



60 years of activating youth leadership



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The international platform for young people to discover and develop their potential

60 years of activating
youth **leadership**

60 years of Activating Youth Leadership
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Introduction

A dream called AIESEC

Devastation, turmoil, anger and despair. The world in which it all began in was not a pleasant one. Despite this, there was a burning need to bridge the gap across people and cultures as well as pressure for business schools to produce capable individuals to rebuild the economy.

This brought individuals together in Liege, August 1946 and later in Stockholm during the last months of 1948, finally resulting in the first International Congress (IC) in March 1949; culminating into what we all now know and love; AIESEC.



Exchange

**We started with 89 students
exchanged**

The emergence of activities to rebuild war-torn Europe in addition to the need of education on clear understanding of international relations and cooperation served as a catalyst to bring forward exchange activities. Endeavors to nurture cooperation amongst neighboring countries commenced.

In the early years of the Association Internationale des Etudiants en Sciences Economiques et Commerciales (AIESEC), activities regarding exchange consisted of traineeships, study tours and the exchange of information on studies. Traineeships were organized during the months of November or December through careful selections by the local committee and trainings occurred during the following summer. 'Receiving Committee' members of the host country played a role, and had fun doing it, completing the whole experience by serving as an important point of contact for trainees with the economic and cultural life of locals. Attempts for better organization could also be witnessed after the congress in Copenhagen (1952) addressing uniform procedures and employment contracts for exchange.

Study tours came in two types. One was exchange between two schools or countries and another, the less common and difficult to arrange international study tours. In international study tours, participants from numerous countries will travel together to a particular country or group of countries. The first of its kind was experienced in 1951 by representatives from six countries who went to Finland, Norway, Sweden and Denmark. They were there to gain knowledge of business and social life in Scandinavia while attending lectures, visiting industrial and academic centers and of course, occasionally to local pubs for a drink or two.



The Presiding Table at the 3rd Annual AIESEC Congress in Paris, 1951

- 01 Kaj Verner Slot, Denmark
- 02 Kaj was the Danish representative in the AIESEC conference



01

Alumni

Kaj Verner Slot, 1940's, Denmark



02

Kaj Verner is one of the founding members of AIESEC and the second Presiding Country Committee President (PCCP) in Denmark in 1951, without his efforts AIESEC would not be a success today.

Kaj recalled after World War II, there was a difficulty for people to cross the country in Europe. He and the other seven founding members saw a large demand from university students who would like to travel in the summer.

It was his initial thought that prompted Kaj and his friends to start an initiative to exchange students between countries. They felt that though such international student exchange they would be able to make international friends and gain cultural understanding in order to create harmony in the world. While this thought is quite common today, AIESEC was a pioneer student organization in the world after the Second World War.

Today, AIESEC has a rich history spanning 60 years from seven founding countries in Europe to now more than one hundred countries and territories globally. Kaj said he is surprised about the huge growth AIESEC has experienced over the years and he never imagined that it would reach today's heights, but he is very proud of it.

For the near and distant future, Kaj envisions even more young people to join AIESEC all over the world, and to explore AIESEC as that training ground for young leaders to create a positive impact on society.

40's

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Seminars

Prospects for Expanding Scientific Work

Growth in exchange doubled almost every year along with the expansion of AIESEC to three new continents by late 1950's; from Western Europe to the rest of Europe and moving on to Africa and America. As AIESEC felt more established in exchange, seminars became new means for us to conduct systematic and formal study of issues that were locally relevant in society.

This meant we were moving beyond merely promoting close and friendly relations. The beginning is marked by the first AIESEC sponsored seminar in Hald, Denmark from September 11 to 19, 1955.



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01 The Presiding Country Committee (PCC) team of 1958 with the poster of the third AIESEC seminar in 1958 in Munich on Inflation

02 First official International Presidents Meeting 1958 in Paris with major National Committee Presidents problem-solving together



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- 01 Bernd presenting the Norman Barnett & Bharat Bhasin Award in 2006. The award is sponsored by alumni in commemoration of past AIESEC leaders and presented annually to recognise an outstanding AIESEC project.
- 02 The President of AIESEC International handing over from Bernd Thomas to Ramon Pont in the International Congress 1959 in Cologne, Germany
- 03 Bernd as the BMW Group Delegate Plenipotentiary for the EU in Brussels



01

Alumni

Bernd M. Thomas, 1950's Germany, Hall of Fame

Bernd is a cross-decade AIESEC member and has witnessed the changes of AIESEC from the 1950's to 1960's and beyond. He joined AIESEC in 1956 as the president of the Local Committee Mannheim, Germany, was elected in turn German National Committee President in 1957 and tenth International President of AIESEC in 1958.

Recollection of his days in AIESEC brought him back to 1956, when AIESEC had 17 member countries, including Israel as the only non-European country. AIESEC management on the national and international levels rotated between local chapters. Standing as a Presiding Country Committee candidate meant doing a complete business start-up created from scratch for a year with location, facilities, staffing organization and finance, as well as advisory support. All functions were honorary. AIESEC members were motivated by winning friends and building a new world after the war.

At AIESEC's International Congress in 1959, he was able to ensure a permanent AIESEC International Secretariat with a longer tenure and a more professional process to be put in place within two years. This enabled AIESEC to grow and diversify its services and to embrace full geographic expansion. In 1962 as an alumnus, he volunteered as the AIESEC International envoy to Asia and initiated AIESEC in India¹, the Philippines, Hong Kong, Taiwan and Japan.

Bernd went to France, USA, Nigeria and Japan on AIESEC traineeships. AIESEC has helped Bernd exercise personal leadership and civic responsibility, orientated him to an international professional and private life, and provided skills for his outstanding sales and marketing career in the automobile industry. Experience at the crossroads of international business and public policy was instrumental when he became Plenipotentiary of the Board of BMW Group to the European Union; later Secretary General of an European Industry Association in Brussels and recently Board Advisor to the Competitiveness Institute in Barcelona.

¹ AIESEC in India officially established in 1967, but it had closed down during the 70's. Other AIESEC alumni Arjun Bhagat started the initiative to re-establish AIESEC in India in 1980. (refer to 1980's AIESEC Alumni Arjun Bhagat profile)



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Information systems

Index cards and carbon copies

Physical methods were the only means of running exchange, using an assemblage of paper files containing handwritten information on the students, companies and members. Restrictions imposed upon this method inevitably created the challenge of resources: time and money.

Consistency and transfer of information was further complicated with the lack of international headquarters or a centrally directed organization with the existing structure of Presiding Country Committees; a system where each member country took turns to serve a one year term.



Exchange being done manually



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Introduction

60's

Building blocks

"AIESEC is an independent non-political, international student organization, which has as its purpose, to establish and promote close and friendly relations between members without regard to religion or race."

– AIESEC International Compendium 1961



Exchange

It's summertime!

60

- 01 The International Congress in Rome, 1964
- 02 Seminar excursions to a local brewery in Copenhagen, 1960
- 03 A dinner gathering in February 1962 where Bernd M. Thomas (seated, second from the left) first met with Professor Shoshin Nakajima of Waseda University in Japan to explain about AIESEC for the Asian Expansion Mission.

Development of exchange was going on well with an annual growth of 22% but there was a mounting concern for the quality of exchanges and therefore, AIESEC Summer School Training Programmes (SSTP) were introduced in 1966.

It was a movement of expansion from the 'traditional' traineeship exchange programmes and gave more meaningful experiences to the exchange participant. In description, it engaged a limited amount of selected trainees, each undergoing unique training and education but in a common field or topic, on a project. Every week they took time off from their firms to meet for lectures and group discussions and at the end of their traineeship period, joint and individual reports were produced. By the end of 1969, 22 SSTPs were successfully carried out in eleven different countries.

Apart from the SSTP, traineeships also came in different approaches. Exchanges were divided into two types; the regular (short-term) traineeships of two to three and a half months and long-term traineeships of more than three and a half months.

Linked Traineeship Programs introduced later were an alternative which arranged a few consecutive traineeships for an individual in different companies of similar industries. It was especially beneficial for multinational companies which had intentions to train students in several of their national operations. Long-term Traineeship programs on the other hand gave advantage to trainees who are at graduate level as well as for companies offering more intensive traineeships. Approximately one year later, the trainee usually stands a high probability in obtaining future employment.



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- 01 Barbara attended the Stockholm Congress and celebrated AIESEC's 50th Anniversary in 1998
- 02 Negotiations with the Geneva/Swiss authorities concerning the establishment of the first permanent secretariat in Geneva



01

Alumni

Barbara Whitehead, United Kingdom, 1960's, Hall of Fame



02

In the late 50's and early 60's not many girls studied economics and business, and Barbara was the only girl in her faculty. She was immediately recruited by AIESEC and served as secretary of the LC, of the UK NC, and of the international Presiding Country Committee (PCC), which rotated annually between different NCs, before being elected to the first International AIESEC Secretariat (IAS).

Barbara worked for AIESEC when it was at a turning point in its development. It had been centered in Europe, with North America a recent addition, but the time had come for extension to the rest of the world. Promotional missions were sent to Asia, Latin and Central America and Africa.

The PCC system was inadequate for this growing association, and more structured management was needed. In 1959 the Swiss NC proposed locating the newly legislated permanent international secretariat in Geneva, and Barbara participated in the negotiations with the Geneva authorities. In 1960 the Barcelona Congress approved the Geneva location, with a first Secretary General working under the Presiding Country Presidency (UK, of which Barbara was a member).

In 1961 the Marseille Congress elected Victor Loewenstein the first independent Secretary General with a team of four, three of whom had traineeships in Geneva, and Barbara, who worked full-time in the Secretariat. As Barbara recalls, the Congresses focused mainly on the traineeship exchange programme, and were like mini stock exchanges, with AIESEC members bargaining, persuading, arguing as they tried to match up the traineeships to be exchanged, waving their colored forms and totting up the statistics.

The work in AIESEC shaped Barbara's global mindset, and taught her to communicate with people from all cultures as individuals and without pre-conceived ideas or prejudices. This was valuable preparation for her 33 year career in the UN. AIESEC was not just a stepping stone in Barbara's career – it also gave her long lasting, valued friendships. 50 years after Barbara joined AIESEC she is still influenced by it. She has worked with the alumni movement, and for the past 20 years with AIESEC Alumni International (AAI) of which she is a Founder Member.



Microsoft and AIESEC

A partnership with "High Potential"

At Microsoft, we help AIESEC members and alumni realize their true potential. We are happy to associate with AIESEC and look forward to the next 60 years of developing human potential together.

"I have always been particularly impressed by the skills and drive of our AIESEC interns. Since the onset of our partnership in 2003, their can-do attitude, relentless energy and curiosity have been witnessed by many of our employees. Each and every one of them has shown a tremendous ability to adapt, a strong diplomatic acumen, a wide knowledge of the international context and the tireless motivation to make a positive difference in their adopted community.

We are especially proud to foster such diverse young talents from the many countries in the world and hope their experience at Microsoft will facilitate their future personal and professional development."

Sylvie Laffarge, Director Community Affairs, Microsoft EMEA



Community Technology Skills Program

Microsoft
Your potential. Our passion.™

- 01 Hiro first visited Manila in 1966 for the AIESEC Philippine expansion
- 02 Hiro attended the first AIESEC Asia Pacific Alumni Congress in Singapore



01

Alumni

Hiro Kinashi, Japan, 1960's

Hiro Kinashi is one of the significant AIESEC members in the 1960's. He joined AIESEC in 1965 because he wanted to make friends across universities and to challenge himself internationally during his college life. His choice to join AIESEC was just the right thing to accomplish his objectives.

One year after he joined AIESEC, he was assigned the responsibility of overseeing AIESEC in Asia, as AIESEC in Japan was delegated this responsibility in the International Congress in 1966. In that decade AIESEC was undergoing a large expansion in Asia. Under his direction, he successfully expanded AIESEC to Malaysia, the Philippines, Thailand, and Singapore, and was specifically responsible for consultation with teams working in Korea, Taiwan and Hong Kong, and helped them understand AIESEC and increase the number of exchanges. In that year, he brought study tours to Asia, which helped to build the brand of AIESEC in Asia, while also allowing students to travel and explore his region.

As the Asian Regional Coordinator (equivalent to Director of Asia), Hiro also organized a series of Asian Congresses. The purpose of this congress was to co-operate with all AIESEC member countries in Asia before attending International Congress. During the congress countries would discuss their future plans, how to increase traineeship numbers and also plan further expansion in Asia.

He gained a lot of friendships in AIESEC and wanted to find a way to continue to network with all the alumni together, and thus Hiro established a database for AIESEC Alumni in Japan, creating a network of more than 7000 Japanese alumni. Today, Hiro is still very active in AIESEC and alumni support.



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Theme Programmes

AIESEC as a transfer agent

Concepts of running international conferences related to the issues that AIESEC was addressing materialized and the forerunner of future International Theme Programmes was held during 1966 in Lausanne themed "Education for International Business".

This was an indication that awareness for support in a global setting is occurring. Following closely behind, the end of the decade is marked by one of the most successful and ambitious projects for AIESEC at that time – International Transfer of Management Skills (ITOMS); a synthesis of ideas generated in regional conferences held in Japan, Switzerland, the United States and Ghana.

After three years of work, the world conference on ITOMS was held in the International Labour Organisation in Turin, Italy from November 17 to 21, 1969, bringing together over 200 delegates from 40 countries. ITOMS was intended to be AIESEC's agent of international skills transfer as well as a bridge between academic and business communities.

AIESEC assembled input of experiences, problems, possible solutions and the possibilities of transferring management skills such as one on "Cultural Differences: How much a Problem?" which was presented and discussed during the conference. Through development programmes created afterwards, ITOMS also helped to maintain high activity of AIESEC member countries. International themes have from then on continued to provide a strong sense of direction for AIESEC.

- 01 Lausanne and Palais de Beaulieu in July 1966
- 02 The official opening for the International Theme Programme; "Education for International Business"
- 03 An Italian delegate rising to challenge the views of the platform
- 04 A major presentation underway



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04

Information systems

STRES, a new frontier

01/02

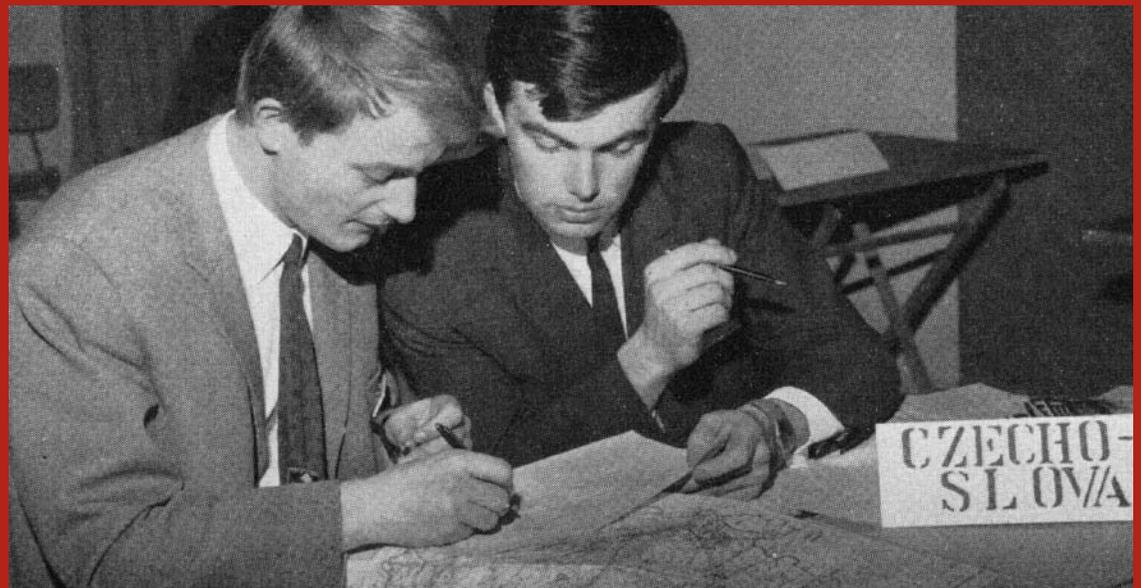
Manual exchange done during International Congress 1966 in Tel-Aviv, Israel before STRES was initiated

Abolishment of the rotating system in AIESEC's organizational structure from Presiding Country Committee to establishment of an International AIESEC Secretariat with a Secretary General (SG) in office in the year 1960 gave room for a base for the development of an information management system.

In 1967, work began on a program dubbed Student Traineeship Exchange System (STRES) for an effective and fair approach to facilitate flow and standardization of information. Exchange numbers have already reached the 4500 mark and matching that large group of students to the diverse array of traineeships was stretching the capacity of AIESEC. To meet this need, an international committee of Electronic Data Processing (EDP) made up of AIESEC members was put together to create and implement a new computer matching program. As a result from that, STRES was developed by students from the Massachusetts Institute of Technology with the help of IBM donated computers. They undertook a great task of translating forms into something the computer could understand while enabling exchange controllers to familiarize with the codes and procedures involved. The Paris International Congress in 1969 saw people for the first time, anxiously waiting until the wee hours of the morning for matching by the mainframe computer with punch cards in deciles.



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- 01 Rong-I Wu attended AIESEC Taiwan's Winter National Conference in 2007
- 02 Rong-I Wu is a member of the Board of Advisors in Taipei LC



01

Alumni

Rong-I Wu, Taiwan, 1960's, Hall of Fame

In the 1960's, AIESEC International was doing large expansion globally. One of their focus regions was Asia Pacific.

In 1962, German AIESEC envoy Bernd Thomas visited Taiwan to promote AIESEC. Rong-I was a first year graduate student and received a request from his professor to set up AIESEC in his university. Then this was the beginning of AIESEC Taiwan.

Taiwan was very isolated from the international arena. Thus, AIESEC international traineeship program was an extremely new concept the Taiwanese. Therefore Rong-I spend a lot of them to explain AIESEC the Government Ministry of Education, Business sectors and Professors. Moreover, he put a lot of effort to promote international traineeship program to Taiwanese Business Company and raised funding for financial needs. Finally, there was a large Taiwanese corporate financially fully support to AIESEC. AIESEC in Taiwan expanded quickly under Rong-I's direction, he opened four local chapters within one year.

AIESEC influenced Rong-I to become globally minded, years after AIESEC he set up the Taiwan Institute of Economic Research; and today he is the Chairman of the Taiwan Stock Exchange.



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Cadbury Schweppes would like to congratulate our friends at AIESEC on their 60th anniversary.

PROUD PARTNER SINCE 2000



HALLS

Trident

Introduction

70's

We will carry on

The world was undergoing an all time low economic performance since the Great Depression but AIESEC remained steadfast in its aspiration to create impact in AIESEC's own unique way and provide students with a better understanding of society's problems.



Exchange

Quality vs. quantity

After two decades of stable improvement, external factors such as the global economical stagnation and political tensions caused AIESEC exchange statistics to drop for the first time in 1972. Even so, there was an increase in expansion countries and activities of strengthening these expansions through Extension & Consolidation (E&C) Programmes. The Leadership Development Seminar (LDS) and Executive Envoy Programme (EEP) were parts of this program.

Improvements to exchange quality were continuously made throughout the decade. One of the many examples was the motion to increase the minimum allowable length of a traineeship to six weeks in IC 1974. Also, a Local Committee Survey conducted in 1978 reported that there was an increase in the number of complaints received from foreign trainees which sparked the need for proper screening procedures for trainees.

Methods of facilitating exchange never ceased to diversify. Industrial Relations Traineeships existed to address social problems and work conflict that was faced in the business industry between workers and executives. This traineeship taught the students about the importance of human relations via personal exposure to working conditions of labor force, workers' life as well as work conflicts. There was also cooperation between two local committees (LC) known as the Twin Committee Project. The two LCs communicated directly on studies and common topics. The first twinning was initiated in 1975 between University of Alberta, Edmonton (Canada) & Helsinki School of Economics (Finland) with the exchange of two students in the summer.

- 01 A session of the 1976 Summer Seminar in Tokyo hosted by LC Keio University
- 02 International Congress 1974 in Bordeaux, France



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International Theme Programmes

Our commitment to connect

A shift of focus to member education and talent development to prepare AIESEC members for a future in the business environment occurred. Alignment of the global association as a whole led to the emergence of International Theme Programmes (ITP). Henceforth, these became a formal part of AIESEC.

Pioneers to this new initiative were “Management Education in the 80’s” (1976-1978) and “International Trade” (1978-1980). Under the ‘umbrella’ of the international theme, projects were run independently in a local, national and regional level in recognition of the rapidly changing world. However, these themes still left much to be desired such as a truly international theme with involvement of all committees including those involved in researching the theme. Nevertheless, awareness across nations was attained through the engagement of students, business people, academia and the community.

- 01 The first International Theme Programme: Management Education in the 80's officially opened by Premier Leo Tindemans, Prime Minister of Belgium



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Accessing talent for PwC



Karel De Baere (third from right) with AIESEC interns and PwC representatives at IC 2006 in Poland

AIESEC's partnership with PwC has continued to grow since its conception in 1974—with 34 years of partnership history, PwC is now one of AIESEC International's longest standing global partners.

"The reasons why PwC partners with AIESEC are plentiful", says Karel De Baere, Partner and Global Information Leader, and AIESEC's champion within PwC. "On one hand this gives us access to a large talent pool. We are always interested in recruiting high caliber individuals. In this context AIESEC is a bit like a quality label, indicating that these university graduates have already obtained above-average leadership and team management experience."

"On the other hand, we are also delighted to have the opportunity to support the learning and development of young people, and to provide them with the opportunity to gain professional experience in our global network." An important part of PwC philosophy is to contribute to the community through supporting youth leadership. Apart from participating in the AIESEC internship programme, PwC also delivers trainings and workshops at AIESEC's conferences and events. "AIESEC also brings value to our firm by sharing what are in the minds of young people in the student community today," Karel adds.

Apart from working directly with AIESEC International, the partnership expands far beyond and spreads across 56 different countries and territories to date. In two thirds of these territories PwC supports AIESEC financially or by in-kind. Audits, mentorship on financial services and PwC representatives acting as members on advisory boards are other ways the partnership has grown at the national level.

Karel's personal interaction with AIESEC began in his university days at Antwerp University in Belgium, where he worked for the local chapter in the IT area. Having had lost touch with AIESEC for quite some time, he was later approached by other champions of AIESEC within PwC with the invitation to oversee the partnership globally. Karel remains as a very keen supporter of AIESEC, as the partnership between the two organisations continues to strengthen and expand.

01 AIESEC International Team,
1980/81

02 Joan Wilson, Canada



01

Alumni

Joan Wilson, Canada, 1970's-80's, Hall of Fame



02

Joan Wilson is an important woman in AIESEC's history, as she became the first woman from a non-European member country to be AIESEC International's Secretary General in 1980. Among the highlights of her term were trips to Eastern Europe and South Africa, two regions where the political situation was very different from what they are today. Joan helped to rebuild the National Committee of AIESEC in Poland after the team members died in a plane crash returning from the 1980 International Congress in Chicago. In 1981, AIESEC in South Africa's membership was under review because of the government's apartheid policy, Joan visited and met with students in the then-segregated universities. AIESEC was one of the few programs available for non-white students to travel abroad and for that reason she recommended to the global network that South Africa remain in AIESEC's international member network.

Joan was President of the local committee at the University of Toronto in her graduating year, and went on to become President of AIESEC in Canada, where she helped to secure AIESEC's first grant from the Canadian International Development Agency (CIDA). AIESEC gave Joan the opportunity to enhance her communication skills especially when dealing with business people and gain an international perspective and ability to function in different culture situations.

After her involvement with AIESEC International and a traineeship in Switzerland, she returned to study and work in Canada. Today Joan is Vice President and Corporate Secretary of Sun Life Financial, a leading international financial services organization headquartered in Canada. She still supports AIESEC in Canada as an advisor and expects to attend AIESEC Canada's 50th Anniversary celebrations, which falls in the same year as AIESEC International's 60th Anniversary.

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Information systems

Enter the computer age

Computers became more and more of a common thing and eventually STRES became obsolete due to software incompatibility. Thus, endeavors to create STRES II were initiated through the launch of STRES Development Program. Subsequently, work on MATCH kicked off in 1975 and it was implemented in 1979. The change in systems affected exchange whereby more efficient tools facilitated the statistics of exchange numbers, general tracking and smoother matching during congresses. MATCH was an improvement compared to STRES because it was more flexible and adaptable in sorting out the personalized forms. The hype of this avenue towards the age of technology is captured in the following comment from an alumna:

“We were just on the cusp of the computer explosion. For example, we were still typing cards to input the data, a very time consuming process which opened up more possibilities for errors. Yet we were very excited and felt we were on the cutting edge of a phenomenon.” - Robbie Lipsman, Assistant Secretary General 1974/75 and Exchange Committee Chair 1975/76



Computers brought AIESEC new possibilities

01 The first fully functional MATCH run held during the International Congress in Madrid, 1978

02 The computer processing team at the IBM office in Japan. From the left: Mr. Jay Wurts, Kusakari, Ozeki, Yokoyama, and Richard Karash

03 The team making sure that the mainframe computer (IBM-360) is smoothly working and ready for traineeship exchange processing

04 An AIESEC member watching the computer printout at 3:10 am.



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Moving up with Electrolux

Thinking of you
Electrolux



Rohit (second from the left) with the other interns in Electrolux

This year, AIESEC and Electrolux celebrates five years as partners. The top maker of household and professional appliances in the world has already taken in AIESEC interns from at least 40 different nationalities into 24 different country locations. If there is one word to describe Electrolux, it would be international.

Rohit Sathe has gone a long way with Electrolux through AIESEC. In fact, he is the person who secured the Global Exchange Partnership during his two terms in AIESEC International from 2002 until 2004. Right after that, an opportunity came knocking on his door and Rohit set off for an internship with Electrolux in the US for six months. He was given the exposure to learn hands on about Manufacturing & Logistics, Supply Chain Management at Electrolux's manufacturing unit, in Springfield-Tennessee. He then continued in the same function in Shanghai for nine more months before joining the Global Change Management Team for Purchasing, this time as an employee, based out of Shanghai. In 2007, a new role was given to him as the Global Commodity Buyer for Steel and he will soon be relocating to France.

Promoting mobility is an important part of the Electrolux culture, as is hands on learning. During his internship, Rohit and his team members were given the responsibility to establish the global logistics function which would centralize control of logistics from suppliers to Electrolux, in order to save on resources. While accomplishing the tasks in the Global Purchasing Change Management, he was traveling to North America, Europe for at least two weeks out of a month. Throughout this period, he was also faced with personal challenges of different lifestyles and realities: living in a small town in Southern US populated with people who rarely travel and dealing with the people of Shanghai who speak a totally different language. The experience was nothing short of overwhelming for Rohit who also feels that the atmosphere in Electrolux with few standardized systems was perfect because it encouraged him to look at things in a different way and try to drive change.

"If you are looking for truly international experience, Electrolux is the place to come." – Rohit Sathe, LCEB Pune, India, MCVPER of India 2001/02, Global Exchange Partnerships Coordinator AI Term 2002/03, and VPER AI Term 2003/04



Alumni

Ricardo Obregon, Colombia, 1970's, Hall of Fame

When Ricardo first joined AIESEC in 1969, AIESEC in Colombia still operated on a small scale with only one local chapter and a small group of members. From there, he became Local Committee President. During his term, he realized that in order to grow his local chapter, it could not just focus on exchange, which at that time was the major activity in AIESEC.

Ricardo believed that the member base is very important part for an organization. Therefore, he started the initiative of developing external events in Colombia. AIESEC in Colombia began offering different student services at university and this not only attracted student involvement but also created an avenue for a better understanding of AIESEC. Moreover, Colombian AIESEC members organized a theme project: the "World Energy Conference", which was very successful in the early 1970's. Under Ricardo's direction, there was a huge growth in AIESEC in Colombia including expansion to five more local chapters. He later also became National Committee President in 1972, and Advisory Council of AIESEC International a year later.

As AIESEC has a strong global image, Ricardo said, "AIESEC has the vision of the world to become more united, and I put the AIESEC way into my everyday life". Now Ricardo is the CEO of Juan Valdéz Coffee - a growing coffee company in Colombia. He feels that AIESEC is very much like a company; it has a good learning environment and it is the best preparation for young people entering the real world.

Introduction

80's

Constant change

The management of AIESEC was abuzz with words like service and quality. Many activities of continued consolidation were carried out to improve member countries in their capacity to deliver. Regionalization was adopted. Even so, exchange remained as central focus throughout the greater part of the 80's.



Exchange

Year-round exchange

80's

The 1980's was the start of year-round exchange in order to broaden AIESEC's services to meet the needs of students and companies. Amongst the issues to be addressed were the efficiency of delivery time of trainees which were only confirmed during IC and also students in other countries who graduate in periods other than June or July for European and its surrounding regional countries. As a result, the idea to set up additional matching in October and November was accepted during IC 1980. An After Congress Procedures Analysis Chat (APCAC) was also executed in order to control the exchange program and its procedures.

Towards the end of the 80's, there was a major drop from 7029 exchanges in 1989 to 3825 exchanges in 1990. A combination of three factors was identified as contributive to this decline: the introduction of TARGET, the adoption of Global Theme Programmes attributing to the change of focus away from exchange and a growth at an overwhelming pace which we were unable to keep up with. Geo-political situations such as the Cold War also contributed to a down-swing in exchange growth. Nevertheless, exchange numbers in 1989 marks as the highest exchange in all of AIESEC's 60 years.

- 01 A Reception Program organized by AIESEC in Israel in the 80's
- 02 AIESEC was growing at a tremendous pace



01



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- 01 Brazil National Congress in the early 80's
- 02 Latin American Congress in the early 80's



01

Alumni

Madeleine Blankenstein, Brazil, 1980's



02

The 1980s was a communication-developing decade; letters were still the preferred international communication medium although landline telephones were commonly used. AIESEC was not left out from these developments and Madeleine, who spent most of her time in AIESEC in the exchange portfolio at both the local and national levels in Brazil, faced the resulting challenges for global communication herself.

One of the most practical problems of the time was the awareness of the possibilities and necessity, but also the cost of long distance phone calls, as many Local and National Committees (NC) could not afford the money to make calls.

With the challenge of slow communication, AIESEC was only able to arrange exchange traineeships once a year during International Congress (IC). Madeleine mentioned that a lot of people wanted to apply to go on exchange in Brazil, but only those who worked hard in AIESEC were allowed to go. So she worked as hard as she could, and became NC Exchange Consultant and organized the International Exchange Controller Meeting (ECM) in Brazil in 1980. She attended various meetings in Brussels for the preparation of ECM, and helped AIESEC International with the preparation of the exchange program (punching computer cards) for the 1982 International Congress in Coventry, United Kingdom. Because of the effort she put into AIESEC in Brazil and managing the exchange program, she received two traineeships in the 80s, which was a very special case in Brazil.

During these two internships, one in Esbjerg, Denmark, and the other in Duisburg, Germany, Madeleine became involved in the activities of the Local Chapter, which enriched her AIESEC experience. She also took part in the AIESEC Alumni Congress in Venice in 1987.

Madeleine learned global communications and leadership skills from AIESEC. After her two traineeships, she worked in a few different countries and is now a manager in a customer service department, dealing with international clients.

- 01 San Francisco Study Tour, 1985 – where David learned about the idea of study tours which was implemented later in Israel.
- 02 David participated in an Asian motivation seminar in Thailand, 1988



01

Alumni

David Bassa, Israel, 1980's, Entrepreneurship & Leadership Award

The 1980's were an unstable political time period in Israel, and outbound communication was limited. David was a passionate and inquisitive student who grew up in that environment, an AIESEC poster caught his eye and from there he started his AIESEC career.

Due to the situation in Israel, students were neither involved in exchange nor attending international conferences outside of Israel. Therefore, David started organizing cultural exchange activities within Israel. First, he organized study tours in Israel as a host country. This was an opportunity for local businesses to understand AIESEC, and influence local students to participate and help out with hosting. Secondly, David organized an Israel exhibition show in European countries to promote Israeli culture, in order to bridge the gap between Israel and Central Europe.

After completing his studies in 1989, he opened a private company called SELA Group and implemented the culture of AIESEC into it. As a successful businessman of operating his business for nineteen years, David commented, "AIESEC is the best school for business." For the past few years through the SELA Group, David has provided scholarships for young people to support their education and sponsored organizations that work with youth. As a recognition of his contribution, he received the Israeli Community Contribution Award from the President of Israel in 2001 and received Entrepreneurship & Leadership Award from AIESEC in 2002.

¹ Israel is currently not part of the AIESEC network. There is an ongoing research initiative to assess the possibilities of establishing AIESEC in both Israel and the Palestinian Territories.



02

Global Theme Programmes

The quest for relevance

80's

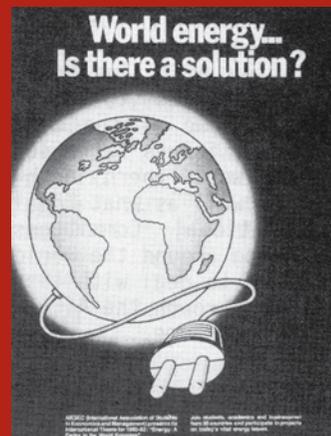
"Just try to close your eyes and imagine what these countries would look like without AIESEC – unfortunately, it would not be different." – Athos M. Staub, President of AIESEC International 1985/86

The above words were used to address an ongoing issue: AIESEC's relevance. In his statement, Athos also referred to the fundamental part of AIESEC at that time that chiefly involved sending students abroad and organizing interesting topical seminars; which were insufficient in creating an impact in society. This was a call for AIESEC to meet the challenges of tomorrow head on and become a change agent.

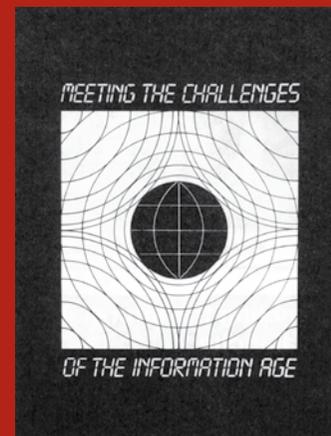
Thus, in the attempt to do so, AIESEC Global Seminar Series (AGSS) was initiated in 1988. Alike in ITOMS, AGSS at the end culminated to a World Theme Conference (WTC) event. These series of seminars were conducted with the objective of educating youth and gathering their opinions on issues related to sustainable development such that they will be able to have an impact on society now through their combined voice, and later in life as leaders.

At the end of this decade, AGSS and ITP merged to become the Global Theme Programme (GTP). GTP has an equally similar aim with AGSS but with a more proactive approach. An example of a GTP theme is "Entrepreneurship and Corporate Responsibility: New Opportunities for Global Development". The programme at a point was functioning almost as a separate entity within AIESEC itself.

- 01 Global theme in 1980 - Energy a factor in the world economy
- 02 Global theme in 1982 - Meeting the Challenges of the Information Age



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Social-Business Ventures

A new generation of entrepreneurs
A new way of doing business and
promoting development



Since 2004, Artemisia and Ashoka have been working closely with AIESEC to create a unique **partnership**, offering immediate and tangible engagement with the world of **social-business ventures**, as well as encouraging deep learning through activities and collaborations among AIESEC members and entrepreneurial networks.

Artemisia and **Ashoka** congratulate AIESEC for the organization's **60th anniversary** and look forward to many more years of this partnership, to continue to **inspire, inform** and **engage** the next generation of leaders and entrepreneurs committed to market-based solutions for social and environmental problems.



- 01 Arjun received the AIESEC Alumni Hall of Fame Award in 2005
- 02 Re-establishing members of AIESEC in India, 1980



01

Alumni

Arjun Bhagat, India, 1980's, Hall of Fame



02

After a short period after its first founding, AIESEC in India was closed down in the 1970's. A few years later, Arjun gathered with other students to re-establish AIESEC in India again.

Arjun went on his first internship to Canada before he was heavily involved in AIESEC. It was in Canada that he learned more about the organization and decided to get more involved upon his return to India in 1980. At this time, he started the initiative to re-establish AIESEC in India.

It was not easy for Arjun to re-establish AIESEC in India. He did not come from a business background and had no idea how to run an organization or search for business partners. The only way he could think of setting up AIESEC was to look for people with different skills and talents and put them in different positions. After having built a capable team, his next major challenge was to motivate them to put in the time and effort to build what was at that point nothing more than a vision and a dream.

Arjun motivated his team by creating an environment where they enjoyed working and socializing together. Additionally, he spent a substantial amount of his time and resources to educate each member as to the purpose and vision of what it is they were building, and why this was important, both at an individual as well as societal level.

Arjun said "AIESEC didn't teach me the skills of talent management. However, and more importantly, AIESEC gave me the opportunity to learn." He has leveraged those talent management skills in all his on-going businesses to this day. Today, he is an investor and has been the Chairman and CEO of Calibrated Group. Furthermore, he is the founder and chairman of the AIESEC Alumni Association in India.

Information systems

Keeping on track

80's

In order to deal with the implementation of year round exchange, legislation made it mandatory to conduct Post Congress Exchange Meetings (PCE) four times a year and AIESEC members began to use fax machines as the primary tool for communication. Management of the bulk of exchange forms with data input into costly mainframe computers through punch cards was becoming no longer feasible and something had to be done about it.

Although MATCH was a better system in terms of flexibility, problems that controllers began to face became more and more evident. It was too technical and needed a full time programmer, the matching system was unfair where the programming did not take all factors into consideration and it was not coming up with equal opportunities especially in the international arena. To top it up, there was poor realization rate (only 60% of those matched). Therefore, MATCH Development Group was set up in IC 1986 and during IC 1989, TARGET was formally introduced. There was great improvement in this personal computer (PC) based system due to its ability to provide more frequent matching to six times a year and with simpler mechanisms. Even though, it was a difficult take over from MATCH due to challenges in educating of members about the system all around the globe.



Documents featuring the development of the MATCH system

Alumni

Michael Seward Sutton, New Zealand, 1970's-1980's, Hall of Fame

One cannot go through the history of AIESEC's information systems without coming across Michael's name, thanks to his prominent role as the MATCH exchange system controller in the 1980's. AIESEC turned Michael from an accounting and business management student to a successful individual in information technology.

Michael first joined AIESEC in 1979 in New Zealand. Due to the geographical challenges of New Zealand – being isolated from most parts of the world, very different university calendars and weather cycles which are opposite to other northern countries -- it was a challenge for students from the south to attend International Congresses and get updated AIESEC information. In that year, he saw the potential of the informational system used to run AIESEC's exchange program at that time – MATCH. He wanted to see it evolve into a near real time database driven system. Students could use university computers and link with each other via existing data networks to create a new generation of service that would enhance AIESEC's relevance and capabilities internationally.

The MATCH system successor to AIESEC's first computer matching program STRES was a technological breakthrough at that time with Michael spearheading new visions and ideas. Michael was the system controller of MATCH system during the International Congress in 1983 and 1984. Even today he feels great appreciation for the support of all those AIESEC members of the 1980's who saw the necessity of the new system creation.

Combined with Michael's AIESEC traineeship experience at 3M Management Information Systems Group in Zurich, his business management background and interest in information technology knowledge, he returned to New Zealand and established private development companies which have been engaged in a number of cutting edge projects in information systems.

Thank you, to an organization whose existence has been an important catalyst for me, in becoming the person whom I now am, with friends and understanding which encompass the globe. – Michael Sutton

01 In 1983, a collage was gifted to Michael from AIESEC International to honor Michael's effort in the MATCH system

02 Michael Seward Sutton, New Zealand



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Introduction

Structuring and restructuring

“Let us be synergistic about this, combining proven methods of the old with the promise of the new.

At the same time, if we want changes in man then let us tackle instead the issue of Organisational Culture. In doing so, we provide for the ultimate opportunity we can give – that of giving our countries leaders with both knowledge and values.” –

Letter from an AIESEC member, Vic Macasaet Jr., to the President of AIESEC International.



Exchange

Looking for a direction

90's

Due to AIESEC's desire to create a more prominent impact on society towards the end of the 80's decade, there was a great change in AIESEC's approach.

Exchange took a backseat while we gained recognition with invitations to important world summits and seminars namely UN Earth Summit in Rio de Janeiro (1992), World Summit for Social Development in Copenhagen (1995) and World Habitat II Meeting in Istanbul (1996). It all seemed well that AIESEC had managed to tap into the needs of the external environment.

Unfortunately, there began an overall downhill trend for exchange as shown by the decrease in growth and exchange numbers reported. In 1994, Programmes and Projects (P&P) was advocated. Through P&P, local committees and individuals were given free run to organize events which can initiate change in their own environment and surroundings. It was a new approach to achieving ideals of making a better world with the intention of intergrating exchange into other activities. But this was not the case and consequently, AIESEC had to deal with the boom of diverse issues and management structures and soon, it lost its fundamentals and unity.

Finally in the second half of this decade, a decision was made to reunite AIESEC activities in a common direction once again through indirect impact with focus on the development of individuals. The "Exchange Process" formed in this decade was unlike operations 50 years ago; not only did it involve management experiences and cultural exposure but it also had a huge role in community involvement. With the return of focus from projects back to exchange, AIESEC lost many of its members and partners who did not see the relevance in exchange.

01 Maria Figueroa (second from right) from the United Nations Development Program (UNDP) who was part of the AIESEC delegation to the UN World Summit for Social Development in Copenhagen, 1995



01

02 Darin Rovere (left), President of AIESEC International (1995-1996) with Mihail Gorbatshev (right), previous leader of the Soviet Union (1985-1991) in State of the World Forum, 1995



02

- 01 Ehaab Abdou, Egypt
- 02 Ehaab presented in a community concert



01

Alumni

Ehaab Abdou, Egypt 1990's, Entrepreneurship & Leadership Award



02

Egypt became an AIESEC member country in 1982 and belonged to the African region. In 1991, AIESEC in Egypt organized the African Congress in Cairo and twelve African member countries participated. The congress was a big success and thus built a strong foundation for AIESEC in Egypt. Ehaab joined AIESEC in Egypt in 1993 and he continued to maintain the good results that they were achieving. His work was focused in external communications, which increased the number and scale of partnerships with government and corporate sectors. In the mid 1990's AIESEC International made a decision to fine-tune the global direction to focus on exchange, at the same time Ehaab became the President of AIESEC in Egypt in 1995.

He witnessed the AIESEC direction had a significant impact on the entire AIESEC network including AIESEC in Egypt, where the exchange numbers saw a significant boost after this change.

Ehaab was a young man full of dreams and passion for international social development, and AIESEC in Egypt was the first non-profit organization that Ehaab joined, after which he focused his career on social development. He helped established and became the first president of Fat'het Kheir, an Egyptian youth-lead voluntary organization offering an innovative model in community development. Hereafter, he has been working in different NGOs and today he is the co-founder and current chairperson of Nahdet El Mahrousa, an Egyptian youth-led NGO and he is also the elected president of the Egyptian Federation of Youth NGOs.

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Moving the world together



In 1996, Uwe Doerken, an AIESEC alumnus and previous CEO of DHL, was nominated as one of the Top 10 Most Successful Managers in Germany. In the same year, he attended the AIESEC WEAST (Western-Eastern European) Conference as a guest speaker where he brought forward a proposal to give 10 delegates the opportunity to develop themselves by offering to rotate them within the companies of his fellow nominees. This proposal brought one of the first AIESEC interns to Deutsche Post World Net.

Since this introduction in 1996, over 400 international AIESEC internships have been realized at DPWN/DHL. In the last three years alone, interns have come to DPWN/DHL from over 50 countries and the retention rate has continuously increased. In 2002, when DHL became part of DPWN, world's market leader in logistics with over 500,000 employees in just about every country in the world, the opportunities for partnership multiplied.

As the dynamic market leader with a global reach, very similar to that of AIESEC, a mutually beneficial partnership in a changing environment is ensured. We believe that the DPWN/DHL – AIESEC partnership is successful because the manager-intern assignments are addressing worthwhile challenges in a fast growing logistics industry. AIESEC interns are brought on to contribute their knowledge, versatility and appetite for learning towards the achievement of organizational goals.

As smart, multicultural, open and energetic young people eager to gain hands-on experience, they have been valuable resources for our organization. The past 12 years of our long-standing relationship have strengthened the belief that individuals with a wide variety of experiences in AIESEC add a distinct value to our organization.



- 01 Marco with the Guatemalan Member Committee President at the UN offices in Guatemala City
- 02 Planning meeting at the Headquarters of the United Nations in San Salvador



01

Alumni

Marco Villa, Italy 1990's, Alumni Contribution Award



02

Marco was an active AIESEC member from 1990 to 1995, and throughout the years his responsibility grew from member to International Support Team all the way to AIESEC International Advisory Board Member.

In the early 1990's, AIESEC was focused on two main areas - exchange and the Global Theme Program. In 1995, Marco coordinated AIESEC's involvement in the PRODERE project, a project managed by the United Nations Development Program and financed by the Italian government. The objective was to contribute to the process of peace in Central America, helping the populations affected by the conflicts to successfully reintegrate in their original environment or in the communities where they are. After the success of the corporation between PRODERE and AIESEC in Italy, they bridged Italy with Central America, created traineeship opportunities, and did several presentations about the program and approached university students. In the same year this project won the AIESEC award for best project world-wide.

AIESEC shaped Marco's mindset more than he thought possible. In high school, his personal goal was to find a good job and to be a rich man as this was what was generally considered as being successful but everything changed after he became an AIESEC member. He understands that he could *create impact on something bigger than a single individual; do something meaningful, and that something could change the world.*

Today, Marco is the Managing Director of a small venture capital firm where he supports entrepreneurs focused on sustainable business ideas to set up their own businesses. At the same time, Marco remains a freelance leadership and corporate social responsibility consultant and is actively involved in his local community.

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Global Theme Programmes

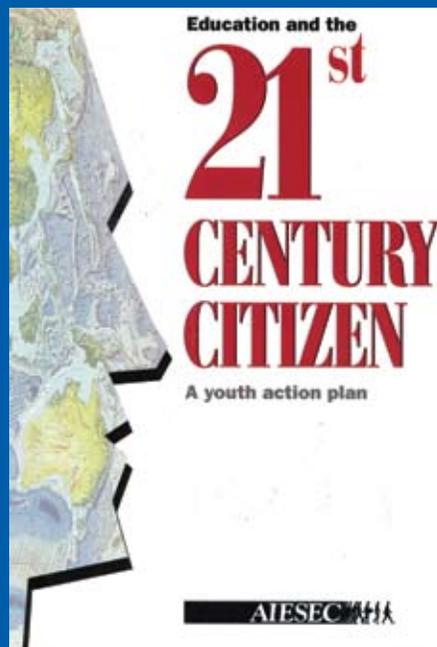
Building a better world

The introduction of focus areas which were topics like corporate social responsibility, information and society, higher education and learning, cultural understanding, and entrepreneurship were meant as a guide for issues in which members can concentrate on. This was to counter the trauma the organization faced in its organizational synergy as well as member retention.

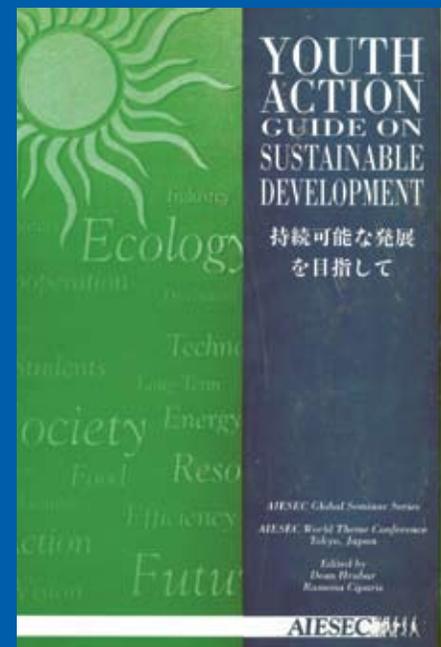
GTPs continued and the theme chosen for 1996 until 2000 was "Interdependence: Learning and Acting for a Shared Future". The theme was used as an aligning force for consideration when identifying results of projects, activities and interaction. Main activities around the GTP besides projects and activities were the Global Theme Guide and Youth Action Guide. AIESEC published a few books from outputs of these themes such as the Youth Action Plan – Education and the 21st Century Citizen.

01/02

AIESEC publications in the 90's:
Education and the 21st Century Citizen and Youth Action Guide on Sustainable Development



01



02

- 01 Ante Stjepan Glavas, Croatia
- 02 Ante is the Executive Director of Business as an Agent of World Benefit at Case Weatherhead School of Management in USA



01

Alumni

Ante Stjepan Glavas, Croatia, 1990's, Hall of Fame



02

In the early 1990's, Eastern European countries were facing an unstable political period. When Ante first joined AIESEC, a war was happening in Croatia. The war had destroyed Croatia's community and economy, and emotionally disheartened a lot of people. At that time, AIESEC was taking an important role in universities as well as the Croatian community.

AIESEC was founded after the war, based on the idea of peace and fulfillment of humankind's potential, provided Croatians with a sense of hope and peace for their country in AIESEC. AIESEC in Croatia gathered students to organize a few theme projects such as the "Development of Croatia". AIESEC was sending out positive messages to students; and developed a lot of young leaders at that time. Therefore, AIESEC succeeded in creating an impact in the Croatian society as it was relevant and meaningful to the community.

Ante witnessed and was involved in the entire process of AIESEC's impact in Croatia. From his point of view, despite the lack of financial resources in the country due to the war, AIESEC in Croatia was performing extremely well, raising easily over 100 traineeships a year, organizing over 100 projects and had over two thirds of the economy represented on its boards. They were truly leading the youth movement in a country in desperate need of leadership. AIESEC gave Ante a sense of hope for the future, therefore he believed that "anything is possible; believe what you are doing and you can achieve it."

After Ante experienced the power of AIESEC, he has built a career in helping people with human passion and values. Today, he is the Executive Director of Business as an Agent of World Benefit at Case Weatherhead School of Management in the United States of America. He is also one of members of the Supervisory Group of AIESEC International.

Information systems

MATCHing TARGETs

There was a short period of return to MATCH in August 1990 due to the lack of confidence in the new TARGET system as well as lack of documentation and numerous ongoing debugging activities. Throughout the presence of TARGET as the information system for AIESEC during the early 1990's, loss of focus on the relevance of exchange brought mindsets away from its development. TARGET underwent many diverse and radical changes with at least three new versions. A prominent one was TARGET 96 which worked towards paperless administration with the use of diskettes containing data files. Henceforth, matching runs were reduced from days into a matter of hours.

Almost simultaneous with TARGET 96, a move of the exchange system throughout 1995 and 1996 from TARGET to AIESEC Global Information Systems (AGIS) to embrace the internet technology came with successes. For instance, the use of file type protocol (FTP) to retrieve materials, Internet Relay Chat (IRC) to run real-time online meetings and open access to the international website www.aiesec.org to 70 countries were achieved. Aside from AGIS becoming the way we manage the International Traineeship Exchange Programme (ITEP), a large sum of LC budget usually went to expenditures for communications e.g. mail, telephone and fax therefore justifying this move. Later on, the name AGIS was changed into Insight.

Insight had the main advantage of data sent through internet and continuous matching took place unlike with TARGET where the match was made at specified periods. Yet, the achievements of Insight were shortlived and overshadowed by a lot of bugs, questions and mistakes. Thus, it soon developed into Insight II at the end of the decade.

01 Computer was commonly used in AIESEC in 1990's



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Building Lasting Legacies with InBev



AIESEC Interns in InBev, 2007/08

For InBev, one of the world's leading brewery companies, the Global Exchange Partnership with AIESEC has truly been a journey of shared experiences. The partnership kicked off with a commitment of 12 interns at the International Congress in Germany in 2004. Since then, more than 25 AIESEC members have joined InBev each year from around the world, and the experiences have been as enriching for InBev as they have for the interns themselves.

The partnership has been a win-win from the beginning. Not only does InBev offer challenging international exchanges for AIESEC, but InBev is also proud of its record for retaining those interns in full-time positions in their respective home countries. Additionally, InBev has provided both local and international support, notably at AIESEC's International Congresses and International Presidents Meetings. At the same time, AIESEC has fueled a consistently strong pipeline of outstanding talent. It has also given the company and its executives a unique window on the world of today's young adults.

As a result of this journey traveled together, there are a growing number of AIESEC Champions at InBev. Successful internships create a domino effect of increased demand for talent from AIESEC. With their passion for learning and desire to make a difference in the world, AIESEC members create a lasting impression on the people they have met at InBev. And with a mission to leave a legacy in their own right, many at InBev will tell you their experience with AIESEC has helped confirm their confidence that the future is in good hands.

Introduction

2000's

The new millenium

A time for breakthroughs. A time for constructive strategies. The year 2000 onwards brings forth endless possibilities as AIESEC continues in its constant strive for peace and fulfilment of humankind's potential.

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Exchange

Exchange is about experiences

Similar to what occurred in the 70's when exchange numbers were also decreasing, AIESEC turned back to member development within the organization. But this time, the AIESEC Experience took center stage. The unique platform of learning, exchange and leadership experiences made up of five stages was presented in 2001. It was formally introduced during the International Congress 2005 in Agra, India.

To help with implementation of the ambitious AIESEC 2010 vision, a strategic framework was designed, and AIESEC was introduced to the Balance Scorecard. The Balance Scorecard and new organizational strategy defined AIESEC's product strategy as product leadership, with its product being the AIESEC Experience.

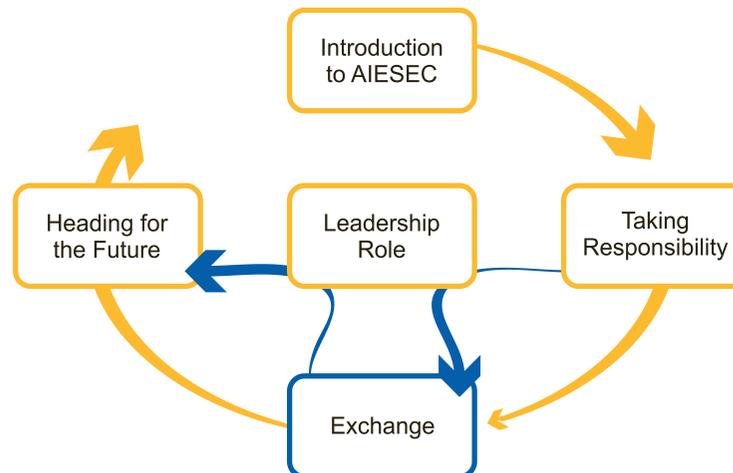
The AIESEC Experience supports the advanced development of AIESEC members by bringing in more results and impact into communities. This is happening because more AIESEC interns are actively involved in AIESEC and more leaders go on an AIESEC exchange, before or after their leadership role which is encouraged by the AIESEC Experience. AIESEC members have identified their personal goals and link them to AIESEC's goals and stakeholders have opportunities to connect to each other over common interests. They have also shown to be more self-driven in being active change agents.

Exchange is currently divided into four types: Management Traineeships (MT), Technical Traineeships (TT), Development Traineeships (DT) and Education Traineeships (ET); the later pool was introduced in early 2003 to add diversity to AIESEC internships. A study of current realities of exchange performance also reflect that all regions, member committies (MCs) and local committies (LCs) were strongly contributing according to their capacity. Countries were implementing the structured learning process according to their needs and realities. Measurement tools employed also show an increase in the overall satisfaction of organizations taking on interns (trainee nominee or TN-takers), members and interns about the AIESEC traineeship experience.

- 01 The Congress Committee President giving a speech during the International Congress 2005 in India
- 02 The AIESEC Experience



01



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01 Design meeting of AIESEC Alumni Association in Poland

02 Szymon's wedding



01

Alumni

Szymon Komorowski, Poland, 2000's

In the late 1990's AIESEC need to refocus its direction; it was at this time that AIESEC members realized that the gradual decrease in exchange numbers was due to the loss of organizational focus and alignment. At that time AIESEC was divided into two major groups – members and trainees. AIESEC members were rarely participating in the exchange program and on the flip side; exchange participants were not attending any AIESEC events. After AIESEC International realized this was an issue that needed attention, a group of members came up with the idea of combining the two groups together. AIESEC members should enjoy both leadership and organizational experience, so they encouraged members to have some sort of involvement in AIESEC before going on exchange.

Szymon was the Director of Strategy of AIESEC International in the second year of the existence of this role, and together with his team members he packaged this new idea as the *AIESEC Experience*, which is still being used today. Because this was a new concept for AIESEC member, the team put a lot of effort into explaining the new concept to each AIESEC member country. He allowed them to understand the approach, and also took extra time to listen and understand their concerns, thus making sure every member country understood and agreed with it.

After his work in AIESEC, he got the spirit of helping and serving others. AIESEC has given him the experience and has proven to him that helping people is indeed a precious thing. He has dedicated time to help others and he believes that *the time he has invested will return in the future*. Today, Szymon's profession is a senior strategy consultant in Deloitte. Moreover, he is the founder and president of AIESEC Alumni Association in Poland.



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- 01 Femi and his AIESEC International Team in 2004/05
- 02 Femi and his local committee executive board members attended the handing-over dinner ceremony



01

Alumni

Femi Longe, 2000's, Nigeria

In the early 2000's, AIESEC in Nigeria grew to be one of the highest exchanging countries in Africa. This is in stark contrast to the periods between 1993 and 1999 when Nigeria was one of the most difficult counties to travel to in the world and exchange, with the country was almost non-existent. Femi spent nine years in AIESEC from 1996; and he has witnessed the highs and lows of his country and AIESEC in Nigeria thus far.

Although AIESEC in Nigeria was faced with these challenges, its members never gave up. Armed with a strong focus, creativity and a commitment to building committed leaders, the situation of AIESEC in Nigeria turned around to become one of the best growing member countries in AIESEC. Femi played some part in this revolution leading his local chapter and for a year AIESEC in Nigeria.

Femi recalls that one of the strongest lessons he learnt in AIESEC is to believe in "the Power of One"; the belief that one person can make a difference – "if I have a dream, I'll make a difference to the world." Femi said.

In AIESEC Femi also learned that he has the responsibility and the ability to contribute to the world. AIESEC provided him with a chance to find his interests in leadership development through AIESEC trainee sections, seminars and conferences. Femi currently works for an NGO based in London called Young Foundation, which has set up a new leadership and talent development program for young people.



02

Issue-based AIESEC Experiences

Merging perspectives and passion

2000

In 2004, a focus on the need for growth drove the geographical make up of the network into five Growth Networks, (clusters of countries based on social and economic trends and opportunities between the countries) into: Western Europe and North America (WENA), Central and Eastern Europe (CEE), Asia Pacific (AP), Africa, and the Iberoamérica Growth Network (IGN – Latin America, USA, Spain and Portugal). In 2006, Middle East and North Africa (MENA) joined the list.

Growth Networks have enabled AIESEC countries to establish programs to better capitalize on opportunities and trends present in our economy and society. These programs are designed to provide leadership and exchange opportunities connected to relevant issues and themes present in our local, regional, and global communities.

The introduction of issue-based AIESEC Experiences (IBXPs) began as a way to ensure that young people who have identified a passion for a particular issue have the chance to live an experience that not only enables them to gain general leadership skills but also expertise on a particular issue. The running of IBXPs also supplements what AIESEC gives to its members; well summarized under the concept of T-Leadership – a person that has both the needed competencies to lead positive change and has a strong interest and knowledge in one of the key topics of the world that needs positive leadership.

AIESEC Learning Networks (LNs) are part of the IBXPs and they are namely: Finance, Education, HIV/AIDS, Corporate Responsibility, and Entrepreneurship. AIESEC members get the chance to lead teams and go on international internships while the organizations benefit from access to partner with these teams in common activities or by hosting an intern.

More than 1600 Exchanges per year in more than 40 countries and six continents gives confidence to AIESEC that it is providing a network of change agents about these key topics.

- 01 The Middle East and North Africa (MENA) Growth Network was established in 2006
- 02 A Learning Networks workshop



01



02

- 01 EuroXPro 2007 conference team meeting in Serbia
- 02 Mairi attended International President Meeting in Cairo, Egypt in 2007



01

Alumni

Mairi Jüriska, Estonia 2000's

Mairi just stepped out of AIESEC into the business world in 2007. She started her involvement in leadership and management roles right after one year of joining AIESEC back in 2002.

Mairi gained a great amount of knowledge in leadership and organizational management in her five years long AIESEC career. She sees AIESEC as an international environment, which combines very diverse people. Because of this, she sees as one of the main challenges of being in AIESEC is working with a wide range of people and bringing them together towards a common goal. As a responsible leader, her goal was to provide her teammates with a working environment that is a place for individual growth combined with obtaining the best results for the organization.

In her final year in AIESEC, Mairi was the Director for Western Europe and North America (WENA) in AIESEC International. This was the best time of her life so far because of the kind of lifestyle she had; she was in charge of 15 WENA countries and traveled to 23 countries during her term. Thanks to the nature of the job, she found her way to adapt with different situations in very quickly.

After Mairi left AIESEC, she became the CEO of Health Estonia Foundation in Estonia. As a successful young woman, Mairi feels that AIESEC is a place full of opportunities. "If you choose to grab them, you will grow beyond your imagination," she said. Mairi believes, "AIESEC is above all, an environment which has the ability to accommodate all types of people, takes excellent care of them and one day send them off to all the corners of the world for purposeful action."



02

Information system

A new beginning once again

2000

At the same time, AIESEC's spread across the globe meant that we have fairly established communication and information management for all members. Development of Insight into Insight II happened in a year accompanied with a difficult migration of data plus bug fixes into in-house server host. AIESEC.net was also launched along with Insight II during IC 2000.

In 2003, on an average day, AIESEC.net had over 2500 users using the platform; reflecting the good response it was receiving. Insight II then underwent continuous enhancements in providing a better interface for its users especially those with less infrastructure to have better access.

Examples were the new functionality of 'on hold' forms meant to reduce the time and communication effort to complete exchange procedures as well as files which enables users to obtain updated information on global data and their exchange performance. In the year 2004, the system migrated into AIESEC.net and developed into InsightXP.

One of the bigger changes the Global Information System had apart from its constant improvements was a decision taken to heavily invest into this to provide for the needs of AIESEC as part of a long-term Information System (IS) plan. This plan included MyAIESEC.net; an evolution from a community-based system to what is called a user-centric system because it is designed specifically for the users' requirements. MyAIESEC.net, was launched on 10 December 2007.



A digital café in an International Congress

A glimpse of what is to come

For exchange

At the end of 2007, AIESEC succeeded in having the largest performance in the past seven years the exchange experiences AIESEC offers to its members. Moreover, AIESEC's strong commitment to putting into practice the its values ensure that its membership base grows and is actively involved in taking leadership opportunities, exchange opportunities and participating in dynamic global learning environments.

To put it in numbers, AIESEC encompasses 100 countries and territories in more than 1100 universities and over 700 local committees. From here, AIESEC currently has over 28'000 members taking more than 6'500 leadership experiences and more than 4'400 exchange experiences. AIESEC is at a tipping point in capitalizing on the growth potential and becoming the organization envisioned in the 2010 vision.

In the near future, AIESEC is researching opportunities to diversify the type of exchange opportunities we are offering in connection to the overall AIESEC Experience, in order to meet with external trends such as the boom of information technology and its related fields. One would be to focus on enhancing the opportunities towards the technical and social sciences student communities while strengthening value propositions towards the business students community.

For issue-based experiences

AIESEC is currently providing more than 1,500 IBXPs around the world out of the total number of AIESEC experiences that are being provided in a year. In the near future, AIESEC will continue working strongly with relevant topics to our realities at local, national, regional and global level in its efforts to ensure its contribution to the world, the type of positive leadership that is really needed in today's world.

"This is my playground, this is MyAIESEC.net!"

With the recent launch of www.MyAIESEC.net which was built on the basis of the latest Web 2.0 technologies, this new platform creates a common shared space for members, partners and alumni to interact and participate in the global AIESEC network as equal contributors to the quality of our experiences.

MyAIESEC.net makes certain that AIESEC continues to lead the wave of technological advancements in managing its vast network of people. New features that can be found are strong networking capabilities for users, improved support and management of Leadership and Exchange experiences, tracking and support in personal competencies development while living an AIESEC experience, better interaction and communication of partners, a wide range of statistics and reporting elements and multiple content generation features to promote sharing and dissemination of information.

And last but not least

Hopes and aspirations of the President of AIESEC International 2007/2008, Gabriela Albescu:

"I believe the AIESEC 2010 vision that AIESEC is currently working towards will bring incredible transformation to our organization, enabling us to really be the first choice for activating youth leadership around the world. AIESEC 2010 is a vision created out of the most amazing experiences people had already lived in the organization enhanced with the amazing growth that we could generate if our entire organization would be able to make this real everyday for every individual.

AIESEC 2010 is a vision to be achieved by a united ONE AIESEC – the largest network of bright minded young leaders that are able to create reality out of their dreams and impact the world through their contribution of positive leadership.

I wish AIESEC courage, wisdom and excitement to complete a unique transformation into the world's first choice for activating youth leadership!"



AIESEC International 07/08 team

www.aiesec.org/60