AIESEC Nigeria
Conference Support Proposal

International Congress 2013 | EGYPT
Activating the Catalyst for Young Leadership Revolution

Presented by:
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Introduction
AIESEC is the international platform for young people to explore and develop their leadership potential. AIESEC Nigeria, one of the 110 network countries, is the number 1 country in Africa and in the top 15 countries in the AIESEC network with offices across 17 cities, with a membership of 1200 young people, most of them student from higher education institutions or recent graduated, and with an alumni base of more than 100.000 persons.

We present this proposal to YOU and present an engagement plan with certain key partnership areas this coming year, which we believe can add immense value to YOU and subsequent support to AIESEC in Nigeria.

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1. Presentation of our organization

“The United Nations has long recognized that the imagination, ideals and energies of young men and women are vital for the continuing development of the societies in which they live. And since its inception in 1948, AIESEC has contributed to this
development by serving as an agent of positive change through education and cultural exchange. In an era of globalization, your programmes have helped young people around the world to develop a broader understanding of cultural, socio-economic and business management issues.”

Kofi Annan
7th Secretary-General of United Nations

Present in over 110 countries and territories and with over 80,000 members, AIESEC is the world's largest youth-run organization. Focused on providing a platform for youth leadership development, AIESEC offers young people the opportunity to participate in international internships, experience leadership and participate in 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 organizations around the globe who look to AIESEC to support the development of youth and to access top talent through our global internship program.

Our alumni are leaders within their organizations and communities. They use the experience, skills and inspiration AIESEC has provided them to be agents of positive change within today’s society. We currently have 45,000 members and over 800,000 alumni.

This year, AIESEC Nigeria is focusing on how AIESEC can respond more effectively to the problems affecting the Nigerian society. We are currently developing programs that respond to the needs of the society. Some of these programs include creating a generation of leaders who connect to building Nigeria as a top 20 economy by the year 2020. Our youths need as much exposure as possible from other countries in the world which is currently growing. It is important for our young people to learn the culture of the countries in the emerging economies such as India.

2. The AIESEC International Congress in Egypt

International Congress 2011: August 18th – 29th, August 2013
At AIESEC’s 65th International Congress in August 2013, in Egypt, **1000 young leaders from 110+ countries along with 60+ global business houses and 45,000 virtual participants** will converge to celebrate youth leadership and diversity. The conference is slated to be Egypt’s largest international congregation of young people. For the last 64 years, this annual summit has brought together young leaders, global business houses, organizations and individuals from different parts of the world.

The theme of the congress this year is “Activating the catalyst for young leadership revolution” and it will focus on a multitude of issues like sustainability, technology, youth led impact movements, emerging markets, ethical business etc.

**The General Objectives of IC, 2013**

The following outlines the objectives of **IC Egypt 2013** and the agenda. These form the basis of how **INTERNATIONAL CONGRESSES** have been developed and run in the past.

- Consolidate/align direction and plans of the organization
- Provide systems implementation support for international activity
- Leadership and individual development
- Facilitate international co-operation strategies
- Legislative issues vital for the organization
- Allow **AIESEC** exposure to top business and governmental leaders
- An opportunity to gauge **AIESEC**’s relevance to an ever changing society
- Interact and share ideas, culture and friendship with individuals from all over the world
- **Improving Implementation processes for the mid-term ambition for the organization, 2015.**

**Attendance Profile at the IC 2013**

- Over 700 global leaders of **AIESEC** from over 110 countries for the Conference.
- Leading business personalities from all over the world
- Leading government figures from within Egypt, Africa and The Middle-East.
- Over 1200 people at the opening ceremony and Global Village in Cairo
- Leading corporate partners at various global Village and Partner fair

**AIESEC Nigeria at IC 2013**

25 delegates will represent AIESEC Nigeria at the International Congress. These delegates consist of 7 National Executive board, 14 Local Committee Presidents and 4 Alumni members. These delegates would leave the Murtala Mohammed
International Airport on the 18th of August onboard to the Nairobi International Airport. After the conference, the 25 delegates will then fly back to Lagos the 2nd of September.

Conference Highlights

**African Growth Network (GN) Pre-meeting:**

18th – 19th of August

IC pre-meetings ahead of the International Conference proper will be done by growth networks, African growth network comprised of 18 countries which are: Nigeria, Kenya, Tanzania, Togo, Ghana, Cameroon, Ivory Coast, South Africa, Benin, Ethiopia, Angola, Rwanda, Uganda, Senegal, Mozambique, Botswana, Mauritius and Zimbabwe. The pre-meeting will centre on evaluation of the performances of the GN as a whole and that of the individual countries in the GN.

**Opening ceremony:**

20th August

The Opening Ceremony is the official launch of the nine day International Congress 2013. Interspersed with addresses by dignitaries from different walks of life, top management from our partner companies and AIESEC’s organizational heads; as well as with the more traditional Egyptian form of welcome, the Opening Ceremony at the International Congress 2013 will be an unforgettable experience.

**Global village extravaganza:**

20th August

A carnival that will mark the start of the International Congress 2013, The Global Village is a journey around the world in less than sixty minutes. Our delegates from 107+ countries will showcase their culture through music, art, dance, food and theatre. Over 200 Indian undergraduate students and selected invitees from 14 cities in India will also join the Global Village.

**Youth to Business Forum:**

The Youth to Business Forum is a daylong event that provides an avenue for global business to converse with global youth. Through a series of parallel workshops, panel discussions and talks, 1000 young leaders from 110 countries along with students from premier institutions like the Indian School of Business etc, and over 45,000 virtual participants will talk to 250 business leaders from 50 organizations from around the world. In the presence
of eminent dignitaries, national and international media houses, they will seek to bridge the gap between them on a multitude of issues like labor mobility, harnessing youth innovation & responsible business.

**Egyptian Night:**
A night that celebrates the experience that Egypt is, Egyptian Night is the first manifestation of Egypt’s incredible heritage and emerging economic mainstay for most of our delegates.

**UBS awards & gala dinner:**
This would feature an award ceremony to reward various countries who have had outstanding contributions to AIESEC International as a whole. The event is sponsored by UBS.

**Projected Outcome of IC 2013**

Through AIESEC Nigeria’s participation at the International Congress 2013, we are developing the part of our organization that positions us as the first choice for youth development through leadership experiences are international internships.

We expect the following as the outcome of our attendance in International Congress 2013 in Egypt:
- Promoting Nigeria as the preferred destination for young people and businesses who want to visit Africa for either business or pleasure.
- Secure partnerships with Members from B.R.I.C nations: Brazil, Russia, India and China to facilitate the exchange of people, ideas and culture between young people in Nigeria and young people from these countries so as to set the tone for Nigeria’s achievement of its vision of becoming a **top 20 economy by the year 2020.**
- Improve on our contribution to the growth of other African countries as a leading country within the region so as to increase African integration.
- To further develop our relationship with countries such as Kenya, South Africa, India, Poland, UK, France, Canada, Egypt and Finland. This is to build alignment and relevance for AIESEC Nigeria with issues affecting our realities in Nigeria and the Millennium Development Goals of the United Nations.

**3. Proposed engagement areas with AIESEC Nigeria**

a- Our request is that **YOU** supports us through providing a **free return tickets and delegate fee to at least 1 or 2 member of the Local Executive Board** of AIESEC IFE who will be representing AIESEC in Nigeria at the 2013 International Congress in Egypt.

b- We will accept any arrangements made on behalf of us with an airline by your company for a free ticket.
c. In the case of impossibility of option a- or b-, we will accept cash to purchase tickets ourselves and proof of payment will be send back to your company.

Cost Per Delegate: ₦

Return Flight Ticket (Egyptian Airways): 175,000
Delegate Fees 95,000

Total 270,000

4. Key benefits for {Name of Company/Sponsor}

❖ Opportunity to be a Major partner for AIESEC in IFE. This is situated in Obafemi Awolowo University, which is the most populous in Nigeria and has one of the best undergraduates in Africa which over 4 tertiary Institutions in its environment.

❖ Access to the pool of talents of AIESEC Nigeria: over 800 members between the ages of 18-30 and our Alumni network of over 100,000 individuals in different segments of the society, who will act as brand ambassadors and help in increasing your brand positioning leading to increase in market share.

❖ Access to our national network of members and Alumni providing you a veritable source of gathering business intelligence in order to help you make effective business decisions. E.g. Surveys for your customers on the quality of your service to help you improve on customer satisfaction.

❖ Have your company’s logo and a link to your company’s website on our website www.aiesecnigeria.org/ife currently visited by over 10,000 young people every day.

❖ Positioning of you and your organization in the business and social community as a supporter of youth leadership and empowerment.

❖ Strategic alignment amongst leading Global brands who will be present at the International Congress (IC), in Cairo, Egypt. Many major events are organized at a typical IC amongst which are the Partners’ dinner, Official dinner, UBS Global awards night, Opening Ceremony and the Global Village. These events enable the interaction of global brands with the over 700 young leaders present. We would take your promotional materials there!

❖ Special invitation for your company to participate in the Global Youth to Business Forum and or Career fair with other 50 companies who will be exploring youth opinion on Employment and Labor Mobility, harnessing youth innovation & responsible business.

* Long Term Benefits of working with AIESEC in IFE

Access opinion of diverse young talent

❖ Learn about what young people think and aspire for within your industry/area through discussions, dialogues, surveys or competitions.
• Develop talents who have the potential of becoming valuable human resources for your organization.

**Employer Branding**

• Building an employer of choice image among students
• Exposure to a large number of students
• Large scale campus promotion
• Benefit from extensive media coverage
• Through positioning of your organization in conferences and events

**Talent Development**

• Build capacity to attract, observe and retain top talent people through our unique global internship program
• Long term brand exposure
• Access to youth innovative ideas
• Position your organization as a leader in youth development

**AIESEC INFORMATION**

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