



GLOBAL ANNUAL REPORT

2012-2013

OUR IDEA

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**"WE ARE PROOF OF THE
POWER OF YOUNG PEOPLE.
WE CREATE LEADERSHIP EXPERIENCES
TODAY TO SHAPE HOW THE WORLD
WILL BE LED TOMORROW.
WE ARE AIESEC."**



In a world of increasing complexity, there is a way to be certain.

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IT Services
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Experience certainty.

TATATATA
ATATATA



OUR IDEA



“Young people hold
the key towards a
brighter future.”

**“THE MOST EXCITING PART ABOUT
AIESEC IS THAT IT IS AS MUCH ABOUT THE
CREATORS OF THE EXPERIENCES AS IT IS
ABOUT THE SCALE AND IMPACT OF THE
EXPERIENCES WE CREATE”**



LETTER FROM THE PAI

As the ancient Chinese saying goes, “It takes ten years to build a tree, but a hundred years to build a person.” What about building an organisation that serves humanity by building young people?

This is the 65th year of our story. Today, the emerging context of the world is defined by significant demographic and societal changes, fundamental technological advances, resource scarcity, and continuous globalisation. Yet, as Jim Collins stated in his masterpiece *Built to Last*, “Over time, competencies, strategies, and goals change but the core ideology must remain intact.”

As AIESEC, have we ever asked ourselves why we are still doing what we have been doing? As much as we have evolved in what we do, why have we chosen to retain our original identity? Far beyond what any single leader or generation has done, we still do this because we have found our way of impacting the world. We are not just a youth organisation. We are not just an organisation delivering thousands of exchange experiences. We are a youth-run network with the idea that leadership is the key for the past, present, and future, and that youth leadership development is our responsibility.

Upon knowing who we are, it is time to evaluate whether we have made the right decisions in what we are offering to young people. We dug deep into our Experiential Leadership Programme, proving it to be in line with the World Economic Forum’s most advanced leadership development framework – a combination of the outer and inner journey of the leadership development process. Our exchange experiences are vehicles to trigger learning, self-exploration, and value creation in an extremely challenging environment, making each AIESECer a better person, and a better leader.

Yet we have a big goal in front of us – we want to provide almost a million leadership development experiences for young people by 2015. This means we are no longer talking about hundreds or thousands of lives, but millions for the first time in our history. This requires us to be extremely close to our market and our customers. This means listening to young people and understanding what they really want, so we can provide more and better experiences for them within the fast-growing, diverse realities of our 124 AIESEC countries and territories. Upon hearing their opinions, it is time to evolve our products, improve our processes, and embrace innovation based on what we are already good at. We have great ambition, but it is not just about a goal; the clarity of the why behind the numbers truly shows us how to reach our vision.

At the end of the day, the most exciting part about AIESEC is that it is as much about the creators of the experiences as it is about the scale and impact of the experiences we create. As young people ourselves, we are in a time where we need to be responsible and entrepreneurial enough to fulfill our promise of bringing youth leadership development to the world.

And this was the story of the AIESEC International Team 12-13; the story of Generation 12-13.



Florent Mei
President of
AIESEC International
2012-2013

ENGAGEMENT OF THE “WHY”

When AIESEC is aiming to become ten times bigger than it used to be, we have to go beyond coming up with strategies for organisational growth. This year, the first task we chose was to properly lay out an organisational engagement plan with our purpose and “why.”

We have re-clarified the organisational purpose to be properly centered with our impact model, and designed official education materials to facilitate dialogues. Entities now have engagement tools to connect the value of our programmes in different market realities with the constant organisational value of leadership development in every experience we offer.

Moreover, we have created an organisational culture of having conversations about the “Clarity of the Why.” As role models, the AIESEC International

Team prioritised this at every single touchpoint we had with the network, as well as through a specifically designed internal communication system. We have reached out to every national leader of AIESEC through engaging their thoughts on a weekly basis, as well as every local chapter leader through our Global LCP Podio Workspace.

We have seen a great shift in the global organisation – we are now a purposeful network that not only does things right, but also does the right things. We have created a generation of believers and achievers, and this is by no means an end. This is the start of an organisational transformation.



AIESEC IMPACT MODEL EXPLANATION VIDEO

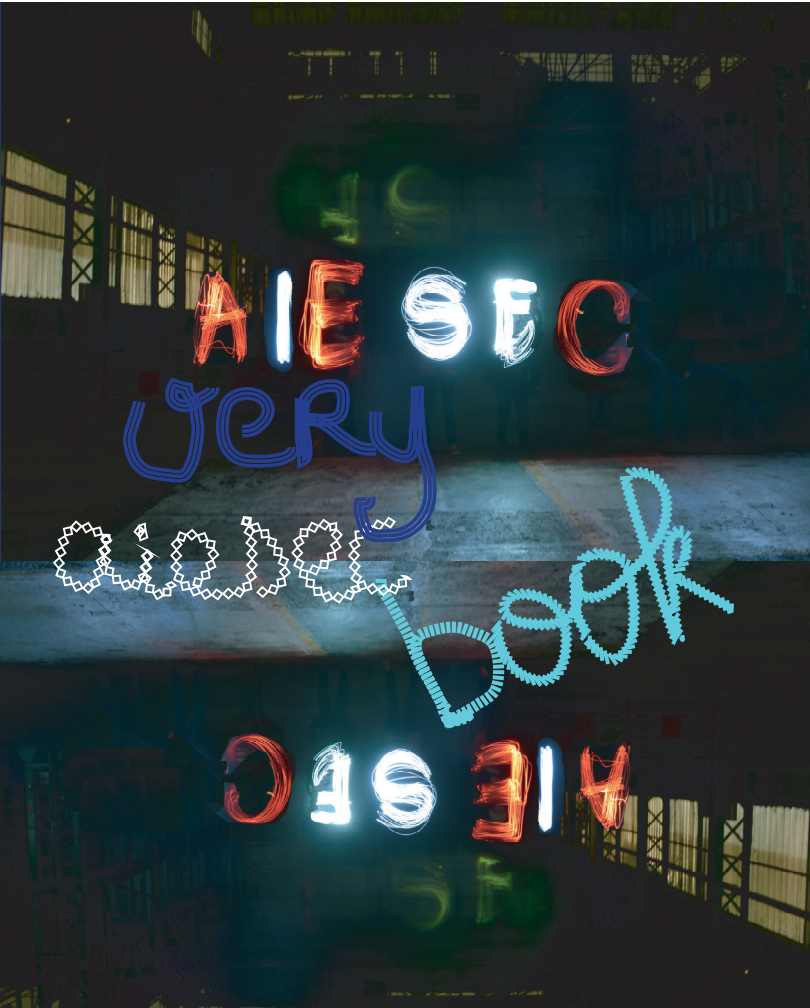
“ At the end of the day, many of us can proudly call ourselves the “product” of this generation – to grow both as a leader and as an organisation. ”

JAKUB CZERWINSKI
LCP WROCLAW UE
POLAND

“ The AIESEC International team has made all of us feel part of something bigger; worth fighting for; worth dreaming for. They made us feel inspired and proud to have the opportunity to serve an organisation with such a great purpose; and they challenged us to be better, work better, innovate faster, and deliver more results, because those results are the only way to make an impact on youth through leadership.

You see what AIESEC could be in the future if we work for what is right, if we are our best, and if we put our brain and heart to make it possible.

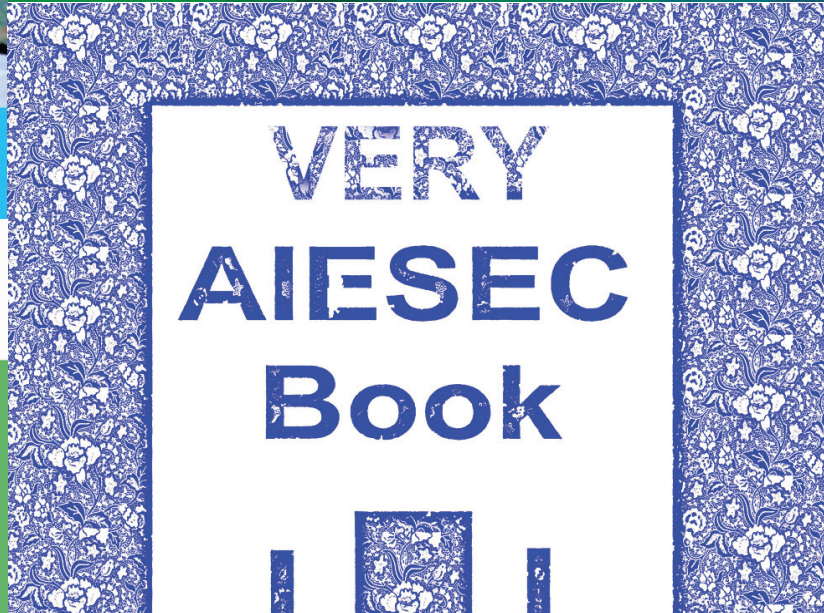
ANA PROAÑO, MCP SPAIN



THE
ALONG
BOOK

very the
AIESEC
BOOK

THE VERY
AIESEC
BOOK



THE VERY AIESEC BOOK, A COLLABORATIVE CREATION THAT EMBODIES THE AIESEC JOURNEY AS A DYNAMIC STORYLINE THAT CAN EASILY FOSTER UNDERSTANDING AND CONNECTION TO OUR PURPOSE.

CELEBRATING 65 YEARS

In the past 65 years, hundreds of thousands of organisations were created, have thrived, but eventually collapsed. Being an organisation that is almost completely run by youth volunteers and that changes its leadership worldwide every year, AIESEC could have easily been one of them.

Yet AIESEC is still here, and is growing bigger, better, and faster than ever before. What is our secret? Despite the changing realities with each era of our history, our purpose of peace and fulfillment of humankind's potential through youth leadership development has remained the same; uniting every generation for a worthy cause

THROUGH THE YEARS...



CREATION
1948

STUDY AND CULTURAL TOURS:

Promoting friendly relations between member nations

LEADERSHIP:

Creating a connected generation of youth, regardless of origin



EARLY HISTORY
1950s-1960s

TRAINEESHIP EXCHANGE:

Increasing diversity and improving international understanding

LEADERSHIP:

Letting young people deeply integrate into a foreign environment



1970s-80s

FOCUS ON MANAGEMENT TRAINEESHIPS:

Developing an international generation of managers

LEADERSHIP:

Obtaining managerial skills that matter in a global environment



LEARNING ACTIVITIES:

Contributing to the development of our communities

LEADERSHIP:

Developing individuals who are committed to developing society through international cooperation



THE MILLENNIUM

THE AIESEC EXPERIENCE:

Creating an integrated journey of leadership opportunities, international exchange, and a global learning environment

LEADERSHIP:

Enabling youth to explore and develop their potential in order to have a positive impact in society. Our generation of young people have values, are committed to a cause bigger than themselves, and are entrepreneurial enough to find solutions in the most complex period of human history.

FROM YESTERDAY TO TOMORROW

This year, we established a firm direction in our approach towards alumni, setting up fundamental principles for working with alumni and alumni associations. As successful products of the AIESEC experience, our alumni are instrumental in delivering further impact to the society, while giving back to AIESEC at the same time. Here are just some shining examples:



“ My experience in AIESEC Puerto Rico and AIESEC International taught me lessons that are making a difference in the way I am growing my company and creating my future. Leadership is contagious, so when you bring AIESECers to your business you are bringing leadership on board. The rest of the team will start to realise how easy it is to have a more proactive attitude, strive for excellence, and work harder and smarter for better results. It is like planting a seed that will grow and change the rest of the crops you have in your field. ”

**Fatima Rocha, AIVP Public Relations and Alumni Management '10-'11
CEO and Founder, Energy Depot, Mexico**

“ I enjoyed AIESEC intensively as an active member of two local committees in Germany and Japan, a trainee, and a member of the German national team. Today, my working and management style is still significantly influenced by these great learning experiences. The AIESEC trainees we are working with bring a young and fresh spirit to our company, and many of them have been excellent contributors to our work. ”

**Rolf Giesbert, MCVP ICX Germany '00
Head of IT for Central Functions, Nokia Siemens Networks**



“ I had two management-level internships through AIESEC in my early twenties – in Bogotá, Colombia, and Singapore. It was the catalyst for launching my career in international business, which took me to 70 countries, eight years of living overseas, and broad experience building and leading international operations. I owe a debt of gratitude to AIESEC! Over the years, I have had several AIESEC interns at my companies. They are energetic, talented, and bring great value. I look forward to having more interns in the future! ”

**Andrew Rowe, AIVP of Latin America '82
CEO, AllMed Healthcare Management, United States**



Since our inception, we have been challenging and developing generations of purposeful young people.

We learn how to empathise, embrace diversity, learn from failure, see opportunity in every challenge and live a values-driven life. These elements form a foundation for the kind of leader each of will become.



OUR ACTION

We create exciting and inspiring development experiences for young people around the world every day.



THE STORY OF AIESEC 2015

Since 1996, we have gathered as a whole network regularly to discuss the future of the organisation, setting five-year mid-term ambitions on the way.

This year, we ensured that the common understanding of our ambition is aligned with our core purpose, our “why.” We have taken an active leadership stand to focus AIESEC 2015 on our roots of success, creating more and better experiential leadership development experiences for young people. At the same time, we launched the last Measure of Success for AIESEC 2015 – the Net Promoter Score, a key indicator of quality. *(For more details, please refer to page 24.)*

AIESEC 2015 is not only about the ambitious goal; behind the numbers, it is a promise of providing almost a million powerful journeys. And it is time to make it happen. We are halfway through the journey, and now, more than ever, we are very clear that our everyday operations must evolve to ensure we meet the goals we have set for ourselves and become who we aspire to be. The years ahead promise to be focused and exciting, bringing us to achieve AIESEC 2015.

AIESEC 2015 STATEMENTS

Created at the International Congress 2010 in India, AIESEC 2015 resulted in the refreshed AIESEC Experience, which provided us with a starting point for strategic five-year goal setting.

OUR ASPIRATIONS

Our growing physical and virtual reach makes us the most credible and diverse global youth voice.

We are recognised across sectors as the first-choice partner for our ability to develop responsible and entrepreneurial leadership.

Our collaborative environment empowers every member to live a high-quality AIESEC experience, creating a cross-generation positive impact on society.

BHAG

ENGAGE AND DEVELOP EVERY YOUNG PERSON IN THE WORLD.

At the same time, the network co-created our **Big Hairy Audacious Goal.**

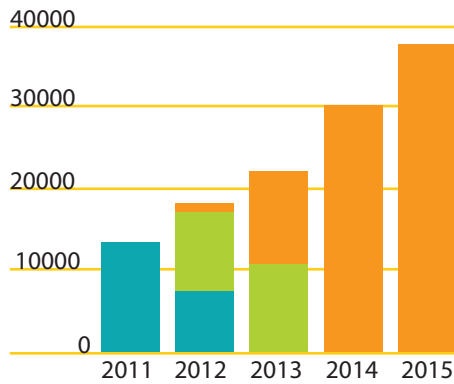
It inspires us to constantly push ourselves outside of our comfort zone, develop a progressive mindset for the organisation, and eventually bring us closer to our vision:

Peace and fulfillment of humankind’s potential.

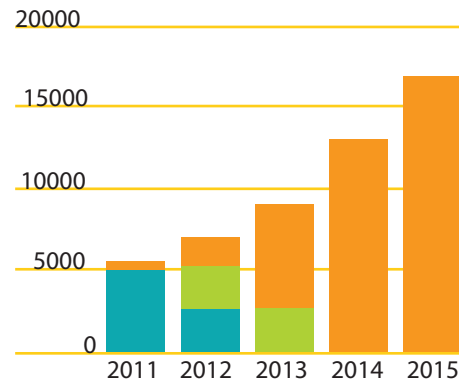
PROGRESS TOWARDS MID-TERM GOALS

Goals for AIESEC 2015 ■
 Achieved in 2012-2013 ■
 Past achievements ■

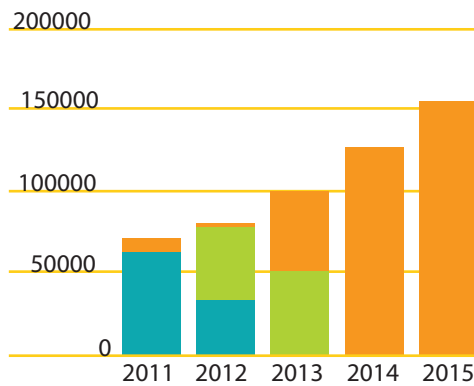
GCDP



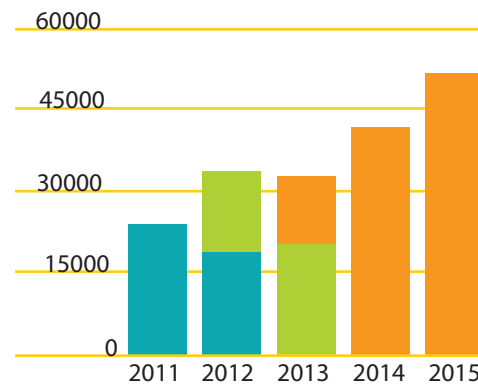
GIP



TMP



TLP



*all figures in this report refer to the period between 1 July 2012 to 31 June 2013.

INNOVATION

To ensure that AIESEC evolves sustainably, large-scale organisational changes must be carried out according to a planned, long-term goal.

The brand-new Innovation team on AIESEC International created an understanding of how long-term innovation would contribute to organisational growth, and helped create a framework for global and country-specific implementation.

GLOBAL COMMUNITY DEVELOPMENT PROGRAMME

This year we focused on evolving our Global Community Development Programme (GCDP) through connecting quality with quantity delivery. Emphasising customer experience management, we harnessed the potential of our fastest-growing programme to create life-changing experiences for both participants and partners.

KEY HIGHLIGHTS

LEAD for exchange participants (EPs):

We re-engineered the GCDP delivery framework by injecting “leadership empowerment” elements. This helped our EPs recognise their own outer and inner journeys, as well as their personal growth within the challenging environment of an exchange experience.

Integrated Experiences (IXP):

We reconceptualised the full AIESEC experience as Exchange and Team Experience (X+T). This includes encouraging team members and leaders to live a GCDP experience, as well as reintegrating GCDP participants into the local chapter for growing talent capacity and boosting quality.

Improved country-to-country partnership processes:

With the growing scale of the programme, we brought together sending and hosting entities to analyse customer feedback and plan solutions, collaboratively enhancing our participants experiences.

GCDP issue segmentation:

We globally defined 11 master social issues to increase our global market relevance, improve product alignment with customer expectations, and drive matchability. *For more information, please refer to page 25.*

20.952
experiences

37%
growth

NPS
41

What is NPS? page. 24

“I feel totally changed. I am not going home the same person I was. My whole experience has just been very nourishing.”

Programme Participant
from Kenya



HONG KONG

Taking their established exchange preparation seminar further, AIESEC Hong Kong decided to focus on young people’s personal growth and clarity of the why within their experiences abroad. Piloting LEAD for exchange participants, they encouraged students to reflect on where they are now, where they want to be in the future, and what they wish to contribute. The concept of getting to know oneself proved to be extremely inspirational and was received with widespread approval.

GLOBAL INTERNSHIP PROGRAMME

This year we fundamentally changed the Global Internship Programme (GIP), our longest-running programme. By refining the “why” behind our GIP operations and reinventing delivery processes, we re-ignited programme growth as well as the network’s passion to deliver it.

KEY HIGHLIGHTS

GIP subproduct development:

Dividing the GIP programme into 16 distinct subproducts allowed for more focused supply and demand, leadership development, and talent brand. This enabled us to increase our matching rate from 45% to 65%.

Technical breakthrough:

Renewed focus on bringing technical talent to the programme. *For more information please refer to page 20.*

Sales capacity building:

The global office directly helped strengthen our sales force by recognising the top salespeople in the network, activating virtual resources, and role modelling sales behaviour. Their efforts led to an overall 7% growth in sales.

5.329
experiences

5%
growth

NPS
42

What is NPS? page. 24

“This box is not big enough to fully cover what I have taken from my AIESEC exchange. Not only have I gained life skills and friends, but my professional and international knowledge were challenged and have been significantly improved. More young people need opportunities like this.”

Programme Participant from the United Kingdom



Focusing on the IT subproduct, AIESEC Colombia came up with an innovative strategy for EP raising. This included creating a product package, promotional material, national partnerships, a referee system, an education cycle, a review board, and an NST – all specifically for IT. As a result, the entity achieved 200% growth in IT subscribers, 100% growth in IT EP raising, and 19% improvement in IT raise-to-match ratio!

TEAM MEMBER AND TEAM LEADER PROGRAMMES

While delivering exchange experiences, AIESECers themselves are challenged to learn in a fulfilling team context and to connect their inner and outer journeys toward leadership.

KEY HIGHLIGHTS

Clarifying Talent Management:

We focused on clarifying our TMP/TLP programmes to ensure that our talent capacity drives organisational success in our exchange performance, while aligning talent management processes across the network.

Driving the Global Community Development Programme:

We modified our talent structures and capacity to cope with the growing scale of operations, while maintaining our customers' experience.

Driving the Global Internship Programme:

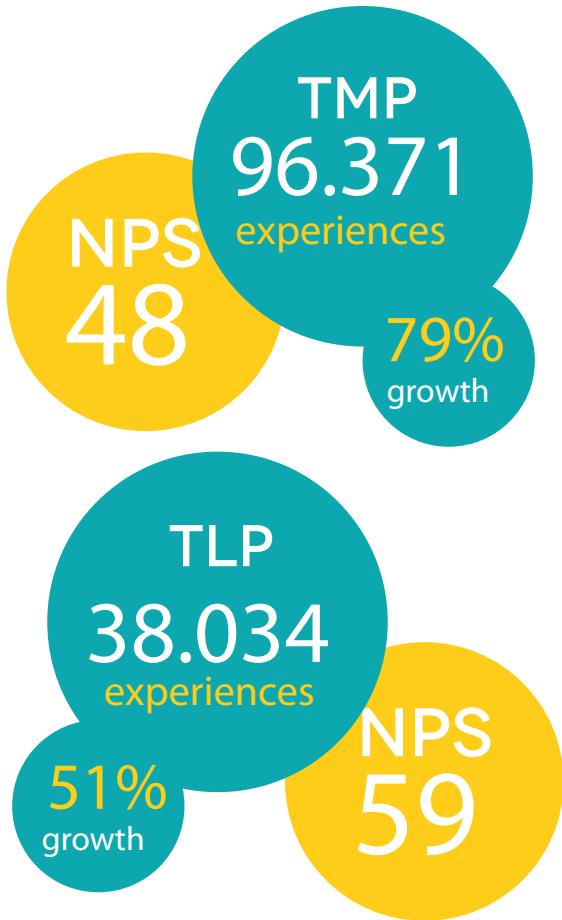
To strengthen our sales capacity, we rolled out a global sales recruitment and education programme.

Capturing and developing learning:

To ensure that daily team experiences contribute to the learning of our individual members at the maximum, research was conducted on the sales team experience within local chapters, and is to be replicated across different functions.

In addition, we designed LEAD for LCPs, which provides support through mentorship calls and a self-learning platform.

Visit the official LEAD platform at www.aieseclead.org!



What is NPS? page. 24

"I highly recommend the Team Leader experience because I learnt how to lead members, communicate with teammates, and be responsible for my own work. However, we need more leadership training in the beginning."

Programme Participant from Taiwan



CZECH REPUBLIC

To bolster sales growth in GIP, AIESEC Czech Republic strategically recruited, allocated, and educated their sales talent. Moreover, they provided specific training and implemented a rewards and recognition system to further drive sales activity. Their efforts resulted in 47% growth in internship raising and a strengthened sales force!

A partnership with purpose

Four decades of learning and growing together

We're really proud to celebrate the 40th anniversary of our partnership with AIESEC. PwC and AIESEC have been working together now since 1973 – our partnership spans 60 territories with over 1000 AIESEC alumni and supporters working at PwC.

Notwithstanding the global economic climate, our relationship continues to expand. This year has seen PwC and AIESEC's cooperation further extend its reach in Latin America in territories such as Mexico, Costa Rica, Peru and Panama.

Today PwC is a Global Exchange Partner offering over 50 internships around the world every year. We also support the AIESEC International Congress and Youth to Business Forum as well as sponsoring the Financial Sustainability Partnership.



A partnership with an eye on the future

At PwC, we see this partnership growing and expanding, not only geographically, but also in terms of its impact on the students and graduates playing an active role as AIESEC members.



"We're always interested in recruiting high calibre individuals and AIESEC is a bit like a quality label, indicating that these graduates have already obtained above-average leadership and team management experience.

We're also delighted to have the opportunity to support the learning and development of young people, and to provide them with the opportunity to gain professional experience in our global network."

Karel De Baere
PwC Belgium Chairman and Global AIESEC Champion



TECHNICAL BREAKTHROUGH

In an era of rapid technological change and global scarcity of technical talent, AIESEC holds even higher relevance in building future world leaders with market potential, particularly through our Global Internship Programme. To fully capitalise on this opportunity, we have carried out:

1. **IT subproduct segmentation:** Carrying out specific product development to ensure clear value proposition and differentiation from other IT products.
2. **Recruitment through social media:** Showcasing over 30 stories of IT talent from 15 countries to the online community, attracting more than 8,000 young people from technical backgrounds.
3. **Network engagement:** Bringing together 20 local chapters and utilising specialised units to focus on tech-oriented exchange.

Overall, this strategy grew matching in the IT and engineering sectors by **8%** and **17%** respectively.


Norway



Targeting the technical market, the Nordic region grew 243% in IT TN raising towards the end of 2012. Specifically, AIESEC Norway focused on empowering local chapters to raise internships within the IT market. Through centralising information systems, refining sales techniques, and expanding their network in the IT sector, the country's national ICX performance was dramatically improved. In particular, it was helpful to continually clarify the “why” and simplify core exchange processes across all levels of the organisation.

ER PRINCIPLES

Nigeria



The renewed ER principles give multinational partners the flexibility to locate talent in different countries according to local market needs. We piloted these principles with three major corporations – Alcatel-Lucent, DP DHL, and UBS. In the fall of 2012, Alcatel-Lucent began investigating the possibility of taking interns in Nigeria, a rapidly developing economy. This successful collaboration resulted in four engineering positions, which were filled by young technical talent from Senegal and Sweden.

As the world's largest student-run organisation, it is a challenge to present ourselves as a single aligned organisation to all partners and customers across the globe. To facilitate this, we revised our global ER principles, which are as follows:

1. **Clarifying why we work with Global Exchange Partners (GEPs):** Providing more leadership experiences via our Global Internship Programme, strengthening the global AIESEC brand, while ensuring financial sustainability.
2. **Co-selling with MCs:** With structured procedures for collaboration.
3. **Harmonizing GEP pricing:** Using a tier-based model tailored to country realities.

SPECIALISED UNITS

To achieve our ambition of AIESEC 2015, we must rethink how we make AIESEC more accessible to new student campuses and markets. To provide powerful experiences for more young people while responding to global needs for talent, we adapted our structure and added a new layer in our organisation to enter previously untapped audiences.

Specialized Units (SUs), extended entities that report to an LC or MC, enable us to expand our reach without establishing a full AIESEC office, allowing simplicity, focus, and efficiency in the process. SUs can run only one or two exchange functions, and can be used as a framework to start LC expansions. We have already established over 150 SUs in 93 countries, with more to come!

Egypt

Recognising that there is a lot of untapped potential in the student market, AIESEC in Egypt created Specialised Units within each LC to reach out to universities where AIESEC was not present.

They created VP's of SU Development on the local level, who were responsible for recruiting former exchange participants to help send students abroad. The strategy was a success – within this past year, the seven SU's in Egypt raised 316 EPs and matched 121!

PROCESS OPTIMISATION

“ How can we improve our internship applications if nobody at least says something about them? ”

Programme Participant from Portugal

“ I would like a tool to help me find TN forms for the specific countries I am interested in.”

Programme Participant from the United States

Improving our information systems is essential to maximising the delivery of AIESEC experiences. Based on extensive customer feedback analysis, we have designed three strategic projects that were tested in pilot countries and will be implemented throughout the global network in the upcoming year. They are:

1. **New AIESEC opportunities portal on global website:** Showcasing the opportunities that we have to offer, targeted towards potential audiences.
2. **Improved MyAIESEC.net:** Creating new features for improving matching and membership processes.
3. **New analysis menus on MyAIESEC.net:** Making real-time business intelligence available to provide clarity on local, national, and global markets and products.

Ultimately, the AIESEC opportunities portal and MyAIESEC.net will be combined into a single customer flow to form the backbone of a revamped information system.

EXPANSIONS

We warmly welcome our newest AIESEC countries, and express our gratitude to their hosting entities...



In 2012-13, we made unprecedented progress in expanding the reach of AIESEC's impact to even more geographical areas across the globe. We have:



Spread from
113 to **124**
countries and territories



...while looking forward to more territories that are potentially joining our global network in the near future!

Streamlined the expansion process to a more **flexible framework**



Created the Global Expansion Committee (GEC):
Responsible for researching potential expansions, receiving expansion applications, connecting expansion managers/committees to partner entities, and coaching new expansions using expansion drivers (a specifically-created development framework).

CUSTOMER EXPERIENCE MANAGEMENT

As a leadership development organisation, how can we make sure that individual AIESEC programmes deliver powerful, high quality experiences? By focusing on customer experience management (CEM), we can ensure that AIESECers are enjoying life-changing experiences, while fulfilling a growth strategy based on our promoters that would allow us to meet targets for AIESEC 2015. This year, we made a groundbreaking leap by:

1

PROVIDING FEEDBACK CHANNELS:

Fully implemented across the global network, now every single member and exchange participant can evaluate their experience. In collaboration with CustomerGauge, we have upgraded the system to accommodate our rapidly growing operational needs.

2 GLOBALLY DEFINING MEASURES OF SUCCESS FOR QUALITY:

For a full picture, the quality of AIESEC experiences is indicated by Net Promoter Scores (NPS) and additional key performance indicators (KPIs), completing our global measurement metrics towards AIESEC 2015.

3

DESIGNING A CUSTOMER EXPERIENCE MANAGEMENT PROGRAMME:

At all levels of the organisation, we can translate feedback into directly improving our products and processes. Through a global CEM challenge, customer feedback has been integrated into the operations of 111 local and national entities.

The image shows a screenshot of the CustomerGauge dashboard on the left and a group photo of AIESEC members on the right. The dashboard includes a navigation menu with options like Customer, Email & Surveys, Reports, Fire Fighting, and Admin. It features a 'Current Score' gauge with a needle pointing to approximately 10, and a 'Net Promoter Score' section with sub-sections for Detractors and Passives. The group photo shows a diverse group of people, some in red AIESEC shirts, smiling and waving their hands.

Moving forward, we will be implementing CEM for our partner companies, thus taking a step closer towards becoming a more customer driven organisation.

ISSUE SEGMENTATION

Together with the network's participation and inputs from experts in the social sector, we have globally defined 11 master social issues to increase our global market relevance, improve product alignment with customer expectations, and drive matchability. The concept of issue segmentation emerged as the first step towards long-term GCDP programme evolution, and were implemented in the following:

MYAIESEC.NET GCDP PORTAL WITH ISSUE SEGMENTATION:

Providing business intelligence for better opportunity management, analysis, and evaluation based on 11 defined master issues.

PLANNING FRAMEWORK:

Released for the network to leverage localised market potential for further growth based on these issues.

HUMAN RIGHTS

GOVERNANCE

SECURITY & RESOLUTION

LITERACY

HEALTH & LIFESTYLE

CULTURAL UNDERSTANDING

CAREER & DEVELOPMENT

POPULATION & DYNAMICS

ECONOMIC GROWTH

POVERTY REDUCTION

ENVIRONMENT

" Issue segmentation simplifies global exchange, allowing us to focus on the right audience and improve the AIESEC experience. It allows members to know our product and understand our "why."

Countries are able to strengthen their national brand, and all stakeholders can view our exchange programme as a strong, unified product."

MATHEUS KOERICH,
MCVP OPERATIONS,
POLAND

" Understanding what our network is doing helps us track our impact, what we can do better, and where we are leading the global network.

Now AIESEC can know for sure where we are directing our effort towards and where we are engaging the youth around the world for leadership development.

This will be a main strategy and driver! "

VICTORIA DE MELLO
MCVP ICX GCDP,
BRAZIL



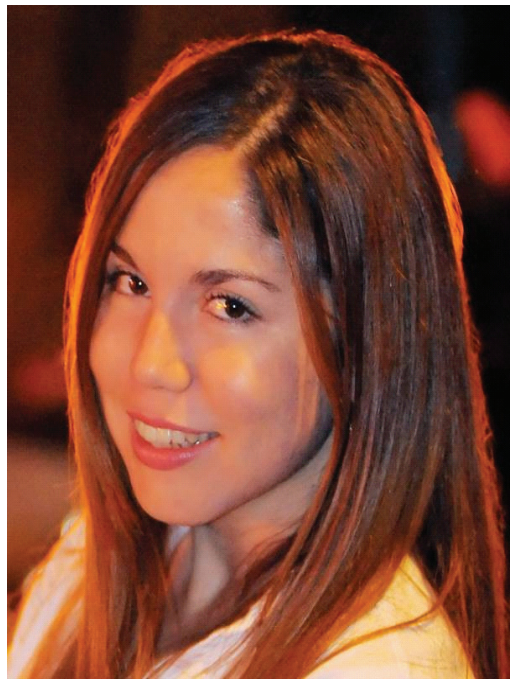
TO IMPRESS AND INSPIRE YOU DON'T HAVE TO BE A ROCK STAR. JUST WORK FOR DHL.



At DHL, people mean the world to us. That's why our goal has always been to attract and retain the best talent the world over. We provide challenge and opportunity for personal and professional development. We recognize the difference you bring to our business, and together we share the pride of building THE logistics company for the world.

For further information and to apply, visit: www.dhl.com/careers

BRING YOUR AIESEC EXPERIENCE TO DHL AND LEVERAGE YOUR POTENTIAL.



Cindy Rocha
Corporate Responsibility, DHL Express,
DHL Express Central and South America

I learned about Deutsche Post DHL during my years in AIESEC, and I was immediately attracted to the internationalism, diversity of the group and the similarity with the AIESEC values.

DHL was a natural step when looking into career opportunities, and I was happy to be selected as a Graduate Trainee in the Business Development and Special Program area at the regional office for DHL Express Americas. DHL provides an environment where you are empowered to take on more responsibilities from day 1.

The vast AIESEC Alumni network is definitely a plus that provides mentoring and career advice in a platform of unlimited opportunities. I am convinced that DHL is the best option for any AIESECer looking to contribute for challenging goals in a growth-oriented, collaborative environment.



Andreas Baller
Marketing & Sales Country Director, DHL Global
Forwarding,
Philippines

My Career within the Group

I joined Deutsche Post DHL as an AIESEC intern in 2005. I was a Management Assistant to the Regional CO of DHL Global Forwarding Asia and Pacific. After my time in Singapore, I had the chance to work in Japan as Country Strategy Manager and in several Sales Management Positions. Since June 2012, I am heading the Marketing & Sales organization in the Philippines

DHL gave me the opportunity to continue with what I started in AIESEC: Living diversity and challenging myself every day to further learn and grow. I am very grateful for all experiences and believe that DHL & AIESEC are the ideal partners thanks to their unique global networks and drive to change

AIESEC 2015 is a promise to deliver more and better experiences, to innovate and challenge us in our mission of youth leadership development.

By empowering ourselves and those around us to be leaders and to live impactful experiences, we are shaping our present and future ability to solve societal challenges.



OUR MOVEMENT

We want to bring out the best in more and more young people like you and me.



BRAND REFRESH

Our brand plays a key role in the global AIESEC organisation, and is a major way to align us to a common understanding of our purpose and desired reputation. This year we redesigned how the AIESEC brand is significant in service delivery for our customers and stakeholders.

Working with DesignThinkers, we developed a concept to translate our networked nature, energy, and culture into a visual language and a new way of working – to show who are on the inside to the outside world. The concept consists of five simple but strong visual elements that reflect our strong brand attributes: *Impactful, Inclusive, Daring, Dynamic, and Diverse.*

With these tools, we can now adapt the global brand to local contexts with maximum freedom, flexibility, and adaptability.

Impactful

Inclusive

Daring

Dynamic

Diverse



WEB EVOLUTION

Look and Feel

We aimed to present AIESEC as a youth network on the new site. It is more modern, includes plenty of photographs, and incorporates the new brand visual elements.

Conversion

The new site includes a renewed version of the Online Registration System, which enables students, alumni, and companies to better connect to us, and is an easier way for us to engage with the online demand for our programmes.

Usability

In an effort to simplify the management of our global information systems, we completely changed how content is managed on the back end of our website for continual evolution and improvement.

SOCIAL MEDIA

This year we harnessed the power of social media to showcase our programmes and strengthen our reputation, ultimately contributing to our organisational goals. In particular, the global office actively promoted our opportunities, such as the International Tech Talent Programme; created more calls to action by actively directing potential audiences to our revamped website; and hosted events with custom content connected to the AIESEC brand.



Statistics

>37,000 followers

>935,000 views



>380,000 likes



>35,000 followers



CULTURESHOCK

On May 17, 2013, we officially launched **CultureShock**, an online community where snapshots of our experiences exploring different countries can be shared with the rest of the world. It goes beyond the average guidebooks as it is a showcase of countries, cultures, and perspectives directly from travellers' views. **CultureShock** is an innovative project that enables a global youth audience to engage with AIESEC, inspiring them to embark on an international exchange experience and broaden their view of the world. Check out www.culture-shock.me today and see some of the incredible stories that we have collected so far!



culture
SHOCK



Youth Speak 2015

Powered by AIESEC

YOUTHSPEAK 2015

As young people, we see things differently. **Youth Speak**, our annual global youth opinion survey, was launched for the second time in 2013. This year, in partnership with Microsoft, we aimed to understand the perspectives of our generation on topics ranging from leadership and technology trends to data privacy and social issues. The survey is also used as a brand awareness tool for AIESEC across the world.

24,000
YOUTH VOICES

23,336 FROM GENERATION Y

15,000 AIESECERS

30% DESIRE **PASSION** THE MOST IN A LEADER

47.14% BELIEVE THAT **EXPERIENCE** IS MOST IMPORTANT OVER IMPACT, WORK, FUN AND NETWORK

AIESEC AT EVENTS

We have built alliances with organisations that are strongly connected to our brand. Our participation in the following events further strengthened and showcased our identity, while allowing us to learn from experts.



2012 NEXUS
Global Youth Summit,
New York, United States,
September 19-22, 2012

The 2012 NEXUS Global Youth Summit aims to improve philanthropy and social investment by convening diverse communities of youth. Florent Mei, President of AIESEC International, delivered a plenary speech on youth leadership development and participated in panel discussions.



INFORMAL FORUM OF INTERNATIONAL STUDENT ORGANIZATIONS

IFISO,
Yundola, Bulgaria,
October 12-15, 2012

The Informal Forum for International Student Organisations was set up to foster collaboration amongst student membership organisations worldwide. Steve Sparrow, Vice President Product Development at AIESEC International, met with the international boards of over 28 youth organisations to share insights, strategies, and practices.



Pioneers Festival,
Vienna, Austria,
October 30-31, 2012

Pioneers Festival is an event for tech start-ups and entrepreneurs to collaborate and participate in workshops on entrepreneurship and innovation. AIESEC was represented by members of AIESEC Austria and the global office.

YOUTH TO BUSINESS



Global
Youth to Business

As the youth of today, we are the stakeholders of tomorrow, and it is important that our opinions and thoughts are heard, validated, and strengthened with input from global business and thought leaders. **Youth to Business (Y2B)** provides a forum where young leaders and businesses can come together to voice concerns on major world issues and generate new, actionable ideas. This year, we expanded the scope of the event in order to engage more young people with a slice of the AIESEC experience – we held our largest Y2B in history at the Skolkovo Business School, Moscow, and ran our first Global Y2B spaces at the Global Leaders' Summit in Serbia and the Iberoamerican Leadership Congress in Panama.

“The future of work is continuous education.”

Jon Froda, Co-founder, Podio

“Companies are not hiring you for what you've done in the past, but what they want you to do in the future.”

Will McInnes,
Managing Director, NixonMcInnes



Global Social Business Summit,
Vienna, Austria,
November 8-10, 2012

Hosted by the Yunus Centre and the Grameen Creative Lab, the Summit is the leading forum for social businesses worldwide. Peter Gallivan, Vice President for Marketing at AIESEC's global office, represented AIESEC at the event.



Summit for the Global Agenda,

Dubai, United Arab Emirates,
November 12-14, 2012

Florent Mei, President of AIESEC International, represented AIESEC at the Summit, bringing youth perspective to the Forum's Global Agenda Council of New Models of Leadership.



ISIC 2013,
Copenhagen, Denmark,
May 20-22, 2013

The event brought together the global ISIC distribution network to promote cohesion, develop business opportunities, and share knowledge and best practices. Florent Mei, President of AIESEC International, delivered a plenary speech on Youth Leadership and AIESEC.

In an age of increasing global consciousness and connectivity we need leadership today that is more inclusive, collaborative, authentic and democratic than ever before.

We want to achieve this by sharing our unique perspective as an organization run by young people for young people across the world. Our aim is to create a youth movement that will lead society into a brighter future.

OUR PARTNERS



EF Education First, the world leader in international education, is a proud partner since 2010 with a shared vision of promoting mobility and bridging cultural divides. EF supports AIESEC through participation in the Global Youth to Business Forum, the Global Internship Programme and very active partnerships with local branches worldwide.



As one of AIESEC's largest internship partners, TCS works strategically with AIESEC on attracting talents for their global projects within the ACE Program, while supporting AIESEC in maintaining MyAIESEC.net, the global internal platform which connects the global network.



Well-established partnership enables more than 20 international talents every year to experience the cutting-edge industry of Husqvarna Group. Satisfaction and quality of the programme is underlined by very high retention rate and continuous growth of the partnership. Husqvarna Group continues to support AIESEC's increasing engagement of technical talents.



PwC has been supporting AIESEC globally now for almost four decades. The partnership includes cooperation in the Global Internship Programme, International Conferences, Alumni and Advisory Support, with a specific focus on financial and organisational sustainability to AIESEC's local offices.



International SOS is the world's leading medical and travel security services company and since January 2013, **AIESEC's newest Global Exchange Partner**. The partnership spans several locations and aims to provide opportunities to support the development of young people and to have access to high-potential young talent from all over the world.



Partnering with AIESEC for 10 years and hosting more than 300 interns in 42 different locations around the globe makes Electrolux one of the strongest Global Partners. This year, Electrolux was involved in region-based recruitment and technical talent attraction, making it possible for over 40 young professionals to join Electrolux's team.



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.



One of AIESEC's largest global partners, Deutsche Post DHL is the world's leading mail and logistics group. Since 1996, it has provided opportunities to over 1,000 interns, and every year it offers positions to 70 more, with a retention rate of over 50% following the internship.



The global partnership between Unilever and AIESEC is focused on building a global employer brand in order to attract the best and the brightest minds. The partnership focuses on supporting collaboration between the two organisations with an overall objective of recruitment of AIESEC talent looking to make an impact in this exciting industry by joining Unilever's global talent pool."



Since 2006, ING has sponsored the Global Leadership Awards, and in 2011 launched an initiative that fits AIESEC's top talent: the ING International Talent Programme - a three-year graduate programme, offered in different countries around the globe, which gives new opportunities for development, growth and international experience.



A partner since 2004, Alcatel-Lucent realises more than 50 internships a year and is focused on sourcing technology and management talent for projects in Europe, Middle East, Africa and Asia.



edge attracts and develops talent for a new way of doing business across emerging markets, where products and services directly contribute to improving the lives of low-income people. Since 2004 thousands of AIESECers have taken up opportunities to develop their entrepreneurial potential.



Since 1966, UBS has worked with AIESEC, supporting the development of global information systems in the 1980s, learning initiatives in the 1990s, and over the last 12 years, the Global Excellence Awards. As a Global Exchange Partner since 2007, UBS has realized over 200 internships in many countries and business areas, and continues to use AIESEC as a strategic source of international talent.



A Global Partner since 2006, Microsoft has realised more than 60 internships. Centred in Community Affairs, Microsoft and AIESEC co-created initiatives and projects involving technical talent in Europe.

THE SPOTLIGHT GLOBAL NETWORK AWARDS



The UBS Global Excellence Awards recognise the highest level of achievement within AIESEC. They are given to countries and territories that blaze the way as role models for the rest of the network and that truly represent the AIESEC value of Striving for Excellence.

UBS Global Excellence Award Iberoamerica	AIESEC COLOMBIA
UBS Regional Excellence Award Western Europe and North America	AIESEC ITALY
UBS Regional Excellence Award Asia Pacific	AIESEC CAMBODIA
UBS Regional Excellence Award Middle East and North Africa	AIESEC EGYPT
UBS Regional Excellence Award Africa	AIESEC KENYA
UBS Regional Excellence Award Central and Eastern Europe	AIESEC UKRAINE
UBS Global Entrepreneurship Excellence Award	AIESEC ETHIOPIA



The edge Award rewards entities that develop responsible and entrepreneurial leadership to move closer to achieving AIESEC 2015. The recipient for 2013 was **AIESEC Brazil**.

EXTERNAL RECOGNITION

“ENABLING YOUTH MOBILITY”
EUROPEAN ALLIANCE ON SKILLS FOR EMPLOYABILITY,
SPONSORED BY ADECCO

AIESEC’s Global Internship Programme received an award for “Enabling Youth Mobility,” at the European Employment Forum in Brussels, Belgium, in November 2012.





The ING Global Leadership Awards are an annual recognition awarded to countries and territories that have demonstrated outstanding progress toward AIESEC 2015 and the overall global direction.

Global Reach Award

AIESEC
SINGAPORE

Global Relative Growth
Leadership Award

AIESEC
SOUTH AFRICA

Global Innovation
Leadership Award

AIESEC
MAINLAND
OF CHINA

Global Absolute Growth
Leadership Award

AIESEC
MEXICO

Global Network
Contribution Award

AIESEC
INDIA

Global
Achievement Award

AIESEC
MAINLAND
OF CHINA



The PwC Financial Sustainability Award recognises collaboration, improvement, and excellence in financial management. The recipient for 2013 was **AIESEC United Kingdom**.

WORLDBLU LIST OF MOST DEMOCRATIC WORKPLACES

AIESEC was recognised as one of the world’s most democratic workplaces for seven years in a row (2007-2013) at WorldBlu Live 2013, in Denver, the United States, in May 2013. Representatives included Peter Gallivan, Global VP Marketing, and Florent Mei, President of AIESEC International, who delivered a session on “Decentralized decision-making in the workplace.”



"AIESEC is a unique example of freedom and equal voice in the workplace. Their leadership development model allows the young people that are running AIESEC to have a voice in the decision-making for the organisation's direction, and also creates a format where the selection of leadership is decentralized and entrusted to the membership. Corporations could learn from this student-run NGO."

Traci Fenton, WorldBlu CEO

THE PEOPLE

WE STRIVE TO BE A LEADER WHO...



inspires people to go beyond what they are asked and enables them to become better leaders than myself.

Crisette Arcilla, the Philippines



puts my team and mission first, never compromising on our values and what we stand for.

Katrina Oropel, United States



focuses on empowering the people around me and bringing my own performance to the next level.

Peter Gallivan, Canada

foresees problems in the future and comes up with solutions to tackle them.

Maria Mercedes Rodriguez, Puerto Rico



is a naïve believer of a bigger purpose, taking actions that become examples of positive change for young people.

Teo Koloveros, Greece



ignites true passion, inspires action, and brings hope and progress to people and the world.

Maggie Ma, China



has values and principles that are reflected in everyday actions.

Michaela Schedlingova, Slovakia

enables people to become leaders that develop, impact, and challenge people around them.

Antonio Lobo, Oman



is respected and trusted by her people; who creates change in the society that affects people for years to come.

Hadeer Shalaby, Egypt



is purpose-driven and has values that will make the world a better place.

Firnando Sirait, Indonesia

SUPERVISORY GROUP

The AIESEC International Supervisory Group advises and supports the AIESEC International team. The challenging dialogue they inspire continues to be a key factor in keeping AIESEC a healthy organisation growing sustainably toward our vision. We sincerely thank them for their contribution to the success of this term.

AIESEC is about leadership, and leadership means “showing the way,” so what is the AIESEC Way? The answer lies in the purpose of AIESEC: to foster international understanding through developing young leaders who share values of Integrity, Diversity, Participation, Excellence, and Sustainability.

The global AIESEC organisation was led in the past 12 months by a team of amazing young people. The Supervisory Group has been privileged to work with them during this period, seeing them constantly renewing themselves and the organisation, every time exceeding all our expectations by innovating and working with utmost dedication.

The world is a mess – the global economy is struggling, and there are conflicts and violence everywhere. If anyone can help us find the way to a better future, it is young people like the members of the AI 2012-13 team. They gave us energy and revived our hope in the future of humanity.

Fernando Lanzer
Chair, AIESEC International Supervisory Group

Our AIESEC journeys have sculpted us into the leaders we want to become.



is positive that change is possible, in every small thing that happens.
Chiara Pizzol, Italy



sees a need, hears a call, receives a role, and rises to the challenges that come with it.
Femi Adebayo, Nigeria



has the confidence to learn and the freedom to fail.
Steve Sparrow, United Kingdom

always develops and becomes a better person, in order to contribute positively to the development of my society.
Rolf Schmactenberg, Norway



lives NOW, delivers on my promises, and leaves a mark of positive impact on people.
Juan Carlos Peña Puertas, Colombia



combines a warm heart and a cold brain to become a better person for my family, community, and society.
Florent Mei, China



stands for innovation and integrity, because if you want to go fast, go alone; if you want to go far, go together.
Máté Scharnitzky, Hungary

has a child's approach to life - to be fearless and happy, with the ability to forgive and dream big.
Andreas Sung Unstad, Norway



is unreasonable with myself and my environment to bring out the best in me and others.
Nakul Asija, India



inspires people to understand their purpose in life in order to ultimately achieve their goals.
Júnior Mendonça, Brazil

not pictured: Thomas Janděčka, Czech Republic, served on the AIESEC International team from June 2012 to April 2013.

Fernando Lanzer, Chair
 Managing Director, LCO Partner

Simon Bennett
 Partner, Fox Williams

Phil Clothier
 CEO, Barrett Values Centre

Karel De Baere
 CEO, PwC Belgium

David Epstein*
 President, AIESEC Alumni International

Andrew Fiddaman
 Executive Director, The Prince's Youth Business International

Miles Flint
 Former Chairman, Skype

Ralph Hamers
 CEO, ING Belgium

Gerlach Jacobs
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 CFO, International Federation of Red Cross

Carsten Sudhoff
 CHRO, World Economic Forum

Enrique Villalon*
 IT Business Architecture, Deutsche Post World Net

THE SUSTAINABILITY

FINANCIAL REPORT OF AIESEC INTERNATIONAL 2012/2013

In 2012-13, AIESEC International focused its operations on achieving AIESEC 2015. The legislated operational budget increased slightly compared to the previous year, as well as Global Funds investments by the Global Plenary. Operational expenses remained stable, while organisational investments gradually increased. We closed the operating year with a positive balance, all of which is allocated into restricted funds to be invested into developing leadership in young people.

AIESEC International's operational budget and funds are determined by the Global Plenary of Member Committees. The operational budget is financed through Member Committee Contributions (51%) and revenue from global partners through sponsorships, donations, and grants (49%); while the Global Restricted funds are financed completely by the Member Committees. Any excess revenue in one accounting period is invested into future operations. AIESEC International is a non-profit association registered in the Netherlands, and all financial operations are set up with the intention to deliver global impact.

BALANCE SHEET AS OF 31.05.2013

	31.05.2013	31.05.2012
	<i>EUR</i>	<i>EUR</i>
Fixed assets		
Intangible fixed assets	-	17,850
Tangible fixed assets	496	1,488
<i>Subtotal</i>	496	19,338
Current assets		
Receivables	231,968	255,618
Prepayments and deposits	18,189	45,884
Short-term investments	387,512	374,390
Cash	1,670,682	1,348,145
<i>Subtotal</i>	2,308,351	2,024,037
Total assets	2,308,847	2,043,375
Fund balances		
Operating fund	1,171,827	1,171,827
Restricted funds	816,075	612,944
<i>Subtotal</i>	1,987,902	1,784,771
Deferred revenue	87,013	86,824
Current liabilities	233,932	171,780
Total Equity and Liabilities	2,308,847	2,043,375

Overall:

This financial year was one of solid financial management and reasonable revenue generation for global products and services. AIESEC International remained within the operational budget, and delivered on sales performance targets and revenue management. Some budget posts were significantly under budget due to more cost-efficient operations.

Revenue:

Corporate revenue has decreased for the second consecutive year, in line with the general economic climate in which most of our partners operate. This has been compensated for by increased specific investment funds by the Global Plenary outside the operational budget. Overall, a majority of AIESEC international's financial resources come from Member Committee contributions.

Expenditures:

Operational expenditures remained relatively stable, compared to the previous year. The main expenses were human resource costs of the global office and Global Information Systems for the network, followed by travel and office costs to deliver global services. Overall, AIESEC International operated under budget this year on almost all lines, due to effective operational management.

Investments:

AIESEC International's operational investments increased significantly in rate and scale, and were mainly concentrated in:

- A **Customer Experience Management system** for all participants in each of our AIESEC Programmes;
- A **revamped global website and improved information systems** for all entities;
- **2015 innovation projects** aimed to generate more customers and promoters of the AIESEC Experience; and
- **Improved processes** in running AIESEC operations across our network.

**STATEMENT OF REVENUE AND EXPENDITURE:
1.06.2012–31.05.2013**

	Budget	2012-13	2011-12
	EUR	EUR	EUR
Revenue			
Membership fees			
Global Service Fee	264,926	264,926	256,487
Affiliation Fee	323,799	323,799	313,484
Global Funds	194,196	194,196	169,851
<i>Subtotal</i>	782,921	782,921	739,822
Sponsors, donations, grants			
Corporate	565,638	658,625	797,752
Non-corporate	-	-	(40,000)
Restricted Funds	-	34,101	11,920
<i>Subtotal</i>	565,638	692,726	769,672
Financial & Other income	-	38,967	43,409
Restricted Funds	-	8,786	19,674
<i>Subtotal</i>	-	47,753	63,083
Total Revenue	1,348,559	1,523,400	1,572,577
Expenditure			
Operating Fund			
Salaries and personnel	(560,950)	(520,845)	(533,090)
Training and Development	(13,580)	(9,828)	(8,650)
Office Costs	(61,664)	(55,274)	(52,975)
IM and BI	(232,300)	(278,272)	(296,517)
Financial Management	(33,409)	(26,032)	(20,339)
Legal Management	(15,250)	(4,420)	(20,500)
Governance expenses	(15,720)	(21,345)	(14,029)
Meeting and conferences	(26,830)	(33,735)	(25,509)
Travel Expenses	(93,500)	(70,280)	(61,672)
Additional Support	(18,500)	(11,247)	-
Alliances and	(6,500)	(1,939)	-
Infrastructure	(12,850)	(10,527)	(3,187)
Research & Development	(1,100)	(48)	-
Information Technology	(5,010)	(1,785)	-
Deprec./amort assets	-	(992)	(1,440)
Bad debts/write offs	-	(932)	(1,560)
<i>Subtotal</i>	1,154,363	1,048,719	1,051,422
Restricted Funds			
Global Funds	(194,196)	(219,550)	(211,071)
AI Funds		(52,000)	(30,335)
<i>Subtotal</i>	(194,196)	(271,550)	(241,426)
Total Expenditures	1,348,559	1,320,269	1,292,848
Excess revenue over expenditure	-	203,131	279,729

Healthy operations allowing reinvestment into AIESEC

The total result of €203,131 included a €237,598 positive operational result and €34,467 net expenditure in restricted funds.

Since AI reserve levels are deemed to be appropriate and sufficient, 100% of the €237,598 positive balance is reinvested into the organisation. This sum was split between €117,598 into AI investment funds, as well as €120,000 direct reinvestment into the funds held by Member Committees, including Global Plenary reserves.

GLOBAL RESTRICTED FUNDS:	90,625 EUR
GLOBAL PLENARY RESERVES:	29,375 EUR
AI RESTRICTED FUNDS:	117,598 EUR
TOTAL:	237,598 EUR

*The financial data refers to the period 1 June 2012 to 31 May 2013. The figures are taken from the audited Financial Statements of Stichting AIESEC International, to which RSM Tempelman issued an unqualified opinion on 12 July 2013.

INTRODUCING THE AIESEC INTERNATIONAL TEAM 2013–2014



Standing Row (Left-Right): Charlotte Eijsvoogel, Rachel Whitehead, Essa Esam, Firnando Buenayre, Katrina Oropel, Rolf Schmachtenberg, Ramita Vig, Vinicius Tsugue, Derek Vollebregt, Junior Mendonça, Krystian Koronowski, Peter Kurti

Sitting Row (Left-Right) Dominic Tremblay, Olga Tsygankova, Sophia Fan Xuefei, Cassandra Ruggiero, Milena Nguyen, Cole Wirpel, Nikita Singh, Crisette Arcilla, Johannes Ide

AIESEC International 2013-2014

OWN OUR
Promise
Break Through
LIMITS

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The global annual report is distributed to members and partners of AIESEC and is available for download on our global website. This edition was compiled and edited at the AIESEC International office in the Netherlands.

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WHAT WE ARE LOOKING FOR

Individuals who are open-minded and receptive to new ways of doing things. We look for people who do not shy away from new challenges. Our ideal employees are talented, self-motivated, goal-oriented and have a passion to succeed.

For more information visit our career webpage:
www.electrolux.com/careers



Thinking of you
Electrolux

