



world skills
international

Australia
Austria
Belgium
Brazil
Brunei Darussalam
Canada
Chinese Taipei
Colombia
Croatia
Denmark
Ecuador
Estonia
Finland
France
Germany
Hong Kong, China
Hungary
Iceland
India
Indonesia
Iran
Ireland
Jamaica
Japan
Korea
Luxembourg
Macao, China
Malaysia
Mexico
Morocco
Netherlands
New Zealand
Norway
Oman
Philippines
Portugal
Principality of Liechtenstein
Saudi Arabia
Singapore
South Africa
South Tyrol, Italy
Spain
Sweden
Switzerland
Thailand
Tunisia
Turkey
United Arab Emirates
United Kingdom
United States of America
Venezuela
Vietnam

Annual Report 2009

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 achievements in 2009 in line with Releasing the Full WorldSkills Potential – Action Plan 2008-2011 are as follows:

Branding and media relations

- WorldSkills TV was launched, first on our main website and later at the 40th WorldSkills Competition in Calgary (WSC2009). The partnership between WorldSkills International (WSI) and WorldSkills Calgary 2009 to bring a video production company to the Competition was very successful.
- The results of the Brand Strategy were presented to the General Assembly. The ensuing 2020 Vision for the organisation is expected to be launched at the General Assembly in October 2010.
- The number of WSI Members complying with WSI Identity Guidelines continued to grow.
- A full media engagement strategy was in place for WSC2009.
- WSI Identity Guidelines were completely reworked to include written and visual style.
- The WorldSkills Portal was restructured so every Competitor had their own profile and comment section

Involving Youth

- WSI involved more WorldSkills Champions in the running and operations of WSC2009, including roles in the communications team, WorldSkills TV, and tour guides.
- A very successful WorldSkills Leaders Forum was conducted. This showcased the impact of WSI on the lives of Champions.
- WSI used the outcome of a professional photoshoot of WorldSkills Champions as the official style in all WSI promotions throughout 2009.

Sustainability and Environmental issues

- WorldSkills Calgary 2009 was the most environmentally friendly Competition to date.
- A number of the Sustainability Task Force's recommendations were implemented successfully for WSC2009.
- Sustainability Awards were introduced recognising skills that implemented significant sustainability initiatives.

Organisation

- WSI continued to build strong and collaborative partnerships with the Hosts.

Competition

- The Next Generation of the Competition Information System (CIS-NG) was implemented for WSC2009.
- The Technical Committee and Chief Expert Meeting in March 2009 involved the Workshop Supervisors for the first time. This enabled great discussion and quicker agreement on infrastructure and developed partnership and efficiency for the Competition.
- A Team Leader working group met in Calgary to improve the Competitor experience at WSC2009.
- Technical Descriptions were transferred to a new template. This template included additional information including more complete Competency Specifications.
- The streamlining of the Competition to a 6-day event to deliver WorldSkills Champions on the World Stage was a success. Final results were entered on the last day of Competition to enable the Closing Ceremony to take place the following day.
- WSI implemented new roles for Experts called 'Experts with Special Responsibility' (ESR) to support the Skill Management Team.

Information Technology and the Internet

- WSI embraced more social networking tools in 2009.
 - › Facebook: Search for WSI's fan page.
 - › Twitter: Follow WSI and receive news from the WorldSkills movement around the world.
 - › Flickr: Download high-resolution images of competitions and events.
- We also built our own application – WorldSkills Connect – a networking platform for people interested in global skills issues and the WorldSkills movement. WS Connect also allows people to set up meetings at the Competition site.
- Daily media clips from around the world were published on the WSI homepage newsfeed.
- WSI continues to add skills-related videos to WorldSkills TV (WSTV).

Board of Directors

After WorldSkills Calgary 2009, Skills/Compétences Canada (SCC) left their seat on the Board of Directors, where Terry Cooke (President of SCC, Board member WorldSkills Calgary 2009 and Official Delegate of Canada) had been serving as ex-officio member since 2005.

Elfi Klumpp (Managing Director of SkillsGermany and Official Delegate for Germany) took her seat as the ex-officio member representing WorldSkills Leipzig 2013 at the last Board meeting in September 2009.

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
Laurent Thibault (CA)	Treasurer
Yoo Bae Kim (KR)	Vice Chairman Strategy Committee
Veijo Hintsanen (FI)	Vice Chairman Technical Committee
Terry Cooke (CA)	Ex-officio (2009 - Host Member)
Simon Bartley (UK)	Ex-officio (2011 - Host Member)
Elfi Klumpp (DE)	Ex-officio (2013 - Host Member)



Back row: Simon Bartley, Yoo Bae Kim, Veijo Hintsanen, Terry Cooke, Laurent Thibault
Front row: Liam Corcoran, Tjerk Dusseldorp, Marie-Thérèse Geffroy, Roberto Spada
Absent: Elfi Klumpp



Tjerk (Jack) Dusseldorp

In June 2009 the International Labour Organisation adopted their "Global Jobs Pact" within which participant governments and industry stakeholders pledge to "equip the workforce with the skills needed for today and tomorrow". This Global Jobs Pact, which recognises the key contribution of skilled workers, particularly in times of economic crisis, was supported by the United Nations as one of nine UN initiatives to address the economic crisis – both in terms of mitigating its impact

and in positioning the global economy for sustainable recovery.

Just a few short weeks later, the 40th WorldSkills Competition (WorldSkills Calgary 2009) presented to both the local Canadian audience and to the world, a magnificent celebration of the best skilled young people from around the world, and a tangible demonstration of the profound impact that Vocational Education and Training has upon both the global economy and the transformation of the lives of those it impacts.

Leading up to Calgary, both WorldSkills International (WSI) and our Canadian hosts created a very long list of objectives for the event, and we have been delighted to check the majority of them off as having been achieved. These included a key organisational goal of condensing our biennial Competition to an integrated six-day event, being more media attractive, greater promotion of WSI and our "WorldSkills Champions on the World Stage" collaborative goal.

I would like to pay special tribute to the dedication and long hours of the thousands of volunteers from around the world and the extra special efforts and commitments from our Canadian hosts in providing for us a world-class environment and facilities and equally world-class hospitality and service.

Despite some of the challenges experienced through the global financial crisis, we saw a record number of Competitors, Experts and other stakeholders in Calgary.

On behalf of WSI, I extend our deepest appreciation to everyone involved. This includes our Delegates, Competitors, Experts, Team Leaders and Global Industry Partners. It also includes a special recognition to our hosts WorldSkills Calgary 2009 who, in partnership with government (local, provincial and federal), Skills/Compétences Canada and VET providers and industry, have made an enormous positive difference nationally and internationally and we look forward to reviewing the substantial and significant reach and impact of WorldSkills Calgary 2009 in the years ahead.

WorldSkills Calgary 2009 was the first Competition with a major focus on sustainability and environmental aspects from the Host and we also

saw the introduction of our Sustainability Awards, whereby our Experts were recognised for initiatives towards the facilitation of future growth, minimising impact on the environment, minimising impact on the hosting community and the development of best practice transferable to other skill areas. At the same time, our Experts also worked with WorldSkills Calgary 2009 to develop test projects which had a positive impact upon the local and national community, and could form a tangible part of the Competition legacy.

The key discussion item at our General Assembly meeting was the recommendations of our Brand Strategy, which highlighted the need to complement our Competition activities with advocacy, education and developmental activities. This will position WSI as the global hub for skills development and a common resource for Members and other partners to cooperate in increasing quality and status of VET (Vocational Education and Training) and communicate the importance of skills for economic growth and prosperity.

Several key elements of the Brand Strategy have already been implemented, while a Board Working Group has been established to discuss and develop further key strategic initiatives for discussion and ratification at our next General Assembly in October 2010.

2009 also marked our most successful WorldSkills Leaders Forum to date, with keynote speaker Don Tapscott, joined by a panel of WorldSkills Champions, providing an inspirational and informative insight into the learning journeys and methodologies of today's young people and highlighting many implications for educators and industry stakeholders worldwide.

At the conclusion of WorldSkills Calgary 2009, our Canadian hosts passed the WorldSkills flag to our next hosts, WorldSkills London 2011, who are preparing what promises also to be a magnificent Competition.

In 2010 we celebrate our 60th Anniversary – a major milestone as we recognise our long-standing success and continue our journey towards being the global champion of workplace skills. WorldSkills International, its Members, its Hosts and our stakeholders will drive the global skills agenda by acting together to raise awareness of the essential contribution of skills to achieving economic success and personal fulfilment.



David Hoey

WorldSkills Calgary 2009 was WSI's key focus in 2009, and I offer my sincere thanks and congratulations to WorldSkills Calgary 2009 and to Skills/Compétence Canada and the thousands of WSI personnel and volunteers from around the world who made the event a resounding success.

WorldSkills Calgary 2009 will have a special place in the history of WSI as the first integrated six-day Competition, with the Opening and Closing Ceremonies bookending the

four days of competition, and with a significant focus on increased media coverage and enhanced visitor experience – an outstanding achievement by all involved.

The WorldSkills Calgary 2009 organising committee delivered world-class facilities, equipment, initiatives and hospitality. The partnership between WorldSkills Calgary 2009 and WSI was exceptional and both parties worked hard underpinned by a common goal to achieve all objectives that both organisations had set together and individually.

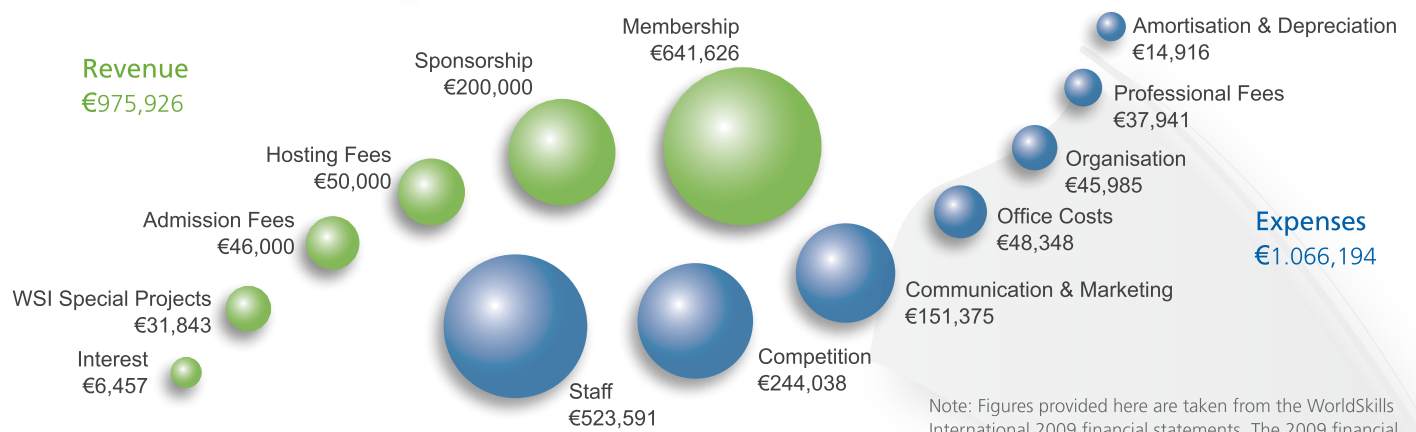
I would like to recognise the outstanding support of our Global Industry Partners – their contributions have allowed WSI to achieve many objectives and they have also contributed significantly in terms of sponsorship, partnership and technical assistance to the Competition.

During our General Assembly meetings in Calgary, WSI welcomed Oman and Turkey as Members, and introduced Saint-Gobain Gyproc and Würth as Global Industry Partners.

The General Assembly also selected Leipzig, Germany as our 2013 host city, in a close victory over Paris, France. WorldSkills Leipzig 2013 promises to be an excellent event, with a spectacular venue.

We now turn our focus towards WorldSkills London 2011, in addition to celebrating our 60th Anniversary in 2010, and providing structure and focus towards implementing the key recommendations of our Brand Strategy.

CEO's Report



Note: Figures provided here are taken from the WorldSkills International 2009 financial statements. The 2009 financial statements are audited by PricewaterhouseCoopers Accountants NV. The complete financial report is available on request from the WorldSkills International Secretariat.

40th WorldSkills Competition

The 40th WorldSkills Competition held in Calgary, Canada from September 1-7, 2009, was the largest WorldSkills Competition held to date. WorldSkills was attended by 847 Competitors representing 47 Member countries/regions in 45 skills. There were more than 4,100 accredited delegates and participants in total and more than 150,000 visitors over the four days of Competition.

Congratulations to the entire Canadian Organising Committee and all the Experts, Delegates, Team Leaders, Volunteers and Champions for their excellent work in the preparation and management of the Competition.

Peoples' Choice Awards were presented for the first time, giving visitors the opportunity to vote for their favourite Test Project from a range of eight skills. These were Confectionery/ Pastry Cook, Fashion Technology, Floristry, Graphic Design, Hairdressing, Landscape Gardening, Sheet Metal Technology and Web Design.

The WorldSkills Sustainability Award was also presented for the first time. Beauty Therapy won the award for the advances in environmental sustainability they achieved in the setup, planning, and teardown of their competition area. A Competition of this scale has a huge environmental impact.

To you, Dear Competitors:

Regardless of the medal results, each of you will leave Calgary as a WorldSkills Champion. Your passion and your imagination will ensure your success and our future as a society. I hope that all of you go home with a renewed passion to continue carrying the bright flame of the WorldSkills movement.

Tjerk Dusseldorp, President of WorldSkills International at the Closing Ceremony

WorldSkills Leaders Forum

On September 3, keynote speaker Don Tapscott, one of the world's leading authorities on business strategy and author of many books including *Grown Up Digital: How the Net Generation is Changing Your World* (Oct. 2008), took the stage at the WorldSkills Leaders Forum, an event also attended by WorldSkills Premiere Experience participants.

Tapscott's presentation encouraged the audience to think differently about the generation that is leading our workforce today: the Net Generation. He stressed that now is a time of big change in the global workforce. As a result, the WorldSkills movement is critical to the world economy.

Tapscott explained to the audience of nearly 600, that in Canada alone there are 8 million people in the Net Generation and, 'vocational work has become knowledge work'. There is a major focus on life-long learning now, and technology plays a big part in this – not only as a tool for research, diagnosis, education, and communication, but also as an innovative form of infrastructure.

Five WorldSkills Champions then joined Tapscott for a panel discussion. When asked how the WorldSkills Competition changed their lives, IT specialist Anesha Simpson-Nembhard (Jamaica) answered for all when she said, *"The experience was overwhelming. It made me believe anything is possible. I became an international star just by doing my skill. Some people work with their hands, some people love to dance, some people love math. There are many different types of students, and the stigma attached to skills needs to be broken."*

As Don Tapscott explained, *"We must encourage everyone to re-think learning and collaborate. Don't just train: engage."*



WorldSkills International would like to thank Don Tapscott and the five WorldSkills Champions:

- Nathan Banke (Automobile Technology, WSC2007, Canada)
- Chong Anthony Tze Chen (Graphic Design, WSC2003, Singapore)
- Anesha Simpson-Newbhard (Software Applications, WSC2005, Jamaica)
- Simon Buchanan (Landscape Gardening, WSC2007, Australia)
- Adam Peirson (Cooking, WSC2003, United Kingdom)

for their contributions and for sharing their stories and experiences with the WorldSkills family.

For more information and to view the presentations please visit www.worldskillsleadersforum.com.

www.worldskills.org

During 2009, the main website of WorldSkills International continued to function as an online resource for WSI Members and as a source of Competition-related information for visitors from 194 countries. During the lead-up to the Competition, usage climbed steadily from around 14,000 visits a month in January to 40,000 in August. As expected, visits to the site peaked during the week of the Competition in Calgary with 24,000 visits to the site during September 2-5, 2009.

Photographs and videos

After the Competition in Calgary the number of photos available has increased to 7,350. The photo galleries were viewed a total of 280,066 times in 2009. All of these photos were made available both on our website and on the photo hosting website Flickr.

The WorldSkills TV project added over 100 videos during the Calgary Competition to increase the total number of videos to 451. All the WorldSkills TV videos as well as other produced by WorldSkills have been made available on YouTube.

Other websites

WorldSkills International also hosts several other domains relating to various initiatives. In 2009 two more websites were launched:

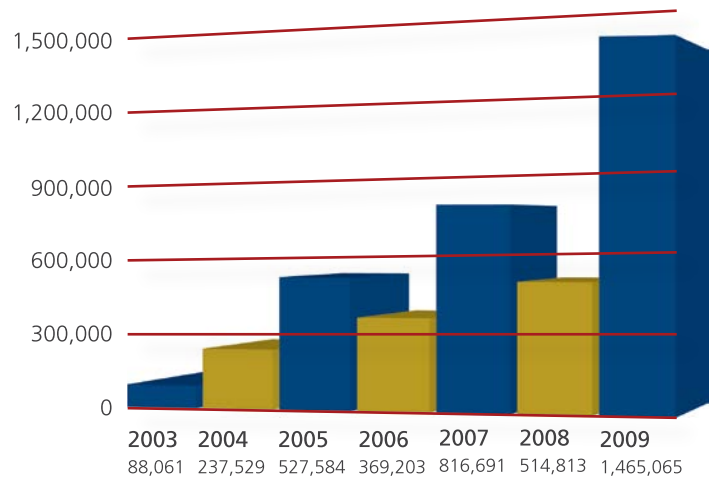
- www.worldskillsconnect.com – launched June 2009
- www.worldskillselearning.com – launched July 2009

Web-based applications and systems

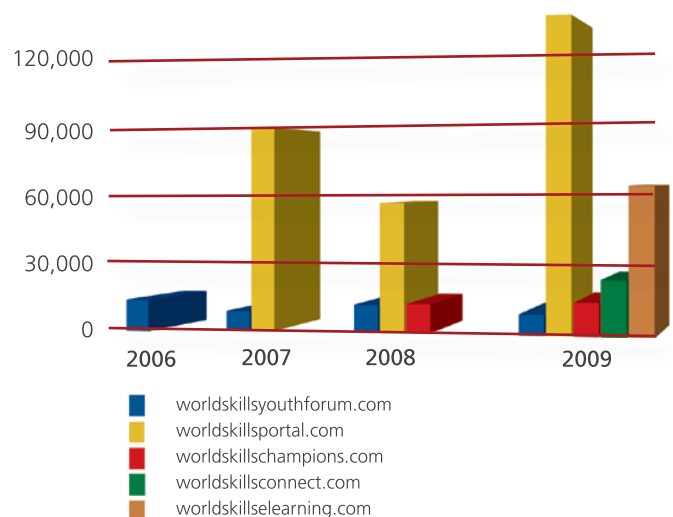
The WorldSkills International server hosts a number of other applications and systems. These include:

- Discussion forums
- Who-is-Who personnel management
- Infrastructure List system
- WSC2009 Accommodation management
- Content Management Systems for main websites
- Forum Management Tool
- Competition Information System training
- Competition Tracker

Page Views - worldskills.org



Page Views - other websites



WorldSkills Portal

2009 saw the WorldSkills Portal take a new direction. The Portal was launched in March 2007 and has evolved into a great marketing tool for WSI Members to profile their teams before the Competition.

WSI added a comment system to each Competitor's profile. These were used by family, friends and supporters to send messages and encouragement to Competitors.

There are now:

- 26 Members represented on the Portal
- 386 full Competitor profiles
- Over 300 comments on the Competitor profiles

For more information, please visit: www.worldskillsportal.com

WorldSkills TV

WorldSkills TV (WSTV) was an initiative supported by WSI and WS Calgary 2009. The goal was to produce 100 vignettes from the Opening Ceremony, competitions and special events right through to the Closing Ceremony, focusing on all 45 skills and 47 participating countries/regions. The actual statistics show that this initiative was far more successful than originally hoped and WSI plans to repeat the initiative in Competitions to come:

- 175 videos in total
- Viewed in 172 countries
- 34% of the videos are bi-lingual

For more information please visit www.worldskills.tv.

WorldSkills Premiere Experience

Based on the success of the WorldSkills Premiere Experience in Shizuoka 2007, leaders and decision-makers in vocational education and training were invited to a special WorldSkills Experience in Calgary 2009 tailored to their needs.

The program included keynote speakers, seminars, panel discussions, the Opening and Closing Ceremonies and, of course, many visits to the WorldSkills Competition. The response was overwhelming and there will definitely be another Premiere Experience during WorldSkills London 2011.

Please visit the website visit www.worldskillspremiere.com for details as the 2011 program develops.



6 Annual Report 09 | Global Industry Partners

In 2009 the WorldSkills International Board of Directors, approved the change from 'Global Sponsor Partners' to 'Global Industry Partners' (GIPs) to better reflect the current and future partnership.

WorldSkills International also had the pleasure of welcoming two new Global Industry Partners: Saint-Gobain Gyproc and Adolf Würth GmbH & Co. KG.

Autodesk®



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

CISCO™



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

FESTO



Dr. Theodor Niehaus,
Managing Director
Festo Didactic

FLUKE.



Barbara Hult,
President,
Fluke Corporation

FLUKE networks.



Arif Kareem,
President,
Fluke Networks

**SAINT-GOBAIN
GYPROC**



Alastair Bell,
Activity Marketing Director,
Saint-Gobain Gyproc

SAMSUNG



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

WÜRTH



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

2009 WorldSkills International Events

Date	Event	Date	Event
February 2–3	Technical Working Group, Singapore	August 31	Strategy Committee meeting, Calgary, Canada
March 4–6	Technical Committee meeting, Calgary, Canada	August 31, September 1, 4 and 6	General Assembly, Calgary, Canada
March 6–8	Jury President, Skill Management Team and Workshop Supervisor meeting, Calgary, Canada.	September 1–6	2009 WorldSkills Premiere Experience
March 9–10	Board of Directors meeting, Calgary, Canada	September 1–7	40th WorldSkills Competition, Calgary, Canada
March 11–13	Team Leader Working Group, Calgary, Canada	September 3	WorldSkills Leaders Forum, Calgary, Canada
June 20–26	Technical Working Group, Helsinki, Finland	September 5–6 and 8	Board of Directors meetings, Calgary, Canada
August 27 and 30	Technical Committee meeting, Calgary, Canada	September 6	Technical Committee meeting, Calgary, Canada
August 30–31	Board of Directors meetings, Calgary, Canada		



Welcome new WSI Members in 2009

WSI welcomed Oman and Turkey as new Members - they are the 51st and 52nd countries/regions to join.

Member Organisations and Delegates 2009

Listed in alphabetical order.

Country/Region	Member organisation	Website
Oman	Ministry of Manpower	www.manpower.gov.om
Turkey	Skills Turkey	www.skillsturkey.com

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. Jean-Marie Méan
Brazil	Prof. José Manuel de Aguiar Martins	Mr. Roberto Monteiro Spada
Brunei Darussalam	Mr. Noorhaizamdin Haji Mosbi	Mr. Denis M. T. Ho
Canada	Mr. Terry Cooke	Mr. Shaun Thorson
Chinese Taipei	Mr. Jiin-Feng Lay	Mr. Yang-Kuang Tan
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. Antoine Kretz
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 Pálsson
India	Col. Inderjeet Singh Gahlaut	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 Allf	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	Dr. Franz Heeb	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	Mrs. Beverley Jack	Mr. André Vermeulen
South Tyrol, Italy	Mr. Herbert Fritz	Mr. Josef Lanz
Spain	Mr. Miguel Soler	Ms. Soledad Iglesias Jimenez
Sweden	Mr. Tommy Hellström	Mr. Pontus Slättman
Switzerland	Mrs. Christine Davatz-Höchner	Mr. Rico Cioccarelli
Thailand	Mrs. Puntrik Smiti	Mr. Thawat Phoawanich
Tunisia	Mr. Abdallah Ben Abdallah	Mr. Mohsen Larbi
Turkey	Mrs. Ayse Sever	Mr. Suleyman Tekeli
United Arab Emirates	Mr. Hussain Al Hammadi	Mr. Ali Al Marzouqi
United Kingdom	Mr. Simon Bartley	Mr. Eugene Incerti
United States of America	Mr. Peter Carey	Mr. Don Hatton
Venezuela	Mrs. Ana Boadas	Dr. Africa Ramos
Vietnam	Dr. Duong Duc Lan	Dr. Hong Minh Nguyen



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