

AIESEC IN MALAYSIA ANNUAL REPORT 2020/21





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For those who are reading this,

I wish to appreciate your care for Youth Leadership Development. This is Travis, the President of AIESEC in Malaysia.

2021 has been an exciting ride with uncertainty and difficulties. Imagine 5% of the opportunities and threats have been putting 95% of every organization into a challenging environment. Yet, it also gives people a pause. A pause to questions ourselves regardless of our role in society. It is about who we are, what we are doing, if we are doing the right thing - Some of us have found the calling, some of us have not.

Yet, with the experience of COVID-19, I believe we will not always be able to build the future for our youth but to build our youth for the future. A leadership movement is again to continue in Malaysia, and we are already in it.

This year, we continue to put tremendous effort into Community Sustainability with our virtual community projects, remote professional internship & credible industrial opportunities to transmit positivity through uncertainty. Moreover, to translate our vision ***For A United Malaysia - A proud and action-driven nation that embraces diversity and takes ownership for a better Malaysia*** into actual deeds with tangible actions.

If you have already experienced the Ambition, Purposes, Ownership, Excitement, Connection that we as AIESECers celebrated in this organization. In that case, I hope you find them relevant and delightful as you are already one part of our impact circles to expand the leadership influences. If you have not, I am sincerely sending you an invitation, and I assure you that the power of Leadership and Growth will buy you a sweet visit soon.

Undoubtedly, more challenges will be arriving in 2021 or even next year, Don't let the imaginary fear take over us but leadership and sustainable actions. If we desperately pursue something worth trying, then try, and it all starts with every one of us.

AIESECly,

Travis

President
AIESEC in Malaysia 2020-2021

Chairman's Message



Dear fellow AIESECers, partners and friends,

I would like to take this opportunity to congratulate the Member Committee Term 2020/21 for their contribution and dedication for yet another successful year.

Indeed 2020/21 is by far the most challenging year recognized by all organizations and AIESEC is not spared from the challenge to reinvent itself and to ensure her relevance to the youth in Malaysia. To be relevant is to continue to innovate and reimagine everything we do, so that we can still be a significant student organization to the youth, equipped with the right mindset to springboard to years of future success as how AIESEC globally started seven decades ago.

Youth leadership development is a heavy responsibility, with a burden shouldered by AIESEC to make a difference in Malaysia. Since AIESEC's inception into Malaysia back in 1968, many Malaysian lives have been touched, including mine. While a person may not be able to change the world, a collective effort of youth around the world is able to. This must begin by changing the world of a person, one at a time. Each AIESEC experience, be it as a member, a trainee, a volunteer or even as a youth leader, it's a life-changing process, creates a huge impact into our lives and the lives of others as we seek to share learning from practical experiences in a VUCA environment.

Since early 2020, we converted our ways of working, transform our minds and actualize a new reality. Not because we planned for it, but we were thrown into it without a choice but to adopt and adapt, in order to operate effectively. While we can complain, we have to make the best out of it. Let us not "let a crisis go into waste" but to ask ourselves, how best we could reinvent this organization of ours to be even more impactful to the youth post pandemic to discover their true potential.

I'm pleased that AIESEC in Malaysia placed strong emphasis on Community Sustainability that empowers young people to understand and contribute to SDG-driven projects such a Clean Our Plate project. This is directly contributing to the prevention of climate change and its various impact on the environment and ecosystem. Sustainability is a collective effort with youth plays a significant role and the call to action is now with AIESECers taking the lead.

Once again, thank you for allowing me to share my thoughts. Being an AIESECer is a life-long journey and I'm proud to be an alumnus of this amazing organization.

AIESECly,

Darren HO

Chairman,
AIESEC in Malaysia Supervisory Group

Year of 20/21



This year, we continue to put tremendous effort into **Community Sustainability**. We believe an organization needs to grow one step at a time with a sustainable growth, so as a community.

With our virtual community projects, remote professional internship & credible industrial opportunities, we hope to deliver and transmit **Relevant Impacts** & positivity through uncertainty. Moreover, to translate our vision **For A United Malaysia - A proud and action-driven nation that embraces diversity and takes ownership for a better Malaysia** into actual deeds with tangible actions.

Year of 20/21



2300+ youths

Engage with AIESEC

600+

active AIESECers
across Malaysia

20+

Virtual
International
Internship
placements



20+

Virtual Summits
and conferences



160+

National and local
partners

22+

Universities across
East and West
Malaysia

15+

Virtual forums,
webinars and
workshops

Peace and fulfillment of humankind's potential.



We strive to build a world where people can work towards their own understanding of 'peace' while acknowledging and respecting the views of others.

Additionally, we strive for a world where through **"fulfillment of humankind's potential"**, people can be **the best version of themselves**.

We place our confidence in **youth** as a **key to** **unlock a better future.**

We believe that youth are the key to shaping a better future. Through each and every experience we provide, we strive to develop youth leaders with the following four qualities:



Empowering Others

Communicates clearly, engages in meaningful conversations, and creates spaces that empower others to take action.



Solution Oriented

Flexible, ready to take risks, and actively finds solutions to challenges.



World Citizen

Aware of global events and enjoys taking an active role in contributing towards making the world a better place for everyone.



Self Aware

Understands one's personal strengths, lives by one's values and constantly explores one's passions.

We **develop** youth leadership through learning from **practical experiences** in **challenging environments**.

We ensure that practical experiences in challenging environments are present by facilitating cross-cultural exchange and creating these opportunities in membership roles.

Our What



AIESEC provides an opportunity for young people **to work or volunteer abroad in unfamiliar environments**. This allows them to **step outside their comfort zone** and **expand their worldview**, while **contributing to the community** in which they are working.

Our members work in teams to create and manage these cross-cultural exchange experiences.

This provides an opportunity for our members to **live powerful team experiences** and **develop their own leadership potential**.



AIESEC in Malaysia



1968

JAMES CALLAGHAN (coordinator of AIESEC in US) visited Malaysia to propagate the idea of starting AIESEC in the country. He attracted the attention of Mr. Yap Kun Tiat, the President of UNIVERSITI MALAYA Economics Society (UMECS).

MR. YAP KUN TIAT, was selected as the first president of AIESEC in Universiti Malaya.

Early 70s

TRAINEESHIPS: 35 traineeships per annum

BoA: TNC HEP, Dr Tarcissus Chin (Cycle and Carriage), President MICCI

In the second half of the 1970s

1983

Host of 10TH ASIA PACIFIC CONGRESS

Focused on projects (centred on government theme/AI theme: LOOK EAST, VISIT MALAYSIA) and Local Chapter Extensions

1985

Partnered with TOURISM MALAYSIA: Beautiful Malaysia

Asia Motivational Seminar '86 (Awarded best training meeting by AIESEC International).

Additional projects aimed to bridge the gap between students and corporates thru: case studies & simulated market games.

1990

Hosted Asia Pacific Congress

Partners: KL Mutual Fund, Yeo Hup Seng, Leo Burnett (Strong support from BoA & corporate sector)

1999

Focused on projects such as career expos/career fairs (especially those for the manufacturing and IT industries), traineeships in the global team program (GTP) for sustainable development. The goal was to bridge the gap between the corporate sector and the community.

2000s

Focused on: capitalizing on capacity building
Partnerships : Pioneer, Standard Chartered Bank, DIGI Foundation, Samsung Foundation, UBS AWARD WINNERS, GAC Development

2005-2006

National exchange partners included: MDBC, IBM, DKSH, OCSeaLDS

2007-2008

Initiatives: Youth08, PricewaterhouseCoopers Alumni Networking Event, Country Partnership Program with India, Corporate Breakfast

2009-2010

National Initiatives such as SCB Living with HIV, Global Talents Program, Go Exchange Program, Entrepreneurship Initiative, Environmental Sustainability Initiative, Youth Nation, hosted International Congress 2009, National Financial Model (LC National Affiliation Fee)

Partnerships: Co-organizing Youth'10 Conference, AIESEC-CISCO Academy partnership for Go Exchange, Loreal Career Make Up partnership, PwC learning partnership, Graduan partnership, GradMalaysia & Postgradasia partnership.

2010s

National initiatives continued from previous efforts in entrepreneurship and exchange programs.

Partnerships : P&G, Naza, AIC events, National Exchange Partner (Lim Kok Wing, PTF, Nippon Paint, Berjaya, ING, Accenture, Google (Speaker for UNLEASH), APIC, BQe.Accenture, ING Insurance, Leaderonomics, GROUPMAD, APIC, AAM, P&G, GTI, Allianz, Ernst & Young, Microsoft, Samsung, TFM, Perspective Strategies, ISIC, TalentCorp, MSC, Malakoff, PwC, L'Oreal, Danone D

2015-Present

AIESEC in Malaysia is actively present in 22+ universities today. Every since 2015, we expanded our exchange programs (Global Volunteer and Global Talent) to provide 1500+ opportunities for youths annually. We established a strong network of partners, highschool, government, universities, NGOs and alumni to drive our annual leadership impact.

Partners: PwC, Unilever, Maxis, Digi, Maybank, P&G, Asia School of Business, Fave, TalentCorp, Leaderonomics, Yayasan Hasanah, IOI Properties, Electrolux, Loreal, Air Asia, Nippon Paint, Microsoft and more.

Our **flagship programs** are run across all local chapters to engage youths in **leadership development** via various **practical challenges**.

Flagships



Global Volunteer



Global Volunteer is an AIESEC initiative aimed at activating leadership potential in youth by engaging and mobilising them through cross-cultural projects designed to contribute to the **Sustainable Development Goals**.

Our Global Volunteer projects around the world exist because as AIESEC, we choose to shape what we do around what the world needs.

Watch the program [here >>](#)

Global Talent



Global Talent is an AIESEC initiative aimed at activating leadership potential in youth while boosting career prospects through an international internship.

Global Talent also brings youth perspectives and diversity into business that fulfill the needs of the businesses. Main fields include but not limited to **Teaching, Business Administration, IT, and Marketing**.

Watch the program [here >>](#)



Milos Mladenovic

AIESEC intern, HR Global Functions, DHL Supply Chain

As the world grapples with unprecedented challenges posed by the COVID-19 pandemic, youth voices are essential in every transformative act in today's world.

AIESEC in Malaysia has been developing youth leadership via global working and volunteering opportunities since 1968. We fundamentally drive impact by developing our youths as world citizens, by partnering with different partners and stakeholders to implement sustainable projects nationally and globally.



YouthSpeak Forum



YouthSpeak Forum is a premiere event that brings together young people, business leaders and experts of various field to form a diverse cross-sector and multi-generational space which dedicated to create solutions and actions in achieving the Sustainable Development Goals (SDG) relevant in a specific community.

Watch the event [here >>](#)

Employer Branding

AIESEC in Malaysia co-creates various employer branding to bridge industry's conversations with youths. We focus on conversations regarding workforce culture, future of work, youths' opportunities to provide more opportunities for youths to act earlier and faster according to the world.

Watch the event [here >>](#)



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Community Projects

AIESEC runs Global Volunteer programmes with National Projects 'Speak Up', 'Clean Our Plate' and various local initiatives across East and West Malaysia that work on achieving different Sustainable Development Goals. Our projects mainly work on SDG 4 Quality Education, SDG 10 Reduce Inequality and SDG 12 Responsible Consumption and Production.

Access our community projects [here>>](#)

Digital Campaign

AIESEC is actively engaging in talent development and thought leadership to bridge different industries and youth leadership. AIESEC talent pools have been long term employer branding targets of different corporates and industries.

Access our partnership initiatives [here >>](#)

**BYTE-SIZED
LEADERSHIP**
Your daily byte of leadership.



Hear from Maxis' Chief Human Resource Officer,
Ms Natalia Navin as she discusses the topic

World Citizen: Developing a Meaningful Career

**World Citizen:
Developing A
Meaningful Career**



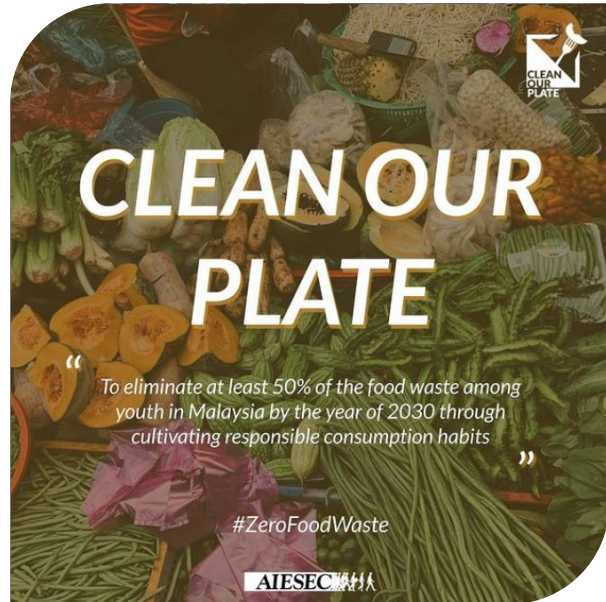
Hear from **maxis**

**NATALIA
NAVIN**

CHIEF HUMAN RESOURCE OFFICER
OF MAXIS



AIESEC MHA



Community Project



**“Think Globally, Act Locally”
is always the key of AIESEC
in community development.**

AIESEC, as the world's largest youth-run organization, supports the Sustainable Development Goal #17: Partnerships for the goals. AIESEC and the United Nations have a rich relationship of mutual belief and passion towards achieving peace in the world. We firmly believe that young people need to be at the center of the global development process. And so AIESEC and the United Nations have been working together to ensure that the world that we create tomorrow is aligned with the needs of the youth today.

By reading the report, we wish to communicate the youth's efforts with all our stakeholders to drive the change for a better Malaysia.



Speak Up! is a community project aligning with Sustainable Development Goal 4 (Quality Education) which aims to build confidence in every single Malaysian youth to speak to the world.

To achieve SDG Target 4.4, we empower Malaysian students in acquiring technical skills relating to Science, Technology, Engineering and Mathematics (STEM) which are useful for their future employment and entrepreneurship.

In term 20.21, Speak Up project brought STEM education to nearly 900 secondary school students in Malaysia.

To support underprivileged students with online learning, we provided laptops and tablets to 27 Malaysian students from B40 background.

265

**Volunteers
Recruited**

894

**Students
Participated**

47

**Schools
Partnered**

82

**Partners
Engaged**

22

**Projects
Conducted**

RM 40.5k

**Crowdfunding
Raised**

STEM Workshops

Speak Up virtual workshops are a series helping students develop their confidence in speaking up and learn interesting and useful STEM skills.

The virtual workshops are designed & delivered by youth volunteers aged 18-24 that we engaged through Local Virtual Volunteer initiative. With the learnings they obtain in the workshops, the students will participate in a Speak Up video challenge to express themselves and create their own STEM project like a mobile application.



Underprivileged students provided with laptop to join virtual workshops

Starts	Streams	Listener	Follower
1560	754	475	90

Speak Up Podcast



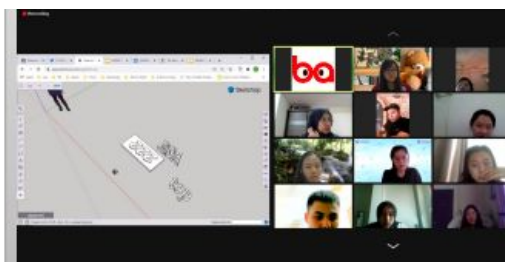
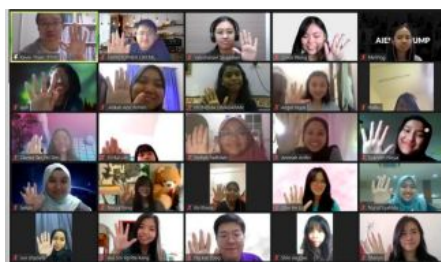
Speak Up Podcast is an activity where we initiate conversation among youth in Malaysia and beyond with the topic about UN Sustainable Development Goal 4 - Quality Education.

In this podcast series, we empower youth volunteers who participate in our project to exchange their thoughts and ideas on educational matters. We also invite some learning partners and guests with diverse background and expertise to join in our podcast.



National Partner

Train the Trainers



Facilitator Skills

Building Relationships & Classroom Management

By Teach For Malaysia

3D Design

Programming and Coding

By Chumbaka

Effective Verbal Communication

Building Confidence in English Speaking

By MELTA



Shawn Stanly
Teach For Malaysia -
Talent Acquisition

We've had a splendid Winter experience with the Speak Up team where we engaged with over 50 undergrads across Malaysia in a Train the Trainer (TtT) Workshop, prepping them to carry out their Speak Up projects in schools in their respective regions. We are delighted to see young leaders coming onboard to be part of the change that they speak of to enhance literacy and communication skills in communities.



Chong Zhi Xiong
CHUMBAKA -
Chief Learning Officer

I am truly moved and encouraged that youths like yourselves are taking up voluntary projects such as Speak Up with the intention of helping the ones in need. As the saying goes, "It takes a village to raise a child." Youths in the Speak Up project inadvertently form "the village" for the children out there, especially at times like Covid, where the gap of inclusive & quality education is even more apparent.

In Chumbaka, we believe in the power of empowerment to the community. We continuously partner with AIESEC and many other student bodies, because we truly appreciate the intention to want to help. We hope our experience, skills, and learning materials curated over the years, could empower AIESEC towards providing better quality learning experience for the children, as well as a platform for the youths to understand and act upon the inequalities in this rapidly changing world.



Partners

National Partner



Local Partner



KC
Education Center





Clean Our Project is a community project aligning with Sustainable Development Goal 12 (Responsible Consumption & Production) that aims to **tackle the food waste issue**, especially at household level which is responsible for the largest portion of all food waste in Malaysia.

With a vision to eliminate at least 50% of the food waste among youth in Malaysia by the year of 2030 through cultivating responsible consumption habits, we set up 4 missions: we know (awareness), we care (mindset), we do (action) & we influence (empowerment).

In term 20.21, Clean Our Plate recruited more than 150 Malaysian youth as volunteers to help raise awareness and initiate action on food waste issue through virtual platform.

With different activities from virtual workshop to household food composting to food donation drive, the project reached more than 700 students & helped compost 500 kg of food waste

156

**Volunteers
Recruited**

22

**Schools
Partnered**

14

**Projects
Conducted**

717

**Students
Participated**

513kg

**Food
Collected & Composted**

76

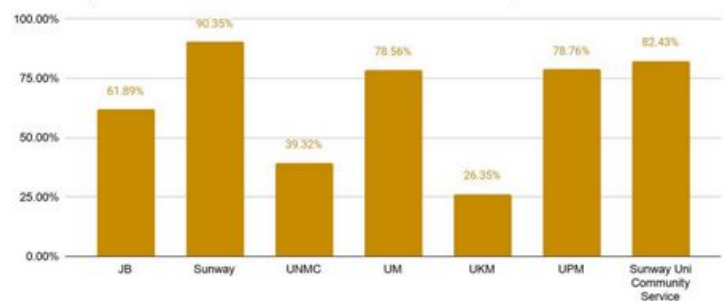
**Partners
Engaged**

Household Food Composting

Household food composting is Clean Our Plate's initiative to implement the responsible consumption habit in our volunteers daily life by incorporating a simple and significant action of food waste composting.

Our volunteers managed to collect around 333.34kg of food waste from their own households. In total, around 54% (180.11kg) of them are composted into a green compost or enzyme, preventing the food waste from being discarded into the landfill.

Percentage of Food Waste Collected to Food Waste Composted



Food Donation Drive



During the pandemic, many underprivileged communities are affected and experienced daily food shortage and food security issues. We are grateful to have our national partner Mission Food to have kindly sponsored us 920.48 kg of naans & wraps.

They were donated to The Lost Food Project and Pusat Perubatan Universiti Malaya. Moreover, the donation from AIESEC in UPM to The Lost Food Project has been able to provide 13,000 meals to beneficiaries. The donations from AIESEC in Penang and Sunway University Community Service to Green Hero have benefitted 50 families in Penang region.



National Partner



Mae Ooi
MAEKO - Sales Director

The past season had been a tough ride for creating awareness activities on food waste management for public due to the numerous rounds and uncertainties in MCO regulation for curbing Covid-19. Despite the challenges faced, AIESEC COP team did not let loose on the passion and mission they withhold when accepting this noble task given. MAEKO must say that the effort COP team put in is more meaningful than the result generated. It is always the journey that hammer in and not just the report by the end of the project. We believe all the participants and the core team members learnt and experienced the real life sustainable food waste management via this program. Kudos to all!



Aniadila Kamaruddin
MySaveFood - Deputy Director

At this pandemic, each NGO and associations ultimately have to determine its own risk level to reach their target audience or the needy. Even though our country is in the midst of fighting the Covid 19, AIESEC is taking a bold decision to set up a Clean Our Plate Campaign (COP) in virtual and zero physical engagement. I am proud of their proactive response to the new norm and stand strong together to organize an awareness campaign to actively educate the younger generation to not waste food.



Calvin Chan
Green Hero
Chief Environmental Officer

AIESEC in Malaysia has provided great insights to its volunteers on the current food waste crisis in Malaysia. Their volunteers and team members work together as one to help fundraiser over RM5k to get groceries to help over 50 families to those that have been impacted by COVID 19. We as well did remind the families to be caution on their food and not to waste food at all because food waste is a sinful act.

Together with AIESEC, you and Green Hero, we can help advocate for a greener future and also at the same time help those in need.



Heather Wee
The Lost Food Project
Co-leader of Outreach & Education

Another year passed and without a doubt, AIESEC Clean Our Plate program has surpassed its expectation and delivered yet another outstanding result in time of global pandemic and difficult times. We, in The Lost Food Project (TLFP) an NGO Foodbank partnering AIESEC in raising awareness of social issues such as food waste and its impact on the environment, are very proud with the outcome AIESEC has accomplished in food rescue and cash to feeding 13,000 meals to the needy. I am honoured to witness and work with these young, energetic, talented & relentless next gen who never gave up at times of difficulty, instead creatively and timely developed new strategies to move forward. Good jobs and congratulations to AIESEC! Look forward to another fruitful year ahead.



Partners

National Partner



Local Partner





*develop
your
leadership
with aiesec.*

Youth Leadership Engagement



We place our confidence in youth as a key to unlock a better future.

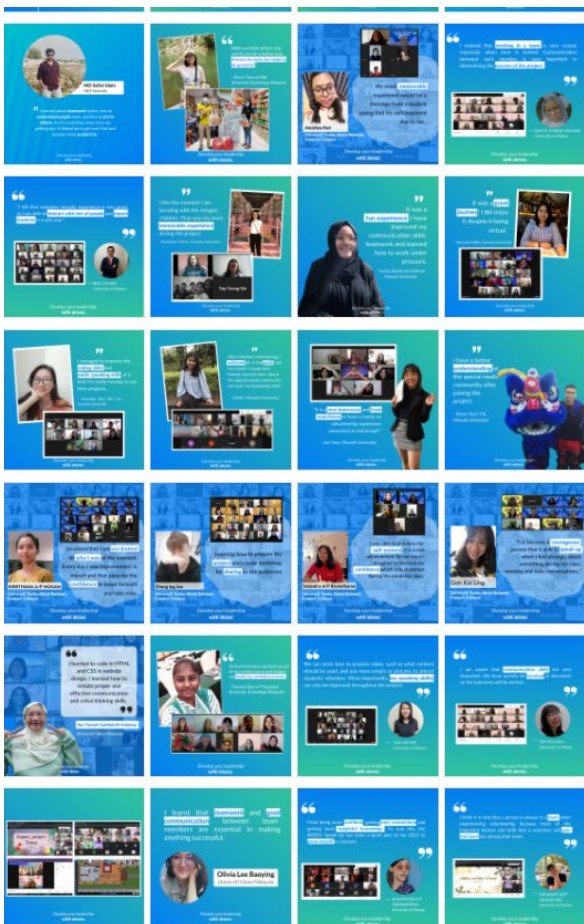
AIESEC, as the world's largest youth-run organization, strive to develop youth leadership for more than 70 years and we are still continuing this without any hesitation. AIESEC provides a platform for youth to explore, discover and breakthrough their limits to build a better self. First step is always the hardest. However, AIESEC choose to inspire and enlighten the growth in youth leaders.

By reading the report, we wish to communicate the youth power with all our stakeholders to drive the change for a better self in youth.

*develop
your
leadership
with aiesec.*

LOCAL VIRTUAL VOLUNTEER

Local Virtual Volunteer is an Engagement with AIESEC initiative run by AIESEC Malaysia for Malaysian youth. The program **empowers young people to take ownership of their personal development** and at the same time **take action towards solving social issues** in Malaysia through virtually volunteering in different SDG-aligned projects.



100,100

Likes/Reactions on Social Media

2,839

Students Registered for the program

845

Qualified Participants

9.27

Average Net Promoter Score



KIRTHANA A/P MOGAN

Universiti Tunku Abdul Rahman,
Kampar Campus



I realized that I am **not limited**
to **who I was** at the moment.
Every day I saw improvement in
myself and that gave me the
confidence to move forward
and take risks.

Develop your leadership
with aiesec



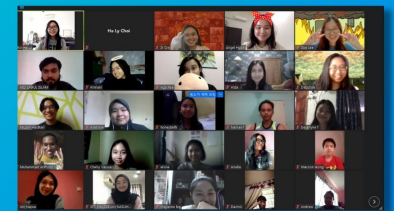
Goh Kai Ling

Universiti Tunku Abdul Rahman,
Kampar Campus

"I've become a **courageous**
person that is able to **speak up**
when I feel strongly about
something during my class,
meeting and daily conversations."

Develop your leadership
with aiesec

"In the Speak Up project, we taught students in English about personal development and Google Suites. Students can set their goals for the future by following SMART goals tricks and they also can make google form, google sheets and google slides for their studies or other things. It will help the students, and as they are part of the society, then it will also contribute to society."



Develop your leadership
with aiesec.



"With our little effort, the world can be a better one. **Always be kind, be helpful, be grateful.**"

- Rowin Tan Luo Wei
University Technology Malaysia



Develop your leadership
with aiesec.



"It is a **very impressive** and **fresh experience** to have a hands-on volunteering experience converted as full virtual!"

- Joyi How, Monash University

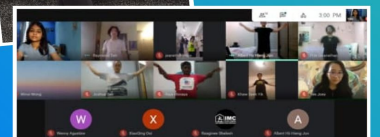


Develop your leadership
with aiesec.

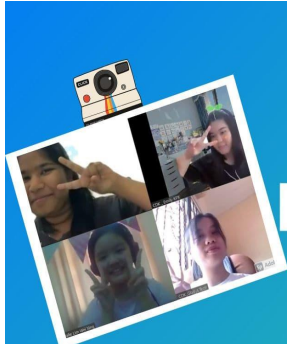


"After finished volunteering, I **achieved** all of the **goals** I set for myself. I made new friends, learned more about the special needs community and built my leadership skills."

- Irshika, Monash University



Develop your leadership
with aiesec.



Kirthana Rasantharan
Universiti Kebangsaan Malaysia

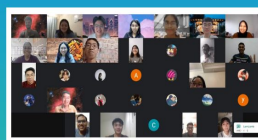
I had a drastic development in myself after being in this project. I started being **more self-aware and confident**. I stopped thinking about other people's judgements on me. I just started **loving myself** more than ever.

Develop your Leadership
with aiesec.

"

The Speak Up project is never lacking in surprises and has left me shocked as I **unlock new skills and potentials** that I never knew existed.

"



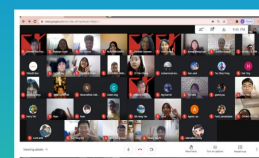
VHINOTH A/L MAGENTHRAN
University of Malaya

Develop your leadership
with aiesec.

"

Virtual volunteering has provided me many opportunities and ideas through fruitful discussions and workshops. I am now **more confident in myself**.

"

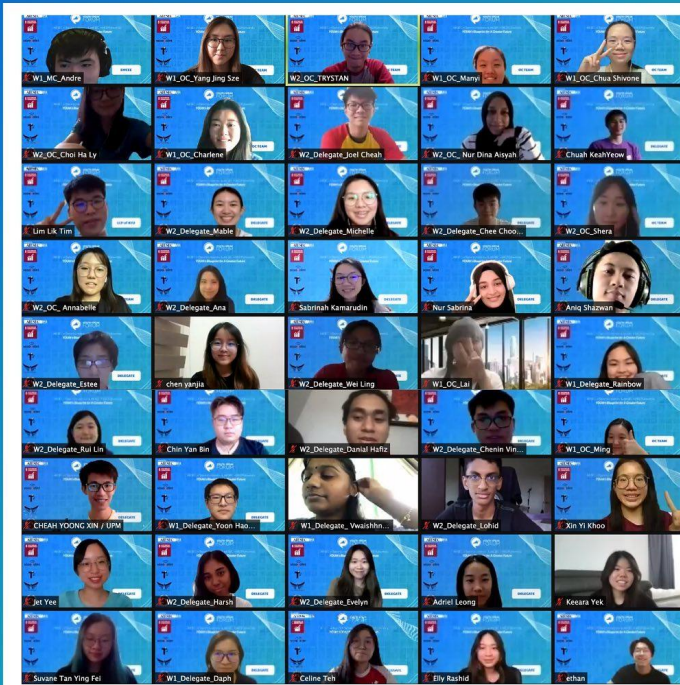


NURATIQA ABDUL HAMID
University of Malaya

Develop your leadership
with aiesec.



YOUTH SPEAK FORUM



YouthSpeak Forum powered by AIESEC is an Engagement with AIESEC product run by youth for youth. The touchpoint **empowers young people to understand how they can contribute to the SDGs** through short and powerful talks and **sparks interest in self-development** through skills-building workshops.

Our Impact on Youth

10

Universities & Colleges

65,515

Likes/Reactions on Social Media

639

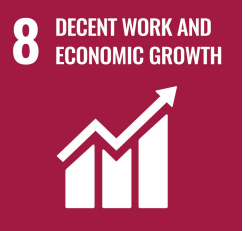
Qualified Participants

841

Students Registered for YSF

9.2

Average Net Promoter Score





Yew Jun Huo
YouthSpeak Forum Chair

YouthSpeak Forum 2021 is an excellent platform for the youths to discuss social issues like mental health problems that arose in our country recently; it can also give youths a direction or pathway to unleash their leadership potential.

The events have advocated students on enhancing their mental growth in terms of self-confidence, self-love and mental flexibility. For those who feel puzzled and lost in the midst of studies or work, you are encouraged to join these events and gain an insight of how to better your self development. Sometimes we just need someone to tell or remind us things will be fine and how do we make it fine.



Leng Phooi Jing
Participant of
YouthSpeak Forum



Dinesh A/L Devadas
Participant of
YouthSpeak Forum

YouthSpeak Forum has taught me a lot about the essentials that I never knew I needed. On top of the amazing sessions presented by amazing people, it was a lot of fun hearing people's stories. I've learnt a lot and I really suggest people do dive in on these types of forums because they teach you not only self-improvement but also time management and overall control of your emotions.

**BYTE-SIZED
LEADERSHIP**

Your daily byte of leadership.

IN COLLABORATION WITH

maxis

ada
analytics - data - advertising

UOB

An initiative with **industry leaders** to prepare **youths** for the future of work through **bite-sized thought leadership content**.

-April 2021 to June 2021-

Employer Branding

Live your brand youthfully with AIESEC.

AIESEC, as the world's largest youth-run organization, work closely with youth to create leadership impacts across the globe and nation consistently. We strive to improve the experience and exposure of youth nowadays in various industries and keep the learning and development flow through the conversations and engagement between the industries and the youth.

By reading the report, we wish to communicate the branding impacts with all our stakeholders to drive the change for a better youth brand positioning in respective industry.



YOUR DAILY BYTE OF LEADERSHIP



Byte-sized content, to connect YOUTH with top industry leaders



BYTE-SIZED LEADERSHIP



Your daily byte of leadership.

Byte-sized Leadership is an initiative by AIESEC in Malaysia **to engage youths in light and relevant content about leadership** to young people at the same time **connect them with thought leaders from different sector in the nation.**



22,392
Overall Video Views



3,821
Likes/Reactions on Social Media



1,021
Shares on Social Media

196
Students Registered Networking Event

9.45
Review on Networking Event

We place our confidence in **youth** as a key to unlock a better future.

We believe that youth are the key to shaping a better future. Through each and every experience we provide, we strive to develop youth leaders with the following four qualities:



Empowering Others

Communicates clearly, engages in meaningful conversations, and creates spaces that empower others to take action.



Solution Oriented

Flexible, ready to take risks, and actively finds solutions to challenges.



World Citizen

Aware of global events and enjoys taking an active role in contributing towards making the world a better place for everyone.



Self Aware

Understands one's personal strengths, lives by one's values and constantly explores one's passions.

Overview of campaign Performance

10,318

Maxis Video Views

78

Students Registered
Networking Event

9.55

Review on
Networking Event

397

Shares on Social Media

1,646

Likes/Reactions
on Social Media

Networking Event (Have A Call with Maxis)



‘Always be ahead’ is something Maxis has been trying to strive for, and one significant act would be bringing in 5G technology to the country. We wish to highlight vision of Maxis as a company to the country and the world, not just in providing services, and playing its part in being a **world citizen**. We hope to aspire young people to join Maxis to **develop a more meaning career** with a clear vision, as well as to give inspirations to them to **connect them to playing a role in making this world a better and more sustainable place** for the next generation.



Overview of campaign performance

5,274

ADA Video Views

70

Students Registered
Networking Event

9.6

Review about
Networking Event

252

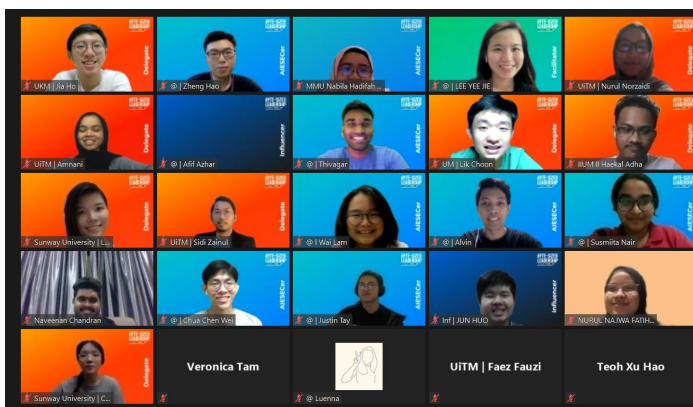
Shares on Social Media

1,197

Likes/Reactions
on Social Media

Networking Event (Have A Call with ADA)

The value 'Solution Oriented' had been one of the core values in ADA. AIESEC is grateful to have Eileen Khor (Head of Creativity and Innovation, ADA) to share her journey in embracing challenges and taking risks for the youths.



Overview of campaign performance

6,800

UOB Video Views

48

Students Registered
Networking Event

9.2

Review about
Networking Event

372

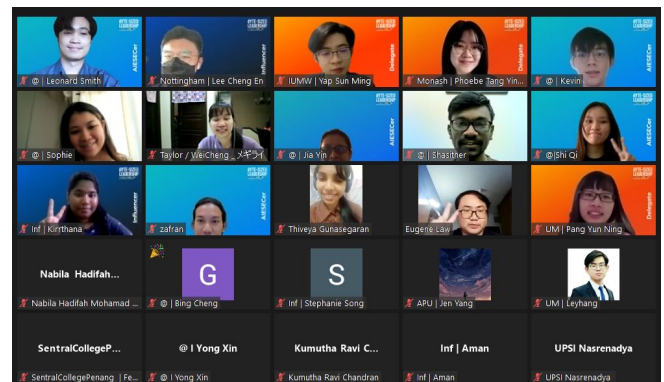
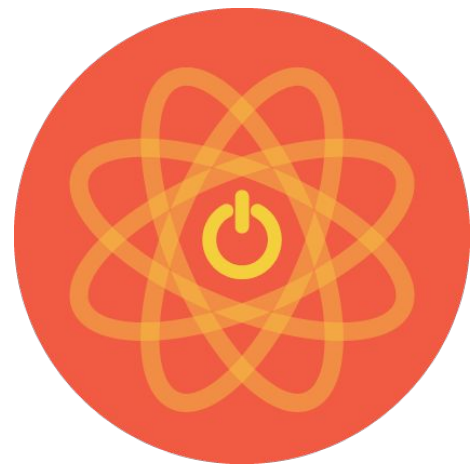
Shares on Social Media

978

Likes/Reactions
on Social Media

Networking Event (Empowerment in Your Hands)

The value 'Empowering Others' had been one of the core values in UOB. AIESEC is grateful to have Phaik Jin and Kate Lau (Senior Vice Presidents of UOB) to share their journey of the topic "Empowerment in Your Hands".



National Leadership Conference performance

6,063

Outreach

500

Youth Engaged

9.13

Overall Review on
conference engagement

54.5%

Youth request on
company opportunity

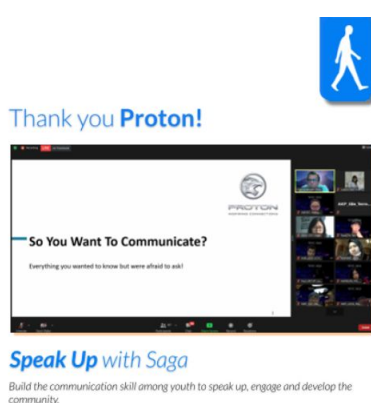
95

Youth sharing on social media

Employer Branding

AIESEC in Malaysia co-creates various employer branding to bridge industry's conversations with youths. We focus on conversations regarding workforce culture, future of work, youth leadership and opportunities to allow more youths to act earlier and faster according to the world.

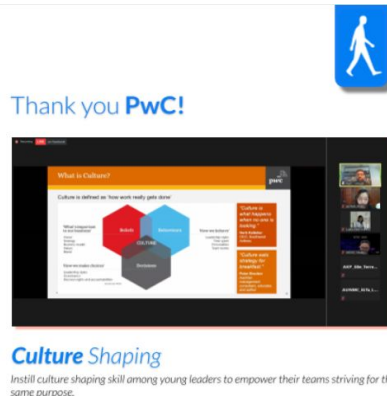
Watch the event [here >>](#)



Thank you Proton!

So You Want To Communicate?
Everything you wanted to know but were afraid to ask!

Speak Up with Saga
Build the communication skill among youth to speak up, engage and develop the community.



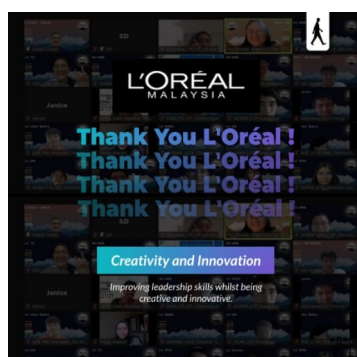
Thank you PwC!

Culture Shaping
Instill culture shaping skill among young leaders to empower their teams striving for the same purpose.



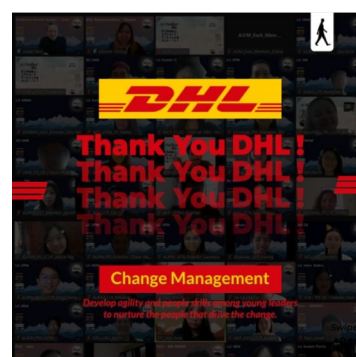
Thank you ShopBack!

Entrepreneurship
Develop the entrepreneurship mindset among young leaders to embrace the uncertainty.



Thank You L'Oréal!
Thank You L'Oréal!
Thank You L'Oréal!
Thank You L'Oréal!

Creativity and Innovation
Improving leadership skills whilst being creative and innovative.



Thank You DHL!
Thank You DHL!
Thank You DHL!
Thank You DHL!

Change Management
Develop agility and resolve skills among young leaders to nurture the mindset about the change.



Global Talent is an AIESEC initiative aimed at **activating leadership potential in youth** while **boosting career prospects through an international internship**. This program focused on attracting, recruiting and placing international talents with specific backgrounds in top organizations, therefore bridging the gap between youths and businesses in global market nowadays.

It also helps to bring youth perspectives and diversity into business that fulfill the needs of the businesses. Main fields that Global Talent sources for include but not limited to, **Business Administration, Business Development, Information Technology, and Marketing**.

Our Impact on Youth

11

Virtual Networking Events

20

Virtual Internships Placed

2

Physical Internships Placed

11

Entity to Entity Partnerships

350+

Youth Impacted with
Networking Events

1

International Virtual Internship
Career Fair

Our Impact on Business

8

Companies Partners

15

Internships Opened

8.2

Average Net Promoter Score

Global Talent Partners



Global Talent Partners



Mrs. Aquilah
Digital Durian

“ It has been my pleasure working with AIESEC. The team is very prompt, efficient and always asking how they can do better, They have a great attitude and I am glad to have worked with the AIESEC team. “

“AIESEC enables us at MindValley to get some of the best talent. We have over 100 employees and 1/3 were hired directly through AIESEC. Out of our senior management team of eleven people, eight of them came from AIESEC. We see AIESEC as being a key partner in the growth of our company.”



Mr Lakhiani
MindValley



Mrs Xara
Plentisoft

“ AIESEC have been doing an excellent job providing us with their service. Their support led us to have a better and clearer understanding of working with international interns and the tasks being assigned. We are grateful and appreciate the effort and the time invested that AIESEC gave for us. It has been great collaborating with the AIESEC team, and thanks for the great service!”

“ AIESEC has provided us quite a satisfactory performance. They were always quick to respond to us with their service and continuous update with intern progress. Some things that we could do better in the future would be to have better transition to have clearer communication. Nevertheless, we look forward to future collaborations with AIESEC. “



Mrs Nabila
General Assembly

Global Talent Internship Participants



Sushrut Padhye
Intern at LuxTag

“ Everyone from AIESEC in UNMC is really friendly and approachable. The entire process from signing up for my internship on the AIESEC platform to starting my AIESEC journey is really straightforward and simple. The AIESEC team from Global Talent is really supportive of each process and the support I received from them throughout the internship journey has been really helpful for me. “

“ As a Digital Marketing Executive at Digital Durian my schedule is quite tight. I need to attend up to 4 meetings everyday but what I like about Malaysia is that it always starts on time. Beside that whenever I faced problems my colleagues always try their best to help me solve it and provide support to me. And a big thanks to AIESEC too for always being supportive of me, helping me out for the obstacles and challenges I faced and allowing me to have a better understanding of the Malaysian culture as they have helped me be facilitated in the process. I really appreciate AIESEC for this exciting opportunity and the guidance along the journey!”



Rully Prameisti
Intern at Digital Durian



Darshan Patel
Intern at LuxTag

“ A few months ago I never would have imagined that I would have an experience like this. Thanks to AIESEC I was able to find an internship in a country that I knew little about, doing something I have never done before and surprise myself in ways I never thought possible, In addition, along with my fellow interns , I was able to connect with AIESEC members during this pandemic even when we were all far away. The support I got from the AIESEC team to do a remote internship was really helpful, and I really appreciate this. “

Our Membership



AIESEC is a youth-run organisation that develop youth leadership across the nation through different exposure programmes and engagements.

Every year, we have two recruitments nationally across our local chapters in February and September. As the membership is only limited to 600-700 opportunities per year, we only recruit youths that fit to the right values and profiles. Our members also run through elections every year to go for higher position based on our elections and legislation process.

By reading the report, we wish to showcase our membership with all our stakeholders to drive a better quality youth across the country.

AIESEC Membership

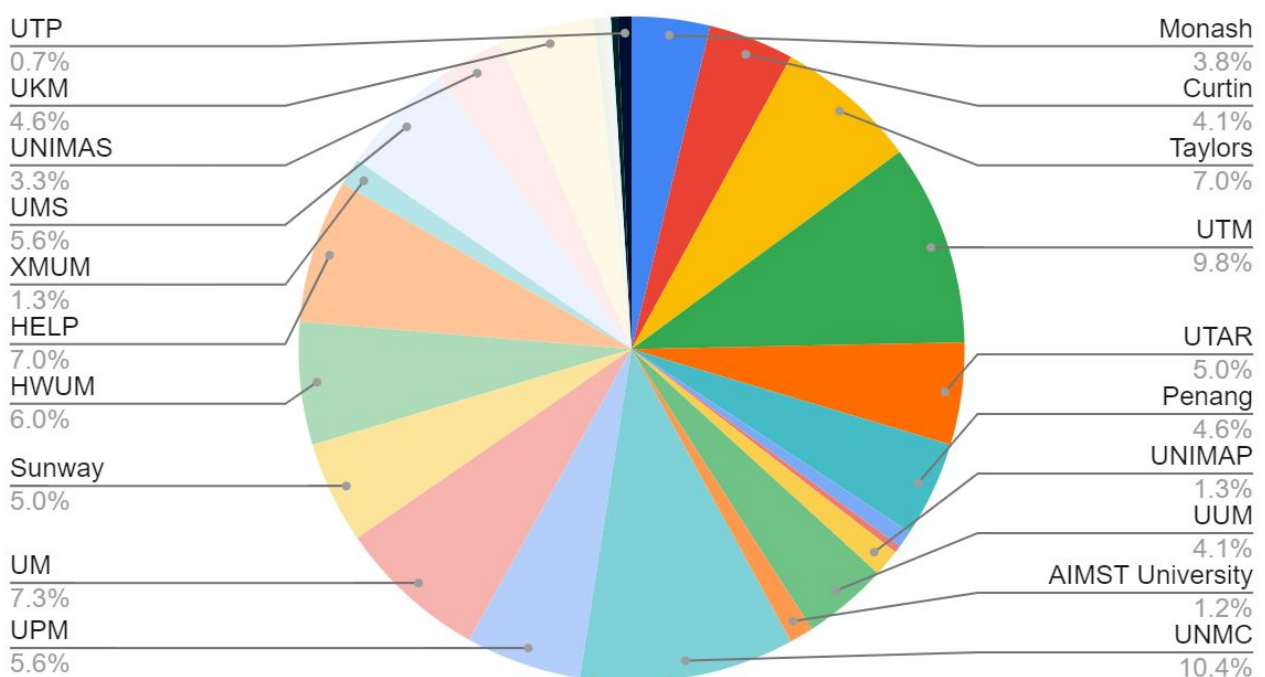


Active local chapters of AIESEC in different universities

In total, we have 604 active members across Malaysia in different university. Also, our members are youths with working experiences in leading teams and projects for **minimum 1-2 years since their early days in universities**. They uphold strong values as a youth to contribute, to learn and to commit.

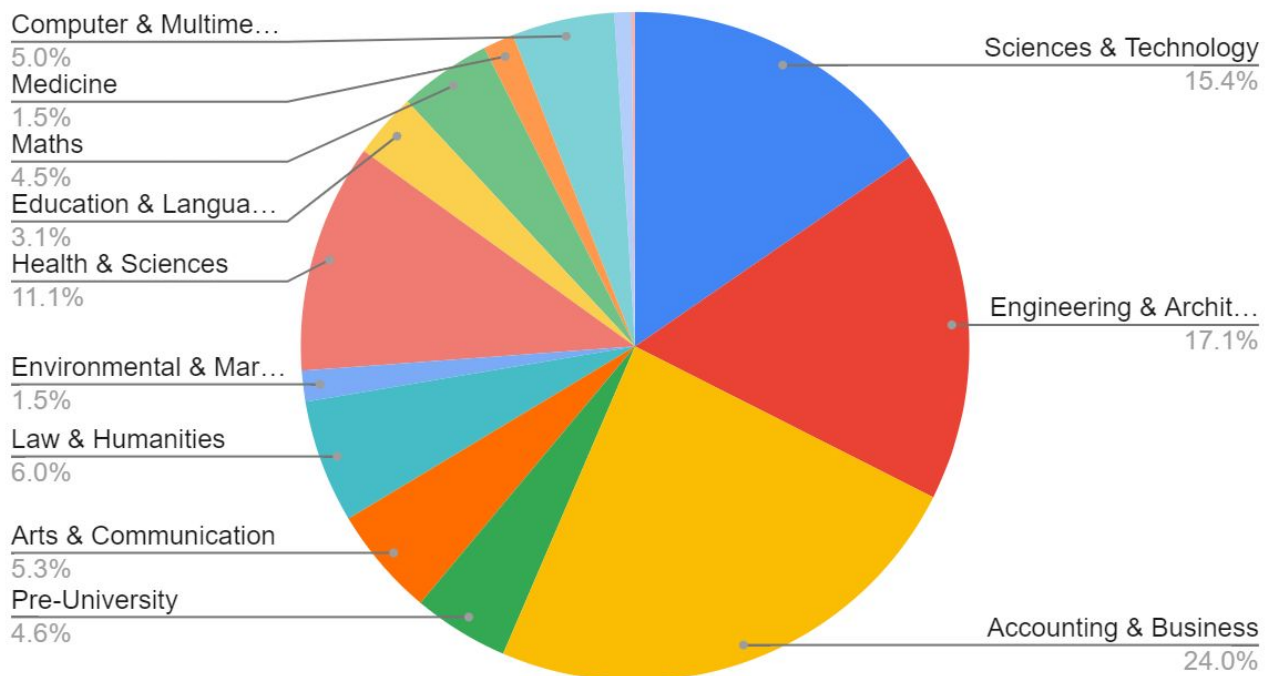
Visit <https://aiesec.my/become-one-of-us/> to know more

Number of membership/University



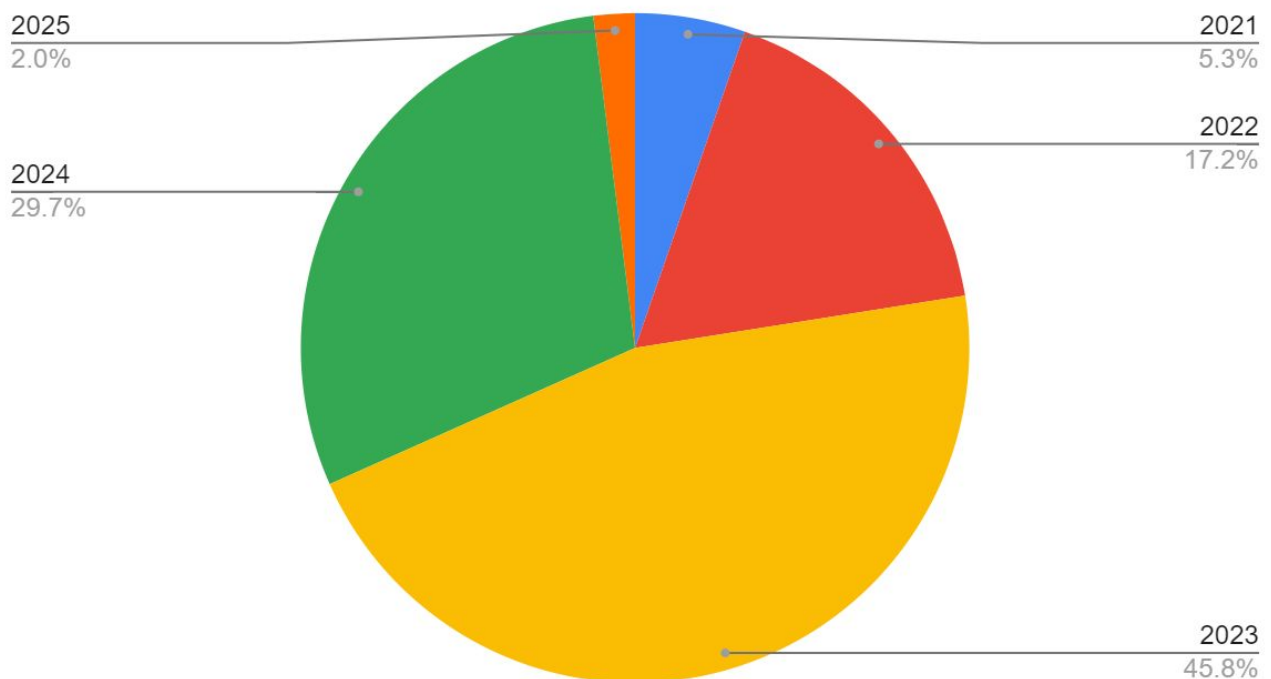
Area of Study:

Area of Study



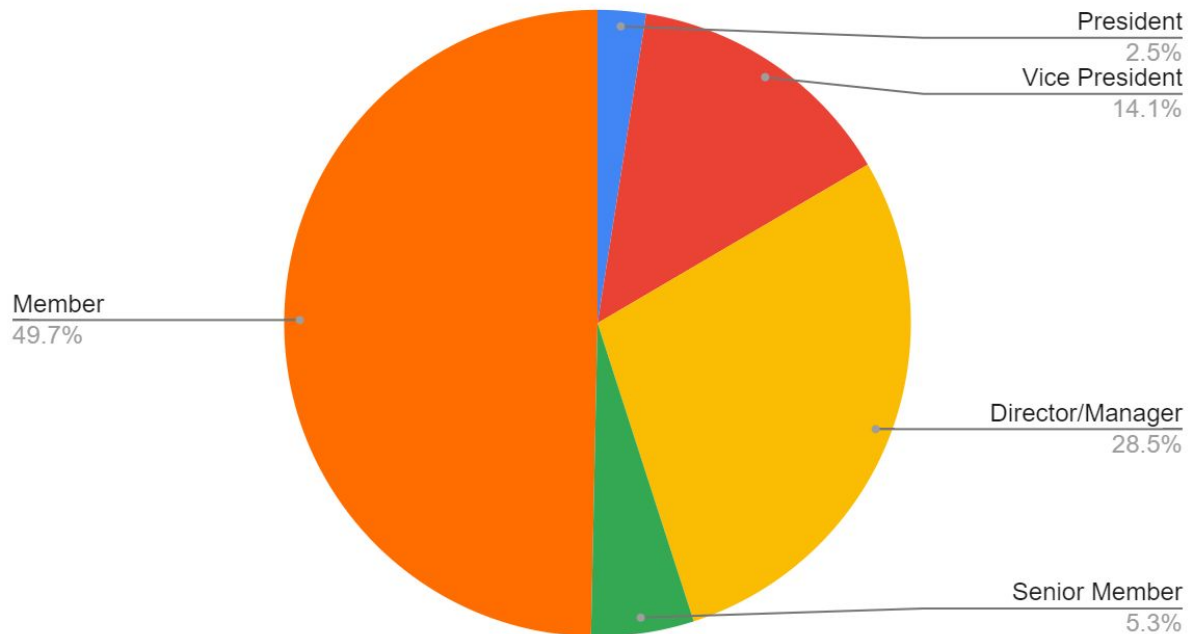
Graduation Year:

Membership Graduation Year



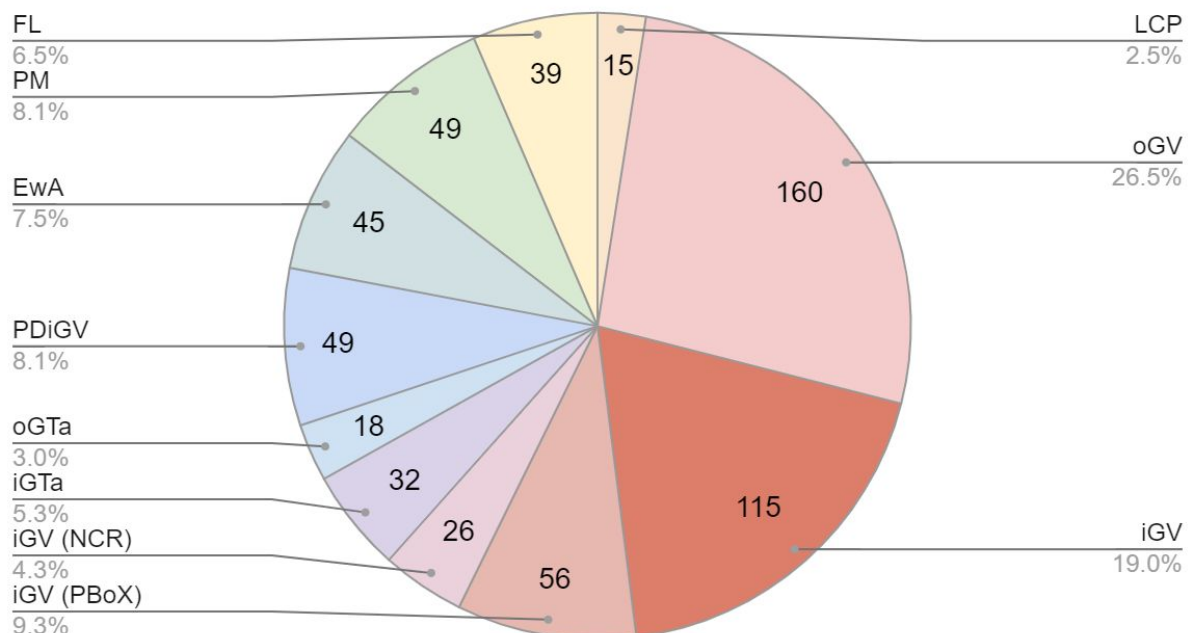
Membership in Leadership Role:

Membership Leadership Position



Membership in Function:

Functional Breakdown



LCP | Local Chapters President (Managing Director)
 PM/TM | Talent Management
 PD/BD/ER | Partnership Development
 OGV | Volunteering Project Team

FL | Finance and Legalities
 IGV | Volunteering Project Team
 IGT | Internship Program Team
 OGT | Internship Program Team

MYLDS and National Leaders Conference (WNC)

AIESEC in Malaysia conducts national leadership conferences for our membership every year. The followings are the general objectives :

1. Onboard executive boards of all university chapters with leadership trainings and workshops by AIESEC alumni and external partners
2. To unite all the membership with connection, engagement towards our entity vision, For A United Malaysia(FaUM).
3. Skills training that include leading a team, leading an organisation, functional skills (Finance, HR, Marketing, Sales, Operation) etc
4. Develop leadership ability of our membership in leading the change.
5. Awards Night to recognise Local Chapters' Effort

Profiles :

MYLDS - 600+ memberships across 22 universities

WNC - 200+ team leaders across 22 universities

Location :

Zoom Platform *Virtual*

Dates(5-6 days):

MyLDS August 2020, WNC Jan 2021, MyLDS August 2021



Virtual Summits and Trainings

We conduct various functional summits to members from all departments such as Finance and Legalities Summit, Sales Summit, Products Summit, and Talent Management Summit. The objectives are to train our members for management and functional skills that is necessary to conduct their projects and programs.

Profiles : Memberships from specific functional background across all universities

Location : Virtual platform

Dates : September- October 2020, February - May 2021

AIESEC Academy(B2B Sales, B2C Sales & Marketing, Team Leader Facilitation Skills)

We conduct various academy to our membership layer in different scope which cover (B2B Sales, B2C Sales & Marketing) and Team Leader Facilitation skills to ensure our membership equipped with relevant knowledge and has great experience under the lead of all the team leaders in AIESEC in Malaysia. All the academy is carried out through virtual platform in a consistent basis with practical experience.

Profiles : Memberships from our products, sales team and team leader across all universities.

Dates(5-6 days): December-January 2021, January-March 2021, April-July 2021



Financial Report



AIESEC is a non-for-profit organisation audited annually, and the financial statements are available at our website.

AIESEC is governed strongly with compendium and legislation processes. We ensure that a significant percentage of our retained surplus is strictly allocated and used towards our vision and mission, the executive board ensures that no more than 30% of annual expenses are incurred on operation and administration expenses.

By reading the report, we wish to keep a transparent communication with all our stakeholders to drive accountability towards our work.

AIESEC MALAYSIA ASSOCIATION
STATEMENT OF INCOME AND EXPENDITURE
FOR THE FINANCIAL YEAR ENDED 31st JULY 2021

INCOME	RM
Conference management	3,023
Local chapter fee	189,815
Product fee	11,650
Outgoing Global Talent	3,740
Incoming Global Talent	7,910
Other Income	54,676
Employer branding partnership	34,500
Leadership Academy	1,395
Total Income	295,059

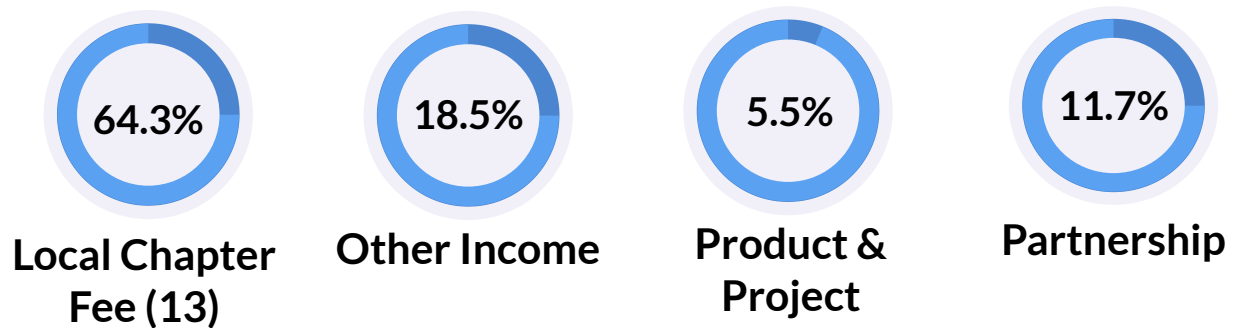
EXPENDITURE	
Accounting fees	7,232
Auditor remuneration	1,442
Bank charge	160
Bad debt	3,511
Conference and meeting	4,384
Electricity & Water	3,495
Full timer volunteer allowance	228,252
Local chapter development costs	1,453
Marketing expenses	5,849
Office phone and internet	3,146
Other expenses	556
Organization development	1,272
Office maintenance	1,742
Printing and stationery	4

AIESEC MALAYSIA ASSOCIATION
STATEMENT OF INCOME AND EXPENDITURE
FOR THE FINANCIAL YEAR ENDED 31st JULY 2021 (CONT')

Rental office	21,600
Reconciliation discrepancies	(6)
Sales transportation	91
Website	7,853
Exchange gain and loss	(469)
Total expenses	291,567
Net Earning	3,492

Overview of performance

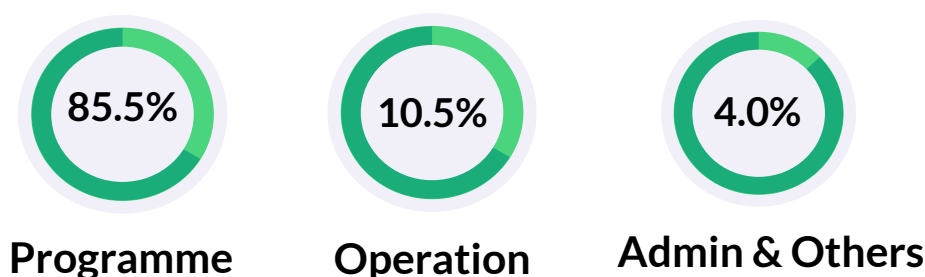
Total Revenue



In year 20/21, AIESEC Malaysia got affected the main revenue stream due to the COVID 19 pandemic happened in Malaysia. However, AIESEC Malaysia being resilience in adopting new initiative to generate a sustainable revenue stream to sustain our operation from all the engage with AIESEC initiative virtually through our local chapter. Hence the main revenue sources coming from each local chapter fee (64.3%) in ensuring national chapter able to continue provide support to run daily operation & training. We also collected other income for a resource fund from each of local chapter to support AIESEC International in continue running strategy in globally.

Furthermore, we also running the minimum number of global talent program and AIESEC academy (5.5%) virtually. AIESEC Malaysia also was very fortunate to partner with several MNC to continue develop youth virtually in different initiatives in the same time to provide employer branding for MNC to achieve win-win situation.

Total Expense



AIESEC Malaysia is a youth run organization hence the main expense revolves around fixed cost to run operators such as Programme cost (85.5%) and operation cost(10.5%).

The organisation invested in conferences, trainings, workshops and summits for youth development and local chapters development every year for our memberships, who are the volunteers in local chapters in running daily operations.

Member Committee Term 20/21



Travis Lee
Hong Kong
Managing Director



Lim Jwee Yie
Malaysia
Organisation Development



Choe Mun Lee
Malaysia
Talent Management



Karen Han
Malaysia
Finance & Legalities



Lim Jia Yie
Malaysia
Partnership Development



Low Ler Min
Partnership for
Community Projects



Win Phant Phant Oo
Myanmar
Head of Incoming Global
Talent



Mary Nguyen
Vietnam
Head of Incoming Global
Volunteer



Lina Ly
Vietnam
Head of Outgoing Global
Volunteer & Marketing



**Dhanasegaran
Krisnanmoorthy**
MALAYSIA
Head of Outgoing Global
Talent

Our National Team



We believe in the power of youth, since 1968.

The world has transformed so much today. The organisation started with a simple belief : when more youths could experience cross cultural exchanges, they will understand the world and apparently, they will take one more action to make this world a better place.

In year 2021, when pandemic has stopped AIESEC from continuing to make these exchanges happen, we work with technology and resources that we have to continue our effort. We managed to sustain our national projects, and we made them happened via virtual volunteering programs.

The most sincere appreciation goes to our memberships across the whole entity in every part of Malaysia. Without our volunteers in the local chapters, we will not be able to adapt within a short period of time. We also want to thank all our partners, national team, and alumni who have worked hand in hand with us to make these happen. Just like what the organisation strives for, this is the power of youth.



Thank you.



www.aiesec.my

For partnership opportunities :

03-7625 2594

Block E-51-2, Zenith Corporate Park, Jalan SS
7/26, Ss 7, 47301 Petaling Jaya, Selangor



AIESEC in Malaysia



/AIESECinMalaysia



/aiesecinmalaysia