

CASE STUDY

Going Global

Oumnia Gubara was always looking for new challenges and was passionate about making a positive difference in her life as well as the lives of people around her. But she wasn't sure about the opportunities available for her. She knew there was more out there... Somewhere.

Then, in campus one day she sees an AIESEC poster saying "Are you following the masses or following your passions?? It's up to you!" She is intrigued.

She attends the information session and is amazed by the different opportunities to gain international experience and perspective through AIESEC. She joins AIESEC and decides to get involved in the Global HIV/AIDS Learning Network, a community of AIESEC members from around the world interested in learning more about the issue of HIV/AIDS.

Through this learning network, she participates in online discussions with top externals from this field and people who had direct experience with HIV/AIDS. She begins developing a network of people interested in this issue. She is also able to spend 1.5 years in Morocco working in Coca-Cola through the AIESEC exchange program.

The exchange experience is her big turning point in AIESEC. She works on various HIV/AIDS related projects across North and West Africa Division (32 countries) for 18 months. She is responsible for putting in place a format for the HIV/AIDS work place policy and supporting the regions to implement these HIV/AIDS initiatives from a work place policy perspective.

"For me I couldn't find anything better that satisfies my passion and eagerness for a new challenge. I found what I was looking for in the Coca-Cola job description."

After her internship, she starts looking for opportunities to lead people and drive ideas. She coordinates a HIV/AIDS project for AIESEC in Morocco called Operation Smile. Through this experience she learns about planning, decision making, networking and motivating people. She learns all the "business" stuff to change visions into reality.

So now, Oumnia has stopped wondering about opportunities but has started saying "One day I'm going to start an organisation that..."



Are you following the masses or following your passions?

What is AIESEC?

AIESEC is an international platform for young people to discover and develop their potential so as to have a positive impact on society

AIESEC in numbers

- ✓ Since 1948
- ✓ 89 countries and territories
- ✓ Over 800 universities
- ✓ 18,000 members
- ✓ 5,000 leadership positions
- ✓ 4,000 exchanges
- ✓ 350 conferences

What can I do in AIESEC?

- ✓ Develop your leadership
- ✓ Gain practical skills
- ✓ Work abroad
- ✓ Attend conferences
- ✓ Build a personal network
- ✓ Explore yourself and your Future

And much more...

Learn more about AIESEC at
www.aiesec.org

It's up to you!