



world **skills**
international



Australia

Austria

Belgium

Brazil

Brunei Darussalam

Canada

Chinese Taipei

Colombia

Croatia

Denmark

Ecuador

Estonia

Finland

France

Germany

Hong Kong SAR

Hungary

Iceland

India

Indonesia

Iran

Ireland

Jamaica

Japan

Korea

Luxembourg

Macau SAR

Malaysia

Mexico

Morocco

Netherlands

New Zealand

Norway

Philippines

Portugal

Principality of Liechtenstein

Saudi Arabia

Singapore

South Africa

South Tyrol, Italy

Spain

Sweden

Switzerland

Thailand

Tunisia

United Arab Emirates

United Kingdom

United States of America

Venezuela

Vietnam

Annual Report 2008

Mission and 2008 Overview

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.

Some of the key outcomes from 2008 were:

(referring to 'Releasing the full WorldSkills Potential - Action Plan - 2008-2011' and 'WorldSkills Champions on the World Stage' goals)

Branding and media relations

- Completion of a WorldSkills brand audit.
- Commissioned a professional agency to develop a brand strategy.
- Steady increase in the number of WSI Members that comply to the WSI Identity Guidelines.
- Rebuilding the WorldSkills Portal to meet the need of being one of WSI's greatest promotional tools.

Competition

- Transitioning of competitions to be more modular, have an increase in objective marking and have daily marking.
- Technical capacity of the Secretariat was enhanced by the employment of a Technical Director.
- First industry audit of our competitions (Cisco conducted an audit of IT/PC Network Support and tabled the outcomes at the TC Meeting in Vienna).
- Improved documentation for Technical Descriptions.
- The discussion forums have proven to be a necessary tool for exchange between the Experts. All skill categories have been re-viewed and technical descriptions have been assessed and updated.
- Updating the Competition Information System – CIS NG (Next Generation).

Organisation

- Appointment of Marcos Pontes as our first WorldSkills Ambassador.
- Improved governance model and structure for the organisation.

Involving Youth

- The WorldSkills Youth Forum 2008 involved 34 past Champions from 19 countries/regions covering 23 skills provided an excellent perspective and feedback. Many recommendations have already been implemented or planned for implementation.
- The WorldSkills Champions Exchange program was adopted as a full WSI program and WSI will continue to build partnerships.

Environmental issues

- Sustainability Task Force was created and many recommendations are already being implemented.
- WSI and WorldSkills Calgary 2009 have committed to make the 2009 Competition the most environmentally friendly to date.

Information Technology and the Internet

- Launch of a new website in 2008.
- Development of a number of applications for increased productivity.
- Increased focus on ensuring the website is more externally focussed.

Board of Directors



Back row:

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

Front row:

Liam Corcoran, Jack Dusseldorp, Marie-Thérèse Geffroy, Roberto Spada

At the General Assembly in 2008, the organisation discussed and made a number of improvements to the organisation. One of these was changing the term "Executive Board" to "Board of Directors" to better reflect its role in our organisation and to our stakeholders, where all the members, whether elected or appointed to the Board are of equal status regardless of the offices they hold. This also emphasises the Board's key role of governance of the organisation and keeps the organisation in line with contemporary best practice.

Tjerk (Jack) Dusseldorp (AU)	President
Marie-Thérèse Geffroy (FR)	Vice President Strategic Affairs
Liam Corcoran (IE)	Vice President Technical Affairs
Roberto Spada (BR)	Vice President Special Affairs
Yoo Bae Kim (KR)	Vice Chairman Strategy Committee
Veijo Hintsanen (FI)	Vice Chairman Technical Committee
Laurent Thibault (CA)	Treasurer
Terry Cooke (CA)	Ex-officio (Host - WorldSkills Calgary 2009)
Simon Bartley (UK)	Ex-officio (Host - WorldSkills London 2011)

President's Report



Tjerk (Jack) Dusseldorp

In his inaugural address, President Obama spoke of what people can achieve together when *"imagination is joined to common purpose"*. To my mind, this truth is what lies at the heart of our WorldSkills family. Because *building the capacity and skills of young people across the world* is one such purpose that is

catching the imagination of like-minded people in over 50 countries/regions on all four continents.

I'm proud to say that WorldSkills International (WSI) is opening more people's eyes to the equal value of vocational education and training for very capable young people who prefer 'learning by doing' rather than by abstract thought alone. While the world worships its sporting heroes, there is an almost a blind ignorance of the difference that high quality skills make to the standard of living we enjoy today.

2008 has been another important year in our development and drive towards our mission and objectives. We started the year having just completed the 39th WorldSkills Competition in Shizuoka, Japan in November 2007. It is very hard to measure quantitatively the immediate effects of the Competition but from the various reports and feedback we can conservatively say that it was a resounding success.

Throughout 2008 we held a number of important meetings and working groups while the Secretariat worked diligently on the various aspects and tasks of our Action Plan and preparations for WorldSkills Calgary 2009.

In September 2008 we held a very successful WorldSkills Leaders Forum and General Assembly (GA) in Vienna. At the same time we held the second WorldSkills Youth Forum that provided us with valuable insights and ideas from our past Champions.

At the conclusion of the Leaders Forum we appointed Marcos Pontes, Brazil's first astronaut, to be our first WorldSkills

Ambassador. Marcos' story is one that motivates and inspires all young people and we look forward to working with Marcos in the years ahead.

Prior to the GA, we conducted a comprehensive Member survey and the results have provided good guidance and reinforcement of the direction of the organisation. We found the Members' response to the question of "What WorldSkills might look like in 10 years time" as both reinforcing and expanding on the Action Plan we adopted at our last General Assembly meeting in Shizuoka Japan. I think one particular response captured the essence of the many replies; and I quote; "In 10 years time, WorldSkills will be an instantly recognisable "Brand" that signifies the importance of skills education and training in the 21st Century".

The survey also generated many suggestions to improve the Competitions. It was pleasing to note that most of them reaffirmed the changes we are already making as part of our policy objective we call "WorldSkills Champions on the World Stage" to better engage the visitors and media in Calgary and in London, and support and strengthen the role of our Experts to manage the Competition as an integrated six-day event.

After the Vienna meetings we committed to have a professional Brand Strategy developed. This will be ready in early to mid 2009.

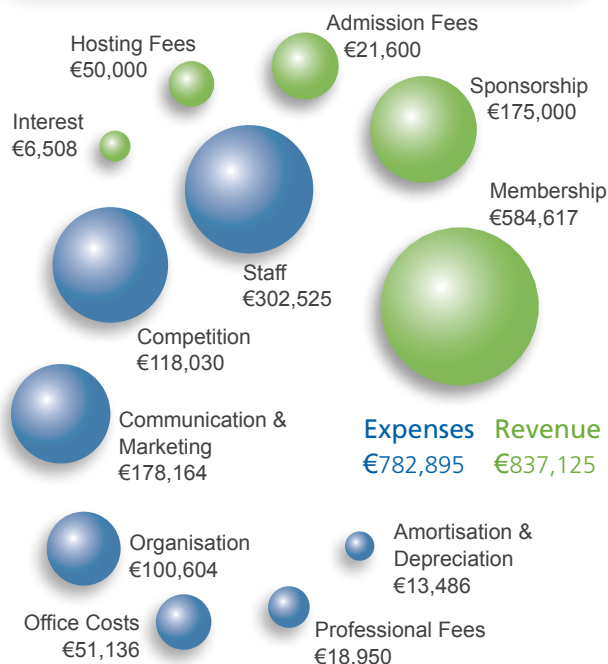
We have great confidence in our Canadian colleagues to stage not only an excellent technical event in Calgary next year but one that will be more marketable than ever before. Achieving this will increase our ability to influence the understandings and attitude of a much wider target audience and also help to attract new Global Industry Partners who need to be convinced that we are on track to building a global brand that is worth investing in.

We would like to extend a big thank you to our Global Industry Partners for their support and we look forward to our continued partnership in 2009 and beyond.

Sustainability has become a key focus for us also. A sustainability task force chaired by Tommy Hellstrom (SE) has been charged with reviewing all aspects of our operation and, coupled with the initiatives by WorldSkills Calgary 2009, will provide great improvement in this key area.

I would like to recognise the contribution of the Board of Directors in leading the organisation plus all the Delegates, Experts, Team Leaders, Industry Partners and staff from our Competition organisers who have actively participated in the working groups and meetings. This thank you and recognition extends to all the people around the world who are joined to our common purpose of the WorldSkills Movement.

Financial Report



Please note: Figures provided here are taken from the WorldSkills International 2008 financial statements. The 2008 financial statements are audited by PricewaterhouseCoopers Accountants NV. The complete financial report is available on request from the WorldSkills International Secretariat.

CEO Report



David Hoey

2008 was another productive and successful year in the development and growth of WorldSkills International. We welcomed our 50th Member (Colombia) and by the time we go to WorldSkills Calgary 2009 we should have 52 Members. We welcomed Saint-Gobain Gyproc as a new Global Industry Partner and look forward to working with them and all our other Partners to achieve our objectives.

The predominant focus for 2008 was the implementation of the "Releasing the Full WorldSkills Potential - Action Plan 2008-2011" that was ratified at the General Assembly in November 2007 and the ongoing planning and work to realise our 'WorldSkills Champions on the World Stage' goal. Through increased revenue, our team has grown with the appointment of Jane Stokie to the position of Technical Director in August 2008.

Preparations for WorldSkills Calgary 2009 are well under way and the strong partnership between WorldSkills International and WorldSkills Calgary 2009 augurs well to ensuring we build on our successes from the past and continue to achieve new levels of quality, overall engagement and reach, and a much increased media awareness.

General Assembly and Leaders Forum 2008



WorldSkills Leaders Forum 2008

Delegates from around the world met in beautiful Vienna, Austria from September 8-12, 2008 for WorldSkills International's General Assembly. Timed to coincide with the official celebrations of Austria's 50th anniversary of membership in WorldSkills International, the General Assembly presented not only an incredibly productive series of meetings, but also a rich cultural experience for all involved.

At the WorldSkills Leaders Forum, hosted by Skills Austria and sponsored by the Global Industry Partners, there was a great line up of speakers representing various government, industry and education sectors in Austria and Europe. We would like to thank everyone who participated and shared their experiences.

Also featured in the WorldSkills Leaders Forum was Brazilian astronaut Marcos Pontes. After giving an inspiring testimony of the profound difference that skill training has made in his life - literally taking him to the stars - Marcos Pontes quickly accepted WorldSkills International's invitation to become our first WorldSkills Ambassador, already being a committed and vocal supporter of skills in his native Brazil.

2nd Youth Forum



Youth Forum 2008

The WorldSkills Youth Forum 2008 (WSYF) ran from September 7-11, 2008 and ended with a presentation to the WorldSkills General Assembly, who couldn't wait to reward the 34 participants from 19 countries/regions, covering 23 skills, with a standing ovation in recognition of their hard work and insightful recommendations.

The WSYF participants discussed and made recommendations with respect to 6 topics, taken from the 2008-2011 WorldSkills International Action Plan. These recommendations, embodied in the WSYF Report, have been reviewed and are being implemented when appropriate and possible.

To read the WSYF report, download photos and watch video interviews with the delegates please visit <http://www.worldskillsyouthforum.com>, where a video of the presentation is also available to either watch or download.

The 3rd Youth Forum will be held in Kingston, Jamaica, October 7-11, 2010.

WorldSkills Champions Exchange

The WorldSkills Champions Exchange (WSCE) program was a recommendation from the first WorldSkills Youth Forum in 2006 in Melbourne. Since then a database of more than 200 past Champions has been created, with connectors, employers and related organisations from around the world endorsing the program and working to find placements that will provide great benefit both for our WorldSkills Champions and also for the employers with whom they will work for 3-12 months.

WorldSkills International would like to thank Mikaeli Costello with the support of the Dusseldorp Skills Forum (DSF) for launching and running the Exchange for the first 2 years. There is a demand from our WorldSkills Champions looking for placements. The current economic situation has caused a slow down in activity but the Exchange has proven itself and will continue.

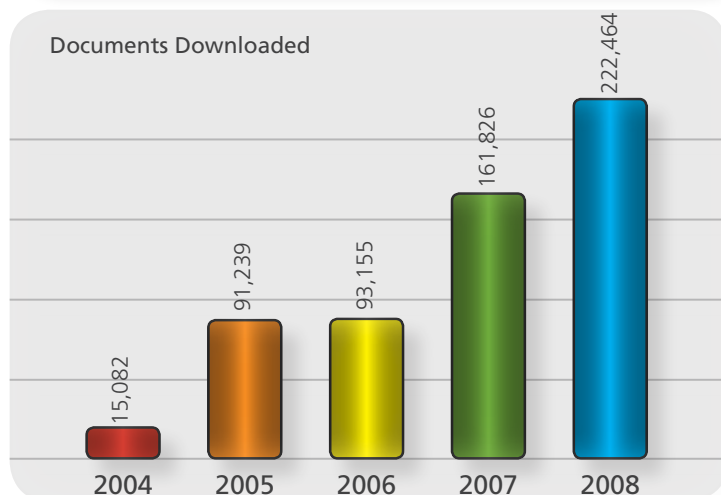


WorldSkills International is pleased to announce the appointment of Christine Scoot to the key role of WSCE Coordinator. Christine brings with her a wealth of knowledge and experience within the WorldSkills organisation and is excited to build upon the successes of the WSCE to date.

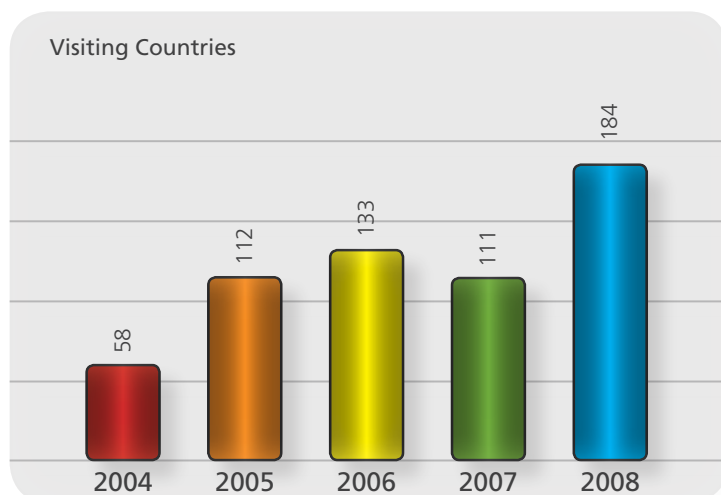
For more information on the WSCE program please visit <http://www.worldskillschampions.com> or contact Christine Scoot via email - christine.scoot@worldskills.org

2008 Web Statistics

Documents Downloaded



Visiting Countries



Overview

The use of the WorldSkills website remains the most important resource for Members accessing information and documentation. This last year has seen the implementation of a number of web-based initiatives to provide greater levels of service for Members, Partners, Employers, Competitors and the general public. Other web-based applications have been developed as management tools for the WorldSkills Secretariat.

To meet the estimated system demands of the coming years a considerable investment was made to commission a dedicated server and to redesign the functionality of the WorldSkills website and sub-websites.

Information access sets a new record

WorldSkills provides general information to guests and specific skill-related and competition-related information to Members. Downloading of information continues to grow with 2008 setting a new record of 222,464 documents being downloaded. In 2008 a new record was set for the number of countries visiting the website - a total of 184.

WorldSkills International websites

WorldSkills International maintains a number of websites, each fulfilling a different purpose. These include:

www.worldskills.org
www.worldskillschampions.com
www.worldskillsportal.com
www.worldskillsleadersforum.com
www.worldskillsyouthforum.com
www.worldskillsconnect.com
www.worldskillspremiere.com
www.worldskills2001.com
www.worldskills2003.com
www.worldskills2004.com
www.worldskills2006.com
www.worldskills2007.com
www.worldskills2008.com



2008 Members' Milestones

The following Members achieved significant anniversaries in 2008 in their association with WorldSkills International.

55 years	50 years	40 years	35 years	25 years	20 years	15 years	10 years
France Germany Switzerland United Kingdom	Austria	Principality of Liechtenstein	United States of America	Macau	Finland	Singapore Thailand	Belgium Denmark Morocco

2008 WorldSkills International Events

Date:	Event:
May 21 – 30, 2008	Board meeting, Sustainability Task Force meeting, Global Industry Partner meeting, Calgary, Canada
July 3 – 7, 2008	Technical Working Group, Vienna, Austria
September 7 - 11, 2008	2nd WorldSkills Youth Forum, Vienna, Austria
September 8 – 12, 2008	WorldSkills General Assembly, Vienna, Austria
September 8, 2008	WorldSkills Leaders Forum, Vienna, Austria
December 12, 2008	Branding Strategy meeting, 4 location conference call

Visit www.worldskills.org for a full listing of all regional and national skills competitions.

Global Industry Partners

Autodesk



Paul Mailhot,
Senior Director, Worldwide
Education Programs,
Autodesk.

CISCO



Amy Christen, Vice
President & General
Manager, Cisco
Networking Academy

Draka



Ken Petersson
President of Draka Cableteq
Low Voltage Europe Division

FESTO



Dr Theodor Niehaus,
Managing Director
Festo Didactic

FLUKE



Barbara Hulit,
President,
Fluke Corporation

**FLUKE
networks**



Paul Caragher,
President,
Fluke Networks

**SAINT-GOBAIN
GYPROC**



Vince Fenson,
Marketing and Business
Development Director,
Saint-Gobain Gyproc

SAMSUNG



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

Partners help with brand review and media relations

By: David Green, Chair of the Global Industry Partners

During 2008 Global Industry Partners (GIPs) contributed to the WorldSkills mission in many ways in addition to their financial support. While the Partners attended and contributed to the General Assembly, Strategy Committee and other meetings over the year, both in person and online, two particular initiatives are worth highlighting.

What did we do?

A WSI brand review and development project was started late in 2008 to help define the future of WorldSkills International and its growth. A B2B industry media tour in December is having short to medium term impact on industry awareness of WorldSkills Calgary 2009, the host country organisation Skills/Compétences Canada and WorldSkills International as a global movement. Both of these activities were felt to be consistent with GIP objectives in WSI.

How people see you is everything

Helping to develop a clear brand identity, an organisation's characteristics and what it stands for to the stakeholders plus the sort of messaging we need to communicate to those stakeholders and future supporters. It can only strengthen the WSI position in the market and the resulting benefits any sponsor, partner, participant or supporting organisation will receive.

GIPs provided some special funding to support the services of a branding and marketing agency. This groundbreaking work is ongoing and is quite exciting. It is amazing how many of the new and existing WSI activities and goals fit into the brand identity and what it promises.

It is being reviewed by the WSI Board and others in WSI in the beginning of 2009.

Industry and Skills Sector Media is Key – and easy

For the second initiative, one GIP worked with WSI to facilitate a media tour of print and online Canadian industrial trade publications to promote WorldSkills, the Calgary event and its Canadian affiliations.

Culminating a 4-5 week planning and scheduling exercise - the WSI team - Michelle Bussey and Christine Scoot - along with Fluke Marketing Director and GIP Chair, David Green, presented to some 19 editors, writers and publishers from 4 major B2B publishing companies around Toronto, Canada. They were supported by a PR consultant hired to develop, engage and schedule the right media for our message.

The targeted media were industrial, business and IT publishers with print and on-line media properties serving such diverse areas as manufacturing and automation, electrical, mechanical, electronics, HVAC, mining, engineering, IT networks and cabling, contractors, woodworking, energy and more.

The reaction from all media was very positive and a number of articles, photos and videos were published in the beginning of 2009 and will continue up to and beyond WorldSkills Calgary 2009.

The big question now is what more can we do as Global Partners to make change and have an impact.

New Member in 2008

Colombia became WorldSkills International's 50th Member organisation.

Country/Region	Member organisation	Website
Colombia	SENA	http://www.sena.edu.co

Member organisations and delegates 2008

Listed in order of joining WorldSkills International.

Country/Region	Official Delegate	Technical Delegate
Portugal	Mrs. Maria Conceição Matos	Mr. Carlos Alberto Grosso da Fonseca
France	Mme. Marie-Thérèse Geffroy	Mr. Antoine Kretz
Germany	Mrs. Elfi Klumpp	Mr. Karl-Heinz Pfündner
Switzerland	Frau Christine Davatz-Höchner	Mr. Rico Cioccarelli
United Kingdom	Mr. Simon Bartley	Mr. Eugene Incerti
Ireland	Dr. Carl Ó Dalaigh	Mr. Liam Corcoran
Luxembourg	Mr. Nic Allf	Mr. François Ortolani
Austria	Dr. Peter Kranzlmayr	Mr. Stefan Praschl
Japan	Mr. Yoshika Okubo	Prof. Hideo Ogawa
Netherlands	Mr. Jos de Goey	Mr. Peter Van Den Berg
Korea	Mr. Yong Dal Kim/Mr. Yu Jae Soub	Dr. Seung-Jik Suh
Principality of Liechtenstein	Dr. Franz Heeb	Mr. Marco Frick
Chinese Taipei	Mr. Chun Lu Chen	Mr. Wen Ping (Morgan) Chen
United States of America	Mr. Peter Spencer	Mr. Don Hatton
Australia	Mr. Mark Callaghan	Mr. John Shiel
Brazil	Prof. José Manuel de Aguiar Martins	Mr. Roberto Monteiro Spada
Macau SAR	Ms. Noemia M. F. Lameiras	Mr. Ling Biu Hung
New Zealand	Mr. Peter Spencer	Ms. Teresa McNamara
Finland	Mr. Timo Lankinen	Mr. Veijo Hintsanen
Canada	Mr. Terry Cooke	Mr. Shaun Thorson
Norway	Mr. Espen L. Amundsen	Mrs. Elisabeth Lange
South Africa	Mr. Ivor Bluementhal	Mr. André Vermeulen
Malaysia	Mr. Thomas George	Ms. Norsham Mohamad
Singapore	Mr. Bruce Poh Geok Huat	Mr. Guan Teck Heng
Thailand	Ms. Sutassanee Suebwongpat	Mr. Santi Bumrungrakorn
Philippines	Ms. Alcestis Guiang	Mr. Augusto Capió
Sweden	Mr. Tommy Hellström	Mr. Pontus Slättman
South Tyrol	Herr Herbert Fritz	Herr Josef Lanz
Tunisia	Mme. Dorra Cherif	Mr. Fayçal Ammar
Hong Kong SAR	Dr. Carrie Willis	Dr. Michael K K Fung
United Arab Emirates	Eng. Hussain Al-Hammadi	Mr. Yahya Mohamed Mahdi
Belgium	Mr. Eric Robert	Mr. Jean-Marie Méan
Denmark	Mr. Jesper Juul Sørensen	Ms. Pia Hegner
Morocco	Mr. Chihab Sentissi	Mr. Abdellatif Hairouf
Iran	Mohammad Taghi Saberi	Mrs. Zhaleh Omrani
Saudi Arabia	Dr. Saleh A. Aboreshaid Al-Amr	Dr. Abdullah Alwehaibi
Venezuela	Mrs. Ana Boadas	Mr. Africa Ramos
Brunei Darussalam	Mr. Noorhaizamdin Haji Mosbi	Mr. Denis M. T. Ho
Indonesia	Ms. Suyanto Susilowati	Mr. Mustaghfirin Amin
Jamaica	Mr. Kevin Mullings	Mrs. Grace McLean
Spain	Mr. Miguel Soler	Ms. Soledad Iglesias Jimenez
Ecuador	Mr. Santiago Y. Mendieta	Mr. Xavier A. Mendieta
Croatia	Mr. Davor Dinter	Mr. Darko Farago
Hungary	Mr. János Jakab	Ms. Judit Csapó
Mexico	Mr. Genaro Guerra Zuñiga	Prof. Esperanza Bañuelos
Vietnam	Dr. Duong Duc Lan	Dr. Hong Minh Nguyen
Estonia	Mr. Andres Pung	Mr. Tõnis Arvisto
India	Mr. Surendar Kumar Kakkar	Mr. Bhalchandra Ogale
Iceland	Mr. Erling Erlingsson	Mr. Thor Pálsson
Colombia	Ms. Julia Gutierrez De Piñeres Jalilie	Miss Mariana Saker

WorldSkills International Secretariat

Keizersgracht 62-64 1015 CS Amsterdam The Netherlands

Phone +31 23 5311071 Fax +31 23 5310816

www.worldskills.org secretariat@worldskills.org