



Achieving Impact

EVERY MEMBER | EVERY DAY | EVERYWHERE

FOR WANT OF A BETTER WORLD

WE MAKE DOVE AXE LIFE BUOY KNORR
LIPTON PERSIL DOMESTOS AND MORE

IT TAKES A CLEVER PERSON TO FIGURE OUT HOW TO RAISE THE FIGURES BY 30%.
IT TAKES EXTRA GENIUS AND INGENUITY TO DO IT WITHOUT RUINING THE PLANET
30% MORE. THE THINGS YOU CAN LEARN ON THIS GRADUATE PROGRAMME
WILL MAKE YOU A BETTER LEADER FOR A DIFFERENT KIND OF WORKING.

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Unilever



A Letter from the President...

The Power of Young People

There are over 6 billion people in the world and more than 1.2 billion of them are young people. The power of young people to inspire, and be the change the world needs today is beyond measure.

Everyday, this simple fact inspires us as the world's largest student-run organisation. The challenges that face the world we live in today are constantly changing but as young people we have as much responsibility in addressing them as the generations that precede us.

We have recently witnessed one of the world's most significant financial crises, the perils of climate change are growing, the gap between the rich and the poor is constantly widening, there are more countries with internal conflicts than ever before, over 10 million children die every year before they reach the age of 5, politicians still seem to be making promises they cannot deliver on and so on. These are just some of the challenges we face today.

As young people we can look at the current state of the world and blame our misfortune on what has been inherited from previous generations. We can continue to blame our past and hope for success in the future, or we can take the challenge that is in front of us and tackle it with our best. We can see a chance to capitalize on all the wonderful things our parents' and grandparents' generations started. **As AIESEC, we look at the world today and we see incredible opportunity for positive change.**

"If all you ever do is all you've ever done, then all you'll ever get is all you ever got."

In this past year (June 2009 - July 2010) we have truly embodied our responsibility of developing the people who will make a positive impact in our society. **We have grown at a rate of over 50% across our major organisational goals** while most organisations have only now started to recover from the financial crisis. **We now have over 50,000 members in 110 countries covering over 1700 universities worldwide.** In this past year we saw **more than 80% of all entities in AIESEC grow** and while doing so we increased our impact exponentially.

As an organisation we have existed for 62 years and as of today **we are bigger and better than we have ever been.** This past year we have implemented or initiated systemic changes that make our organisation leaner even while we grow at exponential rates. One of the key factors in our growth has been the power of simplicity. This growth comes from tens of thousands of members across local chapters clearly understanding our organisation's ultimate



objective: create agents of positive change through the AIESEC Experience. We have been at major forums around the world including COP 15 to represent the views of young people worldwide. We have done this while being part of the discussion and not raising placards outside. We have begun to harness the power of social media as an effective tool in reaching thousands of people everyday.

2010 is a very special year for AIESEC as we come to the end of our 5 year organisational mid-term ambition. We come together this year as an association to celebrate the achievement of AIESEC 2010 and to create AIESEC 2015.

The power of young people is incredible. This past year AIESEC showed that harnessing this power is crucial for the world we live in, especially if we are to tackle the major challenges in front of us.

This report is a summary of our main achievements in this past year and a very small token of our appreciation and gratitude for our partners, supporters, alumni and thousands of active AIESEC members who make all of this possible.

Thank You,
Best Wishes,

A handwritten signature in black ink, which appears to read 'Aman Jain'. The signature is written in a cursive style with a horizontal line underneath.

Aman Jain
President | AIESEC International 2009-2010

Vale – A World of Opportunities for AIESECers



Join us and become fluent in the universal language of growth!



**VALE
INTERNSHIP**

We heard you are looking for a challenge in a value-driven, growth – oriented environment...

- Vale is a global diversified mining company working diligently to transform mineral resources into prosperity and sustainable development.
- Vale grew to be among the 30 largest companies in the world by market capitalization.
- Vale is investing USD 12,9 billion in 2010 alone, USD 999 million of which are dedicated to environmental and social projects!

GLOBAL

FAST-GROWING

SUSTAINABLE

DYNAMIC

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About AIESEC

AIESEC has 60 years of experience in developing high-potential youth into globally - minded responsible leaders.

Present in over **110 countries** and territories and with over **50,000 members**, AIESEC is the world's largest student-run organisation. Focused on providing a platform for youth leadership development, AIESEC offers young people the opportunity to participate in **international internships**, **experience leadership** and a **global learning environment**. What makes AIESEC unique is the **youth-driven impactful experience** that it offers to its members. AIESEC is run by young people for young people, enabling a strong experience to all its stakeholders.

- Our **members** are part of an exciting, driven global network. They are able to contribute to societal change while exploring their own vision for a positive impact on society.
- We are supported by thousands of **partner organisations** around the globe who look to AIESEC to support the development of youth and to access top talent through our global internship programme.
- Our **alumni** are leaders within their organisations and communities. They use the experience, skills and inspiration AIESEC has provided them to be agents of positive change within today's society.

Our Vision

Peace and fulfillment of humankind's potential.

Our Approach

AIESEC members live an integrated development experience. This involves leadership opportunities, international internships and interacting with a global network to support their development.

AIESEC's Scope

AIESEC is a global, non-political, independent, not-for-profit organisation run by students and recent graduates of institutions of higher education. Our members are interested in world issues, leadership and management.

AIESEC does not discriminate on the basis of race, colour, gender, sexual orientation, creed, religion, national, ethnic or social origin.

AIESEC in Numbers

50'000 members	1'600 universities
10'000 leadership roles	470 conferences
10'000 internships	110 countries
4'000 partners	+ 60 years of experience





Our Values

Our values provide a way for AIESEC to encourage common behaviour across our global network.

Activating Leadership

We lead by example and inspire leadership through our activities. We take full responsibility for developing the youth leadership potential of our members.



Demonstrating Integrity

We are consistent and transparent in our decisions and actions. We fulfill our commitments and conduct ourselves in a way that is true to our ideals.



Living Diversity

We seek to learn from the different ways of life and opinions represented in our multicultural environment. We respect and actively encourage the contribution of every individual.



Enjoying Participation

We create a dynamic environment created by active and enthusiastic participation of individuals. We enjoy being involved in AIESEC.



Striving for Excellence

We aim to deliver the highest quality performance in everything we do. Through creativity and innovation we seek to continuously improve.



Acting Sustainably

We act in a way that is sustainable for our organisation and society. Our decisions take into account the needs of future generations.



-
- | | | | | |
|--------------------|--------------------|------------------------|--------------------------|--------------------------|
| Afghanistan | Colombia | India | New Zealand | South Africa |
| Algeria | Costa Rica | Indonesia | Nigeria | Spain |
| Angola | Cote d'Ivoire | Iran | Norway | Sri Lanka |
| Argentina | Croatia | Ireland | Oman | Sweden |
| Armenia | Czech Republic | Italy | Pakistan | Switzerland |
| Australia | Denmark | Japan | Panama | Taiwan |
| Austria | Dominican Republic | Jordan | Peru | Tajikistan |
| Azerbaijan | Ecuador | Kazakhstan | The Philippines | Tanzania |
| Bahrain | Egypt | Kenya | Poland | Thailand |
| Bangladesh | El Salvador | Korea | Portugal | Togo |
| Belgium | Estonia | Kyrgyzstan | Puerto Rico | Tunisia |
| Benin | Ethiopia | Latvia | Qatar | Turkey |
| Bolivia | Finland | Lithuania | Romania | Uganda |
| Bosnia - | France | Macedonia, Republic of | Russia | Ukraine |
| Herzegovina | Gabon | Malaysia | Rwanda | United Arab Emirates |
| Botswana | Georgia | Malta | Saudi Arabia, Kingdom of | United Kingdom |
| Brazil | Germany | Mauritius | Senegal | United States of America |
| Bulgaria | Ghana | Mexico | Serbia | Uruguay |
| Cambodia | Greece | Moldova | Singapore | Venezuela |
| Cameroon | Guatemala | Mongolia | Slovakia | Vietnam |
| Canada | Hong Kong | Morocco | Slovenia | Zimbabwe |
| Chile | Hungary | Mozambique | | |
| China, Mainland of | Iceland | The Netherlands | | |

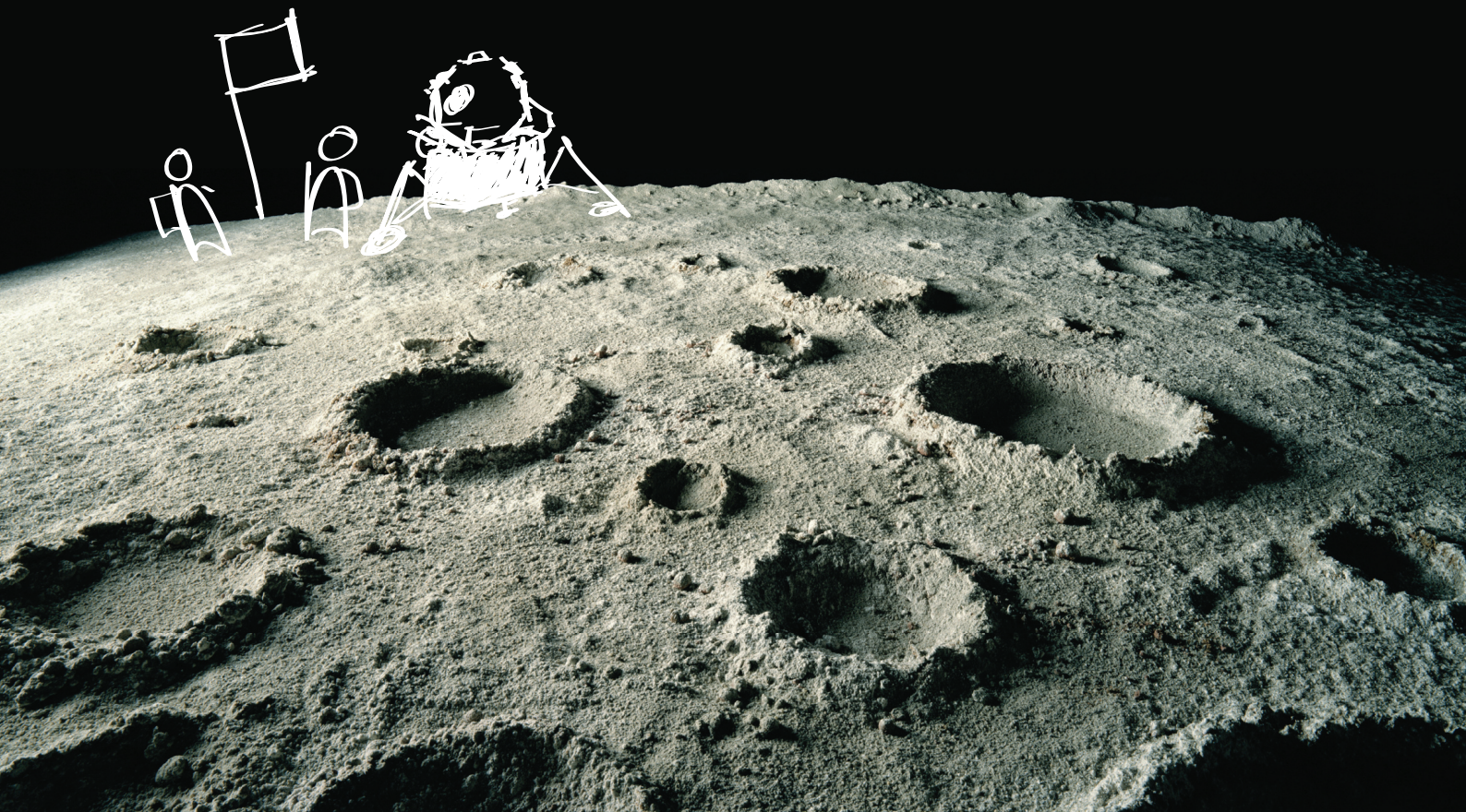
Our Network

Make history.

AIIESEC partnered with us to develop their 100 most senior leaders through an 18-month experiential leadership programme.

Our programmes with other market and thought leaders pay for themselves several times over.

But investing in the leaders of tomorrow will have returns far greater than that.



FUTURECONSIDERATIONS

www.futureconsiderations.com

*Leadership development
Team development
Strategy implementation
Embedding corporate sustainability
Multistakeholder facilitation*

Working in:

» UK » US » India » Brazil » Mexico » Nigeria » South Africa » New Zealand » Russia » France » Germany » The Netherlands

AIESEC International Team 2009/2010

Achieving Impact: every member, every day, everywhere

AIESEC International is the global office of AIESEC that connects the activities of the organisation around the world, supporting the national head offices (Member Committees) and managing the development of global strategies. The strategic development, exchange management, talent management, financial management, brand management, information management and conference management services that AIESEC International provides supports the global association in maintaining alignment and efficiency of processes, which leads to the delivery of a higher number of quality AIESEC Experiences.

With the team stand of Achieving Impact: every member, everyday, every where, the AIESEC International 2009-10 team initiated and implemented necessary systemic changes, set ambitious targets and supported every part of the association resulting in record-breaking achievement across all our major organisational goals.



Back from left to right:

Aman Jain (President), Cindy Rocha (Director - Africa), Vishal Jodhani (VP Talent Management), Hugo Pereira (VP Operations & Strategy), Mehmet Yıldırım (Director - Middle East & North Africa), Carolyn Rush (VP Communications)

Middle row from left to right:

Alexa Mabonga (External Relations Manager), Franklin Morales (External Relations Manager), Walter Heredia (VP External Relations), Emily Jones (Director - Western Europe & North America), Iris Guanhong Li (Information Management Manager), Aditi Bhat (VP Exchange), Ruthie Garelik (External Relations Manager), Lucas Florez (VP Information Management)

Front row from left to right:

David Benjamin (Director - Asia Pacific), Maria Kuvshinova (Director - Central & Eastern Europe), Malina Ciolpan (VP Finance)



JOIN OUR GLOBAL INTERNSHIPS PROGRAMME!

Are you looking for an organization where you will have the opportunity to grow, where you can make an impact and take pride in your contribution? Consider Deutsche Post DHL!

Deutsche Post DHL is active in more than 220 countries and territories serving local and multinational customers across all industries and commercial activities. We offer the broadest range of services in the logistics industry, providing our people and prospective employees with challenging growth opportunities and the development options to match their needs.

At Deutsche Post DHL, we bring together skills from across our Mail and Logistics organization to apply our employees' expertise to develop customer solutions. You will have the opportunity to innovate, to take the lead in developing solutions for our customers, and to see the results.

We are pleased to invite AIESEC members who are aligned with our values and share our can-do attitude to consider internships with Deutsche Post DHL. We are confident that we can meet your needs for a challenging and stimulating career.

www.dp-dhl.com/career

Deutsche Post DHL

HERE I CAN DEVELOP CAREERS – MY OWN AND OTHERS’.

MY AIESEC EXPERIENCE

- AIESEC International Global Communication Crew 2007/08
- President, AIESEC in Malaysia 2008/09
- Vice President Strategic Initiative, AIESEC in Malaysia 2007/08
- Director of External Relations, AIESEC in University of Malaya, Malaysia 2006/07

REASONS FOR JOINING Deutsche Post DHL

As an individual who enjoys a fast-paced, high-performance environment, I always wanted to join a company that is leader in its business, a company that sets high standards and delivers great results, a company that has strong organizational culture and values. Apart from that, I wanted to join a company that would recognize my talents and previous experience and would support my growth in different ways. I think Deutsche Post DHL perfectly fits and even exceeds my requirements and expectations.

MY INTERNSHIP STORY

As a global partnership coordinator I work in the corporate headquarters of Deutsche Post DHL in Bonn, Germany. Every day I have an opportunity to work with top managers in different departments and business units identifying opportunities to open internship positions for young talents. Throughout my tenure, I’ve been responsible



James Loh, Deutsche Post DHL – AIESEC Global Internship Coordinator 2009/10

for selecting more than 100 interns for our offices worldwide. I have a chance to travel around the world presenting and extending partnership within the Group. At Deutsche Post DHL I’m constantly challenged to learn a lot, perform well and grow fast professionally and personally.

www.dp-dhl.com/career

Performance Report | Membership

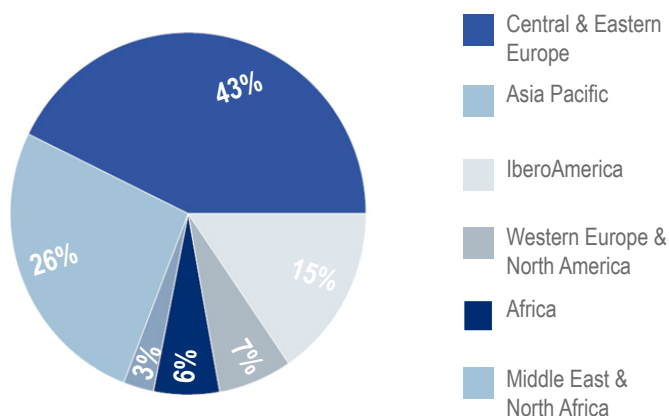
Globally, AIESEC has more than 800 local offices in cities and on university campuses in over 100 countries. Consisting primarily of volunteers, the membership base of AIESEC now exceeds 54,000. Members of AIESEC contribute their time towards facilitating the global exchange programme, engaging in leadership development activities and ultimately going on an exchange themselves.

Since 2006 AIESEC's membership has seen a consistent increase. By the end of the calendar year in 2009 the membership base had grown to over 49,000 and in the start of 2010 we have already seen an increase of an additional 6,000 members. This significant growth in membership is largely due to an increase in three things: **flexibility in the type and duration of AIESEC Experience members can live, more entry points for students and a focus on diversifying member backgrounds especially towards technical, IT and engineering students.**

AIESEC's membership consists of **55% female and 45% male** students and recent graduates. This ratio remains across those members taking on leadership roles and international internships in AIESEC.

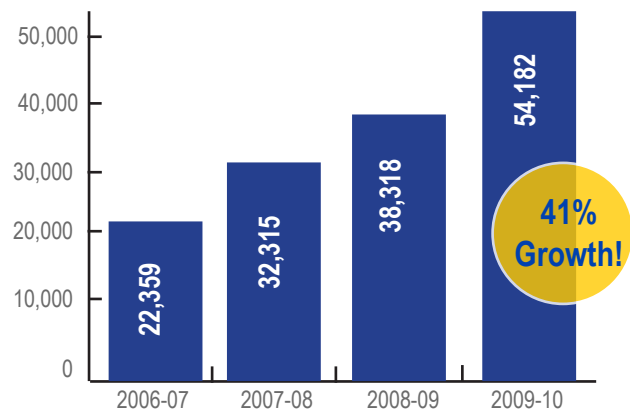
Most members are between the **ages of 19-24** including those who take on leadership roles in AIESEC. Many members taking on leadership roles are on average 2 years older than those they lead. The academic backgrounds of members are spread mostly across business administration, international business and language studies.

Regional Distribution of Membership

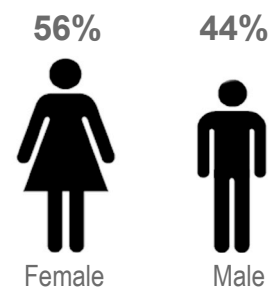


Global Metrics: Reporting in AIESEC is done for the leadership term of one year starting in July and ending on June 30th of the next year. For this report performance is usually tracked from July 1st 2009 – June 30th 2010. All comparisons and data are taken on this basis. Performance of countries and regions are measured in a similar manner. We report on the organisational goals for AIESEC which are: Number of members of AIESEC, Number of internships facilitated, Number of Leadership roles taken by members, Number of countries and territories AIESEC is present in, Satisfaction ratings for leadership development and international internships.

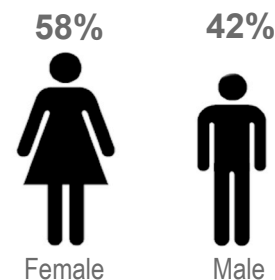
Number of Members



Members in Leadership Roles



Members on International Internships



Academic Background of Membership



Performance Report | Leadership Development

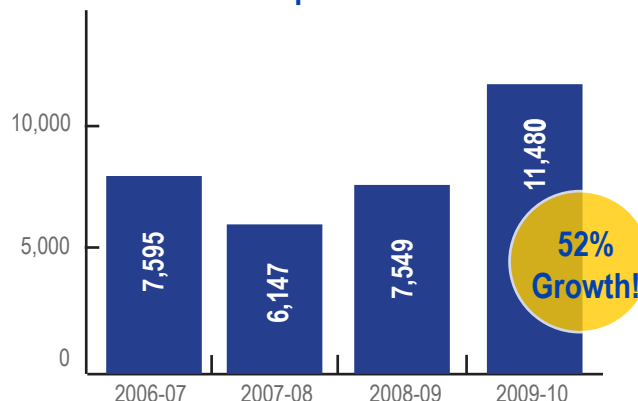
AIESEC provides an unmatched leadership development platform for all its members. Leadership in AIESEC is defined as leading a team of minimum 3 people for a minimum of 2 months with a defined goal and objective in mind. This experience develops competencies and leadership characteristics in all AIESEC leaders enabling them to further enhance their team management, strategic planning and people skills.

Leadership roles in AIESEC are generated at local, national and global levels. Members take on executive leadership roles within AIESEC and their functions may include managing operations and key projects, leading a team, setting strategy and goals, budgeting and financial management, tracking results and reporting to external stakeholders.

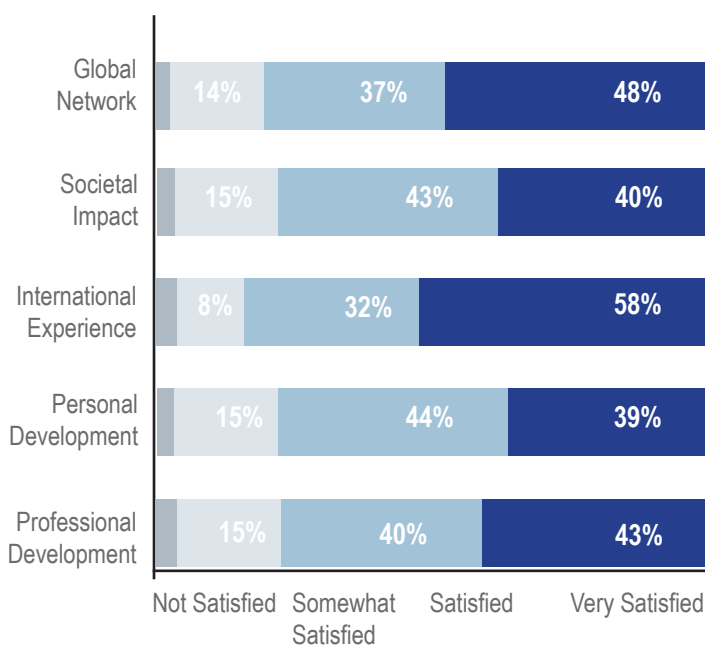
As an organisation we measure our members' satisfaction with their leadership experience in AIESEC. The satisfaction levels are measured on the basis of the AIESEC Brand Promise which is the primary expectation we set for our stakeholders. The Brand Promise of AIESEC promises all its stakeholders 5 key elements for development:

1. Professional Development
2. Personal Development
3. Societal Impact
4. International Experience
5. Global Network

Number of Leadership Roles in AIESEC



Satisfaction Rating of the AIESEC Leadership Platform



* The satisfaction survey was conducted for the first time in January 2010 for the entire membership. The ratings are gathered from a sample of 15% of the membership.

AIESEC's Global Leadership Development Programme

"The quality of an organisation is determined by the quality of its Leadership".

AIESEC needs to ensure the organisation has strong leadership, leadership that is globally minded and locally impactful. Leadership that knows how to powerfully combine driving a vision with driving results.



On this platform, we have developed the AIESEC Global Leadership Development Programme, LEAD, along with our partner – **Future Considerations**, for our senior leaders (National Presidents and AIESEC International) with the aim of modelling a programme that can eventually extend and adapt to the larger organisation.

Performance Report | Internships Report

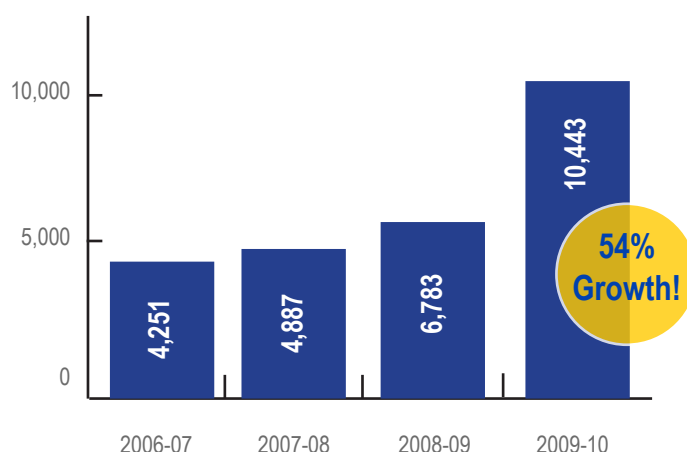
AIESEC facilitates more than 10,000 international internships in over 100 countries for our members and partners. These internships span a multitude of fields including working with **NGOs and community-based organisations**, **interning in a small or medium scale enterprise to develop its business overseas**, **working on human resources and financial practices in large firms**, **teaching language and specialised technical and engineering internships**. These internships provide an opportunity for young students and recent graduates to work in their field of interest while in another country, to gain a rich cultural and professional experience.

2009/10 saw a **54% growth** in international internships facilitated. This growth is mainly due to an increasing number of short term internships in the development and non-profit sector. The Asia Pacific and Central and Eastern Europe regions are the primary contributors to this growth.

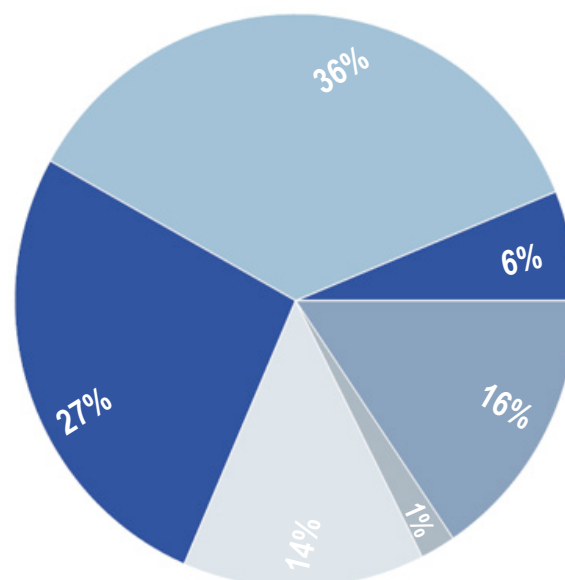
- Central & Eastern Europe
- Asia Pacific
- IberoAmerica
- Western Europe & North America
- Africa
- Middle East & North Africa

AIESEC Internships span a number of industries and sectors. They are primarily concentrated in the development sector with many positions dealing with NGOs and community-based organisations. AIESEC has seen an increase of internships facilitated in the technical sector as well as growth in the telecommunication, biotechnology, teaching and university administration sectors. Most internship candidates in AIESEC are between the age of 20-26 and mainly come from backgrounds of international business and economics, language studies and social sciences.

Number of International Internships



Regional Distribution of Internships



Distribution of Internships by Sector

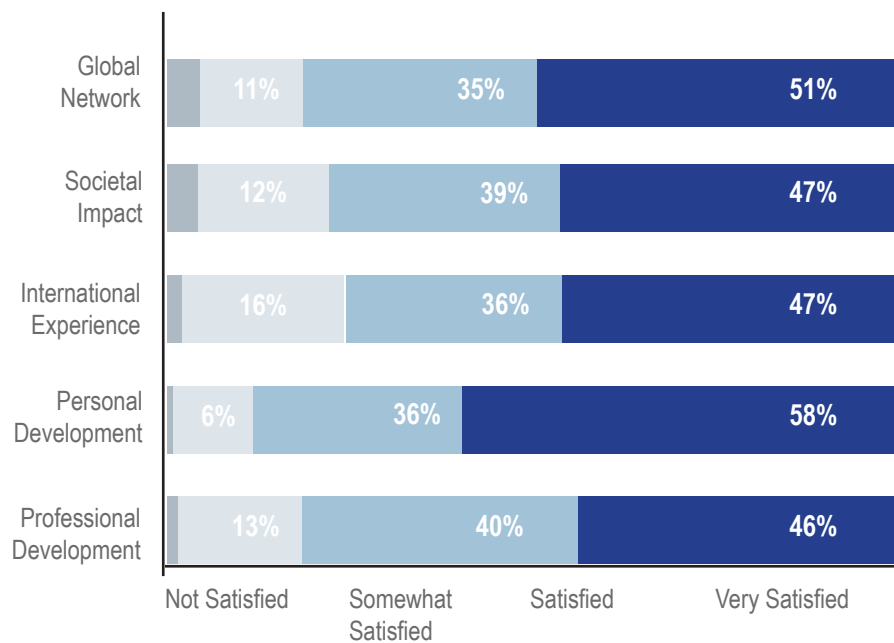


Performance Report | International Internships

As an organisation we measure our members' satisfaction with their international internship in AIESEC. The satisfaction levels are measured on the basis of the AIESEC Brand Promise which is the primary expectation we set for our stakeholders. The Brand Promise of AIESEC promises all its stakeholders 5 key elements for development:

1. Professional Development
2. Personal Development
3. Societal Impact
4. International Experience
5. Global Network

Satisfaction Rating of the Internship Experience



* The satisfaction survey was conducted for the first time in January 2010 for the entire membership. The ratings are gathered from a sample of 15% of the membership.

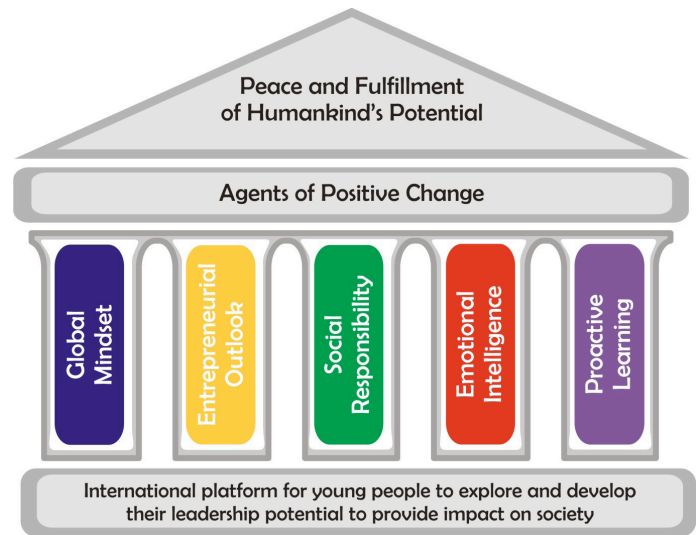


Performance Report | Global Competency Model

This year, AIESEC revised our Global Competency Model to create a simpler, leaner, and more relevant framework for the organisation. This model truly differentiates AIESEC and our membership.

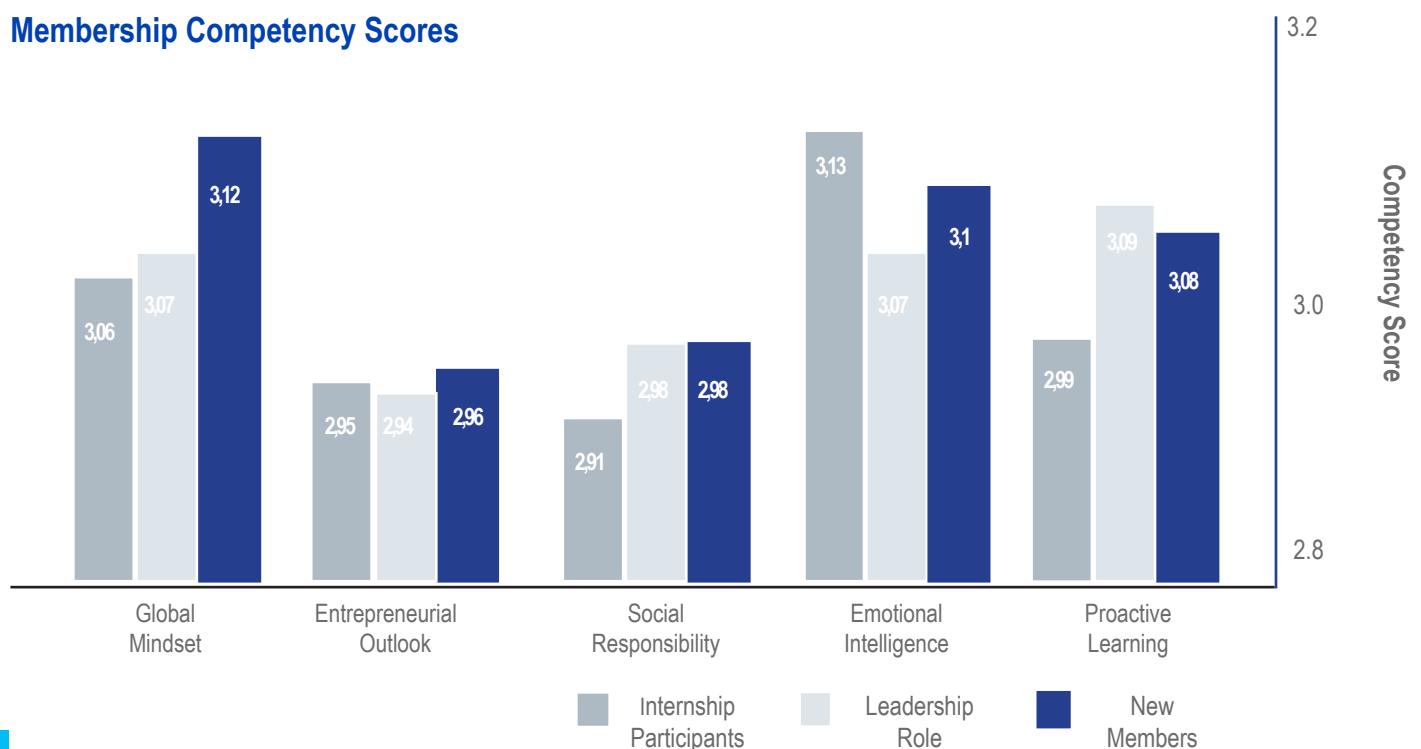
AIESEC's Global Competency Model

- 1. GLOBAL MINDSET** - Increasing awareness about other cultures and world affairs | Expanding personal and professional network by interacting with people of diverse cultures | Working effectively with individuals from diverse cultures | Openness towards differences in opinion | Adapting easily to new situations;
- 2. ENTREPRENEURIAL OUTLOOK** - Constantly scanning environment to look for new opportunities | Coming up with innovative ideas to increase organisational performance | Managing resources effectively | Achieving final goal, despite challenges | Demonstrating ability to engage others to achieve a common goal ;
- 3. SOCIAL RESPONSIBILITY** - Taking decisions keeping in mind the long-term consequences | Setting an example which inspires others to take action | Looking for innovative solutions that create societal impact | Taking ownership for the outcomes of one's action;
- 4. EMOTIONAL INTELLIGENCE** - Ability to empathize with others | Actively listening to others | Showing maturity through responsibly managing own emotions | Showing consistency between own words and actions | Building good interpersonal relationships;
- 5. PROACTIVE LEARNING** - Aware of own strengths and weaknesses | Ability to capitalize on own strengths | Seeking feedback to identify key areas for own development | Putting acquired knowledge or skill to practical use | Taking an active role and contributing to the development of others;



AIESEC's members use an online Competency Assessment Tool to measure their growth and development. Based on a scale of 1 to 4, members answer questions that examine their Global Mindset, Entrepreneurial Outlook, Social Responsibility, Emotional Intelligence and Proactive Learning during the different stages of their AIESEC Experience. Below you will find combined global results of AIESEC's membership.

Membership Competency Scores





Progress Begins with You.

With thousands of customers in over 140 countries, our goal is to provide excellence to each and every one. That philosophy extends to our employees too. After all, they make us what we are – a world leader.

*To start on the path towards excellence we have designed the **Accelerated Development Program**.*

Every year we open 15 positions within Europe for performance-driven, innovative, highly motivated early talent with 1-2 years of relevant work experience. They will gain knowledge and business acumen from 3 rotational assignments in different European countries over the span of 24 months.

*We are looking for the best and brightest with leadership ability and a global mindset. That is why we have chosen **AISEC** as our preferred supplier of early talent. And our mobility partner during the program. Participants will gain extensive professional experience with each rotation. At the end of the program, successful participants are hired into a permanent role within Europe.*

Our rotational development programs are designed to provide the best career development opportunities found anywhere.

Most importantly. It begins with you.

www.ingersollrand.com/careers

 **Ingersoll Rand**
Inspiring Progress™

WESTERN EUROPE & NORTH AMERICA

Number of Members **8523**
Number of International Internships delivered **3340**
Number of local AIESEC Chapters **231**
Growth in the region **13%**

Top 5 Sectors for Internships

1. Computer Services, Hardware & Software
2. Education
3. Banking, Financial Services & Insurance
4. Media & Marketing Agencies
5. NGOs, Foundations & Cultural Institutions

Favoured Internship destination of students from...

1. Romania
2. Brazil
3. Poland

MIDDLE EAST & NORTH AFRICA

Number of Members **1450**
Number of International Internships delivered **438**
Number of local AIESEC Chapters **26**
Growth in the region **39%**

Top 5 Sectors for Internships

1. NGOs, Foundations & Cultural Institutions
2. Education
3. Media & Marketing agencies
4. Banking, Financial Services & Insurance
5. Telecommunications & Electronics and Computer Services, Hardware & Software

Favoured Internship destination of students from...

1. United States
2. Brazil
3. Canada

IBEROAMERICA

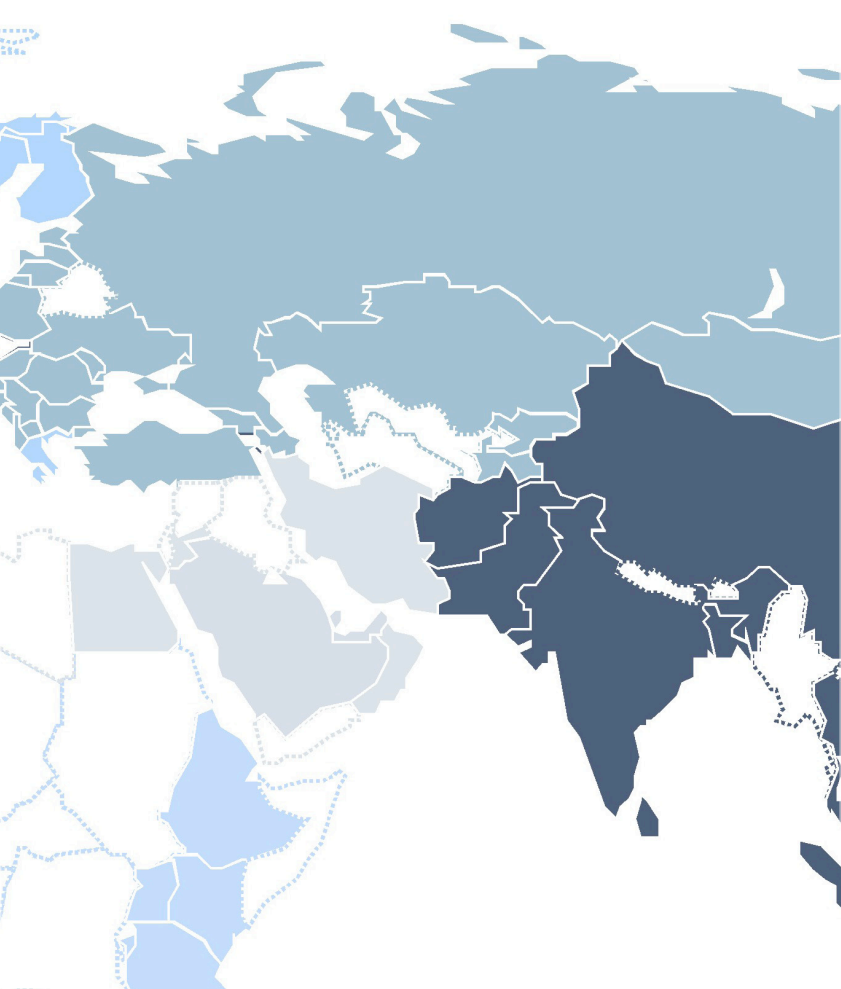
Number of Members **8523**
Number of International Internships delivered **2374**
Number of local AIESEC Chapters **99**
Growth in the region **66%**

Top 5 Sectors for Internships

1. NGOs, Foundations & Cultural Institutions
2. Education
3. Computer Services, Hardware & Software
4. Government
5. Business Services

Favoured Internship destination of students from...

1. Brazil
2. Colombia
3. United States



CENTRAL & EASTERN EUROPE

Number of Members **14347**
Number of International Internships delivered **5724**
Number of local AIESEC Chapters **153**
Growth in the region **43%**

Top 5 Sectors for Internships

1. NGOs, Foundations & Cultural Institutions
2. Education
3. Engineering
4. Banking, Financial Services & Insurance
5. Computer Services, Hardware & Software

Favoured Internship destination of students from...

1. China
2. India
3. Ukraine

AFRICA

Number of Members **3350**
Number of International Internships delivered **1335**
Number of local AIESEC Chapters **51**
Growth in the region **79%**

Top 5 Sectors for Internships

1. NGOs, Foundations & Cultural Institutions
2. Education
3. Banking, Financial Services & Insurance
4. Government
5. Computer Services, Hardware & Software

Favoured Internship destination of students from...

1. China
2. The Netherlands
3. India

ASIA PACIFIC

Number of Members **14726**
Number of International Internships delivered **7671**
Number of local AIESEC Chapters **145**
Growth in the region **87%**

Top 5 Sectors for Internships

1. NGOs, Foundations & Cultural Institutions
2. Education
3. Computer Services, Hardware & Software
4. Business Services
5. Media & Marketing Agencies

Favoured Internship destination of students from...

1. China
2. Poland
3. Japan



AIESEC 2010 | 5 Years of Growth & Impact

Every day, AIESEC is enabling the development of agents of positive change who create the needed impact in society.

Our rapidly growing network connects high potential people around the world to generate an increasing volume of AIESEC Experiences.

Every member in our thriving local and global communities of learning completes a life-changing AIESEC Experience.

Our contribution makes us the first choice amongst young people and organisations for activating leadership.

AIESEC 2010 is the short term vision the organisation set for itself in 2005 in order to drive performance and achieve substantial growth and impact by 2010. It laid down the foundations of a visioning process that resulted in a significant achievement for AIESEC globally.

As part of the visioning process, the global organisation set key goals which would act as a tangible measure of the vision. These goals have driven AIESEC towards a common purpose for 5 years.

AIESEC 2010 in Numbers

	2006		2007		2008		2009		2010*	
	Goal	Achieved	Goal	Achieved	Goal	Achieved	Goal	Achieved	Goal	Achieved
Members	25000	23261	28000	28332	32000	35015	36000	49627	40000	54182
International Internships	4900	4097	5500	4449	6300	5544	7200	8525	8000	5653
Leadership Roles	6000	6055	7100	7173	8000	7724	8400	9937	9600	6022
Dual Internship & Leadership Experiences	1000	843	1800	1317	2800	570	4000	1075	6000	773
Countries & Territories	87	89	90	101	98	107	105	110	110	110

The 2010 goals are set for each year from 2006-2010

***Note:** The numbers for 2010 are reported on a 6 month basis from January to June 2010. However we see that the goals for 2010 were met in the calendar year of 2009.

AIESEC | A Gen Y Business Model

AIESEC has shown remarkable growth from 2008 to 2010. This growth has come precisely at a time when the economic and subprime crises crippled organisations and economies, when borders are closing to international talent, and migration and immigration are the hot topics on every government's foreign policy. This success is due to AIESEC's leadership adapting our business model to one that is flexible, youth-driven and dynamic. Some of the trends include:

1. Increased Mobility to Emerging Markets

In comparison to 2005, most of AIESEC's international internship programme is concentrated in the emerging markets. Brazil, Russia, India and China (the BRIC countries) contribute 25% of the overall internship numbers. Latin America has grown at a rate of 90% in the last year by providing internship opportunities to students within and outside the region. In the first quarter of 2010, the African countries of Uganda, Tanzania and Mozambique grew at a rate of over 150%. Most of the students taking up these internship opportunities are from Western Europe, North America, Mainland China and Eastern Europe.

2. Youth Interest in the Non Profit Sector

AIESEC offers internships primarily in Non Governmental Organisations. We have seen a considerable increase in the interest of young people wanting to experience development work in other countries; particularly in those where the cultural differences are vast. AIESEC provides over 6,500 opportunities every year in the development and education field. India alone provides over 1,200 opportunities to work with NGOs and community development projects. In 2009, over 2,000 students from Europe took the opportunity to work in short term internships in the non-profit sector.

3. Improved Communication due to Information Systems & Social Media

AIESEC developed our own internal information system to manage its business. This system, called myaiesec.net, stores and analyses AIESEC's membership data as well as provides an opportunity for our members to learn business intelligence techniques during their time in the organisation. It is a virtual world of AIESEC which has largely contributed to growth in the organisation. We have seen that our volunteers enjoy working with an interactive system to drive their results. Combined with our social media channels we have seen that young people communicate the fastest across countries and cultures on Facebook, Twitter and other such channels. This has considerably reduced the time it takes to communicate and create business relationships across borders.

4. Faster Leadership Cycles

The most unique aspect of AIESEC is its ability to thrive over 62 years despite changing its leadership at all levels annually. All executive leadership terms in AIESEC exist for one year. We have seen an increasing number of leadership roles being shorter than one year – where teams are created only for the purpose of a project and these teams are extremely effective as they know their goals and deliver on them in a short period of time.

5. Dual Experiences carry a Competitive Edge

AIESEC's objective is that all our members engage in leadership development by taking on a leadership role and an international internship to broaden their cultural horizons. We have seen an increase in members taking on both experiences. These members see a greater competency development as they combine team and project management activities with the opportunity to experience a completely new culture and working environment. Full time leadership roles on a local, national and international level enable a student to run an organisation and understand the nuances of people management at a considerably young age, providing them with a strong platform for future employment.

AIESEC 2010 | Top Contributors

Membership:

1. Mainland of China
2. Brazil
3. Germany
4. India
5. Poland
6. United States
7. Colombia
8. Russia
9. Romania
10. Turkey

Leadership Roles:

1. Brazil
2. Mainland of China
3. Germany
4. India
5. United States
6. Poland
7. Colombia
8. Canada
9. Japan
10. United Kingdom

International Internships:

1. India
2. Mainland of China
3. Poland
4. Turkey
5. Brazil
6. Ukraine
7. Russia
8. Germany
9. Malaysia
10. Indonesia

Dual Experiences:

1. Mainland of China
2. United States
3. Germany
4. Brazil
5. Japan
6. Poland
7. Ukraine
8. Canada
9. Colombia
10. United Kingdom



Dynamic internship program that cements career opportunities and facilitates international exchange of ideas. That's certainty!

Tata Consultancy Services is proud to be associated with AIESEC International.

As one of the world's fastest growing technology and business solutions providers TCS has undertaken a special initiative for AIESEC with the ACE program in the year 2004. ACE program provides career development opportunities for more than 100 AIESEC interns annually. Young individuals selected from diverse geographies join TCS to perform an internship in different corporate functions. Post which they're offered placements at TCS. Being their designated Global IT partner TCS also developed AIESEC's Global Information system, www.myaiasec.net.

Impact Report | Understanding AIESEC's Impact

The world we live in today faces many challenges. Whether they are political, social, economic or environmental many are now too big to be resolved by one country or even between a few. They need genuine collaboration and co-operation that crosses many borders and boundaries.

While there might not be a simple, easy way to deal with these issues, the most important step is to approach them in a way that will foster dialogue. Dialogue between countries, between faiths, between communities and just as importantly, between generations. After all it is the youth of today who will inherit the world that we leave them. I believe that we should listen to them as we make decisions that will affect their lives probably more than our own.

To foster this dialogue we need to ensure that:

1. Young people are aware of major issues facing us today and understand and learn from the hard work of the generations that came before them and,
2. Previous generations are willing to support younger people in being informed and providing them with the ability to come up with innovative solutions.

As the world's largest student-run organisation, **AIESEC has taken great steps over the last 62 years to ensure young people around the world are aware of the issues facing our society today.** I have now been associated with AIESEC for more than a decade and have been immensely impressed with the determination and focus of its members in finding innovative solutions to deal with issues, including those that older generations have taken for granted.

Over the next few pages you can read about the great work done by AIESEC members, partners and alumni around the world to work towards a better future. These have been grouped into the areas of: **information and communication technologies, sustainability, diversity and cultural education, labour mobility, social business and the HIV/AIDS pandemic.**

Through multiple projects in over 100 countries around the world there are thousands of young people who understand that they are already leaders of today who are looking to build on that leadership to deliver on the promise of tomorrow.



As someone who is now part of today's older generation, I believe we have a responsibility to step up and do our share to ensure that our children inherit a world that is in a better shape than the one we have inherited from our parents.

Engaging in a serious dialogue with young people and working with them to build a sense of shared responsibility will be instrumental in making our world a better place to live in. To everyone who reads this report I make one request: that you play your part in creating a positive impact in our society. I hope you would join me in commending AIESEC's members, alumni and partners for their work in doing so thus far.

Thank you.

Professor Chris Bones

Dean | Henley Business School at the University of Reading
Chair | AIESEC International Supervisory Group.



Impact Report | Information & Communication Technologies



Phil Oduor | AIESEC International 2008/2009
Microsoft “Partners in Learning”

“Information and Communication Technologies (ICT) are shaping the way people communicate, relate to each other and exchange information. The rapid developments in this area are noticeable all around the world. In Africa, mobile penetration and Internet subscription has been growing twice than that of the world in recent years, opening new promising applications, like e-banking and e-governance. Education is one of the sectors where technology can highly contribute to a better quality of learning and innovative approaches to pedagogy, providing tools to envision, implement and manage change. It is therefore imperative to ensure that the majority of the population has access and skills to benefit from developments in their day-to-day lives.”

Industries of telecommunications, software and IT currently represent an important engine for a global economy: not only are they fast growing sectors in emerging markets, but they are also an important tool for innovation in other industries in developed countries. Therefore, the impact of Information & Communication Technologies is felt all around the globe.

Due to different historical reasons, Africa has been considered the continent with the biggest gap when it comes to ICT. The so called “digital divide” is a major concern regarding the limited access of the majority of the African populations to these technologies. This creates new business opportunities and employment sources that represent a promise of growth for the continent.

As the young leaders, AIESEC members in Africa have worked towards understanding ICT trends and supporting the new generation to be properly equipped to use technological tools to support a better future. This was the conceptual basis behind “swITch” a project aiming to increase computer literacy among high school students that was implemented with the sponsorship of the P&G Alumni Network. To date, this programme has impacted over 3,000 participants in Kenya, Tanzania, Ghana, Uganda, Nigeria, Togo, Cameroon, Cote D’Ivoire and Zimbabwe.



In 2009/2010...

- **573 Internships** had a technical focus; The “swITch” project was realized for the first time in Africa to increase literacy in the continent
- **87 peer to peer educators** involved in the project came from **19 countries**
- More than **3,860 high school students** were educated in literacy skills

“AIESEC links the world together by bringing people from different cultures together at a very young age. As a result, AIESEC transforms the way young people engage in the world. Alcatel-Lucent’s business is also about linking the world together -- with network technologies, applications and services. We enrich people’s lives by transforming the way the world communicates. As the AIESEC generation shapes the way information is used for global collaboration, Alcatel-Lucent is proud to be an AIESEC global partner. Working together, we learn together, and we make a bigger positive impact in the world”.

Houston Spencer

Head of Solutions and Marketing North Europe | **Alcatel - Lucent**

“The students were really excited that we were coming from a different country to teach them. They were learning how to use computers and the Internet. They learned to send messages to their parents to let them know they’re okay. I felt good, knowing that I can change the direction of someone’s life. I wanted to give something back to society. I know people are always doing things for me, and for once in my life, I wanted to do something for people. I didn’t realize this when I was applying for an internship, but I really understood the value of helping others when I was there.”

Impact Report | Sustainability

“ It’s going to take leaders. A willingness to make mistakes and learn from them, to experiment with renewable technologies that will compete. An ability to recognize the companies and organisations that are greening their operations now and who can change employees, shareholders and customers at scale. The sales and strategy needed to get investment for new, creative models of sustainable business. The entrepreneurship needed to work within a system and make it more efficient and effective to leave a legacy that will continue to produce good results. The speed to make a plan and deliver on it for the workplace or community, making more use of the resources and people participating. The focus to take a big problem and turn it into solutions which we can implement, fund, manage, measure and achieve. We will do it differently and it is going to take leaders. ”



Lucy Symons | AIESEC International 2008/2009
Communications Manager | USAID’s Clean
Development and Climate Program, Asia



In 2009/2010...

- **987 Internships** focused on CSR and Energy
- **67 Countries** offered internships in sustainability and CSR
- **Over 200 NGOs, 140 Corporations, 90 Educational Institutions and 14 Governmental Institutions** provided AIESEC internships around Sustainability and CSR

“As a unique organisation run by youth for youth, AIESEC’s reach in over 100 countries enables it to truly impact youth by creating awareness and engaging them in sustainable practices. They achieve this through meaningful internships, forums and learning environments. As an organisation with sustainability at the core of its business practices, Unilever is extremely proud to partner with AIESEC to help develop future business leaders with a true understanding of sustainability”.

Stephane Le Camus
Global HR Branding Director | Unilever

The world is challenged by a changing climate, biodiversity loss, abject poverty and environmental degradation. Sustainable development is the only way we can make a difference. In the current context, creating awareness amongst youth is one of the key steps needed in order to take the necessary actions. Based on a research report conducted by AIESEC and Kairos Future for COP15, almost all of the respondents say that their most important responsibility as young people is to leave the world in a better shape than their parents did. 73% of the respondents believe that climate change is a bigger threat to society than war or terrorism. This is what more than 3,000 of tomorrow’s leaders think from all over the world.

To take a closer look at some of the key regions in the world, we can clearly see that the Middle East is one of the world’s greatest energy consumers; it is also one of the biggest investors in developing green energy sources and is navigating its way to sustainable growth. Comparing geo-economic performance in the Responsible Competitiveness Index, the Middle East ranked third after the OECD and East Asia & Pacific Countries.

Given rapidly growing focus on Sustainability around the world, the topic has been addressed at major events organised by AIESEC in Jordan, Egypt, Bahrain and Oman. AIESEC in Jordan has become a regional hub for management internships, bringing international talent to key regional consulting firms. AIESEC in Bahrain has launched its first sustainability project this year aimed at presenting a well-researched thorough reduction method for carbon emissions in Bahrain. Since Acting Sustainably is a key value for AIESEC, we believe that it is our responsibility to contribute to the society around us with key practices.

“ As an intern at Sustainability Excellence in Jordan, my main role has been to work with companies and governments across the Arab Region, helping them to adopt and implement sustainability management and reporting practices. I am leading three major projects in Abu Dhabi and Bahrain. The past 9 months have been by far the biggest learning curve of my life. It has been hard work, long hours and lots of travelling, but extremely rewarding getting to manage big projects and work with high profile and high impact clients. Finally, it reinforced my belief that there is nothing better than an AIESEC experience to drive you towards an exciting, rewarding and impactful career in the area of your passion. ”

John Joseph Ryan | United Kingdom
Internship in Jordan



Arthur Josephson | AIESEC International 2004/2005 Leadership and Alumni Manager | Teach For Australia



The need for cultural education and an appreciation of diversity are not only challenges of the 20th century. Competition for resources (land, water, energy, etc) already increases pressure between societies and raises the tensions of real and perceived scarcity to bloody conflict. Conflict that all too often justifies the silence of alternative thought, belief and practice, breeding a dangerous monoculture where ideology can trump reality and incompetence, or worse, atrocity can result. Despite our 21st century globalised information, technology and markets, we may thus find ourselves revisiting lessons hard won by generations now passed.

Cultural education is as much about the discovery of one's own identity as it is an examination of "the other". This realisation is critical to developing the self-mastery that lies at the core of the leadership journey. Furthermore, an inclusive mentality that seeks to learn from a diversity of different perspectives is foundational to all growth. One must be willing to challenge their assumptions with the arguments of others if they are going to cultivate a worldview ready to tackle the complex issues that face our common humanity.



In 2009/2010...

- **5116 Internships** focused on Cultural Education
- **1918 internships** in Central & Eastern Europe and Central Asia provided Cultural Education
- **1137 recent graduates** from Central & Eastern Europe and Central Asia went on an internships focused on Cultural Education

"People today need to focus less on getting access to information and more on making sense of it. This requires the ability to look at information from multiple angles and perspectives. AIESEC, through its programmes and activities and the involvement of members from around the world, is developing leaders that are networked, culturally sensitive and have a natural ability to relate to other people's needs and understand their sensibilities. This makes AIESEC a unique organisation".

Jan Muehlfeit
Chairman | Microsoft Europe

The world population is projected to grow by about 1.2 billion in the next 15 years - from 6.8 billion to approximately 8 billion people - mostly due to the increased population growth in Asia and Africa.

AIESEC in Europe and Central Asia have a long history of international projects aimed at engaging the youth of big and small cities in a wonderful journey of exploring different cultures by interacting with and learning from the participants of AIESEC's global internship programme. It increases their curiosity and interest in the world around them and challenges their understanding about what is "normal". We believe that through these programmes, we enable diverse societies, languages, religions, beliefs and lifestyles to co-exist.

Considerable population growth in some regions of the world combined with an aging population in other regions indicates that migration is a key global trend that will only increase in the coming years. The changes, conflicts and opportunities that can arise from this trend of migration will significantly influence the way we live and how we perceive the world.

Diversity management at work is no longer only relevant for large multinational companies, it is now important for all institutions. Cultural sensitivity is no longer a competency of privileged individuals who have been lucky enough to live or work abroad and interact with various cultures. Cultural understanding and a global mindset are becoming essential for the young generation to obtain.



As a political science student who grew up in Dubai, I had the opportunity to communicate with people from all over the world; however, I knew nothing about Kazakhstan. I wanted to learn for myself so I chose an internship there in a summer camp where my role was to teach English and Arabic to children. I worked with 3 other interns from Poland, Pakistan and China. It was so interesting to learn from my teammates and the children we were teaching- even though our cultures were miles apart and extremely different, we had so many things in common.



Aala Murad | Egypt Internship in Kazakhstan

“ Research by Eurofound (2007) shows ‘long distance mobility is not common: only 18% of Europeans have moved outside their region, while only 4% have ever moved to another Member State and only 3% outside the Union’.

Based on my own experience as a German living and working in Colombia, I believe that mobile talent is a conductor of innovation and growth, especially when combining the experiences of mature and emerging markets. Around the world, emerging markets are driving innovation by creating opportunities, changing business models - literally changing the world. It is a diverse mix of actors who have come together to enable this phenomenon. Citizens of the European Union have a lot to learn from the exhilarating way of life that is so characteristic of many emerging markets, and people in emerging countries benefit from the European Union’s approach to business. If we continue collaborating, learning, and growing as individuals, diversity can bring about innovation, opportunities and support the co-creation of prosperity.



Sabine Ziem | AIESEC International 2006/2007
Consultant | BSD (Business. Sustainability. Development) Consulting

In an increasingly connected world, labour mobility has become a very present reality across much of the globe. In some markets, it has become a necessity to ensure the competitiveness of that market. As countries come to better understand what other parts of the world have to offer, the need to be a provider and receiver of skills simultaneously becomes increasingly important.

On the tail end of a recession that has impacted countries across Western Europe and North America, young graduates and companies in the region are beginning to see a difference in supply and demand of skills in the market. Along with this realisation came the understanding that much of the knowledge required in the region can be more easily sourced from emerging markets. At the same time, young graduates in Western Europe and North America have found great benefit to complementing their learned skills with experience and knowledge acquired through working in emerging markets.

AIESEC has facilitated this transfer of skills and knowledge by enabling internship opportunities in Western Europe and North America for young graduates from the emerging markets of Asia, Latin America, and Central and Eastern Europe. Additionally, young graduates from Western Europe and North America completed internships in the emerging markets of the Middle East, Asia, Latin America, Africa and Central and Eastern Europe. Not only do these internship experiences facilitate a transfer of skills and knowledge between these regions, but they also build life-long skills and global mindsets for youth leaders in these regions.

“ In Electrolux we believe that mobility is one of the key success factors to professional and personal growth. AIESEC provides its members with the right experience and mindset that allows them to develop an international career in our company”.

Ann Gårdmark

Director of Talent Management | **Electrolux**



In 2009/2010...

- **500 recent graduates** from emerging markets in Asia, Latin America and Central & Eastern Europe took internships in western Europe and North America
- **1,300 recent graduates** from Western Europe and North America completed internships in the Middle East, Asia, Latin America and Central & Eastern Europe

“ My internship took me from my native Canada to Rio de Janeiro, Brazil. I’m currently working for Vale, the second largest mining and energy company in the world, as a Human Resources Analyst. It’s an amazing opportunity to be here and be part of the global growth Vale is experiencing. I am helping a company in an emerging market adapt to business culture in North America. This has been a great learning experience for me as I have to look outside my own culture and business norms to find a way to merge our cultures together.



Sasha Sears | Canada
Internship in Brazil

Impact Report | Social Business



Rob Parkinson | AIESEC International 2007/2008
Analyst, Social- Business Learning Center | **Artemisia**

“ There are 4 billion people around the world living with less than 2 dollars per day. With this they provide shelter and food for themselves and their families, educate their children and protect their health. That is, if they can access these things close to where they live, at an affordable price, which for many is simply not the case. How is this possible when more people become millionaires each year, when technology allows us to buy train tickets through our mobile phones? How is this possible when thousands of new social organisations emerge each year, and when governments, foundations and individuals donate billions of dollars to poverty reduction? How can we integrate social and economic objectives, creating markets that are more inclusive? ”



The number of emerging markets in the world is increasing. The economies of these market are also growing at a varied place. This is generating huge benefit for much of the world as the global economy continues to open up to new markets; however, along with this economic prosperity in emerging markets comes an increasing divide between those benefitting from this prosperity and those left behind.

In Latin America, economic growth has benefitted many countries, but is also leaving many individuals, and families behind to fend for themselves with minimal income. The movement of social business and social entrepreneurship has become increasingly important in this region, empowering individuals to make their own choice for themselves and their families, though increased income and/or access to previously unavailable products and services. Social business ventures and social entrepreneurs- along with the organisations that support them- have given thousands of people in Latin America an opportunity to re-gain financial independence.

AIESEC is one such organisation that has been facilitating the advancement of social business in Latin America through offering more than 100 young leaders from over 40 countries the opportunity to support social entrepreneurs in the development of sustainable business models and the set up of their businesses. In partnership with Artemisia, AIESEC continues to generate impact in a lasting way by providing support to these entrepreneurs and providing youth with an opportunity to think of business in a way they may never experience otherwise.

“Artemisia understands that AIESEC interns represent high-performance human capital, one of the most pressing needs faced by start-up Social Businesses. We have seen how their collaborative approach and leadership skills allow them to form new partnerships between Social Businesses, fostering networks and clusters, which is crucial for the sector to grow. Beyond offering internships we aim to inspire AIESEC members to consider getting involved in Social Business as a career choice. This sector needs people with professional expertise and passion for social transformation – in AIESEC we find these people all across the globe. It is no surprise therefore to see an increasing number of AIESEC alumni starting their own Social Business initiatives – indeed we consider this the ideal complement to their AIESEC Experience, applying their knowledge and experience to make a real difference in the world”.

Carolina de Andrade,
Director, Social-Business Accelerator | **Artemisia**



In 2009/2010...

- **30 Internships** focused on Social Business in 8 Countries across Latin America
- **600 AIESEC members** participated in workshops on social business ventures and entrepreneurship
- **200 AIESEC members** engaged in social business competitions

“ My internship helped me to learn more about social business models, microcredit and community development. By visiting rural communities in Costa Rica, I better understood their realities. Through this, I've defined that a great model for an organization that wants to work in sustainable development is one that combines understanding the local reality, empowering communities, providing tools for development and generating income to ensure sustainability of the organization. It's this type of organization that I see my future!

Barbara Basso | Brazil
Internship in Costa Rica



Impact Report | HIV/AIDS Pandemic

“ Globally, there are more than 33 million people living with HIV, out of them 2,1 million are children under 15. Unlike many other diseases, HIV is 100% preventable if the right measures are taken. Very simply put, this means almost every single person dying of AIDS or living with HIV is due to poor prevention. It is important to realize that prevention is not rocket science. It is mainly about helping people to assess their risk of infection and giving them the skills to avoid getting infected. Additionally, universal access to testing and treatment could significantly reduce the amount of new infections and improve the lives of people living with HIV.

HIV/AIDS affects people who are in their prime of life (under 30) – it is the time when people create most value at work and in their community. Therefore this pandemic is not only a disaster to humanity but also to the world's economy. The world is facing many complex challenges and not all of them can be solved with reasonable efforts. When it comes to making a choice where to start, preventing infectious diseases, especially HIV/AIDS, could have one of the biggest returns on investment.

”



Mairi Jüriska | AIESEC International 2006/2007
Executive Director | Health Estonia Foundation



In 2009/2010...

- **1053 Internships** focused on HIV/AIDS
- **39 Countries** offered internships focused on HIV/AIDS to recent graduates from **78 countries**
- **110,457 people** have been educated through AIESEC internships and activities
- Over **160 NGOs**, **10 Corporations**, **30 educational Institutions** and **20 Governmental Institutions** provided AIESEC internships around HIV/AIDS

“Though our “Living with HIV” programme, we have developed a highly effective workplace HIV education programme, which has been rolled out to all our employees. We are proud that AIESEC had teamed up with us and educated 300,000 young adults, an age-group significantly impacted by HIV, and who represent tomorrow's leaders.”

Vanessa Green

Head of Community Investment, Group Sustainability |
Standard Chartered Bank

AIDS is now a pandemic and it is estimated that more than 33 million people around the World live with the disease everyday. Although treatments exist to slow the effects of the disease, a cure has yet to be found. It is estimated that more than 2.1 million people of all ages around the World have died to date as a result of this disease.

Although the effects of HIV/AIDS spread to other areas of the World rapidly in the 1980s, Asia remained relatively unaffected. However by the early 1990s the disease emerged in key Asian countries. Because of the population size of these countries and a variety of unique transition routes for the disease to take, HIV/AIDS has rapidly begun to affect more than 4 million people in the region.

AIESEC members across the Asia Pacific region understand their role in increasing awareness about the disease. Twelve countries within the region have developed projects around this. Countries such as India have a project titled “Living with HIV” that ran activities across 8 Indian cities and engaged nearly 50 partners in the implementation of prevention workshops. Within these 12 cities, nearly 15,000 people have been educated so far as a result of AIESEC activities.

“

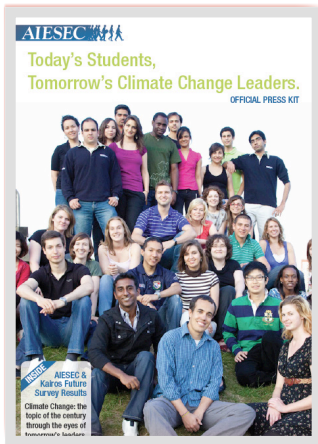
I joined AIESEC in South Korea in 2006. In 2009, I decided to take up the challenge of an HIV/AIDS internship in Malaysia. During the course of my 10 week internship, my team and I educated more than 1000 students on prevention. This experience truly helped me to develop my leadership skills in a global environment. Working with 6 teammates from 6 different countries was amazing. The experience helped me to define my core values and future career plans.

”

Hana Choi | South Korea
Internship in Malaysia

Initiatives | Media & Publications

With a membership of more than 50,000 young people and an alumni base of over 800,000 in 110 countries, AIESEC is able to truly capture a global youth opinion on a number of key topics. This year has seen AIESEC partner with a variety of reputable institutions to do just this and more.



Climate Change – Who Cares?

The topic of the century through the eyes of tomorrow's leaders from over 120 countries

In December 2009, AIESEC partnered with **Kairos Future**, an international research and consulting firm dealing with futures research and strategy development, to develop, execute and analyse a survey of more than 3,000 AIESEC members and recent alumni in 122 countries to determine their thoughts on climate change. The results were brought to the **COP15** summit in Copenhagen, where AIESEC presented at events hosted by the **European Youth Forum** and **PlanetCall**.

For a detailed report of the findings, please visit www.aiesec.org

50% of Young People Admit They Don't Know Enough About HIV and AIDS

In August 2009, AIESEC and long-time global partner, **Standard Chartered Bank**, ran a survey to better understand global youth education and opinions on HIV/AIDS as part of the **Living with HIV** programme. More than 1,500 members in over 90 countries answered the survey and results were published in sources such as the **Financial Times**.

For more information, please visit www.aiesec.org



World's Most Democratic Workplaces

In April of 2010 AIESEC International was awarded a place on the WorldBlu List of Most Democratic Workplaces™ for the fourth consecutive year. WorldBlu, a company specializing in democracy in the workplace seeks to highlight exceptionally democratic organisations around the world.

AIESEC International's continued presence on the annual WorldBlu List of Most Democratic Workplaces highlights the importance of youth involvement in democratic models of business. The 54% growth AIESEC has seen globally in the past year is a testament to the effectiveness of democracy in the workplace. WorldBlu is proud to recognize AIESEC's commitment to democracy in the workplace.

Traci Fention
Founder & CEO | **WorldBlu**

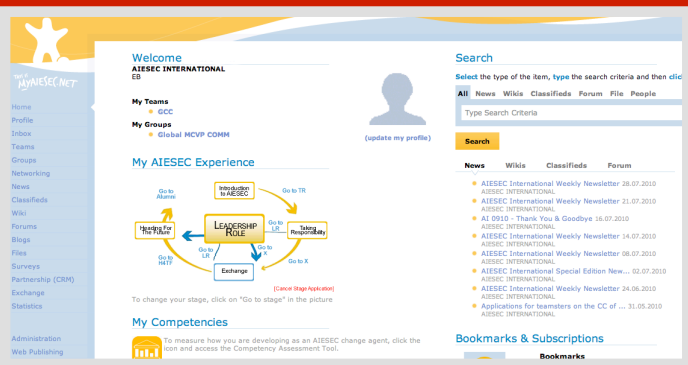


Initiatives | Online

This past year has seen AIESEC's online presence expand and diversify. With a new global website, increased traffic on social media channels and improvements to our internal platform, myaiesec.net, there are more ways than ever before for students, partner organisations and alumni to engage with AIESEC online.

www.aiesec.org

In March 2010, the global website was refreshed and re-launched. With a new online registration system for students and easy access to information for companies, www.aiesec.org is a starting point to connect the world with AIESEC's activities.

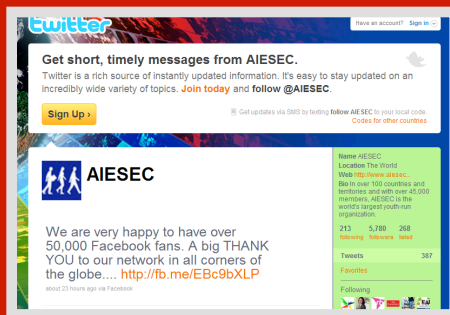


myaiesec.net

This year, a refreshed version of AIESEC's internal information system, myaiesec.net, was introduced to the global network. New business increased integration with Google technologies for internal communication and collaboration and a focus on business intelligence features enabled more efficient operations and an opportunity for the global membership to develop their skills. In addition, a beta version of myaiesec.net for mobile was launched to allow members to access the system more easily.

Social Media

Fans and followers have more than doubled on all of AIESEC's global social media platforms this year. There were a number of opportunities for students to interact through initiatives such as the "Global Youth Leadership is not an option – it's our responsibility" video competition. AIESEC's global social media platforms are a great place for members, students, alumni and partners to interact with each other and experience AIESEC online.



Wall Street Journal Europe Leaders Institute

As part of AIESEC's 52nd Annual Global Leaders Summit, the Wall Street Journal Future Leadership Institute hosted panel discussions on the Future of Leadership and the Future of Media. Drawing on the diversity represented by over 200 AIESEC national presidents from more than 100 countries.

I have seldom met such a group of passionate young people as AIESEC members. The AIESEC group I met in Tunisia mirrors the future of society: intense, diverse, in-depth, entrepreneurial, engaged... and fun. As a parent I will try to steer my children towards understanding the necessity of engaging in a student organisation such as AIESEC.

Gert Van Mol
VIP Program Manager | The Wall Street Journal Europe

Initiatives | Global Events

International Congress

From the 22nd – 31st August 2009, 600 young leaders from over 100 countries around the world gathered at the Palace of the Golden Horses in Kuala Lumpur, Malaysia for AIESEC's 61st International Congress. For 10 days, participants of the congress engaged with over 60 organisations, 100 business leaders and each other, expanding their global network and developing universally required skills of cross-cultural dialogue and understanding.

Through a challenging agenda, the participants had the opportunity to learn, discover and explore with each other topics covering the leadership needed in the world today, the context of our world today, organisational development as well as leadership, management and operational skills.

While the congress itself lasted 10 days, AIESEC's global network has ensured that the impact has touched over 50,000 young people around the world.



IC Fast Facts

- 22nd – 31st August 2009
- Kuala Lumpur, Malaysia
- 600 young leaders
- 60 organisations
- 107 countries represented

Youth to Business Forum



What is the stand of today's youth in shaping the world that they will one day lead? This the question over 600 young leaders from 107 countries addressed during the first annual Global Youth to Business Forum, the showpiece of AIESEC's 61st Annual International Congress. 10,000 virtual participants joined over 600 delegates present at the congress to engage in dynamic dialogues with corporate leaders from 5 continents. These discussions expanded the mindset of forward-thinking global youth leaders on the topics Entrepreneurship in the Financial Crisis, Climate Change & Sustainability and Labour Mobility & Diversity.

Through the usage of AIESEC's presence on various social media channels such as Twitter, YouTube and Facebook, the Forum engaged over 10,000 young people in live discussions, allowing perspectives from all corners of the globe to be heard. The day culminated in an open panel discussion facilitated by corporate leaders where all participants were given the opportunity to have their voices heard.

The energy of 600 delegates, 10,000 virtual participants and 60 corporate leaders created an unmatched confluence of individuals to shape and expand a truly global youth mindset needed to shape the world.

Key Representatives and Speakers:

Asia Women Business Network / Irene Boey, CEO; Anheuser-Busch InBev / Dennis Kerrigan, Global Staffing & Talent Programs Manager; Alcatel-Lucent / Houston Spencer, Vice President Solutions & Marketing for UK/Nordics; Brave New Talent / Lucian Tarnowski, Founder & CEO; Cadbury / Yosayut Sahawatcharin, Global Talent Manager; Canon Malaysia / Sip Chon Liew, CEO; Dell Singapore / Lance Gabert, Director of Global Operations Engineering; Deutsche Post DHL / Gordon Simpson, Sr. Vice President Human Resources, APAC; DHL Express / Deepa George, SEA HR Development Manager; DHL Global Forwarding / Amadou Diallo, CEO for Asia Pacific Region; Diversity@Work / Mark Heasyman, CEO; EcoLeadership Training / Irene Millar & Abdul Rahim, Directors and Founders; Electrolux / Shirley Xu, Senior Vice President of Human Resources & Organizational Development; GlobalCampus / Maurizio de Francisicis, Founder and CEO; Ingersoll Rand / Axelle Detry, Manager of Early Talent Development Europe; Instituto de Empresa / Max Oliva, Associate Director of Social Impact Management; Mindvalley / Vishen Lakhiani, CEO & Founder; PricewaterhouseCoopers / Karel De Baere, Global Information Leader; Prince's Youth Business International / Andrew Fiddaman, Managing Director; Standard Chartered Bank / Ng Jen Teik, ALM Financial Markets, Malaysia; Tata Consultancy Services / Sivakumar Sankar, Head of Human Resources, APAC; Teach for Australia / Arthur Josephson, Training & Leadership Manager; Unilever / Stephan Le-Camus, Global HR Branding Director; Upwardly Global / Jane Leu, Founder and former CEO;



Global Leaders Summit

From the 17th to the 26th of February 2010, more than 200 of AIESEC's National Chapter Presidents gathered in Hammamet, Tunisia for AIESEC's 52nd Global Leaders Summit. For 9 days, the individuals with the highest national leadership positions in AIESEC came together to discuss the global direction of the organisation, elect a new international president for the 2010-2011 term and engage with corporate representatives. In preparation for their roles as CEOs of their AIESEC entities, delegates also engaged in leadership skills training designed specifically to help them fulfill their challenging positions in AIESEC.

GLS Fast Facts

- 17th – 26th February 2010
- Hammamet, Tunisia
- 200 young leaders
- 20 organisations
- 107 countries

Regional Exchange & Leadership Development Seminars

Each year, AIESEC holds 5 regional summits in Africa, Asia-Pacific, Europe, Iberoamerica and the Middle East/ North Africa. These conferences are focused on giving AIESEC members around the world a global perspective and hands-on leadership development and operations training.



AFRICAN EXCHANGE & LEADERSHIP DEVELOPMENT SEMINAR | Kpalime, Togo

- 24th - 30th of March 2010
- 150 Young Leaders
- 20 Countries Represented

ASIA PACIFIC EXCHANGE & LEADERSHIP SEMINAR |

Kaohsiung, Taiwan

- 21st – 27th March 2010
- 200 Young Leaders
- 21 Countries Represented



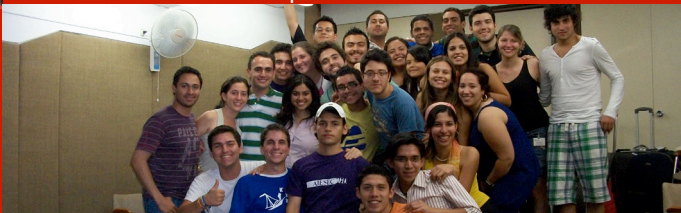
EUROPEAN EXCHANGE & LEADERSHIP DEVELOPMENT SEMINAR | Istanbul, Turkey

- 15th – 21st March 2010
- 180 Young Leaders
- 53 Countries Represented



IBEROAMERICAN EXCHANGE & LEADERSHIP DEVELOPMENT SEMINAR | Lima, Peru

- 13th - 19th of March
- 200 Young Leaders
- 24 Countries Represented



MIDDLE EAST & NORTH AFRICAN EXCHANGE & LEADERSHIP DEVELOPMENT SEMINAR | Amman, Jordan

- 12th -18th March 2010
- 130 Young Leaders
- 24 Countries Represented



Global Alumni Hall of Fame

Each year, the global association presents the prestigious Hall of Fame award to those alumni who have had an outstanding contribution during their time in AIESEC and after leaving the organisation. The alumni recognized have demonstrated active leadership throughout their lives and are still involved in local, national or international activities offering advice and support to the AIESEC membership.

These awards, sponsored annually by PricewaterhouseCoopers and Deutsche Post DHL, aim to showcase the impact that AIESEC Alumni have in society and acknowledge their contribution.

The 2009 recipients are:



**Martti Ahtisaari (Born in Finland, 1937),
Nominated by AIESEC in Finland**

President of Finland from 1994 until 2000. Member of AIESEC in Finland in the year 1963. He was the founder of the Crisis Management Initiative, aimed to generate effective crisis management in the parts of the world where it is needed. He was awarded with the Nobel Peace Prize for his life-long contribution to world peace. He has constantly given support to AIESEC and he exemplifies the values AIESEC stands for as an organisation.

A member of AIESEC in Japan on the year 1966 he led a project that generated over 130 exchanges between Germany and Japan. He is the President and CEO of Tsuchiya Group. Some of his internationally-minded management skills were developed during his AIESEC Experience. These skills helped him to expand the business to USA, Czech Republic, China, Canada, Mexico, Vietnam and Thailand. His company currently supports AIESEC in Japan.



**Yasuyuki Ohara (Born in Japan, 1943),
Nominated by AIESEC in Japan**

Previously recognized as one of AIESEC's International Senior Members and the founder of AIESEC in Panama. He is now the Change Management Lead for the Johnson and Johnson Consumer Group of Companies in Latin America where he is also involved with Strategic Planning, Sustainability, Credo & Workplace Engagement and Diversity and Inclusion initiatives. He is an alumnus of AIESEC in Colombia and a strong supporter of the Alumni Network of AIESEC in Iberoamerica.



**Oscar Ayala Arana (Born in Colombia, 1955),
Nominated by AIESEC in Colombia**



Global AIESEC Alumni Entrepreneurship and Leadership Award

This award is presented to an alumnus who has made a considerable achievement as an entrepreneur and leader in his or her field of engagement.

MARTIN ALVAREZ

CEO, DELL Panama
Nominated by AIESEC in Central America South (Panama and Costa Rica)

Global Young AIESEC Contribution Award

This award is presented to young alumni who are making an outstanding contribution to AIESEC. Alumni with clear evidence of societal contribution and impact are also considered for the award.

DAVID BACON

Founding Director, Carpet for Communities
Nominated by AIESEC in Australia

Global AIESEC Contribution Award

This award is presented to those individuals who make an outstanding contribution to AIESEC in their countries.

BOB GRABOWSKI

M. Director, DKSH Logistics Services
Nominated by AIESEC in Malaysia

HANNES SHOPRA

CEO, ROSNO Allianz (Euroasia)
Nominated by AIESEC in Russia

SITWILLA AMOS WAKO

Attorney- General, State Law Office, Government of Kenya
Nominated by AIESEC in Kenya

AHMAD BUDIMAN

Manager of Investment Promotion, International Finance Corporation, World Bank
Nominated by AIESEC in Indonesia

ASTRID GISKEGJERDE

Managing Partner, Mediaedge - CIA
Nominated by AIESEC in Norway

KOLA AKOSILE

CEO, TransAfrica Financial Services
Nominated by AIESEC in Nigeria



We were thinking of people who strive for excellence through creativity and innovation.

“At Electrolux, we aspire to be the world leader in our business. To do this, it’s absolutely necessary that we attract, develop, excite and retain highly talented people.”

Hans Stråberg, CEO Electrolux



The Insight Cooker with integrated food probe.

Interested in joining Electrolux?

Please visit our website: www.electrolux.com/careers

Global internship program with AIESEC
For more information contact your local
AIESEC organization www.aiesec.org

AIIESEC's Supporters | Global Governance

AIIESEC International Supervisory Group

This year's Supervisory Group is made up of 12 professionals including the preceding president of AIIESEC International. The Supervisory Group is an external governance body that holds AIIESEC International accountable to its commitments to the global AIIESEC network and annual business plan. Overseeing AIIESEC International's activities and assessing performance, monitoring finances, and giving advice for critical areas of AIIESEC's global agenda are the main responsibilities of the Supervisory Group.



Professor Christopher Bones (Chair) - Dean, Henly Business School at the University of Reading
Andrew Fiddaman - Managing Director, The Prince's Youth Business International
Fernando Lanzer - Managing Director, LCO Partners
Jan Muehlfeit - Chairman Europe, Microsoft Corporation
Juan Cajiao - Former President, AIIESEC International (ex officio member)*
Kevin D. Stringer - Director, Global Transaction Banking, Credit Suisse
Michiaki (Mike) Tsurumi - External Senior Consultant, Deloitte LLP
Patrice Van Riemsdijk - Chair, The Hub Foundation the Netherlands
Ralph Hamers - Global Head Wholesale Banking Network, ING
Simon Bennett - Partner, Fox Williams
Victor Loewenstein - Advisor (ex-officio member, Chair of the AIIESEC International Advisory Council)*
Walid Tawil - Chairman, Aya Multi Investments

* Denotes AIIESEC Alumnus

Global Council of Board Chairs

Every national Member Committee (MC) and Local Committee (LC) are encouraged to have a board of advisors that holds them accountable to their plan and budget and provides advice and continuity of activities. The chairpersons of the national (MC) boards are invited to join the Global Council of Board Chairs. The main objectives of the council are to facilitate the strengthening of governance and accountability in AIIESEC's global entities, encourage communication between the different external boards of AIIESEC's MCs and AIIESEC International to increase transparency of AIIESEC's activities globally and to enable the engagement of Board Chairs of AIIESEC's MCs in global events and activities.

UBS Global Achievement & Excellence Award

The UBS Global Achievement & Excellence Awards are given annually to AIESEC entities that have displayed role model performance and have given a significant contribution to the global network.

These awards recognize outstanding performance in three key areas:

- Growth in International Internships and Operational Results.
- Alignment with AIESEC's Global Direction.
- Sustainable Growth.



2009 Global UBS Achievement & Excellence Award Winners:

GLOBAL WINNER: AIESEC in INDIA (Asia Pacific)

AIESEC in India achieved 34% growth in exchange and opened 1982 internship opportunities. They also saw 98% growth in membership and 40% growth in the number of leadership opportunities available to Indian students.



REGIONAL WINNERS:

Africa: AIESEC in KENYA

Central & Eastern Europe: AIESEC in RUSSIA

Iberoamerica: AIESEC in MEXICO

Middle East & North Africa: AIESEC in EGYPT

Western Europe & North America: AIESEC in Canada



“

In my role as a senior HR leader, I often connect with graduates and others who are in the early stages of their careers. AIESEC interns consistently demonstrate the personal qualities that thrive in global companies like ours – intelligence, integrity, open-mindedness, team spirit, and most importantly, an international worldview. Congratulations to the regional award winners for their exemplary performance and contribution, and especially to AIESEC in India for their spectacular growth and success in 2009.

Gery Brüderlin

Head of HR | UBS Wealth Management & Business Banking

”

ING Leadership Excellence Award



The ING Leadership Excellence Awards are given every year to AIESEC entities that have demonstrated outstanding progress towards the organisational vision set for 2010.

The measures of success considered are:

- Number of Members
- Number of International Internships facilitated
- Number of Leadership Positions offered
- Number of members with both Internship and Leadership experiences

2009 ING Leadership Excellence Award Winners:

ING Leadership for Overall Relative Growth: AIESEC in PUERTO RICO

This award is given for outstanding relative growth in all measures of success.

ING Leadership for Overall Absolute Growth: AIESEC in TAIWAN

This award is given for outstanding absolute growth in all measures of success.

ING Leadership for Exchange Growth: AIESEC in INDIA

This award is given for outstanding growth achieved in the number of exchanges realised.

ING Leadership in Achieving Impact – “Every Member, Every Day, Everywhere: AIESEC in EGYPT

This award is given for outstanding leadership and evenly distributed growth among local offices.



“

ING is proud to partner with AIESEC for the annual ING Leadership Excellence Awards. Young AIESEC members are very lively, energetic, enthusiastic and open for communication; characteristics that ING seeks to develop in the next generation of leaders. It is remarkable how important the ING awards are for these young people. I think that ING's sponsorship of the Leadership Excellence Awards is a great and valuable initiative.

”

Alexander Pisaruk
Country Manager | ING Russia

Norman Barnett & Bharat Bhasin Award

The Norman Barnett & Bharat Bhasin Awards are given each year by AIESEC's Alumni. They seek to award the relevance of AIESEC and the impact of experiences offered around key issues in a country, territory or region.



The measures of success considered are:

- International internship activities run by AIESEC entities in emerging markets and developing economies;
- AIESEC Experiences (internships and leadership roles) offered around key issues;

Three projects were awarded with the Norman Barnett & Bharat Bhasin Award during the International Congress of AIESEC 2009 in Kuala Lumpur, Malaysia:

First Place: Wall of Hope, AIESEC MAINLAND OF CHINA
Second Place: Ser Más Project, AIESEC in IBEROAMERICA and The Indonesia Bisa Project, AIESEC in INDONESIA

AIESEC's Supporters | Global Partners



Alcatel-Lucent

A partner since 2004, Alcatel-Lucent realises more than 40 internships a year and is focused on sourcing technology & management talent for projects in Europe, Middle East, Africa, Asia and Americas.



ARTEMISIA

SOCIAL-BUSINESS MODELS

Combining Artemisia's expertise with AIESEC's global network, we have co-created the Social Business Ventures Programme, allowing AIESEC members to impact society through international experiences and learning processes.

Deutsche Post DHL

AIESEC's relationship with Deutsche Post DHL is one of the largest global partnerships, realising over 80 interns every year across the world and supporting the recognition of AIESEC Alumni.

Thinking of you

Electrolux

For over 7 years now, Electrolux has been a strong global partner of AIESEC, every year giving opportunities to over 35 young professionals from AIESEC in different locations globally.

FUTURECONSIDERATIONS

LEAD, AIESEC's global leadership development programme, is designed in partnership with Future Considerations, an expert consulting firm in leadership and strategy based in London. We have been partners since late 2009.

facebook

Facebook partners with AIESEC through the Graduate Recruitment Programme, supporting permanent placements of our most experienced AIESEC members in online marketing and sales positions.

Husqvarna

Husqvarna joined the AIESEC Global Exchange Programme in January 2009 aiming to source high potential international talent and position themselves among the generation of up and coming leaders.



IE seeks to attract the best young talent for its Masters programmes and believes AIESEC members are outstanding candidates.

ING



Since 2006, ING has been an International Sponsor of AIESEC's strategic operations to build a strong employer brand, access AIESEC's unique talent and foster partnerships on national levels.

AIIESEC's Supporters | Global Partners



Ingersoll Rand sources their Accelerated Development Program in Europe with highly talented AIIESEC candidates every year.



A Global Partner since 2006, Microsoft has realised more than 60 internships. AIIESEC and Microsoft also co-operate around the MSDNA Academic Alliance and Students To Business Programme and Alumni initiatives.



PwC has been supporting AIIESEC globally now for over 3 decades. The partnership includes co-operation in the global exchange programme, alumni initiatives and advisory support.



Reckitt Benckiser is new to the global partner family. They seek to position their brand among top talent globally and share their business industry knowledge with AIIESEC's membership and alumni.



Standard Chartered Bank sponsors AIIESEC projects around HIV/AIDS to educate 300,000 young people over the past 3 years. 2010 marked the project's culmination specifically focusing on the Asia Pacific and Africa regions.



Alongside attracting talent for their Asian technology projects, TCS supports AIIESEC in maintaining MyAIIESEC.net, the global internal platform which connects 50,000 members and 800,000 + alumni.



Taking an average of 40 Interns annually and supporting AIIESEC's strategic operations, UBS was AIIESEC's first Global Partner and has been in partnership with AIIESEC for more than 40 years.



The Global Partnership between Unilever and AIIESEC is focused on talent management and brand advisory.



Vale partners with AIIESEC to source high potential international top talent for their Brazil Intern and Management Trainee Programmes, as well as position themselves globally as an ideal employer.

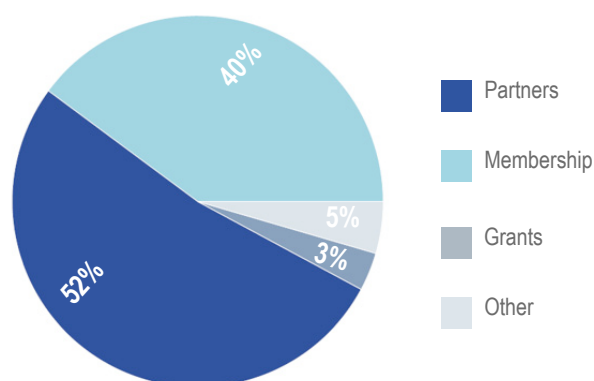
Financial Report

The AIESEC International 2009-2010 team started the term with a clear focus on improving the financial sustainability of the operations of both the AIESEC International office and entities in AIESEC's global network. This endeavor has been successful and the details below will help into illustrate this.

Revenue

The two largest sources of revenue for the AIESEC International office are membership fees paid in return for services provided to entities in AIESEC's global network (totaling **€478,460** this year) and sponsorship from corporate partners (totaling **€627,869** this year). In addition, for the same period non corporate income was increased to **€39,957**.

Sources of revenue

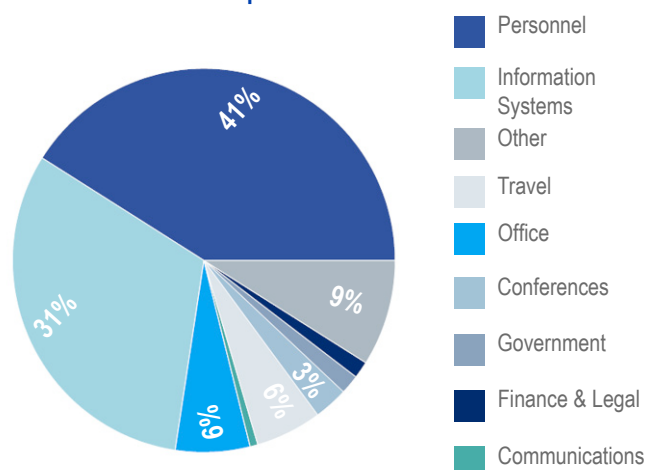


Expenditure

The overall level of expenditures decreased in 2009-2010 in order to strengthen AIESEC International's financial position and mitigate any effects of the global economic crisis. Due to changes in staff structure and allocation, personnel expenses decreased by approximately **3%**. The majority of expenditures in the 2009-2010 term were made to ensure AIESEC members across the world received the focus and support they needed through the development of the global intranet system (myaiesec.net) and support of global meetings and summits.

In addition, the current economic situation contributed to a significant amount of expenses being moved from the last financial year to the 2009-2010 financial year and provisions being made for potential bad debts.

Main areas of expenditure 09/10



Revenue	2009-10 EUR	2008-09 EUR
Membership fees		
Global Information Systems	118 132	211 628
Country Development	64 696	71 356
Exchange Management	7 516	7 176
Talent Management	7 268	6 888
Strategic Direction	7 551	14 969
Brand Management	7 143	
Financial Management	1 086	
Conference Management	602	
Affiliation	264 467	140 292
	478 460	452 309
Sponsorships, Donations & Grants		
Corporate	627 869	784 495
Non-corporate	39 957	24 230
	667 826	808 725
Other	54 202	8 248
Total Revenue	1 200 488	1 269 282
Expenditure		
Salaries & Personnel expenses	343 167	541 320
Information System expenses	307 390	349 002
Travel expenses	61 387	57 417
Communication expenses	6 451	17 575
Global Training Seminar	56 667	
Office expenses	54 329	66 394
Meeting & conference expenses	27 995	24 893
Governance expenses	15 675	13 151
Financial administration expenses	1 283	35 368
Legal expenses	5 358	38 193
Depreciation tangible fixed assets	2 440	3 133
Amortisation intangible assets		21 763
Bad debts and write-offs	4 982	22 204
Other expenditure	87 128	38 546
Total expenditure	974 251	1 228 904
2015 Project Fund	75 000	
Information System Fund	37 000	
AI Plan Fund	10 000	
AI Infrastructure Fund	3 000	
Balance	101 236	40 377

This financial data refers to the period from 1st June 2009 to 31st May 2010. For the purposes of this report, only actual expenses coming from AIESEC International's operations and AIESEC International Funds are shown, excluding funds held by AIESEC International on behalf of third parties, from the audited financial statements to which PricewaterhouseCoopers issued an unqualified opinion on 12th of July 2010.

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Global Annual Report

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Designed by Anna Skryabina www.issuu.com/annaskryabina

Published by Stichting AIESEC International

Teilingerstraat 126, 3032 AW Rotterdam, The Netherlands.

Tel: +31 10 443 4383

Fax: +31 10 265 1386

Web: www.aiesec.org

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