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JUNIOR ACHIEVEMENT AS MEDIA PARTNER OF A NEW EDUCATIONAL SERIAL

Czech Securities Commission in co-operation with **Czech National Bank** and other partners prepared a rerun of the successful TV serial „The Investors Guide“ for the broadcast on Czech TV. 7 new episodes of the educational cycle called „**Personal Finance**“ can be seen beginning March 21 every Tuesday between 4 and 5 p.m. on the CT2 channel. **Junior Achievement** has become one of media partners of this educational cycle and will participate in the serial distribution amongst teachers and pedagogic staff. The main goal of this project is to motivate wide public to take the responsibility for one's own financial future. Each of the seven episodes, which take 15 minutes, is focused on certain topic from the area of personal finance planning and application of individual types of financial products. The graphic form of the serial facilitates the understanding of covered issues and the producers used many examples from the real life. The episodes are complemented by practical examples of a financial consultant work.



BASIC ROUNDS OF THE BEST MESE / BIA TEAM OPENED SUCCESSFULLY

In March, 22, the basic rounds of the **Best BIA Team** and the **Best MESE Team** competitions were started. Total number of 33 teams of the MESE (Management and Economic Simulation Exercise) program students from all around the country and 30 teams of the BIA (Banks in Action) program students decided to compare their skills and knowledge. Within a 5-week period through 7 rounds the teams send their decisions on key economic indicators development in particular area as a response to financial reports provided by JA Program Managers. Finals of both competitions will run in May. The Best MESE Team finals take place in the premises of **Hewlett-Packard**, the competition long-term partner both in the Czech Republic and on global level. Young bankers will meet in **Citibank** Prague branch, the Best BIA Team competition partner. Further information about the process and results of these and other JA competitions will be available in following issues of JA Newsletter.

REAL-LIFE PROJECTS

Jaroslava Štefflová, Editor of **Učitel'ské noviny** (The Teachers News) visited the **Elementary School at Jiráskovy sady** in Příbram, where **Monika Gryžboňová**, Sales and Marketing Officer of **Kovohutě Příbram nástupnická a.s.** operates as a volunteer consultant. It was one of the **JA Basics of National Economy** lessons, which makes the pupils familiar, through learning by doing and under the supervision of **Marie Oktábcová**, the Civics Education teacher, with basic principles of a state economy operation. The result of this visit is a large article in the **Učitel'ské noviny** issue **No. 12** called „**The Real-Life**



Projects“. A quotation from the article follows: „The JA programs have a great importance not only for career selection, this is unquestionable. Pupils get familiar in advance with situations, which they will have to sort out later in their lives. They can rehearse them. I am pleased that my colleague works with them and what is more, that she manages to find business consultants,“ valued **Miloš Příbyl**, **Director** of the school. The whole article is available at www.iacr.cz / who we are / references section.

REGIONAL AUTHORITIES SUPPORT JUNIOR ACHIEVEMENT OPERATION

Efforts of **Markéta Ředinová**, JA Program Manager, fructify. Her visits at **regional Departments of Education** have resulted in the whole range of activities supporting Junior Achievement operation, beginning with JA programs presentations at the departments web pages, used by schools as an information source, over the possibility to attend meetings of school directors and representatives and inform them about JA activities, up to opportunities for workshops and presentations. This co-operation is a proof of advanced regional authorities recognition and their support of progressive and modern education ways.

MARCH BROUGHT THREE NEW PARTNERS TO JUNIOR ACHIEVEMENT

Three important Moravian companies have enriched the group of Junior Achievement partners: **Mayr-Melnhof Holz Paskov s.r.o.**, **Mlékárna Kunín a.s.** and **Třinecké železářny, a.s.**

Mayr-Melnhof group is one of the major representatives of the Austrian wood-processing industry. The company was founded already in 1850. The saw-mill in Paskov, North Moravia, which was constructed in only in 8 months in 2003, is the largest and most modern saw-mill in the Czech Republic nowadays. By establishing this bulk factory, the activities range of Mayr-Melnhof group was extended significantly. The group's operation embraces the whole process of wood processing. In the Czech Republic, the company is the main initiator of the Moravian-Silesian Wood Industry Cluster.



Mlékárna Kunín a.s. with its annual capacity of processed milk on the level of 135 million litres belongst amongst the most important milk processors in the Czech Republic. The company's main goal is customer satisfaction. Innovation, new trends monitoring and high production quality standards are the main tools leading the company to the market achievement. In the environment of strong competition, the company's strategy is not only its brand building but also production of „private label“ products. By combining these two strategies the company achieves increasing production. The limit of 100 million pots was passed over in 2004 for the first time in the history of the company. The 2005 production got to 125 million pots already. The company's goal is to keep this trend henceforth.



TŘINECKÉ ŽELEZÁŘNY, a.s. in Trinec belong to the industrial companies with the longest tradition of metallurgic production in the Czech Republic. The company was founded in 1839 by the Tesin Council and today the company has a closed metallurgy production cycle, with long rolled products as its main production program. 2.5 billion tuns of steel are produced annually in TŘINECKÉ ŽELEZÁŘNY, which is more than a third of its total production in the Czech Republic. TŘINECKÉ ŽELEZÁŘNY - MORAVIA STEEL group consists of several subsidiaries, the most important are: Energetika Třinec, a.s., Strojírny Třinec, a. s., Slévárny Třinec, a. s., Refrasil, s. r. o., Řetězárna, a. s., Sochorová válcovna TŽ, a. s., Ferromoravia, s. r. o. and Vítkovice Válcovna trub a.s. The company has entered the 21st century with a goal to become one of the advanced European industrial corporates. The long-term tradition of the metallurgic production and the craftsmanship of the people who hand it over from generation to generation create the basis for achievement of this goal.



THREE NEW BOARD MEMBERS WELCOME BY JUNIOR ACHIEVEMENT BOARD OF TRUSTEES

Milan Prypoň, General Director of **Hewlett-Packard Czech Republic**, **Rudolf Rabiňák**, Managing Director and Board Member of **Raiffeisenbank a.s.** and **Miroslav Tacl**, Chairman of **Allianz pojišťovna, a.s.** became new members of Junior Achievement Board of Trustees. All three companies represented by these gentlemen belong also amongst Junior Achievement partners.

THANKS

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