



FedEx Global Access Award

Americas Region JA Company of the Year Competition

Award Overview

In partnership with FedEx, JA Worldwide has developed a one-session module as a supplement to *JA Company Program*. JA Companies using the module will qualify for the FedEx Global Access Award presented at the Americas Region JA Student Company of the Year Competition. The Company whose business plan best incorporates concepts related to international trade, resource management, environmental sustainability, and global market expansion will earn the award.

Module Overview

Using relevant case studies, students begin to understand international trade issues, including the need to consider resource management in their company. Through class discussion, students identify strategies for trading their company's product or service internationally, using the FedEx volunteer's expertise as a guide.

Goals

Following participation in the module, students will be able to:

- Define and understand the concept of international trade with a specific focus on the advantages and barriers to trade.
- Thoughtfully consider resource management in considering market-entry strategies.
- Prioritize and apply information contained in case studies to develop market-entry strategies focused on expanding to new markets.

For more information about the FedEx Global Access Award visit [ja.org](http://www.ja.org/involved/involved_students_comp_americas_co.shtml) at http://www.ja.org/involved/involved_students_comp_americas_co.shtml

JA Company Guidelines

To compete, your company must be selected as one of the 20 finalist to compete in the Americas Region JA Student Company of the Year Competition held in Buenos Aires, Argentina, December 10-13, 2009.

During the trade fair at the event, a special FedEx jury will judge your student company based on the award criteria.

Prizes -

The winning team will receive prizes for each member (maximum five members).