



WYEF

WORLD YOUTH
ECONOMIC FORUM



2021 WYEF RECAP

The 12th ASDAN

World Youth Economic Forum

2023.7.28 - 8.1 | Shanghai China



阿思丹 ASDAN
China



2023 WORLD YOUTH ECONOMIC FORUM

Message from WYEF Committee

Welcome to the 2023 World Youth Economic Forum!

We hope that you are ready to set sail on your voyage to conquer new realms of knowledge and to devise creative solutions to tackle some of the most pressing challenges of our time.

The theme of this year's conference is *Navigating The Future: Building Momentum Towards Global Economic Equity*. We have continued to experience the ill-effects of the pandemic, and whilst economies are taking measures to improve their economic recovery, this recovery has largely been uneven. Organisations around the world are implementing measures to build a more sustainable and equitable future, but the pandemic has set us back further in our agenda to achieve this. An additional 100 million people are expected to enter extreme poverty by 2030, and amongst those disproportionately affected are low-wage or low-skilled workers in developing economies and vulnerable groups such as women and migrants. This represents a massive loss of potential by millions around the world to contribute their skills and talents to the global economy and to upgrade their own lives.

It is imperative that now, more than ever, we demonstrate solidarity in overcoming the challenge of rising inequality. This is our opportunity to reflect on ways to reboot and reinvent our business, economic, and financial systems so that we can unlock the potential for millions to contribute collectively to a prosperous future.

We eagerly await as you explore new ideas and brave new frontiers of possibilities to make this mission a reality. Do also remember to celebrate the little achievements along the way.

Now the quest officially begins - and we look forward to seeing you soon!

2023 WYEF Committee

PREVIOUS WYEF THEME



2022

NAVIGATING THE FUTURE: BUILDING MOMENTUM TOWARDS GLOBAL ECONOMIC EQUITY

ECONOMIC COMMITTEES

ASDAN BUSINESS SIMULATION:
NATIONAL FINALS (Senior)

LIBF FINANCIAL ABILITY ASSESSMENT
AND CHALLENGE : NATIONAL FINALS

ASDAN BUSINESS SIMULATION:
NATIONAL FINALS (Junior)



2023 WORLD YOUTH ECONOMIC FORUM

WHY CHOOSE WYEF



Academic Carnival

The academic carnival is a combination of economic-related committees such as Economic Committees, ASDAN Business Simulation National Finals, and the LIBF Financial Ability Assessment and Challenge National Finals. Discuss world economic development and hot economic topics with economists. Academic workshops and competitive challenges help to increase young talents' economics, finance and business knowledge and to broaden their horizons.



Trending Economic Issues With Experienced Presidium

The theme each year will be decided based on current economic issues. All academic content will be designed according to the theme. The chairman of the committee is elected by the WYEF organizing committee. Most chairs have a background in economics and all of them come from top universities at home and abroad.



ASDAN China Scholarship

ASDAN China will provide outstanding students with up to 5200 RMB. ASDAN scholarships are provided to support students in their further development.



Social Events

In WYEF, we truly believe that socializing is crucial in the business world. WYEF extends beyond broadening business and economic understanding of students to engaging them in developing friendships and learning about other cultures. Some of our social events including waltz training, social night, talent show, business etiquette workshops to help students to build deeper friendships and to showcase their talents.



Official Certificate

Each delegate will receive a certificate of participation from WYEF. Delegates and teams who win awards will also receive the "Leadership" award from ASDAN UK.

- Trading 
- Angel Financing 
- Operation 
- HR Recruitment 
- Marketing 



Agenda*

Language: English | Grades: 7-12 (Senior and junior divisions compete separately and each have their own ranking)

	Jul - 28th	Jul - 29th	Jul - 30th	Jul - 31th	Aug - 1st
Morning	Registration	Company Establishment: Operation Round 2&3 Task Preparation: Roadshow 2 Preparation	Company Growth: Operation Round 4 Roadshow 2: Market Recognition	Company Expansion II: Operation Round 6 Roadshow 3: Market Battle	Departure
Afternoon	Opening Ceremony Rules Intro Company Start-up: Operation Round 1	Trading Game Task Announcement: Roadshow 3 Announcement	Company Expansion I: Operation Round 5	Company Maturity: Operation Round 7&8	
Evening	Roadshow 1: Market Entry Task Announcement: Roadshow 2 Announcement	WYEF Special Events	Social Night	Talent Show Award Ceremony	

* Subject to change

Awards*

Gold Winner - Top Team
Silver Winner - Top 5% Teams
Bronze Winner - Top 10% Teams

Best Project Award
Excellence Award
Top Trading Team

* Award will be separated according to senior / junior divisions



LIBF Financial Ability Assessment and Challenge National Finals

1

Financial Knowledge Test Individual Competition (Written Test)

ASDAN China will provide students with the learning materials for the test.

2

Stock Market Simulation and Investment Decisions Team Competition

Students will play different roles in the investment bank and make multiple rounds of investment decisions.

3

Financial Bowl Team Competition

LIBF will present questions, and each team needs to prepare for the answer to the questions.

4

Financial Case Study and Roadshow Team Competition

ASDAN China will offer financial case study materials to students. Topics and tasks will be announced on the spot during the competition.

Agenda*

Language: English | Grades: 7-12

	Jul - 28th	Jul - 29th	Jul - 30th	Jul - 31th	Aug - 1st
Morning	Registration	Financial Knowledge Test	Stock Exchange Challenge Round 1	Stock Exchange Challenge Round 2&3	Departure
Afternoon	Opening Ceremony	Financial Bowl	Financial Case Study and Roadshow	Stock Exchange Challenge Round 4	
Evening	Ice Breaking Rules Intro Financial Assessment Preparation	WYEF Special Events	Social Night	Talent Show Award Ceremony	

*Subject to change

Awards

- Gold Award
- Silver Award
- Bronze Award
- Team Excellence Award: Top 10% of teams based on overall score*
- Quiz Bowl Winner
- Hedgefund Award
- Personal Financial Ability Award

*Ranking will take into account 4 sessions, (including 1. LIBF Case Analysis, 2. Financial Quiz Bowl, 3. Stock Exchange Challenge, 4. Special Challenge) with equal weightage for each.

2022 Economic Committee Chairs

International Trade Committee



In this committee, we will look at the economics and transformational power of international trade bereft of politics. Students will study international trade from a number of interdisciplinary vantage

points - economic theory, historical context, and geographical constraints. We will explore major themes in international trade and finance like specialization and hyper-globalization and engage in practical case studies to contextualize their understanding of trade.

"The mathematician Stanislaw Ulam once teased Nobel Memorial Prize laureate Paul A. Samuelson to name a single proposition in all of the social sciences that is both true and non-trivial. Samuelson could only think of the theory of comparative advantage, which is now the intellectual foundation of the study of international trade."

Sunny Mewati (Chair)



Masters of Economics, Peking University

Media at Our Fingertips: the Global Marketplace



This forum represents some of the best and brightest young future leaders. The exploration and understanding of complicated issues, such as global wealth disparity, are achieved with little difficulty by

anyone in this room. But in the era of social media and constant consumption, an important skill set lies in breaking down our ivory towers. Communicating complex ideas in understandable and accessible ways remains a rare attribute for many of the world's best academics. In this workshop, students will get hands-on experience utilizing new media to make one of today's most pressing issues digestible to a 21st-century audience.

Moundhir Sajjad Bechari (Chair)



Doctor of Philosophy, Fudan University

Master of Laws (LLM), Nankai University

Master of Global Business Journalism Tsinghua University

Agenda*

Language: English | Grades: 7-12

	Jul - 28th	Jul - 29th	Jul - 30th	Jul - 31th	Aug - 1st
Morning	Registration	Session 2 Discuss Cases and Solutions • Draw Up Speaker List	Session 4 Case and Draft Resolution (B) • Class Case Analysis • Draft resolution	Session 6 Topic Debriefing • Final Proposal Confirmation	Departure
Afternoon	Opening Ceremony Keynote Speaker Rules Intro	Session 3 Case and Draft Resolution(A) • Classic Case Analysis • Brainstorming	Session 5 Case and Draft Resolution (C) • Interact and Revise the Proposal with Chairs	Session 7 • Final Presentation	
Evening	Ice Breaking Committee Intro	WYEF Special Events	Social Night	Talent Show Award Ceremony	

*Subject to Change

Awards

Best Delegate (1 winner for each committee)

Honorable Delegate (1 -3 winners for each committee)

Position Paper (1 winner for each committee)

Outstanding Delegate (1-3 winners for each committee)

*Note: This agenda is only for reference in 2022, please stay tuned for 2023!

The number of winners varies according to the size of the committees



Offline Marketing

Offline: physical stores
Location: The trendy stores
Purpose:
let people have a sense of experience, let the buyers can see and touch the texture, color, color difference and other things to increase the authenticity of the article.
Nowadays, many teenagers take the way to go to and from school. If we near the subway station, there will be a lot of people flow, and it is more in line with the mode of today's teenagers, so it will have higher exposure.

卖铁
Metal

BRANDON
GUAN
CEO

DANIEL
KIM
CMO

JAMIE
SAUNDERS
CCO

Moments

6 MAIN Highlights



Keynote Speeches by Economists & Experts

Keynote speech by economic experts
Broaden your insights about the latest economic trends



Application Experiences to Top Universities

Hearing alumni of top universities share about the application process as well as life on campus



Business Etiquette Training

Design your personal image and improve the your core competitiveness
Prepare yourself for future business activities



Social Night

Build strong friendships through music and social events



Talent Show

Showcase your artistic talents



ASDAN China Scholarship

Each of the first-place winners will get the opportunity to win up to 5200RMB ASDAN Scholarship

ASDAN China Scholarship:

	Special Scholarship Up to 5200RMB/ Student	First-Class Scholarship Up to 3700RMB/ Student	Second-Class Scholarship Up to 2200RMB/ Student	Third-Class Scholarship Up to 1700RMB/ Student
Business Simulation National Finals	Gold Winner	Silver Winner	Bronze Winner	Single Awards
LIBF Financial Ability Assessment and Challenge National Finals	Gold Award	Silver Award	Bronze Award	Single Awards
Economic Committees		Best Delegate	Honorable Delegate Outstanding Delegate	Single Awards

* The ASDAN China Scholarship will not be paid in cash directly

** The ASDAN China Scholarship can only be used to subsidize other ASDAN international quality education programs and offset the project fees.

Please refer to www.seedasdan.org/scholarship



TIMELINE

WHAT TO EXPECT?

MARCH - JULY Registration

Registration Deadline:

14th July: ASDAN Business Simulation National Finals and LIBF National Finals Registration Deadline

16th July: Economic Committees Registration Deadline

MID JULY

Academic Materials Distribution

JULY Preparation

22nd July

Project Introduction

25th July

Business Simulation System Practice Run

28th July - 1st August WYEF 2022



Scan for the WYEF Promotional Video

CONTACT

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