



28th JA EUROPE
Company of the Year Competition
BRUSSELS 2017

EMPOWERING THE NEXT GENERATION OF GLOBAL ENTREPRENEURS

JA Europe and **FedEx** celebrate **10 years together**



FedEx Access Award





“Global employers like FedEx are looking for entrepreneurial team members who thrive on challenge. Our work together is about equipping young people with the skills they need to succeed in today’s fast-changing workplaces.”

Caroline Jenner,
CEO, JA Europe



“We are privileged to play an important role in the JA Europe Company of the Year Competition and we were extremely impressed to see the spirit of innovation shown by Europe’s young entrepreneurs.”

David Binks,
President, FedEx Express Europe and CEO of TNT
& Board Member, JA Europe





Junior Achievement FedEx Access Award

Empowering the next generation of global entrepreneurs

FedEx believes entrepreneurs help build connections that can power the world. Because the company also believes a more connected world is a better world, they proudly support global entrepreneurship education. The FedEx Access Award recognizes student-run businesses that best exhibit the principles of global connectivity.

Celebrating 10 Years of FedEx Access Award at JA Europe Company of the Year Competition

Back in 2007, FedEx began sponsoring the annual **JA Company of the Year Competition** in each region of JA Worldwide, an event that invites the top student companies from each JA organisation to a rigorous competition that includes a written report, stage presentation, trade fair at which they exhibit their products, and panel interview with judges.

The prestigious **FedEx Access Award** celebrates JA companies that have the best understanding of global development, international trade, job and business growth, and positive environmental impact.

At each regional competition, students attend the **FedEx Access Seminar**, during which they discover the power of global connectivity and further develop their business ideas to be innovative, sustainable, socially responsible, and ready to tap new markets. Additional JA students are mentored by FedEx volunteers, who visit classrooms around the world to deliver JA programmes that focus on JA's three pillars: financial literacy, work readiness, and entrepreneurship.

How to win the FedEx Access Award?

In order to win the prestigious Access Award, students need to demonstrate how their JA Company meets as many of these criteria as possible:

1) DRIVEN BY INNOVATION

Fresh, original ideas are more important than ever in today's global, knowledge-based economy. Has your company shown it can **TRANSLATE IDEAS OR INVENTIONS** into a good or service that creates value — and that customers will pay for?

2) CONNECTING TO NEW MARKETS

Some companies have barriers when they are building a global supply chain or trying to export their products. Is your business **OPERATING ACROSS BORDERS**, whether reaching out to a nearby town or around the world for sourcing or distribution?

3) FUELING COMMUNITY DEVELOPMENT

Small businesses are drivers for job growth and economic development, increasing wealth and prosperity. How did your company **CREATE JOBS** and **ECONOMIC GROWTH** in your community or other communities?

4) SUSTAINABILITY AND SOCIAL RESPONSIBILITY

The ability to address environmental and social impacts is essential in today's business climate.

How is your company **MEASURING ITS IMPACT** — and striving to **GIVE BACK**?

Learn more : <http://access.van.fedex.com/access-in-education/>



2010
"BOLSA"
Sweden

Highlights from FedEx Access Award at JA Europe Company of the Year Competition



2011
"BACKBOARD"
Switzerland



2012
"VITAMIN BOOM"
UK



2014
"ACE"
UK



2013
"RIKUCO"
Finland

2016
"FORM UP"
BELGIUM



Swiss Team “Backbord” winner of the FedEx Access Award

JA Europe Company of the Year Competition 2011
hosted by JA Norway in Oslo



Backbord was recognised for its unique conceptualization around the development and retail of bags and cases made out of worn and used sails. Their elegant and sporty bags took a stand for individuality as well as ecological awareness.

The FedEx Award judges were highly impressed by the company's astute business acumen, their international concept, presentation skills and all round professionalism. Backbord surpassed the judge's expectations with an early understanding of the positive impacts of global trade.

Bastian Zarske Bueno, CEO of Backbord during the JA Company programme, today operates his own StarUp: SALUV Phone, a Swiss based e-commerce company producing a sanitising anti- bacterial device for smartphones, using the latest UV-light technology.



“About 80% of what I am doing today is in some way related to the experience and empowerment that I have received during the JA Company Programme. Winning the international FedEx Global Access Award was both one of the most rewarding and empowering events throughout that entrepreneurial year. Thanks to FedEx we could deepen our knowledge about the importance of fast and traceable shipping in e-commerce.”

Finnish Team “RikuCo” winner of the FedEx Access Award

JA Europe Company of the Year Competition 2013
hosted by Young Enterprise UK in London



RikuCo, a retro video game trading company from Finland, won the FedEx Access Award in 2013.

The team surpassed the judge's expectations with a strong understanding of the positive impacts of global trade. Also grasping the dynamic role of small and medium-sized enterprises and the part youth entrepreneurship can play, RikuCo offers innovative solutions and services suited to the global marketplace.

Riku Korhonen, founder and CEO of RikuCo, is still running the company today, selling their products online at www.rikuco.com

“RikuCo subscribes to the principles of sustainable development, and strives to do business in a responsible manner - Just like FedEx. After winning the award I got a lot of new inspiration to continue the business just like I started it. Winning of course is always nice but getting some attention from big companies like FedEx gave me a lot more motivation!”



UK Team “ACE” winner of the FedEx Access Award

JA Europe Company of the Year Competition 2014
hosted by JA Estonia in Tallinn



ACE, a student company from Kingston-Upon-Thames in the United Kingdom, won the FedEx Access Award in 2014.

The JA Company created adhesive gel pads that provide easy storage solutions. The pads stick to any flat surface, are able to hold items weighing up to a kilogram and can be re-used countless times.

ACE scooped the award for their strong business case, potential to involve small businesses and solutions to overcome international trade barriers. Individual team members were also presented with tablet devices by FedEx to aid them in their future business activities.

Kiran Arokiasamy, ACE's Sales Director, has become ever since co-founder of Shirt Happens, a T- Shirt printing start-up www.shirthappens.com



“Winning the award showed me that nothing can stop a great idea, in this globalised world we do business in, borders do not have to prevent trade and expanding markets. We can always find a way to get to customers, no matter how small your business.”

German Team “RAUTECK” winner of the FedEx Access Award

JA Europe Company of the Year Competition 2015
hosted by IW Junior in Berlin



RAUTECK student-company won the FedEx Access Award at the 26th annual Company of the Year Competition in 2015. The students impressed the FedEx Signature Award jury with their strong attention to social impact, financial performance and innovation. They were also awarded as European Company of the Year in the same Competition.

Taking sustainability and social commitment into consideration, RAUTECK (Recycled AUToparts ECKernförde) creates new products with recycled automotive parts. They turn buckle tongues into bottle openers (FördeÖffner) and seat belts into fancy bags (FördeTaschen), marketing them as “products of great authenticity”.

After winning the Competition, **Sibbel Bendix** and other members of RAUTECK decided to re-established the mini-company as a real enterprise, selling their products online: www.rauteck.de

“FedEx taught us the importance of connecting markets sustainably in order to provide access for businesses and customers. Creating wealth for everyone while being committed to sustainability and social responsibility is an important key factor in understanding global trade.”



Belgian Team “Form Up” winner of the FedEx Access Award

JA Europe Company of the Year Competition 2016
hosted by Young Enterprise Switzerland, Lucerne



Form Up, a student-company from Belgium won the FedEx Access Award at the 27th JA Europe Company of the Year Competition. The team created a card game based on the principle of interlocking geometric shapes.

They were chosen by the FedEx Signature Award jury for their strong attention to social impact, financial performance and innovation. The card game “Form Up” is easy to play, helps connecting people and 1500 products were already sold in in several European countries before the competition.

Right after winning the FedEx Access Award, **Alexandre Wery** and other members of his team decided to turn their JA Company into a real business, improving their marketing and growing their market.



“When asked what winning the FedEx Access Award brought to us, two things come to mind. Firstly, it affirmed the truth that all effort is rewarded. Secondly, it reassured our faith that one of the keys to entrepreneurial success is to involve your local community, while thinking global.”

JA Europe and FedEx work together to **empower** the **next generation** of **global entrepreneurs**

About JA Europe

JA Europe is Europe's largest provider of education programmes for entrepreneurship, work readiness and financial literacy. In 2016 we equipped 3.5 million students in 40 countries with the knowledge, skills and attitude they require to start a business or get a job. JA works with the education and business communities as well as governments to provide young people from primary school to university with experiences that build the skills and competences they will need to succeed in a global economy. JA Europe is the European Regional Operating Centre for JA Worldwide®.

For more information, visit www.jaeurope.org.

About FedEx Corp.

FedEx Corp. (NYSE: FDX) provides customers and businesses worldwide with a broad portfolio of transportation, e-commerce and business services. With annual revenues of \$60 billion, the company offers integrated business applications through operating companies competing collectively and managed collaboratively, under the respected FedEx brand. Consistently ranked among the world's most admired and trusted employers, FedEx inspires its more than 400,000 team members to remain "absolutely, positively" focused on safety, the highest ethical and professional standards and the needs of their customers and communities. To learn more about how FedEx connects people and possibilities around the world, please visit about.fedex.com.





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