

JCI  **2011.**
JCI WORLD CONGRESS
BRUSSELS • BELGIUM

Destination: Brussels

A PRACTICAL GUIDE TO THE
2011 JCI WORLD CONGRESS

Dear 2011 JCI World Congress Delegates and Honored Guests,
Greetings from JCI World Headquarters!

During the past three years, the 2011 JCI World Congress Organizing Committee and JCI World Headquarters have been developing an exciting, enlightening and entertaining event. JCI members will be presented with unique opportunities to engage with thought leaders, receive valuable training and develop partnerships that will lead to greater collaboration for positive change. This JCI World Congress in Brussels will truly be a wonderful, unique experience.

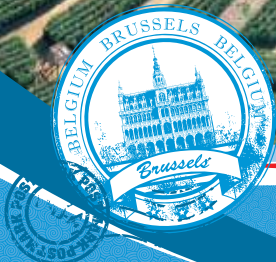
This city, rich with history, is a cultural melting pot, just like JCI. Between the attractions in Brussels and the events on the JCI World Congress program, you will never be without something fun and educational to do. Engage in friendly competition at Spotlight JCI, make new friends at forums and parties and learn more about how to apply the JCI Active Citizen Framework to your projects at the JCI Morning Show. Bring your enthusiasm, ideas and passion to each event and leave with the tools and partnerships you need to be the leaders your communities need.

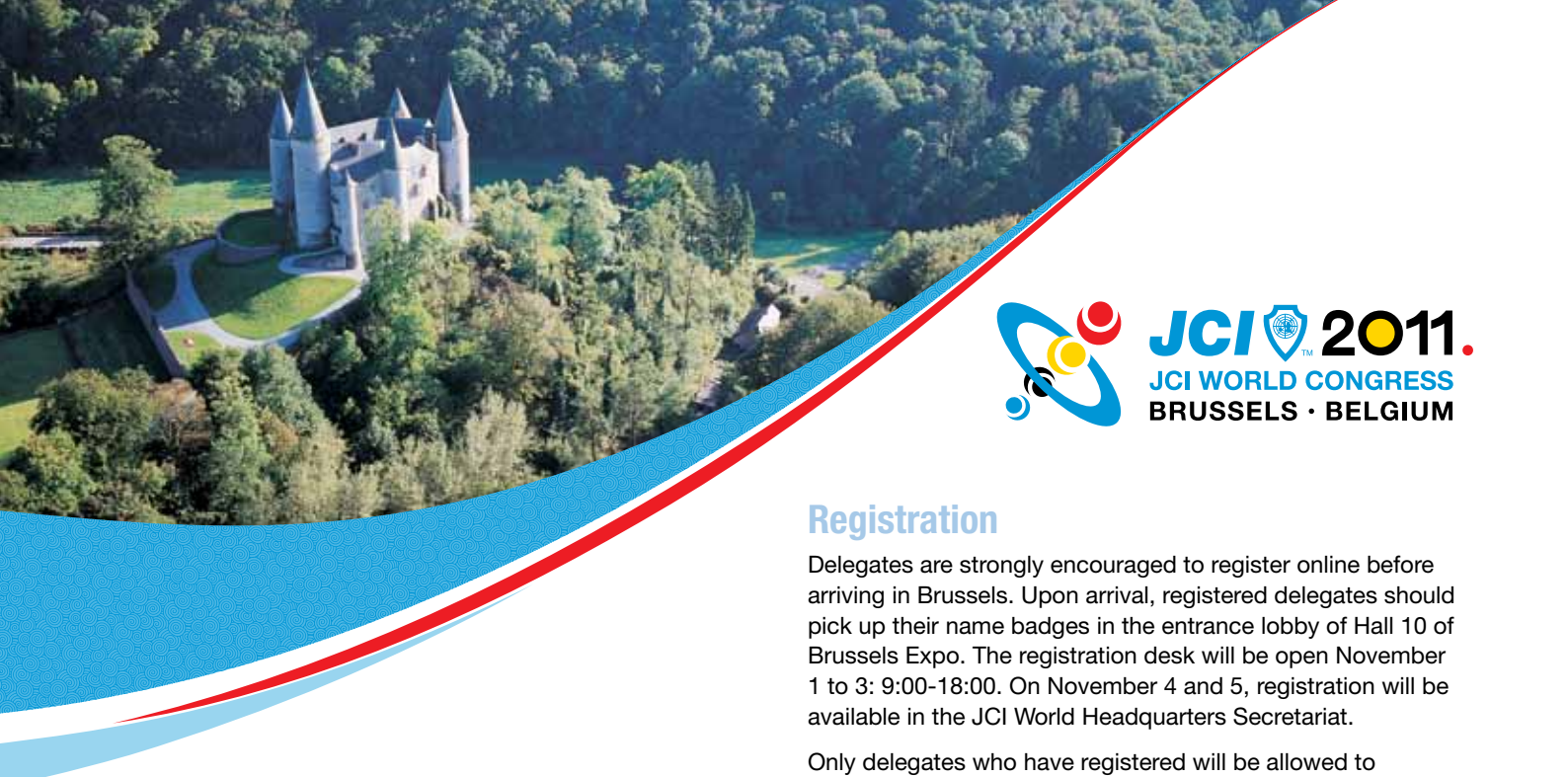
The JCI World Headquarters Team, the Congress Organizing Committee and I are happy to help you in any way throughout the event. Do not hesitate to ask, should you have any questions.

Thank you, and I look forward to seeing you this November!



Edson A. Kodama
JCI Secretary General





Registration

Delegates are strongly encouraged to register online before arriving in Brussels. Upon arrival, registered delegates should pick up their name badges in the entrance lobby of Hall 10 of Brussels Expo. The registration desk will be open November 1 to 3: 9:00-18:00. On November 4 and 5, registration will be available in the JCI World Headquarters Secretariat.

Only delegates who have registered will be allowed to participate in Congress events. Admission will be restricted to delegates wearing Congress badges and holding event entry tickets, when necessary.

Congress Organizing Committee

The Congress Organizing Committee can be reached at the JCI Belgium Office at +32-2-428-36-61 or info@jciwc2011.be.

Congress Events Attire

National dress, dark business suits or tuxedos, cocktail or evening dresses are appropriate for:

- Opening Ceremony
- Young Persons of the World (JCI TOYP) Ceremony
- Awards Ceremony
- Presidential Gala

Business suits or national dress are appropriate for:

- General Assemblies
- Other business sessions

Business casual dress is appropriate for:

- JCI Official Courses and seminars

Casual dress (unless otherwise indicated) is appropriate for:

- National parties
- Global Village

Accommodation



Headquarters Hotel:
Crowne Plaza Le Palace, Centre Place Rogier
Rue Gineste 3,
B-1210 Brussels, Belgium
Phone: +32-2-203-6200
Fax: +32-2-203-5555

Booking and information at www.jciworldcongress.com and www.resotel.be/jci.

Senate Hotel:
Sheraton Brussels Hotel, Centre Place Rogier
Place Rogier 3,
B-1210 Brussels, Belgium
Phone: +32-2-224-3111
Fax: +32-2-224-3456
Booking and information at www.resotel.be/jci.

Venues

Most daytime activities of the 2011 JCI World Congress will take place at Brussels Expo, the largest exhibition center in the country. It is located to the north of the city center. The Headquarters Hotel, the Senate Hotel as well as several evening and party venues are all located around Place Rogier in the city center of Brussels.

Brussels Expo is a short Metro ride from Place Rogier. The Congress Organizing Committee (COC) will provide transportation between the main hotels surrounding the Headquarters Hotel and the official program venues. Learn more at www.jciworldcongress.com.



Travel Visa

Belgium requires individuals from some nations to obtain visas before entering the country, and offers an easy online tool to help you determine if you need a visa at <http://diplomatie.belgium.be>. If you do need a visa, check with the Belgian embassy or consulate in your country as soon as possible for visa requirements, as the process can take several months. Visas cannot be obtained upon arrival in Belgium. The Belgian Government also advises that, when traveling into Belgium, you may be asked to present one or more of the following documents: a hotel reservation, return ticket or some form of proof that you have sufficient funds to cover your visit (e.g. cash, cheques or credit cards that are accepted in Belgium or an original financial support certificate initialed by the respective embassy or consulate).

Be sure to request a letter of invitation from the Congress Organizing Committee by filling in your request on the registration form, and don't forget to provide your passport information, which is needed to complete the letter. Letters of invitation will only be issued after registration payment has been received.

Transportation

Air Travel

Congress delegates flying to Brussels will arrive at either Brussels Airport (BRU) or Charleroi Airport (CRL, located 55 km south of the city). The COC has partnered with Skyteam (KLM / Air France) to offer discounts on airfare. To take advantage of the offer, register at globalmeetings.skyteam.com and enter "1061S" as the event code. The Congress Organizing Committee (COC) will provide information desks at each airport to aid delegates in arranging transportation to hotels.

A train from the first floor of the Brussels Airport runs every 15 minutes to stations where delegates can make connections to Metro lines that service stops throughout Brussels. The train to the North station near the Headquarters Hotel operates between 5:30 and 00:20 from the airport and 4:45 and 23:10 from the city and the ride takes approximately 20 minutes. Fares cost approximately €5.20. Buy a ticket before boarding to avoid an additional fee.

Bus lines 12 and 21 run every 20 to 30 minutes from the Brussels Airport via the Metro station Schuman at level 0 and connect to Metro lines. Bus fare is €3 from a vending machine near the stop or €5 aboard the bus. Taxis from Brussels Airport to Brussels city center will cost approximately €45. Shuttle busses from the Brussels Charleroi Airport to the Brussels Midi/Zuid train station run every 30 minutes and cost €13. Delegates can then transfer to Metro lines.

Ground Travel in Brussels

The Metro public transportation system in Brussels services nearly every part of the city. The Metro station located closest to the Headquarters Hotel is the Rogier station, which offers a direct connection to the Heyssel/Heizel station next to the Brussels Expo via line 6. Visit www.stib.be for fare information.

Taxis are plentiful, but are generally more expensive than public transportation and will frequently be slower in the dense traffic. Most taxi drivers speak French, Dutch and English.



Rail Travel

Brussels is home to three main train stations: Brussels South, Brussels Central and Brussels North. The following train lines all connect to Brussels through one or more of its three main stations:

Line: Thalys

Connects to: Cologne, Paris, Amsterdam

Line: Intercity

Connects to: Amsterdam, The Hague, Rotterdam, Antwerp, Luxembourg

Line: Eurostar

Connects to: Lille, Ashford, London

Line: ICE

Connects to: Cologne, Frankfurt

Line: TGV

Connects to: Lyon, Marseille, Avignon, Bordeaux, Montpellier, Nice





About Brussels, Belgium

The capital city of Belgium, Brussels is an international melting pot of art, history, politics and cuisine. Brussels is the capital of the European Union (EU), the economic and political partnership between 27 European countries, which makes it the center of European international relations. The city, along with Washington, DC, USA, hosts the highest number of diplomats and foreign journalists in the world. Brussels is also known for its trendy bars, historic artwork, monumental architecture and famous gastronomy.

Language

Although French, Dutch and German are the official languages of Belgium, many Belgians have learned English, and it has become increasingly common due to the presence of many international institutions in the city. The official language of 2011 JCI World Congress is English. Simultaneous interpretation in the official JCI languages will be offered at certain events.

Internet Access

Delegates may access the Internet at the Internet café in the Brussels Expo tradeshow. The Expo will also be equipped with English-language computers for delegate use and will support individual wireless connections for personal computers. The tradeshow will be in hall 10 of the Brussels Expo and will be open from 8:00 to 18:00.

Communications

To call another country from Belgium, begin by dialing the international access code of 00, then the country code to which you are calling, followed by area code and then the phone number. To call Brussels, dial your country's international access code, then country code 32, Brussels area code 2, followed by the local 7 digit number.

Weather

Brussels' weather is characterized by distinct seasons, despite being in an oceanic climate. This corresponds to warm summers and moderately cold winters, with occasional rain and snow. In November, average temperatures range from 4 to 9 degrees Celsius (39 to 48 degrees Fahrenheit). At this time of year, it is recommended that delegates dress warmly and bring umbrellas or rain coats. Find details at www.meteo.be.

Attire in Brussels

Much of northern Europe is very fashion conscious, and Brussels is no different. "Smart casual" style consists of business casual slacks, collared shirts and blazers for men and pantsuits for women. Darker colors are favored over brighter shades. While most styles of clothing are acceptable, Europeans tend to take dining and entertainment as a relatively formal occasion.

Tourism Resources

With a wide range of activities, entertainment, shopping and historical tours, there is something special for everyone in Brussels. To decide how to schedule your perfect post-Congress plans, visit the following sites for more information:

- www.visitbrussels.be
- www.visitflanders.com
- www.visitwallonia.be

Time Zone

Central European Standard Time is GMT (UTC) +1. In Belgium and the entire European Union, Summer Time (Daylight Savings Time) will end and clocks will be shifted back one hour on the last Sunday in October, right before the start of Congress.

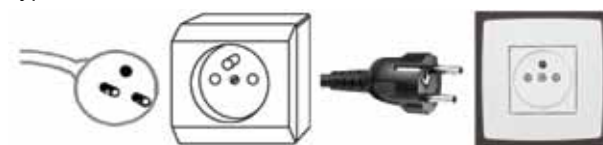
Health

Check with your local health care professional about which vaccinations to receive before visiting Belgium. No special immunizations or medications are necessary to enter Belgium.

Electricity

In Belgium, electric sockets are 230V 50Hz and use a two pin outlet (Type E), which will fit a Type E or Type C plug. Determine which adaptor or power strip is best for you at <http://users.telenet.be/worldstandards/electricity.htm>.

Type E:



Cultural notes

Amidst a variety of cultures and languages, Belgium is home to four language regions: Dutch-speaking, French-speaking, bilingual, and German-speaking. Flanders and Wallonia are the two largest regions in Belgium. English is commonly used in business, and is the language of choice for the officials of the European Union.

Belgians are very open-minded and accepting of many different individuals and traditions. While a significant portion of the population is Roman Catholic, all major religions are present in the country and the residents are tolerant of other cultures and beliefs. Traditional greetings in Belgium are an exchange of handshakes and business cards. Friends may touch cheeks and kiss the air, alternating cheeks three times.

Currency

The euro is the currency used in Belgium. One euro consists of 100 euro cents. Banks, post offices and foreign exchange counters will swap currency and Maestro or Cirrus network debit cards will enable you to withdraw funds from automatic teller machines (ATMs). Many exchange offices are open on Sundays and there are several located around the Grand Place in Brussels.

Credit cards are widely accepted in Belgium, with Visa being the most widely accepted, followed by Eurocard and MasterCard. American Express and Diners Club are not as widely accepted in Belgium. Keep photocopies of all credit cards and documents in case of theft or loss. Notify your bank of your international travel plans before you leave to ensure you can use your card abroad.

Many vending machines (ticket, drink, cigarette, etc.) do not accept credit card payment, so keep a reasonable supply of cash on hand to keep your travel, food and beverage options open.

Gratuity and Value Added Tax (VAT)

Service charges and VAT are always included in prices. If exceptional service is given, tip at your discretion. Suggested tip for portage is €1 per piece of luggage; for coatroom attendants, €1.25 to €2.50 euro per coat; for bathroom attendants €0.25 to €0.50.

Emergency

In case of an emergency, the general public numbers are:

- Medical or Fire Service: 100
- Police: 101
- Pan-European Emergency Services: 112

Congress Daily Themes

Engaging Your Community

Wednesday, November 2

Global change starts with one citizen working to improve the lives of those around them. To create effective positive change, JCI members must target the root of a problem instead of just treating the symptoms. This takes the active participation of the entire community. On November 2, we'll explore some creative ways of investigating your community's needs while engaging the support of all citizens and stakeholders.

Turning Ideas into Solutions

Thursday, November 3

Whether it's collaborating with partners, educating communities or advocating policy change, JCI members are creatively solving issues in cities, countries and around the world. Thursday's JCI Morning Show and events will focus on the evolution of a solution from a creative thought to decisive actions.

Sustaining the Change

Friday, November 4

The many issues of our communities pose challenges that cannot be solved overnight. JCI members must not only take action, but also evaluate the outcome of their efforts and apply lessons learned to continually improve the state of their communities and the world as a whole. Friday, we will take time to learn how to extend the impact of projects and provide lasting positive change.



Tuesday, November 1

Opening Ceremony

To kick off 2011 World Congress, Chief Delegates and JCI National Presidents from more than 100 countries will come together at the Opening Ceremony to greet the delegates, represent their countries and model their traditional dress. Come cheer for your National Organization, enjoy Belgian entertainment and connect with JCI's vibrant community of young active citizens. Bring a business card with your most unique idea for celebrating the 100th Anniversary of the Junior Chamber Movement written on the back for a chance to win fantastic prizes during the first JCI Morning Show!

Wednesday, November 2

JCI World Debating Championship

In this contest, teams from all corners of the world will face off for the title of JCI World Debating Champion. The groups will test their teamwork, critical thinking and problem solving skills while discussing topics that are relevant to challenges and issues in your community and around the world. The competition is open to all members, so get your group together, check out the rules and register at www.jci.cc by October 3 to compete at this year's World Congress.

JCI Twinning

The JCI Twinning Program is an opportunity for JCI organizations to exchange ideas with other members from a different part of the world, and JCI World Congress is often the place where Twinning partnerships begin. After finding an organization that shares your international goals, ask their members to collaborate on expanding your global impact. Don't miss the Twinning Ceremony to see JCI National and Local Organizations formalize their partnerships.

JCI World Public Speaking Championship

Winners of the JCI Area Conference Public Speaking Championships will showcase their skills to determine who goes home with the title of JCI World Public Speaking Champion. Go cheer on your Area's representative and hear their thoughts on the topic, "To stir the people toward the establishment of a permanent and everlasting peace," words spoken by JCI Founder Henry Giessenbier.

The JCI Ten Outstanding Young Persons of the World (JCI TOYP)

Providing free surgeries to underprivileged children in Africa and shedding light on the truth of the Rwandan genocide – these are just some of the amazing achievements of the 2011 JCI TOYP honorees. Come to this year's JCI TOYP ceremony to hear the stories of ten young people under 40 who live the JCI Mission in extraordinary ways.

Thursday November 3

JCI Blue Economy Expert Day

This year, Congress will feature a series of speakers and panels open to the public so local Belgians can come get a taste of JCI. The speakers will discuss relevant topics including the Blue Economy, which deals with taking the green economy to the next level. Don't miss this exciting opportunity to interact with thought leaders and develop innovative actions to attack the root of global challenges.

2012 Candidates Public Caucus

Candidates for the 2012 JCI International Board of Directors come from all over the world for the chance to represent you, the JCI members. Get to know your future JCI President, Executive Vice Presidents and Vice Presidents as they present their points of view about creating sustainable positive change in the coming year.

JCI Creative Young Entrepreneur Award

The JCI Creative Young Entrepreneur Award (JCI CYEA) recognizes young innovators who have used creative problem solving to start a business or improve an existing business while adhering to the principles of Corporate Social Responsibility (CSR). During the 2011 JCI World Congress, three finalists will present their solutions as part of Blue Economy Expert Day.

Global Village

JCI's international network spans the globe and at the 2011 Global Village party, we will come together under one roof for the biggest JCI party of the year. Every JCI National Organization will showcase their colorful traditions in a wild night of dancing, exotic food and beverages, all set to global rhythms.

Friday, November 4

Spotlight JCI

Test your knowledge of JCI and international trivia at Spotlight JCI, World Congress's competitive game show. This year, Spotlight JCI will consist of four Area teams of 20 JCI members who will nominate two captains to represent the area. The whole team will work together to support the captains with extra points for spirit and enthusiasm as they face a variety of challenging questions. Cheer on your Area team as they showcase their JCI knowledge in this international meeting of the minds.

JCI Awards Ceremony

With nearly 200,000 JCI members around the world taking action to make sustainable positive change, the dazzling JCI Awards Ceremony showcases strong, impactful JCI projects and members from around the world. Come show your most spirited support for your National and Local Organization and witness why JCI is one of the world's leading networks of young active citizens.

Multi-Day Events

General Assembly

Come see why JCI has the reputation of being a small United Nations at General Assembly, where JCI international and national leaders sit down together to vote on critical issues and determine the future direction of the organization. Put your finger on the pulse of these important issues and leave inspired to lead.

National Nights

JCI members work hard all day to improve themselves and the world around them, but there's no reason we can't party too. Bring your name badge to get inside, where you'll find friends from all over the world enjoying the native food and drink of the host JCI National Organization. Check your schedule for times and venues, or just wait until nightfall and follow the crowds.

JCI Morning Show

After enjoying a National Night party, start each day right with the action-packed, energizing JCI Morning Show. Each day will focus on part of the JCI Active Citizen Framework showing how you can engage your community, turn ideas into solutions and sustain the change. You won't want to miss the lively speakers, the preview of the day's top events, plus daily games and prizes.

JCI *Nothing But Nets* Countdown to Congress

The JCI *Nothing But Nets* Countdown to Congress is back and the campaign is on the verge of reaching a whole new level. Contributions to the *Nothing But Nets* campaign currently total USD \$860,000 and we're challenging every JCI National Organization as well as each JCI member, to boost the campaign to one million dollars. The Countdown to Congress award will be presented by 2011 JCI President Kentaro Harada to the top net-raising National Organizations at the JCI Morning Show on November 4, 2011.



Image by Michaël Vermeersch

Clics For Nets

From now through Congress, JCI members can help make history and save lives by buying clics, multi-colored plastic building blocks. Each clic purchased will be used to build a colorful architectural carpet at the entrance to the World Congress, with the plan of breaking the Guinness World Record for number of clics used to build one structure. Each clic costs €1, with a goal of raising €1 million by November 5. Donations through Clics for Nets will count toward your National Organization's total for the Countdown to Congress award. Purchase your clics now at <http://jciclicsfornets.be> and be part of this fundraising milestone.

Explore Brussels

Grand Place

Reflecting the rich cultural diversity of Brussels, the Grand Place is a collection of public and private buildings showcasing many different architectural and artistic styles dating as far back as the 17th century. Construction in the area first began in 1174 and the variety of buildings surrounding the public walking square signify the evolution of the city of Brussels into an international hub of government and commerce.

The Belgian Comic Strip Center

In the land of Smurfs and Tintin, visitors can discover a range of permanent exhibitions, illustrated with original comic strip drawings and unique objects. There are also several temporary exhibitions on display. Belgian Comic Strip Center is located in the former Waucquez Warehouse, a gem of Art Nouveau by grand master Victor Horta (1906). Open every day except on Monday from 10 a.m. to 6 p.m.

Manneken Pis

Embodying the rebellious spirit of Brussels, this iconic statue depicts a nude boy urinating into a fountain at the junction of Rue de l'Étuve and Eikstraat. Surviving the bombardment of Brussels in 1695, more than 800 costumes have been designed for and worn by the statue throughout its history. Although there exist many stories of why the statue was built, no one can verify which story is true.

Coudenberg

Peer into the past with a visit to the archaeological site of Coudenberg hill, where a castle dating back to the Middle Ages once stood. Severely damaged by a fire in 1731 and demolished 40 years later to build the new royal district, the remains of the old castle are on public display to see how tremendously the city has changed.

Atomium

Constructed for the 1958 World Fair of Brussels, the Atomium was meant to symbolize the desire to maintain peace among all the nations and advance technical and scientific discovery through the use of atomic energy. Although originally intended to be deconstructed at the end of the World's Fair, the popularity of the structure led to its permanent installation. It endures as one of the defining landmarks of Brussels.

Place du Grand Sablon

Home to many antique shops, restaurants and chocolatiers, Grand Sablon Square is a great meeting point for dinner after the conclusion of the day's Congress activities. The square is comprised of houses dating from the 16th to 19th centuries and houses a statue of Minerva, gifted to the city of Brussels in 1751. For a more relaxing stroll, visit the adjacent Palace du Petit Sablon, a small garden filled with statues.

