

CASE STUDY

Going Global

This is Pedro. Ever since Pedro took a two-week vacation with his parents through Thailand and Malaysia, he has been fascinated by the diversity and history of the region. He now takes an occasional elective course, such as Buddhism or Japanese economy, to supplement his business degree and keep him connected to the region. But, somehow, classes did not seem to be enough.

Then, in campus one day he sees an AIESEC poster saying “Are you eating Chinese take-out or dining in Beijing? It’s up to you!” He is intrigued.

He attends the information session and is amazed by the different opportunities to gain international experience and perspective through AIESEC. He joins AIESEC and starts working on an Incoming Exchange Team that finds internships in local companies for foreign students.

He takes responsibility for managing a relationship with a company that wants to bring over three students from China to work on an emerging market project. He is now in contact on a daily basis with AIESEC members in Beijing and Shanghai.

He builds up a strong relationship with a few of the AIESEC members in China and he is asked to come over to China for two months during his summer break to help increase the exchange between China and his local committee.

He returns, with pictures of himself next to the Great Wall of China and drinking a martini at the Jin Mao Building in Shanghai.

He takes on responsibility of the incoming exchange team, leading a team of 7 people to sell and service the exchange program to 5 companies. He learns about planning and team management.

He also becomes an expert in the area of sales and starts training other AIESEC members on his strategies at AIESEC national conferences.

After this year, Pedro will graduate university and he is planning to finally go on an AIESEC exchange himself he is planning to work in Japan to see first hand what the Japanese economy is all about.



Are you eating Chinese take-out or dining In Beijing?

What is AIESEC?

AIESEC is an international platform for young people to discover and develop their potential to have a positive impact in society.

AIESEC in Numbers

- ✓ Since 1948
- ✓ 89 countries and territories
- ✓ Over 800 universities
- ✓ 18,000 members
- ✓ 5,000 leadership positions
- ✓ 3,500 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!