

Ms. Monita Mo Attended AIESEC Activity “Developing Leadership Day”

On January 31st, 2010 Ms. Monita Mo attended the AIESEC activity “Developing Leadership Day”. AIESEC established in 1948, is the world’s largest student-run organization. Its international platform enables young people to explore and develop their leadership potential for them to have a positive impact in society.

Developing Leadership Day is a full day event that pairs up experienced entrepreneurs with 13 teams of AIESEC students to compete in a small-business competition. The purpose is to provide the learning experience combined by hands on practice, case discussions and external feedback. It aims to help students to gain stronger business perspective and get connected to the spirit of entrepreneurship. 15 entrepreneurs attended the activity, including Ms. Monita Mo; Mr. Frank Xu, CEO of AIL Consulting Limited; Mr. Alex Ho, Founder and CEO of IWODE; Brian Ho, Country Director of CSR Asia and so on.

Ms. Monita Mo gave a key note speech at the beginning of the conference, talked about how she started 2 businesses, obstacles she faced and mistakes made and key factors to succeed. After the speech, Monita led one of the AIESEC team of 13 students. The team is given a task of selling product. At first, they created the budget,



marketing and sales plan. They went out to solicit sales, review results and adjust market strategy. At the end, all the teams were evaluated based on revenue generated and net profit made. Every entrepreneur of the team commented the performance of the student team. Students got a taste of how to start a small business.

