



Junior Achievement Magyarország looks to youth

Junior Achievement Magyarország has been working to develop the country's future generations since it's founding in 1992. For Hungary to become an effective global market player, it will need to develop its domestic talent and workforce. Junior Achievement Magyarország is doing just that.

By providing course lesson plans, teacher training, testing materials as well as a wealth of first hand expertise from business leaders, JAM has introduced the fundamentals of business, economics and the free enterprise system in a hands-on, practical way to Hungary's youth. Today the foundation is active in over 260 schools from elementary right through high schools, and in their 8 years of operation they have reached over 20,000 students.

Starting in October the organization will be launching its annual outreach event called 'BUMM' (Business Today for Everyone). With the help of over 80 business leaders JAM will travel to 50 schools between October 2 and December 1. The three-hour presentations will introduce graduating high school students to the basics of business and market economics, as well as give them a chance to interact with successful executives and managers from companies like ABN Amro Bank, Lucent Technologies and Shell Hungary Kft..

The foundations mission has also reached the attention of government officials. As a result, the Ministry of Education will now require basic business and economics to be taught in all high schools by September 2001. Junior Achievement has been asked to help create the curriculum and workbooks. The effect of all of these activities will certainly be felt in generations to come as today's youths are presented with the essential first steps towards a successful business career.

The JAM mission is on-going and support is important at this critical stage. The foundation needs help in the publication of a brochure that will be provided free to schools. The publication will list area businesses that will host school outings at their firms. Computers and other technology are always in short supply and donations are greatly appreciated.

Further information:

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