

Exploring new markets for skills competitions



GOAL: BRAINSTORMING DIFFERENT OPTIONS TO DISCOVER NEW MARKETS POSSIBILITIES FOR WS



Discuss within the session

- Trends, markets transformation, changing skills landscape
- New markets (for example, International Demonstrational Exam based on WS Standards, Seniors Skills/ Skills of Wise, WorldSkills Juniors)
- New formats: hackathon, VET on-line training, TV-show, WorldSkills on-line platform (for instance)

DO NOT discuss within the session

- Classic WorldSkills Competition
- Skills in/ Skills out

GLOBAL TRENDS



Acceleration of technological and social change: we need fast and effective solutions

Growth of complexity: cooperation to create solutions, rise of the net-centric society

Digitalization and automation: new skills and markets

Demographic change, working age range extension: early entry, late retirement, new target audiences

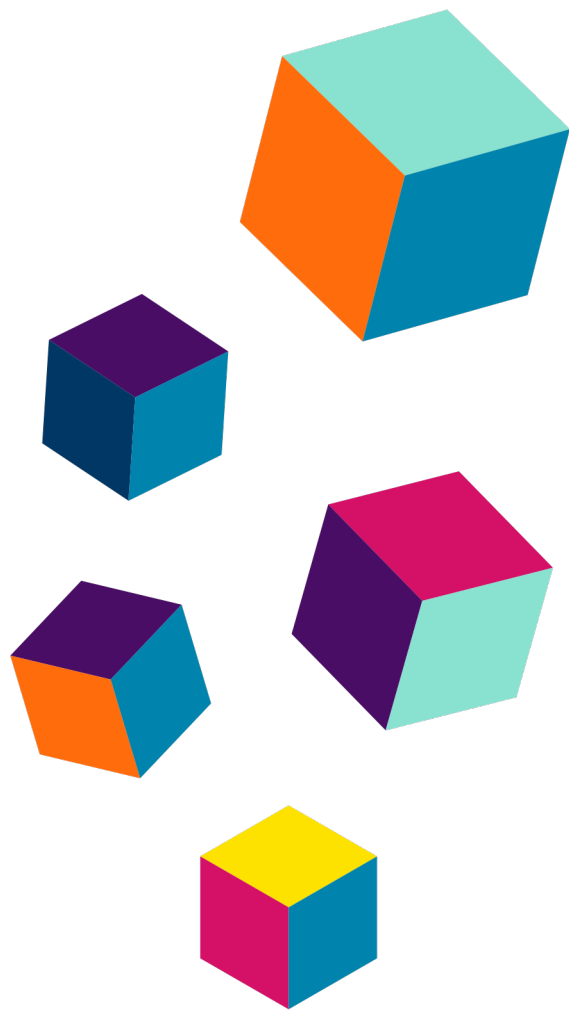
LARGEST GLOBAL COMPANIES IN 2018 VS 2008

2008

2018

Rank	Company	Founded	USbn
1.	PetroChina	1999	728
2.	Exxon	1870	492
3.	General Electric	1802	358
4.	China Mobile	1997	344
5.	ICBC (China)	1984	336
6.	Gazprom (Russia)	1989	332
7.	Microsoft	1975	313
8.	Royal Dutch Shell	1907	266
9.	Sinopec (China)	2000	257
10.	AT&T	1885	238

Rank	Company	Founded	USbn
1.	Apple	1976	890
2.	Google	1998	768
3.	Microsoft	1975	680
4.	Amazon	1994	592
5.	Facebook	2004	545
6.	Tencent (China)	1998	526
7.	Berkshire	1955	496
8.	Alibaba (China)	1999	488
9.	J&J	1886	380
10.	JP Morgan	1871	375



KAZAN 2019 — PLATFORM FOR CREATION AND APPROBATION OF NEW IDEAS



world **skills**
Kazan 2019

The logo for World Skills Kazan 2019 is located in the bottom right corner. It features a stylized white icon of a hand holding a torch or a similar symbol, positioned above the text "world skills" and "Kazan 2019". The text is in a clean, sans-serif font. The logo is set against a background of overlapping geometric shapes in shades of pink, red, and green.