

60



world skills
international
1950-2010

innovative

unrivalled

committed

inspirational

Annual Report 2010

www.worldskills.org

Mission

To promote, through the cooperative actions of Members, a worldwide awareness of the essential contribution that skills and high standards of competence make to the achievement of economic success and individual fulfilment.

Vision

A world where people can achieve the workplace skills they need to prosper and find fulfilment.

2010 Overview

We celebrated WorldSkills International's 60th Anniversary in 2010 with various initiatives during the year, culminating in a 60th Anniversary celebration event held at the conclusion of our General Assembly meeting in Kingston, Jamaica.

In the lead-up to the General Assembly, the WSI Board of Directors conducted a strategic review of the WSI Releasing the Full WorldSkills Potential – Action Plan 2008-2011 via a series of meetings and working groups. The resulting document - Vision 2020: Promoting Skills Across the World – was presented to the General Assembly in Kingston, Jamaica for review and adoption.

The key outcome of the General Assembly meetings was the ratification of the creation of our WorldSkills Foundation, which will expand the role, leverage, involvement and impact of the WorldSkills movement into areas that encompass education and advocacy. The WorldSkills Foundation (WSF) will specifically focus on the education and advocacy needed to build a worldwide awareness of WSI's vision and mission, while WSI will continue to focus on its core activity of conducting the WorldSkills Competition.

The General Assembly also elected the new Board of Directors which will lead our organisation from the conclusion of WorldSkills London 2011 for the following four years.

The 2010 WorldSkills Youth Forum was also a great success, with the participants from several of our Members delivering an excellent final presentation to the General Assembly and sparking the "Steve and Steph" Facebook initiative as part of our social media strategy.

In 2010 WSI also saw significant brand enhancements, with a growing number of Members aligning to the WorldSkills brand at the national level, and also with WorldSkills Europe, WorldSkills Americas, GCC Skills and WorldSkills ASEAN aligning to both WSI branding and intellectual property at a regional level.

We also welcomed China as our 53rd Member, and Siemens and Lincoln Electric as Global Industry Partners. It is significant that these events took place within our Diamond year – further marking WSI's evolution from international skills Competition to a truly globally recognised WorldSkills movement.

In addition to our strategic initiatives, WSI's other key area of focus for 2010 was preparation for the 41st WorldSkills Competition to be held in London, UK in October 2011. WSI continues to work closely with the Host organising committee (WorldSkills London 2011) to increase and improve the partnership and seamless integration of experience, new initiatives and practices in the delivery of both the Competition itself, and the associated events – including an outstanding seminar and conference program to be run under the banner of the WorldSkills Premiere Experience. Significant improvements are being made in the areas of Competitor and Visitor experience and sustainability.

We can confidently say that WorldSkills London 2011 will be the best WorldSkills Competition ever.

Board of Directors

Board Members

Tjerk (Jack) Dusseldorp (AU)	President
Liam Corcoran (IE)	Vice President Technical Affairs Chair Technical Committee
Roberto Spada (BR)	Vice President Special Affairs
Marie-Thérèse Geffroy (FR)	Vice President Strategic Affairs Chair Strategy Committee
Laurent Thibault (CA)	Treasurer
Yoo Bae Kim (KR)	Vice Chair Strategy Committee
Veijo Hintsanen (FI)	Vice Chair Technical Committee
Simon Bartley (UK)	Ex-officio (2011 - Host Member)
Elfi Klumpp (DE)	Ex-officio (2013 - Host Member)

On Friday 8 October 2010, the WSI General Assembly voted and elected a new Board of Directors to take office at the end of the 41st WorldSkills Competition in London, United Kingdom in October 2011.

The Board of Directors Elect for 2011 – 2015 is:

Simon Bartley (UK)	President Elect
John Shiel (AU)	Vice President Technical Affairs Elect Chair Technical Committee Elect
Roberto Spada (BR)	Vice President Special Affairs Elect
Timo Lankinen (FI)	Vice President Strategic Affairs Elect Chair Strategy Committee Elect
Terry Cooke (CA)	Treasurer Elect
Jos de Goey (NL)	Vice Chair Strategy Committee Elect
Stefan Praschl (AT)	Vice Chair Technical Committee Elect
Elfi Klumpp (DE)	Ex-officio (2013 - Host Member)

Note: An additional Ex-officio will be appointed to the Board in London in October 2011 to represent WSC2015



Back row:

Yoo Bae Kim, Laurent Thibault, Veijo Hintsanen, Simon Bartley

Front row:

Roberto Spada, Tjerk Dusseldorp, Elfi Klumpp, Liam Corcoran

Absent:

Marie-Thérèse Geffroy



Back row: Jos de Goey, Terry Cooke, Stefan Praschl, Roberto Spada

Front row: Timo Lankinen, Simon Bartley, Elfi Klumpp, John Shiel



Tjerk (Jack) Dusseldorp

In its 2010 "Education for All" Global Monitoring report, the United Nations Educational, Scientific and Cultural Organisation (UNESCO) states that "No government can afford to ignore the role of skills and learning in supporting economic growth, combating poverty and overcoming social marginalisation. Governments and the international community urgently need to develop meaningful benchmarks for measuring progress and policies for achieving greater equity."

In 2010, WorldSkills International celebrated its 60th Anniversary. In 1950, Francisco Albert Vidal and his team organised the first international vocational training competition with the mission "Fill youth with enthusiasm through special action! Convince young people's parents, trainers and company chiefs that a promising future is possible only through good vocational education."

For the next 40 years, the 'Youth Skills Competitions' were Albert Vidal's life's work. He shaped our organisation into the remarkable world-wide movement that it is today, and passionately espoused its values which we proudly continue to uphold.

We have achieved a threefold increase in our membership over the past 30 years, and a third of our Members have joined WorldSkills International in the last decade alone. I believe we can expect that WorldSkills International will have at least 70 Members by 2020. This is testimony to the growing realisation that a highly skilled workforce underpins the strength of any country or region. And we can all be proud that WorldSkills International is playing an integral part in this realisation.

The past 60 years of hard work, development and success is a great legacy to have as we face the future. Our 60th Anniversary tagline aptly described how we approached 2010 - "honouring the past and launching the future".

The key strategic work for 2010 was crafting our 2020 Vision. The discussions around the 2020 Vision at our General Assembly in Jamaica October 2010 were very productive. The General Assembly ratified

the creation of the WorldSkills Foundation and supported the 2020 Vision with the expectation of further discussion leading to its adoption in London in October 2011. Our 2020 Vision has three key objectives:

1. To build up WorldSkills International as a strong global organisation able to improve the quality and sustainability of all aspects of the Competition
2. To reduce costs, improve efficiencies and increase the benefits of participation for all our stakeholders
3. To launch, through the WorldSkills Foundation, a program of advocacy and education to help us achieve our vision and mission.

We salute the effort, dedication and support of our Delegates, Experts, Team Leaders, Global Industry Partners, Competition Organisers and other stakeholders who work tirelessly at the local, national, regional and international level.

Together we provide the means to bring out the very best for the individual, for enterprise and society. Working together, under the WorldSkills flag, with a shared vision of a more sustainable world where people can achieve the workplace skills they need to prosper and find fulfilment.



Panel discussion at the WorldSkills Leaders Forum



David Hoey

WorldSkills marked its 60th Anniversary in 2010 and we 'honoured the past and launched the future'. We celebrated and acknowledged the amazing story of WorldSkills and everyone who has been involved. We embraced the future with our 2020 Vision.

Our General Assembly ratified some key strategic initiatives in securing the way forward for our future growth, sustainability, brand development and sphere of influence.

In line with our Brand Strategy, the four regional skill competitions – WorldSkills Europe, GCC Skills, WorldSkills ASEAN and WorldSkills Americas – have adopted our WorldSkills brand as part of their development and partnership. We congratulate each of them on the quality of their 2010 Competitions and look forward to working closely with them as the regional Competitions form a key part of our 2020 Vision.

Congratulations and thanks go to WorldSkills Jamaica for their excellent hosting of the 2010 WorldSkills General Assembly in Kingston.

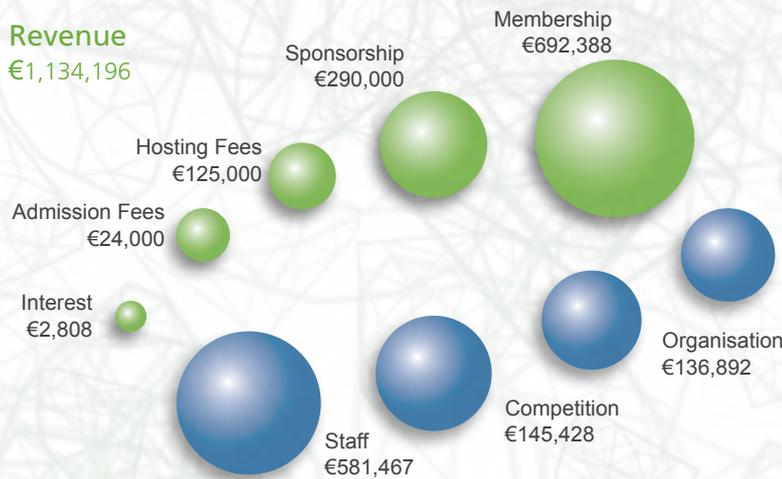
During the General Assembly meetings in Kingston, Jamaica, we welcomed China as our 53rd Member. We also introduced Lincoln Electric and Siemens as new Global Industry Partners and look forward to a long and fruitful partnership with these outstanding corporations.

I would like to recognise the outstanding support of our Global Industry Partners whose contributions have allowed WSI to achieve many objectives plus their valued approach to partnership and our common objectives.

WorldSkills Calgary 2009 left a substantial and significant impact and Members capitalised on this. During 2010 we have progressed preparations for WorldSkills London 2011 and it will be a world-class event, showcasing the skills that shape our world, and inspiring future generations of skilled, high-quality professionals.

CEO's Report

Revenue
€1,134,196



- Amortisation & Depreciation €14,550
- Professional Fees €20,437

Expenses
€1,110,890

- Office Costs €81,909
- Communication & Marketing €130,207

Note: Figures provided here are taken from the WorldSkills International 2010 financial statements. The 2010 financial statements are audited by PricewaterhouseCoopers Accountants NV. The complete financial report is available on request from the WorldSkills International Secretariat.

60th Anniversary Celebrations

Members, stakeholders and supporters joined us as we honoured the past and launched the future during a year of celebration for our Diamond Anniversary (1950-2010).

WorldSkills International planned the biggest anniversary party in its history and we were joined by all of you around the world.

The conclusion of the anniversary took place in October in Kingston, Jamaica where all our Members came together for the annual General Assembly. There were leaders, youth, delegates and many more there to work together towards a strong future. The official anniversary party of the year was a gala event on 9 October, also in Jamaica.

Following the work of the week, Delegates donned their dinner best and joined together to celebrate the successful week of meetings, the 60th Anniversary of WorldSkills International and to offer thanks to the hosts, WorldSkills Jamaica. The Prime Minister

of Jamaica Bruce Golding addressed the guests of over 300 with inspirational words acknowledging the need to continue to support vocational and educational training for youth in Jamaica and in the wider global village. Awards acknowledging Spain as the founding Member of WorldSkills International 60 years ago and Portugal celebrating its 60th anniversary were presented. To honour WSI's 60th Anniversary, SENAI produced beautiful artwork of the world to demonstrate WSI's global reach.

With 60 successful years behind us, we look to the future with great aspirations and confidence. Join us in our 2020 Vision as we strive to improve the quality and sustainability of all aspects of the Competition and launch the WorldSkills Foundation with a program of advocacy and education activities.

WorldSkills General Assembly in Jamaica

Official and Technical Delegates representing Member countries/regions around the world convened for a week of activities in Kingston, Jamaica from 3-10 October 2010. The objectives set out for the General Assembly were to review all technical aspects of WorldSkills Competitions and strategise ways to advance the skills movement worldwide. Along with the meetings, a celebration of young people took place at the 4th WorldSkills Jamaica National Competition.

As an international organisation with a vision for the future, Delegates shared ideas about the best ways to move forward to ensure education, advocacy and vocational training are in place for the world's young people who are considering a career in skills, trades and technologies. Technical Delegates met in both plenary and working groups with discussion and work surrounding ways to change or improve the already exceptional WorldSkills Competition.

The Strategy Committee focused on innovative ways to lead WorldSkills forward. The General Assembly closed with some highlights for the participants. The first highlight included a presentation from former Competitors, our WorldSkills Champions, who participated in the WorldSkills Youth Forum (WSYF) as they shared their exceptional ideas on how to engage and excite people from different ages and stages about careers in trades and technologies.

Honouring the past, launching the future – a successful WorldSkills General Assembly that will be cherished and remembered by all who participated.



Mr Tjerk Dusseldorp and Mr Kevin Mullings at the WSI General Assembly

WorldSkills Leaders Forum in Jamaica

The WorldSkills Leaders Forum (WSLF) welcomed many passionate speakers to share their views on Technical Vocational Education and Training (TVET): Implications for Sustainable Development during the WSLF in Kingston, Jamaica on 6 October 2010. From the talented performers, the presenters, the keynote presentation and the panel discussions, it was clear that several common themes connect everyone who is part of the global skills movement; themes of transformation, innovation, the belief in youth and the celebration of excellence help guide all countries/regions that are Members of WorldSkills International.

All presenters acknowledged that people are our most important natural resource; the training and development of people is and will continue to be the key to a sustainable global workplace for years to come. Educators, policymakers, leaders of industry and government

In 2010 the use of the WorldSkills International website (www.worldskills.org) was regular throughout the year, experiencing a slight increase in usage coinciding with the General Assembly in Kingston, Jamaica in October.

A total of 86,952 unique visitors from 190 countries viewed 589,241 pages during the year with 1,581 visits being made from mobile devices.

Social media engagement is increasing with links to Twitter and Facebook featuring prominently on the home page and email communications. The WorldSkills presence is directing traffic to the main website and whilst the majority of those reading and following the messages are already part of the WorldSkills family it is providing a platform for the influencers within that group to expose others to the WorldSkills message.

Photos

Photographs and videos are all stored on the photo sharing website "Flickr" (www.flickr.com/WorldSkills). This enables full high resolution images to be made available to the public without having to store them on our own server. Individual photos displayed on www.worldskills.org link direct to the high resolution version on Flickr. There are currently 9,772 photos in our library.

Videos

The WorldSkills TV video library had almost twice the number of visits as in 2009 and was the 3rd most popular page in 2010 showing a growing interest in video content sparked by the WorldSkills TV project in WorldSkills Calgary 2009. There are currently 351 videos hosted with a total of 40,016 video views in 2010.

Other websites

WorldSkills International also hosts several other websites relating to various initiatives.

In July 2010, the WorldSkills Blog was launched to educate and inform, and to promote discussion about skills across the world. Twenty-four articles have been written by 13 authors with backgrounds ranging from past Experts, to Partners and the President of WorldSkills International.

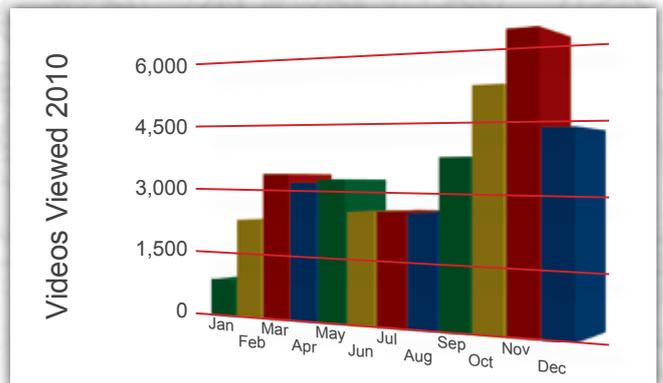
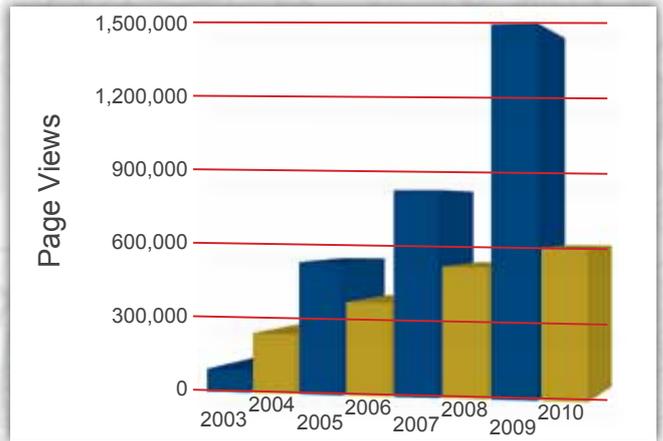
Web-based applications and systems

The WorldSkills International server hosts a number of other applications and systems. These include:

- Discussion forums
- Who-is-Who personnel management
- Infrastructure List system
- Competition registration
- Content Management Systems for main websites
- Competition Information System (CIS) development and training
- Competition Tracker
- Online Workplan
- Document register
- Intranet
- eLearning Environment

must work together to transform the image of vocational education. All must re-examine the perception of these careers as 'last chance' options and promote them as excellent and viable first choice career options for youth. No matter where you live, the commitment, the challenges and the needs are similar – engage youth, engage their communities and champion the Technical Vocational Education and Training cause.

The Members present at the General Assembly were impressed by the commitment to the global skills movement found in Jamaica. In the words of Honorable Andrew Holness, the Minister of Education "knowledge determines what you can do, what you can do determines who you are." We must all take responsibility to champion technical education around the world; we must all be knowledgeable and shine the spotlight on these careers.



WorldSkills Youth Forum in Jamaica

Four days of intense workshops, cultural excursions and the creation of new friendships highlighted the WorldSkills Youth Forum that took place during the General Assembly in Kingston, Jamaica from 3-10 October. The WSYF brought 29 Champions from 12 countries/regions across 13 skill areas together to discuss ideas and help to evolve the WorldSkills brand. In small groups, the participants were asked to focus on a variety of target audiences and reflect how WorldSkills could appeal to each with the creation of a viral campaign.

The key elements found in the workshops included preparation, working within deadlines, communicating and ensuring that deliverables were met as participants constructed the viral marketing campaigns. This work was something that the WSYF participants were already well suited to thanks to all of the training they undertook for their own WorldSkills Competition experiences.



At the end of the presentations, the General Assembly participants were impressed by the vision and outreach that all of the groups shared. People were also introduced to the newest face of the WorldSkills International family: Steve. No one wanted Steve to be spreading the WorldSkills word on his own, and Steph was also created. These characters will travel far and wide visiting meetings, events and competitions and report back on their Facebook pages and the WorldSkills Blog.

WorldSkills International also had the pleasure of welcoming two new Global Industry Partners: Lincoln Electric and Siemens

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Joe Astroth, Ph. D,
Chief Education Officer,
Autodesk Inc.



Amy Christen
Vice President & General
Manager, Cisco Networking
Academy



Dr. Theodor Niehaus
Managing Director
Festo Didactic



Barbara Hulit
President
Fluke Corporation



Arif Kareem
President
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John M Stropki
Chairman and CEO
Lincoln Electric



Alastair Bell
Marketing Director,
Gypsum Activity
Saint-Gobain



Dr. Ji Oh Song
Executive Vice President,
Mechatronics & Manufacturing
Technology Center
Samsung Electronics Co. Ltd.



Ralf-Michael Franke
CEO Industrial Automation
Systems, Siemens AG



Dieter Münch
Head of Marketing
and Advertising,
Würth Group and Adolf Würth
GmbH & Co. KG

Global Industry Partner update

In a previous GIP statement we reflected that collectively the Global Industry Partners viewed WorldSkills International as a portal into a world, busy establishing skills as a global currency. We realised that together, cooperating within the WorldSkills International network, we could all achieve a much greater impact, developing best practices and standards, than would ever be possible acting alone - truly a win-win situation. We also recognised that our economic health depended on a skilled workforce - which is why we are still here! There is no economy without skilled workers.

The GIPs represent a number of industry sectors associated with specific skill areas. In many sectors there is a significant gap between the skills trained and the needs of the workplace. The education programs and skills competitions must reflect current workplace needs and standards. Many GIPs are already involved in education initiatives in various markets and we want to bring this experience to the

table to help educators, WSI Experts and committee members adapt competitions to keep pace with workplace demands.

In 2010 we welcomed 2 more GIPs, making us 10 and bringing a rich variety of input such as corporate cultures, skills practices, markets served, business networks and community outreach initiatives to the table. The current GIPs are a heterogeneous group - different, but aligned on wishing to contribute to the WorldSkills movement and help WSI grow faster to full potential.

Those corporate cultures include sustainability strategies, typically focused on social, economic and environmental issues and policies. WorldSkills and the supporting education infrastructure need to continue to develop sustainability practices in all areas of the organisation. Within many of the competitions, a lean, environmental and team approach is possible - paving the way for the future. WorldSkills has already started with a sustainability task force and some new practices introduced in Calgary, but what more could we do and how can we help?

With all these opportunities, the value of our "global skills currency" can only increase. The GIPs want to be involved much more in jointly addressing these issues in order to make our contribution to promoting skills across the world - tackling the provision of the relevant skills in competitions and training - and ensuring the subsequent extensive recognition of acquired competencies.

So WorldSkillers - challenge us to help us all raise the value of our global skills currency!



Welcome new WSI Members in 2010

We welcomed China as our 53rd Member of WorldSkills International.

Regional Competitions – Americas, ASEAN, GCC and Europe

During 2010 a number of key developments in relation to the regional competitions run by our Members.

The inaugural WorldSkills Americas Competition was held in Rio de Janeiro, Brazil in March 2010, and hosted 620 Competitors from 12 countries/regions of the Americas, along with 160 international Experts and Chief Experts from 19 countries/regions covering several continents.

WorldSkills ASEAN was held in Bangkok, Thailand in November 2010, with over 200 competitors from the 10 ASEAN members competing across 21 skills.

WorldSkills Europe held its second Competition: EuroSkills Lisboa 2010 was hosted in Lisbon, Portugal in December, with hundreds of Competitors and Experts representing 31 countries/regions across 50 vocational skills.

The next GCC Skills Competition is scheduled to take place in Muscat, Oman in March 2011 (originally scheduled for November 2010).

2010 WorldSkills Events and Meetings

Date	Event
January 29-31	Board Working Group meeting, London, UK
March 8-14	WorldSkills Americas 2010, Rio de Janeiro, Brazil
March 11-13	Board of Directors meeting, Rio de Janeiro, Brazil
June 4-6	Technical Working Group, London, UK
July 11-12	Board of Directors meeting, Madrid, Spain
October 3-11	WorldSkills General Assembly 2010, Kingston, Jamaica
October 4-10	Board of Directors meeting, Kingston, Jamaica
October 5-10	WorldSkills Youth Forum 2010, Kingston, Jamaica
October 6	WorldSkills Leaders Forum 2010, Kingston, Jamaica
November 14-24	ASEAN Skills Competition, Bangkok, Thailand
December 9-11	EuroSkills 2010, Lisbon, Portugal

Member Organisations and Delegates 2010

Listed in alphabetical order.

Country/Region	Official Delegate	Technical Delegate
Australia	Mr. Mark Callaghan	Mr. John Shiel
Austria	Dr. Katrin Eichinger-Kniely	Mr. Stefan Praschl
Belgium	Mr. Eric Robert	Mr. Francis Hourant
Brazil	Prof. José Manuel de Aguiar Martins	Mr. Roberto Monteiro Spada
Brunei Darussalam	Mr. Pg Suhaimi Pg Hj Bakar	Mr. Denis M. T. Ho
Canada	Mr. Terry Cooke	Mr. Shaun Thorson
China	Mr. Xiaochu Dai	Mr. Jian Song
Colombia	Ms. Julia Gutierrez De Piñeres Jalilie	Miss. Mariana Saker
Croatia	Mr. Davor Dinter	Mr. Darko Farago
Denmark	Mr. Jesper Juul Sørensen	Ms. Pia Hegner
Ecuador	Mr. Santiago Y. Mendieta	Mr. Xavier A. Mendieta
Estonia	Mr. Andres Pung	Mr. Tõnis Arvisto
Finland	Mr. Timo Lankinen	Mr. Veijo Hintsanen
France	Mrs. Marie-Thérèse Geffroy	Mr. Thibault Dubus
Germany	Mrs. Elfi Klumpp	Mr. Karl-Heinz Pfündner
Hong Kong, China	Dr. Carrie Willis	Dr. Michael K K Fung
Hungary	Mr. János Jakab	Ms. Judit Csapó
Iceland	Mr. Erling Erlingsson	Mr. Thor Palsson
India	Mrs. Supriya Banerji	Mr. Kanissery Venugopalan
Indonesia	Ms. Suyanto Susilowati	Mr. Mustaghfirin Amin
Iran	Mr. Mohammad taghi Saberi	Mrs. Zhaleh Omrani
Ireland	Dr. Carl Ó Dalaigh	Mr. Liam Corcoran
Jamaica	Mr. Kevin Mullings	Mrs. Grace McLean
Japan	Mr. Yoshika Okubo	Prof. Hideo Ogawa
Korea	Mr. Yu Jae Soub	Dr. Seung-Jik Suh
Luxembourg	Mr. Nic Alif	Mr. François Ortolani
Macao, China	Ms. Noemia M. F. Lameiras	Mr. Ling Biu Hung
Malaysia	Mr. Segarajah Ratnalingam	Mr. Ghalip Spahat
Mexico	Mrs. Genny Gongora	Ms. Guadalupe Ortiz
Morocco	Mr. Chihab Sentissi	Mr. Abdellatif Hairouf
Netherlands	Mr. Jos de Goey	Mr. Peter Van Den Berg
New Zealand	Mr. Peter Spencer	Ms. Teresa McNamara
Norway	Mr. Espen L. Amundsen	Mrs. Elisabeth Lange
Oman	Mr. Haji Fagir Mohamed Al Bulushi	Mr. Khamis Hamed Mohammed Al Hadrami
Philippines	Ms. Alcestis Guiang	Mr. Augusto Capio
Portugal	Mrs. Maria Conceição Matos	Mr. Carlos Alberto Grosso da Fonseca
Principality of Liechtenstein	Mr. Stefan Sohler	Mr. Marco Frick
Saudi Arabia	Dr. Saleh A. Aboreshaid Al-Amr	Mr. Ahmed Alhamed
Singapore	Mr. Bruce Poh Geok Huat	Mr. Guan Teck Heng
South Africa	Mr. Ivor Blumenthal	Mr. André Vermeulen
South Tyrol, Italy	Mr. Herbert Fritz	Mr. Thomas Pardeller
Spain	Mr. Miguel Soler	Mrs. Soledad Iglesias Jimenez
Sweden	Mr. Peter Jeppsson	Mr. Pontus Slättman
Switzerland	Mrs. Christine Davatz-Höchner	Mr. Rico Cioccarelli
Chinese Taipei	Mr. Jiin-Feng Lay	Mr. Tzu Lien Tzou
Thailand	Mrs. Puntrik Smiti	Mr. Thawat Phoawanich
Tunisia	Mr. Abdallah Ben Abdallah	Mr. Mohsen Larbi
Turkey	Mr. Ender Yazicioglu	Mr. Erkan Kaplanoglu
United Arab Emirates	Dr. Abdullatif Al Shamsi	Mr. Ali Al Marzouqi
United Kingdom	Mr. Simon Bartley	Mr. Eugene Incerti
United States of America	Mrs. Ada Kranenberg	Mr. Don Hatton
Venezuela	Mrs. Ana Boadas	Dr. Africa Ramos
Vietnam	Dr. Duong Duc Lan	Dr. Nguyen Chi Truong



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