

PRESS RELEASE

Young leaders team up with business to discuss the future for entrepreneurship, diversity and sustainability

Rotterdam, June 24th 2009- Kuala Lumpur will host 600 young people from over 100 countries on the 25th of August to participate in the [AIESEC Global Youth to Business forum](#). Convened by the world's largest youth-run organisation, the forum will bring together business leaders and young people from the 107 countries in which AIESEC is present to discuss pressing topics for the next generation, including entrepreneurship, diversity and climate change.

The [AIESEC Global Youth to Business forum](#) will bring together youth and representatives of responsible business through 3 parallel forum tracks dedicated to discussing the core topics of **entrepreneurship, diversity and climate change**. With each forum track attended by over 200 preselected youth and 20-40 partner organisations, the [Global Youth to Business forum](#) will be a dynamic space for forward-thinking debate. Taking the conversation global, the forum seeks to involve a further 10,000 young people through online spaces currently active on [Facebook](#), [Twitter](#) and [Youtube](#).

The specific agenda of the [AIESEC Global Youth to Business forum](#) will be created in collaboration with the partners of the forum; a partnership opportunity open to organisations worldwide who are interested to gather global youth opinion from diverse cultures on the core topics of conversation.

Aman Jain, the President of AIESEC International in 2009/2010, believes the [Global Youth to Business forum](#) is a unique opportunity for businesses to take a leading role in driving responsible change.

“The young people we will convene are the leaders of today who need to act on the promise of tomorrow, and this is our chance. Our network of young leaders are taking steps in the right direction to make change happen in their communities, and I appeal to industry leaders and policy makers to join us on this journey”, said Aman.

The [Global Youth to Business forum](#) is a highlight of International Congress, AIESEC's annual global leadership convention. Hosted every year in a different location, this unique event brings together members of the association's national leadership teams and is followed by 35,000 young people who are members of AIESEC chapters worldwide.

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AIESEC is the world's largest student-run organization. Active in over 1700 universities across more than 107 countries and territories, our international platform enables young people to explore and develop their leadership potential for them to have a positive impact in society.

In partnership with business and higher education, AIESEC has over 60 years of experience in developing high-potential students into globally minded responsible leaders.

AIESEC's innovative development process consists of unmatched leadership experiences, international opportunities and a global learning environment.

AIESEC uses an innovative approach to engaging and developing today's youth. By offering opportunities to build extensive international personal networks and explore leadership opportunities, we provide a platform for young people to discover direction and ambition for their futures. For more information about AIESEC in your country, accessible via www.aiesec.org

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