



**Wishing to help under privileged children and spread the art of traditional bakery in China, the Shanghai Young Bakers team has been engaging for nearly a year their free time and energy to launch training in bakery for Chinese orphans.**

Thanks to the support of various cooperative partnerships made with professionals from the bakery industry, charity organizations as well as educative and governmental organisations, The Shanghai Young Bakers project, first an idea of the Shanghai branch of the French JCI has come to a reality.

The whole team is now proud to announce you the start of the first Shanghai Young Bakers program right after Chinese New Year. The first program will begin on Feb.9, 2009 for a duration of 6 months. As everyone may know '九' nine in Chinese, has the same pronunciation as '久', long, sustainable. We all hope that this double nine is the sign that the Shanghai Young Bakers program will last for a very long time.

**All the team wishes you a Happy Chinese New Year of the Ox!**

Céline Le Cottonnec - Project Coordinator

## Time to celebrate!

**Launching event – February 7th 2009**

Time: 3.00pm – registration starts at 2.30pm

Venue: Sofitel Hyland 505 Nanjing Road East  
200001 Shanghai, China

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By invitation only



**After 18 months of hard work from the SYB team and constant support of our dear partners, the first promotion of the SYB program will start in Shanghai after the Chinese New Year 2009.**

On February 9th, 2009 the first 18 students joining this program of professional training in French Bakery will start with an opening week of introduction to bakery. Then get started with a 6 months intensive practical training in their hosting companies coupled with academic lessons lectured by qualified bakers and professional trainers in this field. In order to celebrate the start of this program, the SYB team is organizing a launching Event on Saturday February 7th, 2009.

This event's purpose is mainly to privilege the interaction between all the main actors of this project, SYB members, partners, sponsors and most importantly introduce the students to all for the first time.

On the same day and prior to the launching event a meeting with the students, SYB's appointed social workers, tutors from different hosting companies and SYB team will be held to start building up what will soon become a successful working relationship and help the students getting integrated in their new environment.

All from SYB team are looking forward to celebrating the launch of this great program with you next month.

## Interview of the month

### Hélène Hovasse – Mentor SYB

**For the first edition of our SYB newsletter we wanted to get the insights of our mentor Mrs Helene Hovasse who has been supervising our project right from the beginning, 18 months ago.**

**Helene has brought her expertise, efforts, time and wise advice to us to make this fantastic idea come true and we asked her a few questions in order to understand why she first decided to be part of this ambitious project.**

**How and when did you first found out about the JCEF?**

First of all, I'm working in the French Trade Commission in charge of agro business enterprises.

May be one year ago, Thomas, the former Chairman of JCEF, came to my office in Shanghai to present the project of Shanghai Young Bakers; I was very enthusiastic about the project but nothing happens till one year later when Celine, the actual chairwoman of SYB asks me with Emmanuel, to be part of the project, as the "godmother" or mentor of this project...I agreed immediately.

**What was your motive to join this organization?**

I don't really have joined the organization, I would have liked but I was too old for it! I join the SYB team to help them as much as I can, as a mentor. Why was I asked to be the mentor? Firstly, I believe in this charity project which aims to give a training in bakery to young Chinese orphans and help them afterwards to find a job after a good educative program; I was willing to give some of my free time to contribute to it. Secondly a part of my job in the French Trade commission is to organize events related to French Bakery. I could provide contacts with key people to be part of this wonderful project. Thirdly, the General Consul in Shanghai in his wish to create a French cooking school in Shanghai is also very supportive to the project as well as all my colleagues from the Consulate which was a great help from the beginning.



**What do you like the most about being an active member of this project?**

It was the first time in my life I worked on a charity program inside an association. With Céline as head of the SYB team, the JCEF has a real dream team for this project: everything is going smoothly with no conflicts and a real motivation: We ask for something and everybody is willing to help and participate. Today in Shanghai, it's really incredible: people want to help spontaneously without asking for money! It's true for everybody, from the host companies of the students, to the educative team including a French and Chinese Chief Bakers, to the Shanghai Charity foundation and the Caoyang High School,...all partners are simply positive about the project: till now, at 5-20 days, we all believe in it!

**Anything you dislike in particular?**

I like everything except the schedule of the meetings during lunch or diner time when we have not even time to eat something together!

**When this project comes to reality next month what do you think will be your biggest pride?**

I think I won't have any personal pride except that it's a real project from a very well organized team and that I will be proud of each of the SYB members and partners who could bring this project into reality in dedicating their time and energy to do it.

**Anything you would like to share with us?**

A French Baguette done by the Young Bakers themselves when it will be the perfect time for it!

## Charity Organizations

**Since the first day of the SYB project, our aim is to help children who need it, through education and personal involvement. As the project started several months ago, we discovered a whole world of generosity, mutual assistance and professionalism. At the heart of this network of goodwill, several organizations are struggling everyday to help, support and take care of resourceless children.**

These organizations are the social partners we need to ensure success to the project: they all have been working in China for years, they are organized and have a trained staff, and more importantly they get to know personally each child through their daily work. This continuous involvement in children education convinced us that the recruitment of students for SYB training could only be done with a strong partnership with these organizations.

- Chi Heng Foundation is a Hong-Kong based charity who has already provided education to several thousands of

AIDS-impacted children in Henan and Anhui provinces over the last 10 years, ensuring coverage of both education and living expenses. Their action is focused on empowering the local communities to take care of the children, allowing them to be integrated with children non-impacted



by AIDS/HIV and to further decrease their sense of social stigma and isolation.

- Children's home is the main orphanage operating in Shanghai.

- The Children of Madaifu is an association founded in 1999 who aims at supporting orphans, abandoned children and street children in deprived areas of China.

- The Shanghai Charity Education and training center raises funds, organizes charitable activities and promotes philanthropy to aid orphans, street children, widows and widowers, and the disabled. There training centre is in charge of all project regarding educative programs related to charity within the Shanghai municipality. SCEC has the objective to support good-quality programs in favour of the poor through various partnerships.

Through these social partnerships, we ensure a fair identification of children in need. At the same time, we get the chance of developing a consistent and complementary training to the existing programs, in order to give our students a solid and successful education.



They are young adults, boys and girls between 18 and 22, coming from Shanghai or from other cities in Henan and Anhui. Their personal history could have been sad, and their present condition is still difficult. But they have one thing in common: they are willing to learn and convinced they can do something for their own future. The SYB training is seen as an opportunity to get a useful skill and a stable position in an attractive profession. «Being part of the society», «Serve people», «Have an income for my family», «Learn a highly-skilled technique», ... are all words from Xiao Wu, Xiao Dong and their future comrades. It shows

## 1st class of 2009

**Our first class is a colorful group of 18 students from various origins and backgrounds.**

how high their expectations are and how lucky they feel as candidates to the program. Bakery still seem to be a strange world to them but they have in mind the image of a skillful and passionate craftsman, dedicated to his job, and whose work is useful to everybody.

Let's show them that this is it, and even much more! Welcome to all our students in Shanghai, we will support them strongly to achieve their goals and we wish them all a very successful training!