

Expansion Initiatives

Step 1: Preliminary Analysis

The **objectives** of the preliminary analysis are:

- To provide an overall analysis of the opportunities and environment for AIESEC to exist in a new country.
- To give an assessment of the opportunities in a country to be expanded to which can be presented to potential partner countries within the AIESEC network so they can decide whether to get involved or not.
- To provide initial input for the formal feasibility study to be used in application for member status as a country.



Who should fill out the preliminary analysis?

- Interested students who want to take AIESEC to their country and who do not yet have a partner country
- Partner country representatives who want to take AIESEC to a new country around the globe.
- Interested & committed students who are working with a partner country to take AIESEC to their land.

What to do with the preliminary analysis once it is finished?

- The preliminary analysis should be emailed to AIESEC International or pinara@ai.aiesec.org for feedback and if the interested students do not have a partner country yet so that it can be distributed within the network to find one.
- Cross check the analysis with your partner country to look at the next steps in terms of student recruitment, university partnership, government partnerships, corporate development and other organisational involvement.

What happens once you submit to AI the analysis?

- a. If you have a potential partner country (ies) in mind
 - AI will make sure that this partner country gets your analysis and you should make sure to follow up with the country
- b. If you do not have a concrete partner country
 - AI can distribute your application to potential partner countries
 - You will get the contact list of this potential partner countries (emails? phones?) so that you can follow up.

What should I consider when putting this analysis together?

- If you don't have a partner country, you need to target this towards securing a partner. Think about making this attractive, easy to read and highlighting the key opportunities that other countries can get involved in. (example: Burkina Faso have a high number of European based NGOs concentrated in it's capital. This presents opportunities for countries who send out a high number of students on development traineeships).

For AIESEC to make first contact in an AIESEC country, territory or University, it is expressly recommended to make a preliminary feasibility study into the viability and need of AIESEC in that environment. This will be a look at all the systems that will be necessary for AIESEC to function and the accessibility to this in that environment. This report will justify the need for the partner country to be involved in the expansion.

What needs to be included in the Preliminary Analysis:

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| <p>❖ General profile of the country</p> |
| <p>❖ The potential student community</p> <ul style="list-style-type: none"> - Number of universities and the courses offered - Number of students in the universities - Quality of degrees awarded - Potential members and trainees profiles - Possible contact to top students - The potential for support from the university authorities <p><i>What we look for here is a vibrant student population with preferably more than one top quality university where potential members and trainees can be gotten from. Possibility of university support will also be an advantage if the chapter is to be established in good time.</i></p> |
| <p>❖ Political and Socio-economic situation</p> <ul style="list-style-type: none"> - Political history - Current political situation - Security situation - Potential for government support - General visa situation (in-coming and out-going) <p><i>What we look for here is an atmosphere of political stability where AIESEC can function as an independent organization without undue government interference. We also look to possibilities of support from the government and its agencies in driving our activities</i></p> |
| <p>❖ Business / economic environment</p> <ul style="list-style-type: none"> - Economic indices i.e. GNI, GDP, Unemployment rate etc - Organisations operating in the country - Multi-national presence in the country - AIESEC partners operating in the country - Core sectors - Potential for corporate support - UN Millennium goals - Government Development priorities for your country <p><i>What we look for is a positive economic environment and a business community with potential to act as strong support for AIESEC's activities financially, morally and exchange wise. We want economic environments that can guarantee that financial support for the extension and that consolidation of the AIESEC chapter can come from within the country</i></p> |
| <p>❖ Others</p> <ul style="list-style-type: none"> - AIESEC Alumni residing or working in the country - Contacts in AIESEC partners' offices in the country - Visa requirements for students who want to work in the country - Legal requirements for setting up a student organisation in the country. |
| <p>Suggested sources for the information</p> <p><i>The internet</i></p> <p><i>Newspapers and magazines</i></p> <p><i>Student contacts in these countries</i></p> <p><i>AIESEC's partners</i></p> |

If satisfied with the results of the preliminary feasibility, the partner country should develop, in conjunction with students in the country to be expanded into, a plan to set-up the AIESEC systems in the country as well to apply for official extension status for new territory/country.