, quality audits in accordance with ISO 9000 guidelines, management of human resources, detailed documentation, budgeting and financial control, and excellent teamwork.

-article submitted by "Post  
Scriptum" team

## **CD-ROM FOR SWEDISH COMPANY PROGRAM**

Young Enterprise Sweden has extended its training material for the 1997-98 academic year with a CD-ROM. YE Sweden wants to enable young people to use an interactive teaching aid to help them further develop their programs. The CD is a complement to the Company programs training material which consists of a student handbook, company folder, adviser guide and teacher guide.

YE Sweden is willing to show other countries how they have built up the CD-ROM structure. Interested persons can contact Anneil Sirsjo, Ung Foretagsamhet, c/o Industriforbundet, Box 5501 114 85 Stockholm Sweden E-mail: [forgundet@ungforetagsamhet.se](mailto:forgundet@ungforetagsamhet.se). Phone: +46 8 783 80 68. Fax: +46 8 662 41 76

## Country Profile: Canada

Year Founded: 1955

Number of students served: 137,000 (1996/97) 180,000 ( 1997/98)

8,400 consultants 10,000 consultants

Junior Achievement of Canada is celebrating a year of accomplishments and significant achievements. 1997 marks the 20th anniversary of The Canadian Business Hall of Fame, and it promises to be a gala celebration both for the laureates who will be inducted and also for Junior Achievement across all of Canada. It is also a year in which many Charter organizations, (there are 32 charters in the ten provinces that make up Canada), are either celebrating 30th anniversaries or are setting up provincial Business Halls of Fame to honor local business people. Perhaps the most exciting moment though will come when the one millionth young person enters a Junior Achievement of Canada program sometime this year. *A million Junior Achievers in Canada since 1955!* JA Canada's vision for the year 2000 is to have Junior Achievement programs in every school in every province in the country.

The Canadian National Junior Achievement Conference (CANJAC) celebration in 1997 was emblematic of the kind of experience the conference has grown to be in the last few years. 210 students from across Canada and from around the world converged on Edmonton, Alberta, (oil, wheat and beef country in the west of Canada), for a week-long summer business experience. The international flavor was unmistakable -- Argentina, the Bahamas, Cayman Islands, Russia, Slovakia, Ukraine, Czech Republic, Ivory Coast, South Africa, Sweden, Guatemala, Belgium and Uruguay sent participants, with observers coming from the USA and Guam. CANJAC continues to be a reflection of the real diversity that is Canada.

On the program front, JA Canada is introducing Student Venture, an in-class entrepreneurial program; GLOBE, the international trading program and two new versions of the Economics of Staying in School programs. The first of these two versions is a complete French translation of the program, the second is a gift from a group of West Coast, (province of British Columbia), First Nations educational consultants. It embodies a cultural translation of ESIS that is designed to incorporate aboriginal peoples' community values into the program. Research and development work, funded by Shell Canada, has allowed JA Canada to open conversations with whole communities that have yet to experience JA programs. JA Canada looks forward to the prospects of working in partnership with the three primary groupings of Aboriginal peoples in Canada, as well as expanding its programs in the French speaking community.

**Junior Achievement International thanks Amway Corporation and its affiliates worldwide for sponsorship of the 1997-98 INTERNATIONAL DATELINE Newsletter.**