



Republic of the Philippines
Department of Education
REGION VI
SCHOOLS DIVISION OF SAGAY CITY

JUL 01 2024

DIVISION MEMORANDUM

No. 393 s. 2024

INTERNATIONAL TRADE CHALLENGE COMPETITION 2024

To: OIC-Assistant Schools Division Superintendent
Chief Education Supervisors (CID and SGOD)
Secondary School Heads
All Others Concerned

1. Relative to the conduct of the International Trade Challenge Competition 2024, this office announces of the schedule of the Top 10 interview and Local Finals Presentation using Zoom Platform:


Event	Date	Participants	Coach	School
Top 10 Interview	June 27, 9AM - 12NN	John Aldrich G. Cabras	Jessie Callas	Sagay National High School
Local Finals Presentation	June 28, 9AM - 3PM	Alexander Oliver J. Nombre		

2. Enclosed to this Memorandum is the complete details of the competition.

3. Meals, transportation allowance and other related expenses of the participants during the contest are chargeable against School MOOE and other sources of fund subject to the usual accounting and auditing rules and regulations.

4. It is understood that in the conduct of this activity there shall be no discrimination of the participants on account of age, school, gender, civil status, disability, religion or other similar factors, personal circumstances that run counter to the participples of equal opportunity.

5. Widest and immediate dissemination of this Memorandum is desired.


MARSETTE D. SABBALUCA, CESO VI
Schools Division Superintendent

Encl.: As stated

Reference: Invitation Letter, dated April 18, 2024

To be indicated in the Perpetual Index
under the following subjects:

CURRICULUM

CONTEST

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AP MEMO/June 26, 2024



Member of
JA Worldwide



INTERNATIONAL TRADE CHALLENGE COMPETITION 2024

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WHO WE ARE



FedEx Express - a subsidiary of FedEx Corporation which is one of the world's largest transportation companies. FedEx has remained to be a global leader in the field of logistics, providing rapid, reliable, and time-definite deliveries to over 220 countries worldwide.



Member of
JA Worldwide

Junior Achievement of the Philippines, Inc. (JA Philippines) - a member of JA Worldwide®, serves as an administrator of the Junior Achievement programs in the country. With JA Worldwide's continuous belief and commitment to the benefit of humankind, it is with great honor that the organization has been nominated for the

2022 Nobel Peace Prize

ABOUT THE PROGRAM

The FedEx International Trade Challenge is an annual competition organized by FedEx Express, together with JA Philippines Inc., that brings together high school students from around the country to test their entrepreneurial skills.

PROGRAM OVERVIEW

Participants need to form their own team and work on an international marketing entry strategy plan for a specific product and market. They will first compete in the local level wherein the winner will represent the Philippines in the next regional competition. The Asia Pacific Finals will immerse the students with experienced and outstanding business leaders who will serve as mentors, offering expertise and experiences on the fields of Market Entry Strategy Plan, specifically Marketing, Finance, and Research.

Upon participating in the competition, student participants are expected to:

- Gain familiarity and better understanding of the concept of international trade
- Research, devise and innovate an market entry strategy plan
- Obtain proficiency in Marketing & Finance.
- Establish a clear apprehension with regards to research.
- Have the chance to win this year's special prize and represent the Philippines.

DATES:

April 24, 2024: 1:00-2:00PM - FedEx ITC Volunteer's Orientation

April 30, 2024 9:00AM-12NN - FedEx ITC Workshop Day 1 (NegOcc Division)

May 3, 2024 9:00AM-12NN - FedEx ITC Workshop Day 2 (Victorias, Sagay, Ilo-Ilo)

May 9, 2024 9:00AM-12NN - FedEx ITC Workshop Day 3 (Bicol Region and NCR)

May 13, 2024 9:00AM-12NN - FedEx ITC Workshop Day 4 (All private schools)

Deadline of MESP: May 30, 2024

Review to top 10 - FedEx Volunteers: June 10-22, 2024

Local Finals: June 28, 2024 - 9:00am - 3:00pm

WHO SHOULD JOIN

Local International Trade Challenge

- Any **High School student (Grade 7 to 11)** with a common background in business and entrepreneurship is eligible to join. International Trade Challenge
- Country-Wide (Local) Winner of the International Trade Challenge from the participating Markets: Mainland - China, Hong Kong, India, Indonesia, Japan, Malaysia, Philippines, Singapore, South Korea, and Vietnam.
- Each country is allowed to send six (6) students with three (3) pairs.

WHAT TO RECEIVE

Represent the Philippines, physically, to the JA Asia Pacific Regional Competition.

**TO REGISTER AND
OTHER INQUIRIES:**

PAULA PATRICE DELA CRUZ
National Project Manager

coordinator2@japionline.org

April 18, 2024

Ms. Marsette D. Sabbaluca

Superintendent

Schools Division Office - Sagay Division

Greetings from Junior Achievement of the Philippines, Inc. Ms. Sabbaluca,

Junior Achievement of the Philippines, Inc. (JA Philippines) – a member of JA Worldwide®, serves as an administrator of the Junior Achievement programs in the country. With **JA Worldwide's** continuous belief and commitment to the benefit of humankind, it is with great honor that the organization has been **nominated for the Nobel Peace Prize for 3 Consecutive Years (2022, 2023 & 2024).**

With the organization's continuous desire to further educate, encourage, and empower Filipino youths, they have innovated entrepreneurship programs that can be a vital part of improving one's quality of life. With this, we officially bring to you the **International Trade Challenge Competition 2024**, a project designed to provide an opportunity for High School students, to cultivate them about the advantages of a business, thus inspiring them to become global leaders in the near future.

This program is a shared annual initiative between **JA Philippines** and **FedEx Express** that has been in the industry for years now. This is to achieve an increased number of business-literate & ready students, by exposing them through practical teamwork exercises, and classroom learning, with two key activities which are International Trade Workshop and the International Trade Challenge (ITC).

To give you a better understanding, the International Trade Challenge is a competition among young people coming from Asia Pacific countries. They will be asked to create a **Market Entry Strategy Plan** for a specific product from an industry given by the organizers. Not only that, winners from participating countries will have the opportunity to advance to the regional competition alongside other winning teams from the Asia Pacific.

Most importantly, local winners for ITC will **represent the country in an all-expense paid** experience for the regional competition.

Likewise, we would like to extend an **exclusive invitation** to your school to be one of the participating local schools for this program, wherein the students could have a better network experience & learn new strategies.

A WORLD OF POSSIBILITIES

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Department of Trade and Industry

ENTREPRENEURSHIP

• **FINANCIAL LITERACY**

• **WORK READINESS**

606 Metropolitan Terraces Sacred Heart, Makati City

www.japhilippines.org

Our aim is to engage with the ff number of students for Day 2:

- Victorias - 200 students
- Sagay: 100 students
- Ilo-Ilo: 50 students
- Ilo-ilo City: 50 students
- Cadiz: 200 students

Please see below for the important event dates:

Date	Event	Zoom Details
May 3 9am - 12nn	DAY 2 WORKSHOP (Victorias, Sagay, Ilo-Ilo, Cadiz)	Zoom Link: https://us02web.zoom.us/j/81736315454?pwd=UDdnWU9YSFB4NlNYdFdKYVJU N1NyQT09 Meeting ID: 817 3631 5454 Passcode: 566513
May 30, 2024	Deadline of MESP	-
June 28, 2024	Finals	Zoom Link: https://us02web.zoom.us/j/88516567437?pwd=OHNHb25vUkJBWHoxcm5kNTVmdUVmZz09 Meeting ID: 885 1656 7437 Passcode: 713157

To register, please complete the attached Excel file included in the email we sent you and return it to us via email.

Moreover, should you have any queries with regards to the said event, please do not hesitate to contact us through this email coordinator2@japionline.org. Hoping to hear your positive response as soon as possible.

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HONORARY TRUSTEE
Department of Trade and Industry

Thank you so much and we look forward to nourishing more students to be better industry leaders in the future!

Sincerely yours,



Paula Patrice Dela Cruz
National Project Manager

Junior Achievement of the Philippines, Inc. (JA Philippines)



KRISHNA C. ALEJANDRINO, MSC, ChBA
Executive Director

Junior Achievement of the Philippines, Inc. (JA Philippines)

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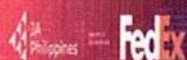
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INTERNATIONAL TRADE CHALLENGE COMPETITION 2024

DESCRIPTION: Please input the name of your school in the designated area.

Please be informed that this competition would be *done by pair and accompanied by a Coach(Faculty)*. Hence, the registration format.
You may also input more teams as long as it follows the same format & to note that a coach can supervise multiple teams. Thank you very much!

For Grade 7 - 11 only

School Coordinator:

Email:

Contact Number:

SCHOOL	STUDENTS' NAME	YR LEVEL	EMAIL ADDRESS	CONTACT NUMBER	TEAM NAME	Coach	Coach's Contact Number	Coach's Email Address
TEAM 1								
TEAM 2								
TEAM 3								
TEAM 4								
TEAM 5								