

The International Association of Students in Business, Economics, & Computer Sciences

The acronym AIESEC corresponds to French wording which when translated reads; "The International Association of Students in Business, Economics & Computer Science". The name AIESEC is pronounced "eye-sek".

The organization was founded in France after the second World War and currently has chapters in 71 countries. AIESEC is also recognized by the United Nations as the voice of students worldwide. Its objectives are:

- To bring together, from different countries, students studying business & related fields.
- To give these individuals the opportunity to interact and learn about different cultures and how business is conducted in the global village.
- To give members the opportunity to hold a position that requires them to take responsibility and adjust to situations in a business environment; providing them with an education outside of the classroom.

As well as having students as members, AIESEC is entirely student run and organized. Students hold the positions of President, VP Marketing, Exchange Controller and various others on an International, Regional, National and Local level. Recently Nick Rodrigue, an AIESEC member from UNB has taken the position of Exchange Controller on the National Committee. He will be working for AIESEC in a full-time paid position in Montreal. This is the environment within AIESEC that gives students responsibility and experience in an environment comparable to an International Conglomerate.

Bringing people together and giving them the opportunity to measure their abilities comes about as a result of members working to promote AIESEC's most important and most visible vehicle for achieving its goals; the International Traineeship Exchange Program (ITEP).

ITEP is the point around which the organization revolves. The program lets members apply for a job in a foreign country that pertains to their field of study. Every year thousands of students world wide are matched through the ITEP program and gain valuable work experience in a foreign country in an area of their interest. It is a match that benefits both student and employer.

ITEP: The Symbiotic Relationship

Matching students with employers in foreign countries is beneficial for both parties. The company benefits because it receives educated, intelligent employees that bring with them new ideas and experiences. Trainees coming to Canada often have an undergraduate degree and some are doing graduate studies. The student benefits because he/she gets to visit a foreign country, and obtain valuable job experience. The AIESEC Local Committee arranges accommodation as well as social activities and helps the visiting student adjust to life in a strange country.

The mechanics of the ITEP program are simple. Local Committees approach businesses in their area to inquire if they would have an interest in employing a foreign student. Interested companies specify what type of skills they require of the student and for how long (ie an accounting firm may desire an accounting student for two months

during the income tax season). AIESEC members applying for traineeships fill out forms listing their area of study, their courses and personal information. The data is fed into a computerized matching system and matches between companies and students are made.

AIESEC has been running ITEP since 1948 and year after year the program continues to grow. Another program that continues to grow since its inception in 1986 is the Global Theme Program (GTP).

GTP: Educating The World

The Global Theme Program (GTP) was started by AIESEC in 1986 to complement the ITEP program. While ITEP gives members practical business experience, the GTP helps educate members about current world business issues.

Every two years AIESEC International holds a Global Theme Conference (GTC) where a new global theme is decided upon and the old theme is debated over. The new theme is communicated to all Local Committees who over the following two years organize events, speakers and workshops concerning the theme. At the end of the two



years the GTC is held and members gather to assimilate all the information is organized, edited and published. The end result of two years effort is a book which summarizes different views on current issues from students all over the world.

The previous theme AIESEC used for the program was "Sustainable Development". For two years Local Committees educated themselves and others on topics around this theme. In August 1990 there was a GTC in Tokyo, Japan, attended by students and international political, educational and business leaders. The result of the conference was the publication of the "Youth Action Guide" (YAG). The book contains a large amount of information on environmental issues and recommendations on what should be done to help keep our world healthy. The book was distributed to universities and

Local Committees in the hope that it would be used by professors, business leaders and students.

The success of the GTP and the GTC in Tokyo was so great that AIESEC has been chosen by the United Nations to be the official representative of the world student body at the upcoming United Nations Conference on Environment and Development (UNCED). UNCED is to be held this coming June in Brazil.

The current global theme is "Entrepreneurship and Corporate Responsibility - New Opportunities for Corporate Development" and the GTC for this theme is to be held in Rome this coming August. It is hoped that this GTC will be as successful as the previous conference.

The Global Theme Conferences have been successful and have drawn attention but they are only one set of the many conferences AIESEC holds. The following is a list of a few of these conferences.

The Regional Conferences

- ENALDS (European North American Leadership Development Seminar). To be held in Turkey this March.
- SCANABE (Scandinavian North American Benebritz). This educates members about the organization and was last held in Holland.
- EUNO (European North American). A regional congress last held in Poland.
- IC (International Congress). The largest AIESEC conference where all 71 AIESEC countries are represented with approximately 1000 delegates. The next one scheduled to be held in Budapest, Hungary February 23-March 2, 1992.

The National Congress: The joint partnership

Annually, 350 AIESEC members from across Canada, along with international guests gather for a four day conference - hosted by a different Canadian Local Committee each year. National Congress is the cornerstone of AIESEC Canada's activities. Undergraduate and graduate students meet to discuss national and international business developments - and to formulate a coordinated response to perceived needs within the Canadian business community. This year Fredericton hosts the annual conference.

A National Congress provides students with the rare opportunity of establishing direct contact with other future business leaders from across Canada. A large portion of the delegates' time is spent in a general plenary wherein a new National President is elected. Coupled with this responsibility, these young business leaders enhance their knowledge of relevant business developments through their active involvement in: presentations, panel discussions, workshops, and sub-committees; working on policies, revising strategies, discussing legislation and training for the coming year.

Training sessions call upon the experience of local business leaders, ensuring that vast experience and knowledge of today's business world is passed on to delegates. As well as being one of the major determinants of AIESEC Canada's success, this annual event enables AIESEC to improve the services it offers to the business community and to the students.

National Congress is a unique partnership between university students and the business community. The outcome of this partnership is better trained, goal oriented individuals with the ability to succeed in management.

With the enthusiastic support of Fredericton's business community, we look forward to hosting a successful National Congress in January, 1993.

Freddy Beach: Activities on the local level

Here in Fredericton AIESEC takes part in and organizes various activities. The

activity that most students will be familiar with is Career Day. Each September AIESEC Fredericton arranges for businesses to come to the university and set up information booths for students to visit. Representatives of different corporations and industries are present to discuss career opportunities and answer any questions students may have about a particular job.

This past year the Fredericton local helped to organize and promote International Business Week that was sponsored by the Center of International Marketing and Entrepreneurship. Speakers such as Patrick Sullivan (Moosehead), David McAllister (Sabian Cymbals) and Andrew Steeves (ADI) came to the university to speak on business in the global environment. Various other activities such as films and presentations were also available.

AIESEC also has close ties with businesses off campus. AIESEC members attend Fredericton Chamber of Commerce meetings and while doing so discuss issues and meet with the business leaders of the area. The Chamber has various speakers come to their meetings to discuss topics that concern business in New Brunswick. AIESEC members often find that topics and issues addressed by these speakers is relevant and complimentary to courses being taken at the university.

AIESEC members are active in the Fredericton Junior Chamber of Commerce as well. The Junior Chamber consists of individuals ages 18-39 and is a natural progression for AIESEC members leaving university. AIESEC members attend Junior Chamber meetings and are very active in its operation. Both the Chamber and Junior Chamber provide AIESEC members the opportunity to meet with business leaders and educate themselves better about the local and global business environment.

AIESEC also makes contact with private business through the traineeship program. Members visit local businesses to let them know that AIESEC exists and inform them of the services that the organization offers.

Conferences are held on the local level and AIESEC Fredericton members organize and attend these on a regular basis. Members annually travel to the Atlantic Regional Conference (ARC) which is held at a different location in the Maritimes each year. Last year it was held at the Wandlyn here in Fredericton and was attended by 100 students from universities in Quebec and the Maritimes. Topics discussed were marketing, human resources and a presentation was made by the delegation from Laval University on their trip to Central America.

The Final Chapter

Admittedly, what has been printed here is a very brief summary of what AIESEC is about and what takes place in the organization. It does however give a good description of the main goals and structure of AIESEC. Educating, informing and providing interaction with the business leaders of tomorrow is what the AIESEC organization aims to achieve.

If you would like to find out more about AIESEC or are just curious drop into our office, room 30 of the SUB and talk to one of us.



Above: Standing: Jeffery Czopor - Exchange Controller - Elect, Julie Ferguson - President - Elect.

Left: Standing: L-R Andrew Hunt - V.P. Communications, Suzanne Michauel - V.P. Finance, Eric Burchill - V.P. Human Resources, Susan McConchie - V.P. Special Projects. Sitting: L-R Nick Rodrigue - Exchange Controller, Andrea Hunter - President, Janice MacPherson - V.P. Marketing.

Photos by Dave Smith.

AIESEC

