



International Dateline  
April-June 1998

**JUNIOR ACHIEVEMENT/YOUNG ENTERPRISE STUDENTS  
TAKE THE INTERNATIONAL OXFORD EXAM**

As Junior Achievement programs spread around the world, a frequently asked question is "How can you measure what students have learned?" An increasingly international measure is the Junior Achievement/Young Enterprise Examination, which is administered by the University of Oxford. Designed to test pre-college students on their knowledge and application of business skills, it is a natural culmination to Junior Achievement/Young Enterprise programs for secondary level students planning to attend university or enter the job market. Only students with JA/YE experience are allowed to take the exam. A total of 31,648 candidates have volunteered to take this unique international examination in 1998, an increase of 12% over 1997.

Participating countries include Belgium, Bermuda, Denmark, Finland, Malta, Netherlands, New Zealand, Norway, Republic of Ireland, Slovakia, South Africa, Spain, Sweden, and the United Kingdom. Ghana and the African Francophone countries are also taking part for the first time this year.

What makes this examination so popular and respected? First is its affiliation with Junior Achievement/Young Enterprise. Around the world, the JA/YE name is synonymous with high quality business and education programs. Second, most examinations are intended to find what a candidate knows and understands about a subject; some try to find out what the candidate can do. This examination is somewhat different in that it aims to find out what a candidate has gained from the Junior Achievement/Young Enterprise experience. It is, therefore, not really possible for candidates to study for the examination, as it requires little or no actual book learning.

The examination was developed in the Case Study format to enable candidates to demonstrate the skills they have acquired during their Junior Achievement/Young Enterprise experience. It is this expression of their understanding which is rewarded in the marking.

The grading procedures reflect the current United Kingdom with built-in check mechanisms at every stage. Examiners - most of whom are teachers - must keep to a very tight schedule to issue results about eight weeks after the examination.

The examination has also been offered in Dutch, Danish, and Slovak. Candidates for whom English is not their mother tongue and who take the examination in English are able to apply for the additional award of the Oxford English as a Foreign Language Preliminary Certificate.

A special new option for the examination has also been developed for New Zealand. The exam itself is similar in format and control, but is conducted and overseen by the Auckland Institute of Technology, Faculty of Commerce, under license to Oxford, which maintains the consistency of standards.

Achievement in the examination is greatly respected by employers and institutions of higher education.

-Article adapted from Gretl Hallwood  
(retired Deputy CEO of Young

## Enterprise-UK)

**1997-98 GLOBE PROGRAM**

The 1997-98 year has seen a tremendous growth in GLOBE (Global Learning of the Business Enterprise) partnerships. Students have the opportunity to participate in an 18-week abbreviated or a full academic year import/export business partnership with a student company from another country. GLOBE students actually trade products cross border and try to turn a profit while considering the impact of tariffs, quotas, customs and varying exchange rates on the bottom line. Launched in 1991 through a grant from United Technologies Corporation, approximately 120 GLOBE partnerships currently exist worldwide in 34 countries.

For more information on this program, please call JA International or visit the updated, interactive JAI webpage (<http://www.jaintl.com/GLOBE>), sponsored by a grant from United Technologies Corporation. It includes a chat room, a bulletin board, and other GLOBE related aids. Most exciting about the new GLOBE site is that schools or JA areas can advertise for school partners in the GLOBE Classifieds!

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

Sri Lanka- One of the world's newest Junior Achievement/Young Entrepreneur programs was formally launched on the afternoon of March 18, 1998, at Isipathana College in Sri Lanka. The programme was initiated by the Federation of Chambers of Commerce and Industry (FCCISL) together with USAID in collaboration with the Ministry of Education in Sri Lanka. Initially eight schools have been selected to introduce JA/YE programs. "Response during the orientation stage in these schools was overwhelming," said YE-Sri Lanka President, Patrick Amarasinghe. He also added, "I am confident of its success for the larger benefit of the country."

Fiji & Canada- Thanks to a JA International GLOBE import/export program operating between schools in Fiji and Toronto, Canada, Fijians are experiencing Noodles and Bobbers water toys for the first time.

As the sole importers of these popular floating water toys, the students of the GLOBE program in Fiji and Canada alike are experiencing great business success. With the boom of their import/export venture, the students even worked during their year-end school holiday.

In fact, the water toys have started such a craze that McDonald's of Fiji is in negotiations with the Fiji student company to import Noodles and Bobbers for a McDonald's promotion centering on them in the spring of 1998.

Africa - The Procter & Gamble Company has awarded a grant totaling \$180,000 to Junior Achievement International to fund development and expansion of programs in the African nations of Botswana, Kenya, Nigeria, and South Africa. JAI estimates that by the end of the three year project, nearly 70,000 additional youths will participate in these JA programs as a result of the expansion of the programs in these five countries. At the grant's conclusion, the in-country JA operations will continue as self-sufficient, independent operations capable of serving hundreds of thousands of JA students in years to come.

**EVENT CALENDAR**

Junior Achievement International announces the following events happening in Member Nation countries during 1998. For more information on these events, please contact the Member Nation directly or JAI.

(If there are additions to this list, please contact Laurie Mozingo at JAI.)

MAY

ESTONIA: Student Companies Competition, May 16, 1998, Barnu, Estonia. Student companies showcase their work in a competition for the "best company of the year."

JAI: 1998 Hewlett-Packard Global Business Challenge, Round Three Begins.

LITHUANIA: Student Company Trade Fair, mid-May, 1998. Lithuanian student companies gather for a trade fair and present their products and companies. Business leaders evaluate performances.

MEXICO: National Business Hall of Fame, May 28, 1998, Hotel Camino Real, Mexico City. A premier affair to recognize outstanding business leaders in Mexico.

JUNE

CANADA: National Staff Conference, June 12-14, 1998, Nova Scotia, Canada. A conference for staff members to share their best practices.

USA: Junior Achievement Management Academy, June 25-29, 1998, Houston, Texas. An international student conference that focuses on management skills.

JULY

AUSTRALIA: National Young Achievers Conference (NYAC), July 10-13, 1998. An annual student conference held this year at the Colleroy Conference Centre, Colleroy, Sydney, New South Wales.

KAZAKHSTAN: Central-Asian Summer School, July 5-9, 1998, Issyk-Kul, Kyrgystan. The best student companies judged at the September 1, 1997 competition are invited. Participating Member Nations include Kazakhstan, Kyrgystan, Moldova and Uzbekistan.

LITHUANIA: Student Summer Forum, early July, 1998. Sixty top "Economics" students join for a five day student forum.

MEXICO: International Student Forum, second of two student forums hosted by the Junior Achievement organizations in Argentina and Mexico.

ROMANIA: Week-long summer workshop for teachers, consultants and select students participating in the Economics program.

USA: National Leadership Conference (NLC), annual staff training conference, July 25-29, Snowmass, Colorado.

AUGUST

CANADA: CANJAC (student conference), August 15-22, 1998, London, Ontario, Canada. A week-long business camp for students. This year's theme: "Change."

ESTONIA: Student Forum, August 1-9, 1998, Varemurru, Estonia. Students gather to study economics, network, have fun and integrate different national minorities.

JAI: 1998 Hewlett-Packard Global Business Challenge Final Round, August 13, 1998, Atlanta, Georgia, USA. Final round of the annual competition which began in January. The top contenders travel to Atlanta to

compete for cash prizes.

## DECEMBER

**KAZAKHSTAN:** Regional MESE Competition, December 1, 1998, Almaty, Kazakhstan. The best teams from 14 regions will participate in this regional competition. Participating Member Nations include: Kazakhstan, Kyrgystan, Moldova and Uzbekistan.

### **COME VISIT THE ALL NEW JAI INTERACTIVE WEB SITE!!**

(at <http://www.jaintl.com!!>)

Featuring :

- All About Junior Achievement International
- Member Nations
- Links
- Programs
- Media
- Electronic Office

The Electronic Office (which requires a 'log in' and 'password') is a forum for Member Nations to communicate and exchange ideas. It includes a 'File Cabinet' where Member Nations can download copies of proposals, Powerpoint presentations, fundraising ideas, board development strategies, etc. It also includes a chat room where Member Nations can 'chat' in real time, a bulletin board, and tips for new teachers, consultants and staff.

### **AWESOME JUNIOR ACHIEVER, Robbie Flood, Junior Achievement Ireland**

"Robbie leads the way!"

In Ireland, Junior Achievement is bridging the gap between the classroom and the workplace in a most tangible, hands-on way.

Recently, Robbie Flood, a student from Patrician College, Finglas in Dublin, Ireland, took part in JA Ireland's Annual Recognition Event as an Outstanding Achiever. Having completed the 'Success Now' programme, Robbie spoke about teamwork, interpersonal communication and problem solving -including one peculiar puzzle involving an egg, some string, a piece of paper and a roll of tape! The standard of presentations was high all around, but the smart money was definitely on Robbie (complete with exceptional haircut)! Everyone at the event was delighted with Robbie's enthusiastic and entertaining presentation, which stole the show.

This year's Recognition Event took place at Motorola Ireland where Robbie and a number of other students received JA certificates from the Chief Executive of IDA Ireland, Mr. Kieran McGowan.

Robbie is one of over 3,500 students taking part in Ireland's Junior Achievement programmes this year, and he is typical of the bright, enthusiastic students that are involved.

-submitted by Karen Granville

JA Ireland

### **CHAIRMAN'S REPORT**

As this issue of International Dateline goes to press, students in many Junior Achievement/Young Enterprise member nations are preparing for one of the most important exams of their young lives, as achievement on the test often facilitates college selection and/or entrance to the job market. The unique part of this preparation is that they are not likely studying from textbooks, notes, or taking part in all-night "cramming" sessions. Instead, preparation for the Oxford Exam comes in the form of experiential learning from Junior Achievement/Young Enterprise programs. In this way, participating students are demonstrating true learning of the business skills and concepts that are used in Junior Achievement programs and, more importantly, the real world of business. By making these concepts real to students, JA/YE programs offer a powerful skill base that can be translated directly into the business world or taken to higher levels with further education.

Junior Achievement offers tremendous advantages to students through the partnership between the business community and education by exercising the principle that "the best learning is *doing*." This has been a founding principle of Junior Achievement since its start in 1919 and it continues to be proven today in classrooms around the world and through tools such as the Oxford Exam. Best of luck to those students taking the 1998 Exam. Practice hard!

## **REGIONAL/NATIONAL MESE TOURNAMENTS**

With the international success of the Hewlett-Packard Global Business Challenge, a number of JA countries have implemented regional/state M E S E (Management Economic Simulation Exercise) tournaments of their own. It has been reported that students enjoy the challenge of competing with their peers and learn quickly from mistakes made in early rounds. Argentina, Brazil, Canada, Japan, and Russia are just a few of the countries conducting these regional/national competitions.

While these competitions are excellent introductions to the MESE format and competition, JAI and contest administrators stress the importance of letting all compete in the global contest, and not just regional or national winners. By opening the contest to more teams, the HPGBC will be greatly enriched for all involved.

This year's field of 648 initial teams could have easily been doubled to nearly 1500 if all of the student teams competing in local MESE competitions took part.

With the enhanced preparation and learning through the local contests, the HPGBC would prove to be much more global in scope, with a higher level of participation and competition for all the students involved.

In line with the Junior Achievement philosophy, perhaps in 1999 these 'markets' should be 'opened' to true global competition, thereby improving the HPGBC as a whole.

## **COUNTRY PROFILE - BRAZIL**

Year Founded: 1983

Number of Students Served: 41,000 in 1998

Junior Achievement operations were initially brought to São Paulo, Brazil in 1983, and the Associação Junior Achievement (AJA) Rio Grande do Sul in Porto Alegre was established in 1994. As a result, AJA has shown the most explosive growth in these urban centers. JA Brazil's target is to penetrate all schools across the state of Rio Grande do Sul in the next few years, and plans are underway to expand operations into other areas of Brazil.

JA operations in Brazil were piloted with the JA Company Program in 1983, with tremendous success. Today, the elementary program "Business Basics" is one of the most popular JA programs, reaching nearly 14,000 students yearly.

The JA Company Program has continued to be popular for high school students, as more than 60 JA Companies are being operated every semester, with over 3,500 students involved this year. New life has been found for Brazilian JA Companies through 'trade fairs' held in shopping malls throughout Porto Alegre and other major cities.

The GLOBE Program in Brazil has also been a remarkable success. Import and export deals made by JA Companies in Brazil with others in Uruguay, Argentina and the United States (sponsored largely by BankBoston) have proven to be excellent learning tools.

Another unique feature of Brazil's program has been a statewide MESE (Management and Economic Simulation Exercise) computer competition, run as a precursor to the Junior Achievement International Hewlett-Packard Global Business Challenge. As a result of this and other JA preparation, Brazilian teams have traditionally been strong competitors in the global competition. Last year, a Brazilian team advanced to the finals of the 1997 HPGBC held in Tokyo - Japan. This year, 28 Brazilian teams are participating in the international competition. With optimism and enthusiasm, they are striving to again bring the Brazilian flag to the finals, this time to Atlanta - USA.

Another program unique to Brazil is a strong NEXA program (Nucleo de Ex-Achievers) which is an organization of former Junior Achievement students. This group keeps linked to AJA for continuous development, including lectures by entrepreneurs and visits to companies, while continuing to support existing Junior Achievement groups and special projects. They hold regular meetings and sponsor events to highlight the importance of business and economic education and development in their country and state.

As glimpsed here, the students of Brazil's Associação Junior Achievement are a proud and dynamic group! To quote a young Brazilian Achiever, "AJA is making a very big difference in education here. 'Juniormania' is like a fever among us. This is an education for life." (Miguel Marques Viera, age 18)

-text adapted from Wilma Resende Araujo Santos

Executive Director, JA Brazil

## **ON BOARD: A Profile of Junior Achievement International Board Members**

Paul Ostergard

President

Citicorp Foundation

Though one of the newest members to join the Junior Achievement International Board of Directors, Paul Ostergard is no new-comer to world-wide business or educational programs. As the President of Citicorp Foundation and the former president of the General Electric Foundation, he has been responsible for reshaping Citibank's \$35 million (and growing) annual community investment program worldwide to focus on community development, particularly microlending, affordable housing and job creation in low-income neighborhoods, while championing K-12 school improvement. He has also reshaped the Bank's higher education support to include minority scholarships and cross-border study.

One of the most exciting new JAI programs guided by Mr. Ostergard and the Citicorp Foundation is the expansion of "Banks in Action", a computer banking simulation developed by JA Argentina with Citibank Argentina's support. This new program teaches young people to understand financial transactions and banking practices, which is critical to the advancement of transitional economies such as those in Central Europe.

"Citibank is particularly interested in integrating technology with classroom learning, which is a strength that JAI is developing," notes Mr. Ostergard, "Not surprisingly, Citibank supports JA programs in more of its markets worldwide than any other program."

While only taking his position with the JAI board of directors on December 4, 1997, Mr. Ostergard has already brought important insights and vision to the current board structure. His strong international and educational focus, paired with his background in banking are powerful complements to the board of directors and the mission of JAI.

## **ARTICLES AND INFORMATION WELCOME!**

Want to contribute to International Dateline? It's quick. It's easy. We'd love to hear from you! E-mail articles or facts to Jennifer Hyatt, Editor, at [jai@jaintl.com](mailto:jai@jaintl.com) or mail them to 2780 Janitell Road, Colorado Springs, CO 80906 (USA).

Not a writer? Don't worry. As long as information is accurate and complete, we'll polish your prose for publication. Please include your telephone number and e-mail address so we can contact you if necessary.

Please submit longer documents on disc – preferably in Microsoft Word for Windows, Word Perfect, Pagemaker or QuarkXPress. (Most word-processing programs let you translate a document to a "Text," or "ASCII" format. Put a second copy of the document on the disc translated in that way, if possible.)

If you have photographs – color or black and white – it's best to mail a 35mm slide (or larger transparency), time permitting. Prints should be brightly lit and sharply focused. One to three people per photo is ideal; more makes a photo appear crowded and small.

If your photograph was taken with a digital camera, or if it's already "scanned," mail us the photo disc. If it's on an internet Web site, we can sometimes access it from there. Or, you can send the photo as an "attachment" on an e-mail to us (use PhotoShop to create a "jpeg" file if possible). A word of caution: Digital or Web photos are frequently very low resolution (the equivalent of a 75 line screen for printing). Scans look best in the newsletter if they are at least 133 line screen (1270 dpi +). Even if you send a photo to us digitally, we'd like to have the physical print or transparency too.