



# 2009 JCI World Congress Report

## Hammamet, Tunisia



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JCI World Congress brings together JCI Members and partners from across the globe every year to explore active citizenship through forums, programs and events.

In Hammamet, Tunisia, delegates experienced exciting new programs like the JCI Morning Show and Spotlight JCI along with classic Congress staples like General Assembly and Training. General Assembly elected the 2010 JCI Officers, 2009 Awards were announced and delegates prepared for next year with the 2010 Plan of Action.

### **Attendance**

More than 2,500 delegates from 96 countries attended the 2009 JCI World Congress in Hammamet, Tunisia.

### **2010 JCI Officers**

The General Assembly elected the 2010 Board of Directors.

- President: Roland Kwemain, JCI Cameroon
- Immediate Past President: Jun Sup Shin, JCI Korea
- General Legal Counsel: Dennis Cunanan, JCI Philippines
- Treasurer: John Weber, JCI USA

Executive Vice Presidents, Vice Presidents and their assigned National Organizations

#### *Africa and the Middle East*

Executive Vice President: Joseph Pheto, JCI Botswana

Vice President: Maher Bahy, JCI Tunisia (assigned to JCI Botswana, JCI Cameroon, JCI Jordan, JCI Kenya, JCI Lebanon, JCI Mozambique, JCI Rwanda, JCI Syria)

Vice President: Donald Indingui, JCI Gabon (assigned to JCI Comoros, JCI Cote d'Ivoire, JCI Guinea, JCI Madagascar, JCI Mali, JCI Morocco, JCI Tunisia, JCI Zimbabwe)

Vice President: Laho Bangoura, JCI Guinea (assigned to JCI Benin, JCI Burkina Faso, JCI Congo, JCI Gabon, JCI Niger, JCI Senegal, JCI Togo)

Vice President: Shingai Ngoro, JCI Zimbabwe (assigned to JCI Ghana, JCI Lesotho, JCI Mauritius, JCI Namibia, JCI Nigeria, JCI South Africa, JCI Uganda)

#### *Asia and the Pacific*

Executive Vice President: Kentaro Harada, JCI Japan

Vice President: Govindarajan Sivankumar, JCI India (assigned to JCI Bangladesh, JCI Hong Kong, JCI Macao, JCI Pacific, JCI Thailand, JCI Vietnam)

Vice President: Edward Calvo, JCI Pacific (assigned to JCI India, JCI Mongolia, JCI Maldives, JCI Nepal, JCI Pakistan, JCI Sri Lanka)

Vice President: Batbayar Ulziidelger, JCI Mongolia (assigned to JCI Japan, JCI Korea, JCI Philippines, JCI Taiwan)

Vice President: Masaichi Ikeda, JCI Japan (assigned to JCI Australia, JCI Indonesia, JCI Malaysia, JCI New Zealand, JCI Singapore)

### *The Americas*

Executive Vice President: Michelle McAllister, JCI USA

Vice President: Lenny Garvizu, JCI Bolivia (assigned to JCI Canada, JCI USA, JCI West Indies)

Vice President: Gustavo Larrota, JCI Colombia (assigned to JCI Argentina, JCI Bolivia, JCI Brazil, JCI Chile, JCI Paraguay, JCI Peru, JCI Uruguay)

Vice President: Iris Oro, JCI Panama (assigned to JCI Colombia, JCI Costa Rica, JCI Ecuador, JCI Guatemala, JCI Haiti, JCI Honduras, JCI Nicaragua, JCI Venezuela)

Vice President: Patricia Rodriguez, JCI Ecuador (assigned to JCI Dutch Caribbean, JCI Mexico, JCI Panama, JCI Puerto Rico, JCI Republica Dominicana, JCI Suriname)

### *Europe*

Executive Vice President: Bertolt Daems, JCI Netherlands

Vice President: Liina Joller, JCI Estonia (assigned to JCI Belgium, JCI Greece, JCI Italy, JCI Malta, JCI Netherlands, JCI Serbia)

Vice President: Tugrul Akay, JCI Turkey (assigned to JCI Bulgaria, JCI France, JCI Poland, JCI Romania, JCI Russia, JCI Slovakia, JCI Ukraine)

Vice President: Thomas Meuli, JCI Switzerland (assigned to JCI Denmark, JCI Estonia, JCI Finland, JCI Iceland, JCI Latvia, JCI Lithuania, JCI Norway, JCI Sweden)

Vice President: Serge Goussaert, JCI Belgium (assigned to JCI Austria, JCI Germany, JCI Ireland, JCI Luxembourg, JCI Scotland, JCI Switzerland, JCI United Kingdom)

Vice President: Chiara Milani, JCI Italy (assigned to JCI Armenia, JCI Catalonia, JCI Cyprus, JCI Hungary, JCI Monaco, JCI Portugal, JCI Turkey)

### *2010 Appointees*

Subject to the approval of the respective National Organizations

### **Chief Executive Assistant to the President**

Camilo Correa, JCI Colombia

### **Executive Assistants to the President**

Alexis Kouakou, JCI Cote D'ivoire, Africa and the Middle East

Ken Wong, Hong Kong, Asia and the Pacific

German Donnola, JCI Argentina, Americas and Caribbean

Hanne Killstofte, JCI Norway, Europe

Cho Awah Fernande, JCI Cameroon, Personal Assistant to President

Eni An Gwi, JCI Cameroon, Personal Assistant to President

### **JCI Growth and Development Commission**

Tae-Gun Lee, JCI Korea, Chairperson

Victorian Tougouma, JCI Burkina Faso, Commissioner, Africa and Middle East (AMDEC)

Toshiharu Shimizu, JCI Japan, Commissioner, Asia and the Pacific (APDC)

Rainelda Maduro, JCI Dutch Caribbean, Commissioner, Americas and Caribbean (ADC)

Agnese Kulina-Stomere, JCI Latvia, Commissioner, Europe (EDC)

### **JCI Training**

Roberto Antonio Noronha, JCI Macao, Director

Adetola A. Sogbesan, JCI Nigeria, Commissioner, Africa & Middle East

Marfred Jandoc Pranada, JCI Philippines, Commissioner, Asia and the Pacific

Ivette Caceres Madera, JCI Republica Dominicana, Commissioner, Americas

Elena Beskinskaya, JCI Russia, Commissioner, Europe

### **UN Affairs Commission**

Rutger Westenburg, JCI Netherlands, Chairman

Rami Mazjoub, JCI Lebanon, Africa and Middle East

Amsetou Foumakoye, JCI Niger, Africa and Middle East

Tony Ntore, JCI Rwanda, Africa and Middle East

Shine Baskaran, JCI India, Asia and the Pacific

Byung-Ju Chung, JCI Korea, Asia and the Pacific

Katherine Cheng, JCI USA, the Americas

Yaribel Ruiz, JCI Panama, the Americas

Allan Andersen, JCI Denmark, Europe

Charlotte Best, JCI United Kingdom, Europe

Guillaume Aubanel, JCI France, Europe

### **Institutional Representatives**

JCI Secretary General, JCI World Headquarters, to the ICC - World

Chambers Federation, UNIDO - UN Vienna, the UN (Geneva) and UNESCO, the

UN (New York) and UNICEF, European Union and AIESEC

### **Special Assistants for Sponsorship/Finance**

Hussen Jordani, JCI Morocco, Africa and Middle East

Aboubakar Kourouma, JCI Guinea, Africa and Middle East

Prince Mmoloki Bashe, JCI Botswana, Africa and Middle East

Bassel Azzouz, JCI Syria, Africa and Middle East

Koryu Shono, JCI Japan, Asia and the Pacific

Tetsuya Okada, JCI Japan, Asia and the Pacific

Kazuya Suzuki, JCI Japan, Asia and the Pacific

Hirokazu Shimizu, JCI Japan, Asia and the Pacific

Katsuyuki Onishi, JCI Japan, Asia and the Pacific

Yunny Park, JCI Korea, Asia and the Pacific

Jae Hun Kwak, JCI Korea, Asia and the Pacific

Betty Cheng, JCI Taiwan, Asia and the Pacific

Eladio Martinez, JCI Puerto Rico, the Americas

Hans Henrik Queseth, JCI Denmark, Europe  
Tony Ahlqvist, JCI Finland, Europe

### **JCI Audit Committee**

Lisa Parrish, JCI USA, Audit Committee Chairperson  
Koichi Washizawa, JCI Japan, Audit Committee Member  
Susana Lugo, JCI Paraguay, Audit Committee Member  
Colvin Houston, JCI Scotland, Audit Committee Member

### **JCI Foundation**

David Hide Oji, JCI Japan, Chairman  
George Lung, JCI Hong Kong, Director  
Chui Sai Cheong, JCI Macao, Director  
Jun Takahashi, JCI Brazil, Director  
Charles Gandia, JCI France, Director

### **Potential Affiliations**

The potential affiliation of the following National Organizations was approved

- Lesotho
- Nicaragua
- Costa Rica
- Chile
- Mozambique

### **Provisional Affiliations**

The provisional affiliation of the following National Organizations was approved:

- Slovakia
- Haiti

### **Full Affiliations**

- JCI Maldives
- JCI Uruguay

### **Disaffiliations**

- JCI Belarus
- JCI Bosnia
- JCI Chad
- JCI Israel
- JCI Macedonia
- JCI Moldova
- JCI Slovenia
- JCI Tanzania
- JCI UAE
- JCI Zambia

## **2011 JCI World Congress**

JCI Brussels, Belgium, was selected to host the 2011 JCI World Congress.

## **JCI Constitution and Policy Manual**

The JCI Board of Directors approved the proposed amendments to JCI policies recommended by the Executive Committee and the Constitutional Amendments Review Committee. The JCI General Assembly approved the proposed amendments to JCI bylaws.

## **TOYP Honorees**

The following ten young people were honored as the JCI Ten Outstanding Young People of the World (JCI TOYP):

- **Dr. Simona Atzori, Italy**  
Personal Improvement and/or Accomplishment
- **Julian Azzopardi, Malta**  
Humanitarian and/or Voluntary Leadership
- **Rex Adivoso Bernardo, Philippines**  
Personal Improvement and/or Accomplishment
- **Dr. Utkan Demirci, Turkey**  
Medical Innovation
- **Firinga V. Johnson, Madagascar**  
Humanitarian and/or Voluntary Leadership
- **Guðjón Már Guðjónsson, Iceland**  
Business, Economic and/or Entrepreneurial Accomplishment
- **Tugba Kalafatoglu, Turkey**  
Political, Legal and/or Governmental Affairs
- **Kitso Masi, Botswana**  
Personal Improvement and/or Accomplishment
- **Lee Matthews, Australia**  
Contribution to Children, World Peace and/or Human Rights
- **Marko “Signmark” Vuoriheimo, Finland**  
Cultural Achievement

## **Judges**

- George Kell, UN Global Compact Executive Director
- Anthony Parks, International Chambers of Commerce World Chambers Federation Director
- Jun Sup Shin, 2009 JCI President
- Timothy E. Wirth, President, United Nations Foundation (UNF) and Better World Fund

## **JCI Creative Young Entrepreneur Award (JCI CYEA)**

- Patrick Decuyper, JCI Belgium

## **JCI World Public Speaking Championship**

- Jose Marino Benedicto, JCI Philippines

## **JCI World Debating Championship, sponsored by 1963 JCI President Eric H. Stevenson**

English – JCI International Team 1 (Peter Reitano of JCI Australia, John Dirico of JCI France and Felipe Klem of JCI Brazil)

Spanish – JCI Paraguay

French – JCI France Charlie et ses droles de dames (Laurent Boule, Nathalie Astiasaran, Genevieve Sorlin)

### **Outstanding Debater**

English – Peter Reitano, JCI Australia

Spanish – Jordi Plens, JCI Catalonia

French – Eric Brideau, JCI Canada

## **JCI First Timers Competition**

- Jillian Walker, JCI Calgary, Canada

## **JCI Awards**

### *Awards to National Organizations*

Best Community Development Program – JCI Korea

Best Business Development Program – JCI Philippines

Best Individual Development Program – JCI Colombia

Best International Collaboration – JCI Japan

Best Publication – JCI Finland

Best Public Relations Program – JCI Hong Kong

Corporate Social Responsibility – JCI Italy

Best UN MDG Project – JCI Guinea

Youth Activities Award – JCI Syria

Outstanding National Organization of the World Award – JCI Japan

### *Awards to Local Organizations*

Best Local Community Development – JCI Osaka, Japan

Best Business Development Program – JCI Jyvaskyla, Finland

Best Individual Development Program – JCI Alianza, Panama

Best International Collaboration – JCI Tokyo, Japan

Best Environmental Development Program – JCI San Lorenzo, Paraguay

Best Public Relations Program – JCI Gheel-enThals, Belgium

Corporate Social Responsibility – JCI Osaka, Japan

Best Membership Recruitment Program – JCI Cali, Colombia

Best Fund Raising Program – JCI Marechal Cândido Rondon, Brazil

Outstanding Local Organization of the World Award – JCI Rennes et sa region, France

Outstanding New Local Organizations of World Award – JCI Kulim, Malaysia

Best UN MDG Award – JCI Cochabamba, Bolivia

Youth Activities Award – JCI Union, Bolivia

### *Awards to Individual Members*

Most Outstanding Senator – Friedhelm Wachs, JCI Leipzig, Germany

Most Outstanding Trainer – Elena Beskinskya, JCI Russia

Most Outstanding Member – Jorge Cordoba, JCI Alianza, Panama

Most Outstanding Local President, 25-50 Members – Selene Antares Núñez Cedeño, JCI de la Ciudad de Panama, Panama

Most Outstanding Local President, 51-100 Members – Martín Duarte Leite, JCI San Lorenzo, Paraguay

Most Outstanding Local President, more than 100 Members – Calvin Mak, City Junior Chamber, Hong Kong

Most Outstanding National President – Ji Hong Joo, JCI Korea

Most Outstanding National President – Shigenobu Asato, JCI Japan

The Joaquin V. Gonzalez Memorial Award – Basile Nukunu (JCI Bamako Espoir, Mali), Yasutaka Kondo (JCI Fukuoka, Japan), Hisanori Imabayashi (JCI Fukuoka, Japan), Kiyooka Masaaki (JCI Nara, Japan) Zenji Iwamoto (JCI Nara, Japan)

## **2010 JCI Plan of Action – Summary**

### **Introduction**

The 2010 JCI Plan of Action is primarily based on the recommendations of the 2008 JCI Strategic Planning Committee. It builds on the progress of the organization in recent years and continues the implementation of initiatives commenced in 2009.

### **JCI Mission, Vision and Values**

**Objective:** To position JCI as a vision-driven organization with a core set of values exemplified in every undertaking of the organization.

#### **Action Steps:**

- Implement and oversee the execution of the JCI Brand.
- Align every activity of the organization with the Mission, Vision and Values of the organization.
- Implement comprehensive communications strategy to ensure that members and nonmembers gain a better understanding of the Mission, the Vision and Values of the organization.

**Responsibilities:** JCI Members, JCI Board of Directors, JCI Partners and JCI World Headquarters Staff.

### **Membership – Recruitment and Retention**

**Objective:** To lay emphasis on the value of JCI membership, to grow membership by 15% or approximately 26,000 and to provide the resources to attract young people to a highly dynamic organization.

#### **Action Steps:**

- Adopt a detailed strategic plan geared towards meeting membership targets in every JCI National Organization.
- Develop, produce and distribute a membership toolkit.

- Implement a communication strategy aimed at inspiring and motivating the future generation of JCI Members.
- Empower members by providing incentives to actively participate at the local level.
- Implement a JCI membership card and affinity program
- Fix growth objectives at every level of the organization to reach a 15% overall growth.
- Identify, support and invest resources in the creation new Local and National Organizations.

**Responsibility:** Members, Local Organizations, National Organizations, Board Members, World Headquarters Staff.

### **JCI World Headquarters Services**

**Objective:** To ensure that the JCI World Headquarters continues to provide world-class service to individual members worldwide.

**Action Steps:**

- Restructure JCI World Headquarters to suit strategic changes in the repositioning of the organization.
- Ensure employees of the organization receive necessary training that will empower them to implement strategic changes to reposition and grow the organization.
- Ensure effective service to every member of the organization by developing a robust and interactive membership database and website.
- Implement and elaborate a communication strategy that will reposition the organization to align with the JCI Brand.
- Work to enhance our collaboration with key partners, notably the United Nations and its agencies, the International Chamber of Commerce (ICC), AIESEC and the Hanns Siedel Foundation.
- Continue the commitment to deliver 1,000,000 insecticide-treated bed nets by 2015 in collaboration with the United Nations Foundation.
- Continue to promote and encourage members to carry out projects aligned with the UN Millennium Development Goals.
- Continue to implement Corporate Social Responsibility practices at JCI World Headquarters and JCI Events.
- Implement the 2009 JCI Commitment to Action on climate change.

**Responsibility:** JCI Board of Directors, JCI World Headquarters Staff.

### **JCI Programs**

**Objective:** To review and realign JCI Programs with the JCI Brand.

**Action Steps:**

- Completely review the contents of all JCI Programs to ensure they serve the Mission of the organization, revise and implement an effective communication strategy for each program of the organization.
- “Let us be the change” will be the theme of the 2010 JCI World Speaking Competition. This theme aims to inspire young people to accept the

- strategic changes taking place within the organization as well as implement those changes in their Local Organization.
- Review and align the JCI Awards program to the Mission and brand of the organization.
  - Promote the International Chamber of Commerce-World Chambers Federation (ICC-WCF) Global Business Exchange program (GBX)
  - Promote the new JCI Best Business Plan in partnership with the ICC-WCF.
  - Promote the JCI Recognition Program (The Socially Responsible Company of the Year)

**Responsibility:** Members, Local Officers, National Officers, Appointees, JCI Board of Directors and JCI World Headquarters Staff.

### **JCI Events**

**Objective:** To present a new layout for JCI Events focusing primarily on the accomplishment of the JCI Mission, the strategic plan and principal goals for 2010.

#### **Action Steps:**

- Adopt a new structure for all Area Conferences at the January Board Meeting aimed at keeping JCI Conferences fresh and inspiring for young people.
- Adopt a new structure for the 2010 JCI World Congress at the January Board Meeting aimed at keeping JCI World Congress fresh and inspiring for young people.
- Use JCI Events to showcase f best practices and to advance the strategic vision and mission of the organization.
- Organize a JCI Leadership Summit in partnership with the UN Foundation aimed at assessing the impact of malaria in the world and fundraising to overcome its challenges.

**Responsibility:** All JCI Conference Organizing Committees, JCI Board of Directors and JCI World Headquarters Staff.

### **JCI Finances and Revenue**

**Objective:** To seek financial independence of the organization from JCI membership dues by implementing a global corporate partnership strategy based on the concept of contextual giving.

#### **Action Steps:**

- Work with professionals to raise funds for the organization.
- Review JCI Officer travel to cut down cost and improve efficiency.
- Review the budget of the organization to meet priorities of JCI Strategic Plan.
- Develop and implement an effective marketing strategy for JCI merchandise.
- Encourage the recognition of Senators, which invariably leads to an increase in revenue for the organization.

- Review and evaluate the effectiveness of the current JCI dues structures for future recommendations.
- Use the JCI Programs (especially the JCI Ten Outstanding Young Persons of the World (JCI TOYP) to seek corporate sponsorship.
- Review and implement an effective promotion plan for the JCI Foundation, both internally and externally.

**Responsibility:** JCI Members, JCI Local and National Officers, JCI Board of Directors and JCI World Headquarters Staff.

### **JCI Training**

**Objective:** To use JCI Training as a vehicle to build a solid foundation for Local Organizations and to provide leaders at every level of the organization with the skill set to accomplish the JCI Mission.

#### **Action Steps:**

- Capitalize on the progress made in 2009 in developing young trainers and promoting new JCI Training programs by ensuring that Local and National Organization receive support in the organization of JCI Training Courses.
- Ensure the standards of JCI Training remain uniform across the world.
- Continue to improve the online administration of the JCI Training program.
- Realign training at the Area Conferences to meet the strategic goals of the organization.

**Responsibility:** JCI Local and National Officers, JCI Board of Directors and JCI World Headquarters Staff.

### **Conclusion**

Inspired by the desire to address local and global concerns, JCI was founded in 1944. The world today is coming together to address issues of local yet global concern. As an organization of young active citizens, we have an obligation to lead our communities and the world to reach new frontiers. In 2010 JCI members will be challenged to open up to new ideas and to reach beyond the organization to create an impact in every community around the world.