

12 July 2011

The Daily Post

# Rotorua's Jake faces Bangkok business challenge

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Rotorua's Jake Mickleson is off to Bangkok to rub shoulders with the world's finest young entrepreneurs.

The John Paul College student spent the weekend in Auckland creating business plans and marketing products like a wool-based inner tent liner and a space exhibition.

He took part in two challenges — the Global Enterprise Challenge and the FedEx Achievement Challenge.

The FedEx Achievement Challenge saw Jake compete against 74 business

students from around New Zealand to win one of six spots in the International FedEx Challenge in Bangkok in August.

The challenge, which has been held in New Zealand for the past five years, allows students to gain first-hand experience in world trade, enhance their knowledge of product distribution, promotion and sales, and develop traits in competition, teamwork, risk-taking and self-confidence.

Jake designed a wool-based inner tent liner, and created a business plan to export it to the Swedish market.

Alongside securing a spot in the international challenge, the 18-year-old

was also awarded a \$5000 scholarship from Massey University.

Taupo-nui-a-Tia College student Ashleigh Sando also claimed a spot in the top six.

The second challenge, the Global Achievement Challenge, was a team event in which Jake's team designed a space exhibition aimed at children to show them what it would be like to become an astronaut.

His group was named the New Zealand winner and their presentation was then filmed to be judged overseas against the top teams from countries.

Jake said both challenges had been a

real eye-opener. "It was great to work with a group of like-minded people. We all brought different strengths to the table."

The Year 13 student hoped to study business communications at university next year and said it had been great experience for him.

Before the international FedEx challenge in August, Jake will participate in a training workshop with the other finalists at the FedEx Express New Zealand head office in Auckland.

His trip to Thailand will be his first trip overseas.

"I'm really looking forward to it."