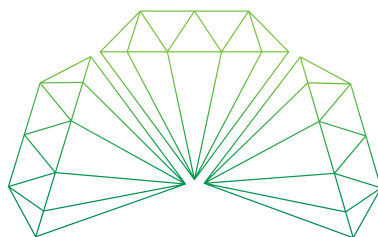


JOINING INSTRUCTIONS

11 - 13 July 2017, *Brussels*



28th JA EUROPE
Company of the Year Competition

BRUSSELS 2017



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WELCOME TO BRUSSELS!

Dear students,

Welcome to the 28th JA Europe Company of the Year Competition 2017 in Belgium! We are delighted to welcome you to Brussels, our multicultural capital city of Europe. You can expect 2 intensive competition days attended by more than 600 guests from across Europe, and lots of innovative products and business ideas. You will get the chance to demonstrate your entrepreneurial spirit and skills before a renowned jury and to meet distinguished representatives from the worlds of politics and economics - including the King of Belgium - all of whom are very interested in your company, your products and your ideas.

Enjoy the thrill of the competition, meeting other talented young Europeans and just enjoy Brussels, its culture, historical buildings, cosmopolitan atmosphere, pleasant little squares and cafés. These joining instructions are the first guidelines to your stay in Belgium. It contains important information regarding the competition as well as your stay in our city. Please read it carefully.

Dear teachers, jury members, JA staff and guests,

We are also very excited to welcome you to the 28th JA Europe Company of the Year Competition in Brussels. The event will bring together over 200 young talents full of entrepreneurial enthusiasm, successful mini-companies from 36 European countries, a network of political and economical representatives, as well as leading media and press. As an annual celebration of our JA Company Programme, we can all be very excited about this unique event taking place in July 2017. Though especially addressed to our students, these joining instructions contain important practical information regarding the programme, venues and travel, Which may also be of interest to you.

Yours sincerely,

Peter Coenen
CEO Vlajo – JA Belgium Flemish

Thierry Villers
CEO LJE – JA Belgium French



PROGRAMME



Tuesday, 11 July 2017

08.00 – 14.00	Arrivals, Briefing, Check-in <i>Zaventem Airport, Crowne Plaza & Hilton Hotels</i>
09.00 – 13.00	Stage presentation rehearsals (early arrivals) <i>CP Hotel Ballroom 1 & 2</i>
13.00 – 17.00	Stage presentation rehearsals <i>CP Hotel Ballroom 1 & 2</i>
13.00 – 17.00	Panel Interviews with main jury <i>CP Hotel rooms Evasion, Harmony, Innovation</i>
17.00 – 18.30	FedEx Access Seminar (for students) <i>CP Hotel Ballroom 1</i>
19.00 – 19.30	Transfer to dinner location, transfer by bus
19.30 – 23.00	Welcome dinner <i>Les Jeux d'Hiver</i>



Wednesday, 12 July 2017

08.00 – 10.00	Setting up the stands <i>Tent Rogierplein (in front of Crowne Plaza Hotel)</i>
10.00 – 12.30	Stage presentations <i>Ballroom 1 & 2</i>
12.30 – 14.00	Lunch <i>CP Hotel Palace Lobby, Mosaic & Stocklet</i>
14.00 – 18.00	Stand Exhibition <i>Tent Rogierplein</i> 14.00 Jury visits & stand interviews 14.30 Official opening 14.45 Jury visits & stand interviews continue 16.00 Jury Deliberation <i>CP Hotel rooms Evasion, Harmony, Innovation</i> 17.00 Dismantling the stands
19.00 – 19.30	Transfer to dinner location, transfer by bus
19.30 – 23.00	Awards Ceremony & Dinner + 40th Anniversary <i>Autoworld</i>



Thursday, 13 July 2017

08.00 – 10.00	Check-out & departures <i>Hotel Crowne Plaza & Hilton lobby</i>
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DEADLINES

20th February	Verification in the registration system
29th March	Early bird registration
28th April	Late registration
28th April	Pre-payment (1/2 fee)
31st May	Company details
14th June	Parental consent submission
14th June	Complete payment (participation cancelled if failed)
14th June	Company report submission
3rd July	Presentations, music & video submission

TRAVEL ARRANGEMENTS

All travel arrangements for students, teachers and staff fall under the responsibility of their corresponding national JA organization. Please bear in mind that all participants need to have valid travel and medical insurance. In addition, you should also check if you will require a visa to enter Belgium.

This is generally the case if you are not a citizen of the European Union. Please check with your national organization and make the necessary arrangements as soon as possible. All students travelling to Belgium must be supervised by a teacher/staff member/advisor from their own country.

TRAVEL

♦ Arrival at Brussels Airport

All participants should arrive at Zaventem airport on July 11th between 8:00 and 12:00, where waiting staff members from Belgium will welcome you and give you your first arrival information.

It is also possible to arrive on July 10th. If you choose to travel on the Monday, there will be no guidance at the airport or hotel. Booking an extra night at the Crowne Plaza Hotel can be arranged through the website application, administered by your national organization. The extra costs will automatically be integrated into your overall invoice.

You will be staying in Crowne Plaza Hotel or Hilton Hotel, both located next to each other in the heart of Brussels. You will be

informed in early July as to which hotel you will be staying at. All students and guiding teachers are expected to stay at the Crowne Plaza, where most of the events will take place.

♦ We recommend the following means of arrival:

From Zaventem Airport, take the direct train to Brussels North station (Gare du Nord). Travel time is between 10 and 15 minutes. The train station is easy walking distance (5 minutes) from the hotel. A standard train ticket one way will cost € 8,80. Train departs from the airport every 15 minutes.

You can pre-order this ticket here: <http://www.belgianrail.be/jp/sncb-nmbs-routeplanner/query.exe/en>



♦ **Alternative options:**

A. From Zaventem Airport, take a taxi to the Crowne Plaza or Hilton Hotel.

Cost is appr. € 40,-. Travel time minimal 30 minutes, depending on traffic.

♦ **Arrival at Brussels South Charleroi Airport**

From the airport take the bus shuttle to Brussels city There is

a bus every 30 minutes. To get the best price, you can buy your ticket online in advance (information and timetable).

The bus will drive you to the Brussels South Railway station. From there either take a taxi or take the tramway nr 3 or 4 to the Rogier Station (10 minutes) which is in front of the hotel.

Should you have any problems during your arrival, please do not hesitate to contact us. You will find our contact details at the end of this information booklet.

ACCOMMODATION

Most of the participants will be staying in the Crowne Plaza Hotel. There is a possibility that some teams will be staying in the Hilton Hotel, next to the Crowne Plaza.

We have made the following arrangements:

- Check-in: between 08:00 and 14:00 on July 11th
- Students: double rooms (divided by gender, possibility to be mixed with other nationalities)
- Adults: single or double rooms
- Further expenses (e.g. phone calls, room service, minibar,

etc.) fall within your own responsibility and must be paid at checkout. The mini-bars in the student rooms will be emptied during the competition.

- Accommodation costs for 11-13 July will be pre-paid by the national organizations (see deadlines).
- Any extensions of your stay (before or after the competition) can be arranged through the registration module. Additional nights will be taken into account immediately in your invoice. Or you can make reservations independently in another hotel and finance them individually without our interaction.

THE COMPETITION

The European competition consists of four different criteria – company report, panel interview, stage presentation and stand interview (exhibition).

Guest students will be allowed to act only as observers during the competition. Only five (5) students may actively participate.

♦ **The Company Report**

The competition starts with the company report submission. For detailed rules regarding the report, please read the "Guidelines and criteria for participants". Finished reports need to be submitted to JA Europe by June 14th. They need to be uploaded to the online registration platform. Please do not send through regular mail! Before submitting the Company Report, please consult with your national JA organization.

♦ **The Panel Interview**

Please check the "Guidelines and criteria for participants" for full rules regarding the panel interview. The interview will take

place on July 11th after the stage presentation rehearsals. The rehearsals and panel interviews take place in the Crowne Plaza hotel. You will be given a detailed timeline during the event.

♦ **The Presentation**

Please check the "Guidelines and criteria for participants" for full rules regarding the presentation. The deadline for submitting the presentation is July 3rd. Submitting procedure is the same as for the Company Report. Please make your submission to the online registration platform. Before submitting the presentation you should again contact your local JA organization. Make sure that your presentation is PC-compatible. We recommend using PowerPoint (MS Office) for your presentation. Your music must be submitted at the same time as the presentation. Stage presentation will take place on July 12th between 10:00 and 12:30. On July 11th you will have time to rehearse your presentation in order to familiarize yourselves with the hall, techniques, stage and acoustics. A detailed timeline will be given to you during the event.

♦ The Stand Interview (exhibition)

Please check the "Guidelines and criteria for participants" for rules regarding the exhibition and stand interview. The stand interview will take place at the Karel Rogierplein – Place Rogier, right in front of the Crowne Plaza and Hilton hotels. You will set up your stands on July 12th between 08:00 and 09:30. If you choose to have valuable equipment (e.g. laptops, cameras) at your stand, please be aware that you are fully responsible for their safety, as these items are not covered by the insurance.

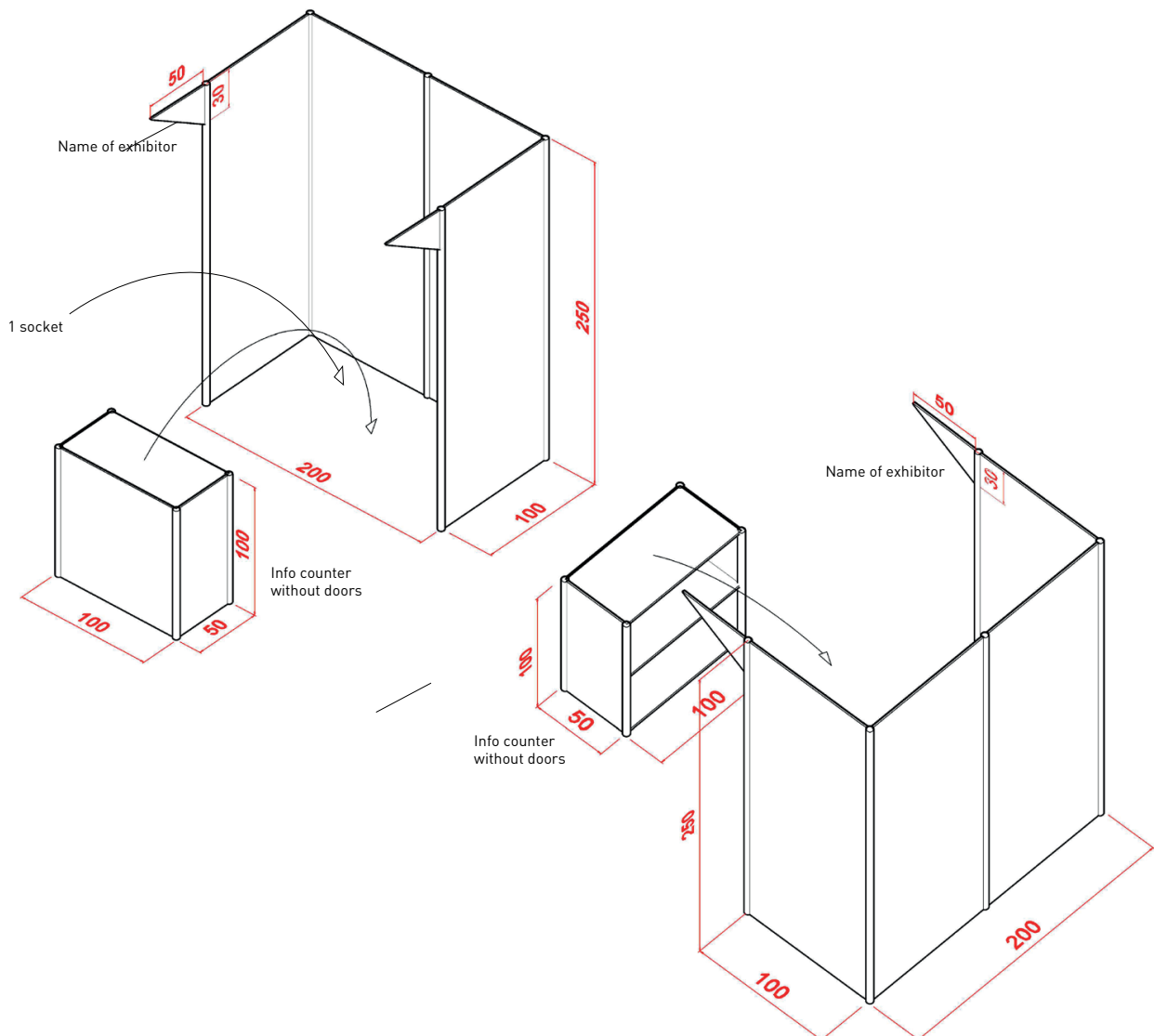
Each stand will be provided with:

- Wall size 1x2x1m Height 2,5m
- 1 socket 230V
- Country name tag
- Counter 100x100x50cm

Each stand will be provided with one 230V electrical socket. Students must bring their own extension cords. The power sockets are regular 3-pole plug sockets (Type J). Please make sure that you bring adapters if your country uses other plugs

(e.g. Great Britain). The country name tag will be taken care of by Vlajo – you will not have to design this or bring it with you. Students can only use tape that does not leave any stains, otherwise they may hang their materials from the stand. It is not permitted to draw on the walls, nor use nails, screws or blu-tack, and all stands must be cleaned after the exhibition. Damaged facilities must be replaced by the students or teams responsible!

- Distribution of flyers/sale of products are permitted solely at your stand.
- The use of helium, fire, water and music is prohibited.
- The use of religious or political illustrations and slogans is not permitted.
- Stands must be clean and neat throughout the day, especially if you offer snacks.
- Please pay attention to not leave valuables unattended at your stand (stand must be occupied at all times). Vlajo and LJE, as organizers, assume no liability.
- The stand must be constantly supervised by at least one person at all times, without exception.





PRACTICAL INFORMATION

♦ Security

If you need to travel at night, make sure you are accompanied by an adult.
Teachers/advisors are responsible for their students.

♦ Alcohol / Drugs

JA Europe enforces a zero tolerance policy towards drugs and/or alcohol abuse. The official accompanying adults are responsible for ensuring that all students abide by this regulation. In the event of unacceptable behavior, the offending students (or adults) will be disqualified and sent home immediately, at their own expense.

♦ Money / Credit Cards

There is a large network of ATMs that accept standard international credit and debit cards. It is also very common to pay by card in shops and larger restaurants. However it is highly recommended that you also bring some cash with you. Especially if you visit smaller cafés or wish to buy a bus ticket, as it is not guaranteed that you will be able to pay by card. Belgium uses euro (EUR) as its official currency.

♦ Emergency Numbers

In case of an emergency in Belgium, dial 101 for the police and 100 or 112 for a medical or other emergency. Make sure to exchange numbers with group members, especially teachers and national JA staff. On the next page you can find the emergency contacts for the Vlajo staff.

♦ Meals

All meals are included in the participation fee, from a light snack on arrival to the breakfast on July 13th. We serve meat and vegetarian dishes.

♦ Insurance

Each country is responsible for ensuring that all JA participants are fully insured (Travel and medical insurance) during their participation in the European Competition.

Dress Code

On Tuesday you will have your panel interview, on Wednesday your stage presentation and exhibition. You should therefore wear either business attire or company clothing on both days. For the Awards Dinner on Wednesday, evening attire is mandatory.

♦ Climate

It is very difficult to make a weather forecast so you should be prepared for anything. It is possible that we will have fantastic summer weather with high temperature above 30°C. But it is also possible that it rains all day with temperatures around 15°C. We advise you to check the weather online before packing your suitcases. However the chances of sunny weather are high.

♦ Safety measures

We would like to inform you regarding security measures that are being taken for the event. As is the case for all our events, and especially those with young people, it is critically important that we have put in place all the necessary protocols.

- The police are fully informed regarding the event and all the venues for the activities and competition. They are providing enhanced surveillance and will be patrolling each location.
- At Place Rogier, the Student Company Exhibition will take place in a public space but the area will be closed off and security people will check badges at the entrance. There will be both private security there and additional security people as this is where His Majesty King of the Belgians will arrive.
- All transportation will be arranged in private buses.



ADDRESSES & CONTACT DETAILS

In this section you will find important addresses and contact details of Vlajo and LJE staff. Please make sure that you have this information with you at all times in case of emergencies.

◆ Emergency contact Vlajo – JA Belgium

Ben Peeters

Tel.: 0032 490 44 72 57

Mail: ben.peeters@vlajo.org

(In case of emergency you should always **call** Ben instead of sending him an e-mail.)

◆ Hotels:

Crowne Plaza Brussels – Le Palace

www.crowneplaza.com/brussel

Ginestestraat – Rue Gineste 3

1210 Brussels

Hilton Brussels City

www.hiltonhotels.com/Hilton/Brussel

Karel Rogierplein – Place Charles Rogier 20

1210 Brussels

◆ Venue for the Competition & Awards Dinner

Rehearsals, Panel Interviews, FedEx Workshop, Presentations, Lunch Break:

Crowne Plaza Hotel

Ginestestraat – Rue Gineste 3

1210 Brussels

Stand exhibitions:

Karel Rogierplein – Place Charles Rogier

1210 Brussels

Welcome Dinner:

Les Jeux D’Hiver

Crocquetweg – Chemin du Crocquet 1

1000 Brussels

Awards Dinner:

Autoworld

Jubelpark – Cinquantenaire

1000 Brussel