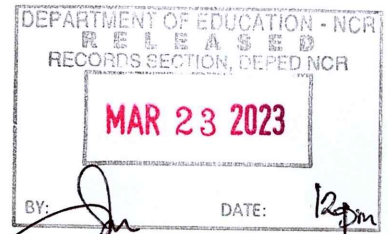




Republic of the Philippines  
**Department of Education**  
NATIONAL CAPITAL REGION



CN-2023-3-21-1883

Advisory No. 108, s. 2023

March 22, 2023

In compliance with DepEd Order No. 8, s. 2013

This Advisory is issued not for endorsement per DO 28, s. 2001,  
but only for the information of DepEd officials,  
personnel/staff, as well as the concerned public.

(Visit [www.deped.gov.ph](http://www.deped.gov.ph))

**INTERNATIONAL TRADE CHALLENGE BUSINESS PLAN COMPETITION 2023**

The Junior Achievement of the Philippines Inc. (JA Philippines) in partnership with Fed Ex is inviting the high school students to participate in the International Trade Challenge Business Plan Competition 2023. The student-participants are requested to create a Market Entry Strategy Plan for a specific product. Regional winners will represent the country in an all expense paid experience for the regional competition. Deadline of registration will be on April 13, 2023.

Participation to this event shall be subject to no disruption of classes policy as stipulated in DepEd Order No. 9, s. 2005 titled Instituting Measures to Increase Engaged Time-on-Task and Ensuring Compliance Therewith.

Attached is a copy of letter dated March 20, 2023 of Paula Patrice Dela Cruz, National Project Manager, JA Philippines, for reference.

For more information, please contact:

Ms. Paula Patrice Dela Cruz  
National Project Manager  
Junior Achievement of the Philippines  
[coordinator2japionline@org](mailto:coordinator2japionline@org)

Encl.: As stated



Misamis St. Bago Bantay, Quezon City

Email Address: [ncr@deped.gov.ph](mailto:ncr@deped.gov.ph)

Website: <https://www.depedncr.com.ph>

Doc. Ref. Code	RO-ORD-F001	Rev	00
Effectively	01.26.23	Page	1 of 1





March 20, 2023

**MR. WILFREDO E. CABRAL**

Regional Director  
Department of Education - National Capital Region

Dear **Mr. Cabral**,

**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**.

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 Business Plan Competition 2023**, 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 region to be one of the participating divisions for this program, wherein the students could have a better network experience, learn new strategies, and be able to understand the importance of entrepreneurship in a global context as aforementioned.

# A WORLD OF POSSIBILITIES

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**ENTREPRENEURSHIP • FINANCIAL LITERACY • WORK READINESS**

606 Metropolitan Terraces Sacred Heart, Makati City

[www.japhilippines.org](http://www.japhilippines.org)



Please see below for the important event dates:

Date	Event	Zoom Details
April 20	DAY 3 WORKSHOP ( Mandaluyong, Marikina, Muntinlupa, Navotas and NCR Region )	Zoom Link: <a href="https://us02web.zoom.us/j/86204821233?pwd=d1pnZHN5UnpEQ1EvRlhRL0JPdHJndz09">https://us02web.zoom.us/j/86204821233?pwd=d1pnZHN5UnpEQ1EvRlhRL0JPdHJndz09</a>  Meeting ID: 862 0482 1233  Passcode: 794077
May 18	Deadline for MESP	
May 25	Finals	Zoom Link: <a href="https://us02web.zoom.us/j/84233994830?pwd=ZU9KZ21LSGh4TG5MaDRzK1pHWGFGUT09">https://us02web.zoom.us/j/84233994830?pwd=ZU9KZ21LSGh4TG5MaDRzK1pHWGFGUT09</a>  Meeting ID: 842 3399 4830  Passcode: 077626

For more information about the said project, kindly refer to the [Project Brochure](#) attached to this letter.

With this being said, we would like to extend an exclusive invitation to **DepEd National Capital Region** to be one of our official **Academic Partners** for this wonderful initiative as we believe that with your help, we can further reach and empower these young students to become outstanding future industry leaders.

Inline with this, we are requesting **200 participants** from each of your respective divisions. Deadline of registration will be on **April 13, 2023**.

Pursuing further with this partnership, may we humbly request the **contact details of your representative/s** so we can schedule a call or meeting to further discuss the event. Also, kindly refer to the attachments stated above for your reference. Moreover, should you have any queries with regards to the said event,

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Department of Trade and Industry




please do not hesitate to contact us through this email **coordinator2@japionline.org**. Hoping to hear your positive response as soon as possible.

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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