



world **skills**  
international



**2012 ANNUAL REPORT**



# world **skills** international

## **Vision**

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

## **Mission**

To promote and facilitate through cooperative action a worldwide awareness of the essential contribution that skills and high standards of competence make to the achievement of economic success and personal fulfilment.

## **Objectives**

- Facilitate skills competitions and events
- Engage Members, Partners and stakeholders in the vision and mission
- Promote and support skills initiatives worldwide
- Provide a sustainable platform for the skills Movement

## PRESIDENT'S REPORT

Dear Friends and Colleagues,

This past year has come and gone so quickly it is difficult to believe we are doing another annual review.

With the General Assembly held in Jeju, Korea, being our principal event in 2012, it has been another successful year. Alongside the General Assembly we held our fourth WorldSkills Youth Forum and a WorldSkills Leaders Forum, where WorldSkills Champions came together to share their insights with Delegates and invited Guests. The Leaders Forum set in motion the possibility of increasing the sharing of best practice among Members and is something we plan to continue to encourage on a much greater scale in the future.

As we work towards achieving our Vision 2020 growth continues around the world. I would like to take this opportunity to welcome seven new Countries who became WorldSkills Members in 2012: Armenia, Dominican Republic, Georgia, Kuwait, Russia, Sri Lanka and Trinidad and Tobago. Two major multinational corporations, 3M and Dermalogica, also joined us as our tenth and eleventh Global Industry Partners, adding their expertise in personal safety and professional skin care to our elite group of Partners.

We continue to forge and foster relationships with many international like-minded organizations, including the Organization for Economic Co-operation and Development (OECD), the International Skills Standards Organization (INSSO) and the United Nations Industrial Development Organization (UNIDO).

As one of our main goals is to build on our strength and increase our awareness, I would like to take this opportunity to thank all our volunteers, supporters, participants and sponsors -without your dedication and commitment WorldSkills would not be where we are today. We honour your contributions and with your help launch WorldSkills to the World.

Next year is shaping up to be a great year with our 42nd WorldSkills Competition being held in Leipzig, Germany, from 2-7 July 2013.

Congratulations to you all for making WorldSkills the success that it is today.

Simon Bartley, President



## CEO'S REPORT

Dear Delegates and Stakeholders,

The General Assembly in Korea was a key milestone for WorldSkills as the Members ratified the 2012-2015 Action Plan which details the action goals for achieving Vision 2020. The Action Plan focuses on improving the Competition experience, developing more partnerships and expanding the reach of the WorldSkills brand in order to promote the WorldSkills mission of gaining a greater appreciation of skills around the world.

WorldSkills has begun the process of changing from an organization to a movement. We started looking beyond our internal borders and venturing into the great beyond. By concentrating on branding, marketing and communications we are increasing our reach, collaboration and awareness globally. Through the Marketing and Communications Working Group and the Joint MarCom Steering Committee, we are getting Members, stakeholders, future event hosts, WorldSkills Foundation and WorldSkills International in one place to collectively work towards achieving the related Action Plan goals.

On a technical side, we are working with leading industry partners and educators to make our skills more relevant by continuing to incorporate emerging technologies, developing skill standard specifications, updating assessment specifications and improving the overall competition experience. We are striving towards a more environmentally friendly Competition with piloting paperless marking, web based tools, and better systems for managing infrastructure. In partnership with the WorldSkills Foundation and WorldSkills Leipzig 2013, we are supporting projects that reuse and give a life to the materials used at the Competition to help communities foster and grow.

With 65 Member countries/regions, it is more important than ever that we work together to reach the Vision 2020 and the Action Plan 2012-2015. We are engaging and involving Members, Competition Organizers and Partners every step of the way and I would like to thank you for your support and efforts.

David Hoey, CEO



# BOARD OF DIRECTORS

Simon Bartley (United Kingdom) – President and Chair of the Board of Directors

Jos de Goey (Netherlands) – Vice President Strategic Affairs and Chair Strategy Committee

Stefan Praschl (Austria) – (interim) Vice President Technical Affairs and Chair Technical Committee

Roberto Spada (Brazil) – Vice President Special Affairs

Terry Cooke (Canada) – Treasurer

San-Quei Lin (Chinese Taipei) – Vice Chair Strategy Committee

Michael Fung (Hong Kong, China) – (interim) Vice Chair Technical Committee

Elfi Klumpp (Germany) – Ex officio WorldSkills Leipzig 2013

Rafael Lucchesi (Brazil) – Ex officio WorldSkills São Paulo 2015

*Note: John Shiel (Australia) was Vice President Technical Affairs/Chair Technical Committee until November 2012. Stefan Praschl (Vice Chair Technical Committee) then became Vice President Technical Affairs/Chair Technical Committee. Michael Fung (Hong Kong, China) was voted onto the Board in January 2013.*



2012 Board of Directors



Current Board of Directors

Back row (left to right): Michael Fung, San-Quei Lin, Elfi Klumpp.

Front row (left to right): Roberto Spada, Jos de Goey, Simon Bartley, Stefan Praschl, Terry Cooke.

Missing: Rafael Lucchesi



## WorldSkills General Assembly in Korea

The 2012 General Assembly held from 13-20 May in Jeju, Korea, and graciously hosted by Human Resources Development Korea, was a week of focused discussion, dynamic presentations and catalytic networking. The meeting welcomed approximately 200 representatives from 45 Members to engage in a deep and intentional look at the future of WorldSkills.

Throughout the week, Delegates met both in general session and in their respective Technical and Strategy Committees. Their focus was on continuous improvement of skill competitions, innovative and sustainable growth, achieving the Vision 2020 and on ways in which to narrow the skills gap between developed and developing countries. This hard work, enriched with opportunities for the group to share in both the beauty of Jeju and the generous hospitality of our Korean hosts resulted in a formal Delegate-wide commitment to sharing and growing – not only as a global membership organization, but also as a global skills movement. The 2012 General Assembly concluded with the signing of the Jeju Declaration, a compelling pledge to apply collective best efforts to enhance the potential of skills and technologies around the world in order to improve economies, societies and the lives of our world citizens.





### WorldSkills Leaders Forum in Korea

"What does it mean to succeed?" This is the question that was asked and addressed from multiple perspectives by the Official Delegates and Technical Delegates, Global Industry Partners, Korea host organization leadership, WorldSkills Champions and stakeholders participating in the 2012 WorldSkills Leaders Forum. Held in May 2012 in conjunction with the 2012 General Assembly, the Forum was focused on topics identified by Members as both relevant and urgent. The themes of the 2012 Forum centred around the definition, evidence, metrics, and legacy of success – for the young Champions participating in competitions; the governmental, education and businesses/industries engaged technical/vocational programmes in-country and globally; and for the many organizations and individuals invested in the future of the global skills movement.

The lesson learned through the 2012 Forum – and the opportunity for all that the Forum presented – was that there is no single 'correct' answer to this question of defining success. Rather, success can be recognized and celebrated, shared and distributed through the powerful connections and communications so well embodied in the WorldSkills International network and community. This central issue of how to define, capture and share success was at the core of three key Forum themes explored by leaders, Delegates and host country representatives. The legacy of the success of WorldSkills London 2011 served as a platform for sharing an understanding of the impact a skills competition has on fuelling workforce development and economic growth in the host country/region. It is imperative for the sustainability and growth of WorldSkills International that Competitors engage beyond the Competition. Lastly, the sharing of success amongst all Members was convincingly presented as the single best way in which top performing Member countries/regions not only help others to succeed, but also continue to improve their own skills programs.

**Presentations and videos:**  
[www.worldskills.org/WSLF2012](http://www.worldskills.org/WSLF2012)

### WorldSkills Youth Forum in Korea

'Cham-pi-on' (noun): Warrior. One who shows marked superiority. Or, as defined by the 27 past Competitors from 12 countries who participated in the May 2012 WorldSkills Youth Forum, "Champions" are anyone who has competed at a WorldSkills Competition, regardless of their medal standing.

With support from WorldSkills International and host country Korea, these youngest stakeholders in WorldSkills worked hard; enjoyed some good times; and took a great deal of time to network with and inform the participants in the General Assembly as to what they believe will ensure the sustainability, increase the visibility and extend the impact of WorldSkills around the world. Youth Forum participants broke into working groups to tackle ideas and challenges and to address the opportunities facing WorldSkills and Member organizations. Working with four facilitators drawn from past Competitors and WSI staff, our Champions captured bright ideas and compiled and distilled them down to a series of sound recommendations they presented at the close of the 2012 General Assembly.

The well-thought out and professionally-presented recommendations included initiatives such as a global "Champion Ambassador Programme", a mobile app to tally the popular appeal of specific skill areas, certified translators, an alumni network, and a "WorldSkills Connect" programme linking Competitors, Global Industry Partners, and WorldSkills in a "win-win-win" triad of strategic planning and programme implementation. These and others of their recommendations were well received and will be factored into planning as WorldSkills International moves forward on implementation of its Action Plan 2012-2015.

For a recap of the 2012 WorldSkills Youth Forum, visit [www.worldskillsyouthforum.com](http://www.worldskillsyouthforum.com). Watch the video and experience the energy that was the driving force of the Forum. Listen carefully and you can hear lyrics of the background music, "...feel so close to you..." and "...there's no stopping us right now..." Everyone who took part in the Forum or who came in contact with its participants came away feeling close to something very powerful – the ability, pride and commitment these young people have will help take WorldSkills to the next level. Everyone left the Forum in total agreement: we cannot and we do not want to stop our WorldSkills Champions...ever!

## YOUTH FORUM





In April the Board approved the appointment of Jenny Shackleton to the role of WorldSkills Assessment Adviser. With Jenny's wealth of experience in developing skills standards came the opportunity to focus on the Action Goals related to Technical Descriptions, Test Projects, Professional Development of Experts and assessment processes. A WorldSkills Standards Specification working paper was developed in parallel with three Assessment and Standards workshops where Chief Experts and Deputy Chief Experts were challenged to truly critique the Competency Specifications in the current Technical Descriptions. The WorldSkills Standards Specification now being developed for each skill will replace the Competency Specifications in all Technical Descriptions by August 2014.

While a focus was put on the standards been tested and assessed through the completion of the Test Projects, a team of past Chief Experts, known as Skill Advisers, was formed to work closely with the Skill Management Teams in all skills to improve the quality of the Marking Schemes and the allocation of marks against the standards being tested.

A close partnership has formed between WorldSkills Leipzig 2013 and WorldSkills International enabling the advancement of the infrastructure in terms of workshop and hall layouts, and identification of materials and equipment for all skills with a particular focus on sustainability for the future. The process hasn't been without challenges however it is coming together with the gradual appointment of Workshop Supervisors to work with the Chief and Deputy Chief Experts to finalize the Infrastructure Lists and to identify potential sponsors.

In May the Technical Committee had productive meetings in Jeju, Korea with the highlights being the adoption of Pilot Projects addressing the workload of the Chief Expert, paper consumption and potential marking errors, skill development including an offer by a group of Members to provide the resources for the development of externally designed Test Projects, sustainability of skills for the future and an update to the Competition Rules. The Youth Forum joined the Technical Committee to discuss "The future: what would you like to see implemented in the future". Delegates and the Champions were encouraged to dream as in a perfect works with no boundaries or budgets. The Technical Working Group met in Leipzig in August delving into topics such as learning resources, operations at the Competition, Issue and Dispute Resolution, the selection of Experts with Special Responsibilities and Professional Development.



Photos courtesy of CNI and WorldSkills Europe

## REGIONALS

### REGIONAL COMPETITIONS: Americas, ASEAN, GCC and EuroSkills

As the regional skills Competitions continue to grow in size and strength, WorldSkills is working in closer collaboration with them. This year finished with an impressive trio of regional skills Competitions from WorldSkills Europe in Belgium, to WorldSkills Americas in Brazil and finally WorldSkills ASEAN in Indonesia. The regional skills organizations are crucial components of the WorldSkills movement and keep that momentum sustained during non-WorldSkills Competition years. WorldSkills is partnering with the regionals to share resources, build brand awareness and improve skills development around the world. All of these partnerships are in line with the Vision 2020 and is just one more milestone in achieving the Action Plan 2012-2015.

## KEY EVENTS 2012

Date	Event
6-8 March	WorldSkills International Board of Directors meeting in Leipzig, Germany
13-20 May	WorldSkills General Assembly in Jeju, Korea
14, 19-20 May	WorldSkills International Board of Directors meeting in Jeju, Korea
15-19 May	WorldSkills Youth Forum in Jeju, Korea
16 May	WorldSkills Leaders Forum in Jeju, Korea
23-25 August	WorldSkills Technical Working Group in Leipzig, Germany
4-6 October	WorldSkills Europe in Spa-Francorchamps, Belgium
10-13 October	WorldSkills Marketing and Communications Working Group in Leipzig, Germany
11-12 November	WorldSkills International Board of Directors meeting in São Paulo, Brazil
12-18 November	WorldSkills Americas in São Paulo, Brazil
14-19 November	WorldSkills ASEAN in Jakarta, Indonesia

Visit [www.worldskills.org](http://www.worldskills.org) for a full listing of all regional and national skills competitions.

# GLOBAL INDUSTRY PARTNERS

WorldSkills International are very grateful and proud of the leading multinational companies that are engaged in a mutually beneficial partnership. The Global Industry Partners (GIP) work with WorldSkills on every level through education, training, expertise and of course sponsorship.

We welcome feedback and input from our GIPs into making this organization and the skills more industry relevant. We are connecting industry with educators and trainers to increase the skills development and transfer of knowledge worldwide. Our GIPs constantly drive us to adapt new technologies and industry standards so we are innovative and pertinent.

WorldSkills demonstrates the abilities of the best young students and professionals and the countries they represent. With our GIP, collectively we are increasing the awareness and prestige of these skills. GIPs assist with the brightest young professionals' development, and share ideas and new technologies with the world experts that train and teach these youth. These youth become national and international WorldSkills Champions and move forward this idea of a trained global work force.

The power of the GIP group is still in the untapped potential phase on some levels of WorldSkills but our collective goal is to reach beyond just the international level and engage on the national and local levels.

Thank you to all our GIPs for your continued partnership with WorldSkills!

WorldSkills International also had the pleasure of welcoming two new Global Industry Partners: 3M and Dermalogica.



**Richard Miles**,  
Business Manager Western  
Europe, 3M Personal Safety  
Division



**Thom Tremblay**,  
Global Design, Lifecycle,  
Simulation Industry  
Manager, Postsecondary  
Education Autodesk Inc.



**Harbrinder Kang**, Director  
Corporate Communications,  
Corporate Affairs,  
Cisco Networking Academy



**Jane Wurwand**, Founder and  
Chief Visionary of Dermalogica



**Dr. Nader Imani**, Head of  
Global Education,  
Festo Didactic GmbH & Co. KG



**Wes Pringle**, President,  
Fluke Industrial Group



**Chris Mapes**, President  
and CEO, Lincoln Electric



**Alastair Bell**, Activity  
Marketing Director,  
Saint-Gobain



**Dr. Ji Oh Song**, Executive Vice  
President (Senior Advisor, Ph.D.)  
Global Production Technology  
Center, Samsung Electronics  
Co. Ltd



**Eckard Eberle**, CEO  
Industrial Automation  
Systems, Siemens AG



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



# WEB STATISTICS

Throughout 2012 a total of 138,528 unique visitors from 196 countries, using 52 different languages made 225,065 visits and viewed 816,929 pages. During the year 18,866 visits or 8.38% of the total were made from mobile devices. This is a higher number of visits and almost twice the percentage of mobile users accessing the WorldSkills website compared to 2011.

As a non-Competition year the website sustained regular traffic averaging 616 visits a day and showed little variation across the year. The overall page views is in line with the continued growth to the websites in a non-Competition year.

The top 10 most visited pages included Test Projects, Expert Centres, Upcoming Events and information about the 42nd WorldSkills Competition to be held in Germany.

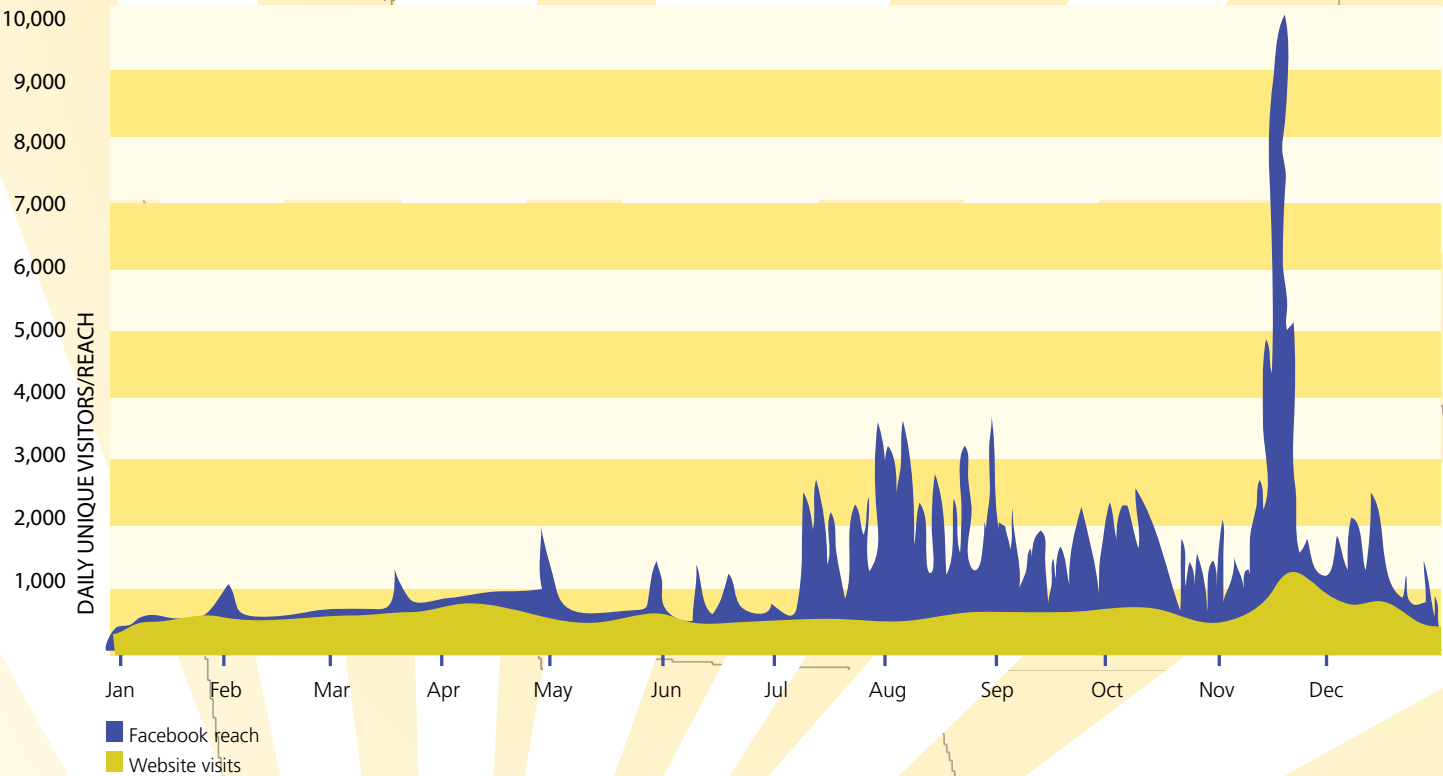
In the middle of the year a shift was made to the Facebook strategy. In July, this approach changed.

Manual posts and higher engagement with users significantly increased the reach and interaction on Facebook. For the first time the overall reach of the WSI Facebook page has surpassed the reach of the WSI website. November saw a dramatic increase resulting from updates, photos and videos posted by WorldSkills International at the WorldSkills Americas Competition in São Paulo, Brazil.

The Facebook page finished the year with 5,373 people who "like" the page with a potential audience (made up of people who are friends with those that like the page) of 2,546,775.

This increased engagement saw more people on Facebook seeing updates about WorldSkills than visitors to the main WorldSkills website in the second half of the year.

Daily unique visitors / reach



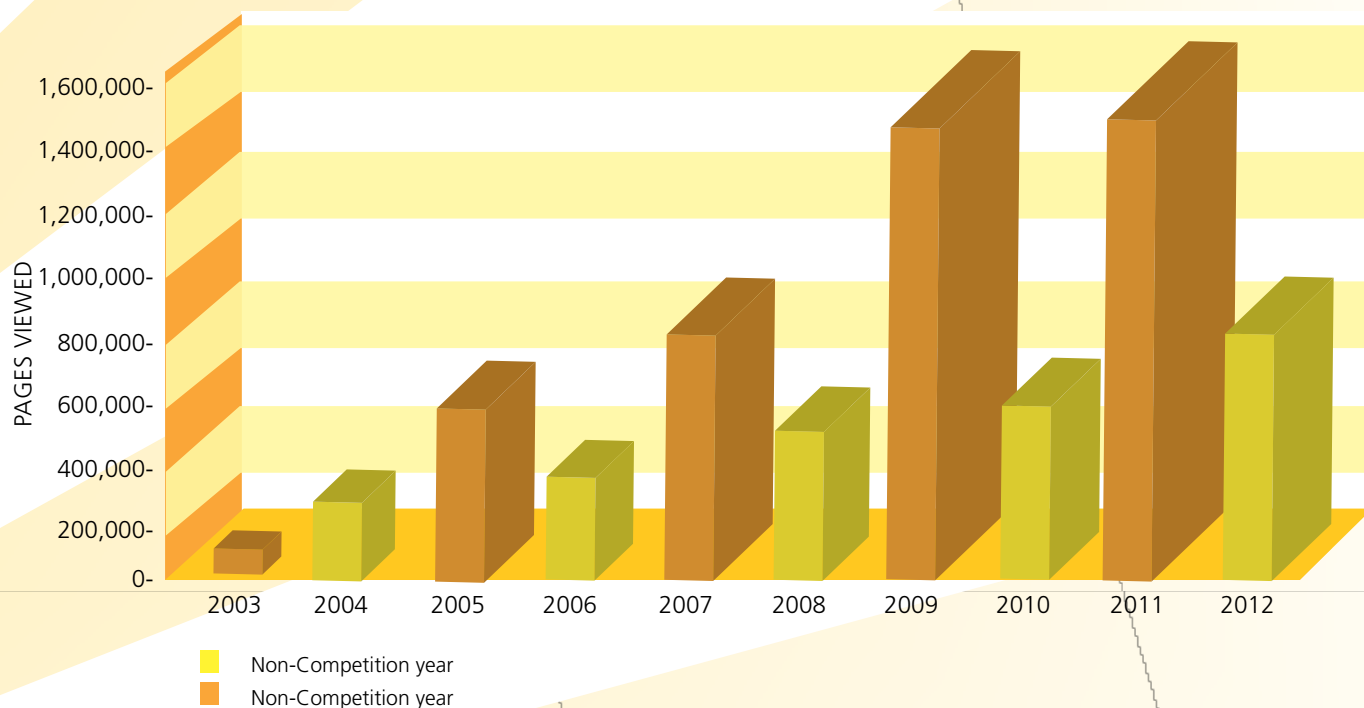
## Photography

Our photograph library on the photo sharing website Flickr ([www.flickr.com/worldskills](http://www.flickr.com/worldskills)) increased to a total of 30,423 photos which were viewed a total of 342,609 times throughout the year. The library is also accessible from the main website linking visitors to the Flickr library. The highest number of referrals to view the photographs came from Facebook, followed by Google then the website.

## Videos

The WorldSkills TV library on YouTube ([www.youtube.com/worldskillstv](http://www.youtube.com/worldskillstv)) now holds 646 videos. During 2012 these videos were watched 107,540 times. Interestingly the highest number of referrals came from the WorldSkills France website, then Google, the WorldSkills website, then Facebook.

## Pages Viewed



Detailed web statistics documentation has been produced each year since 2007. Contact [secretariat@worldskills.org](mailto:secretariat@worldskills.org) to obtain a copy.

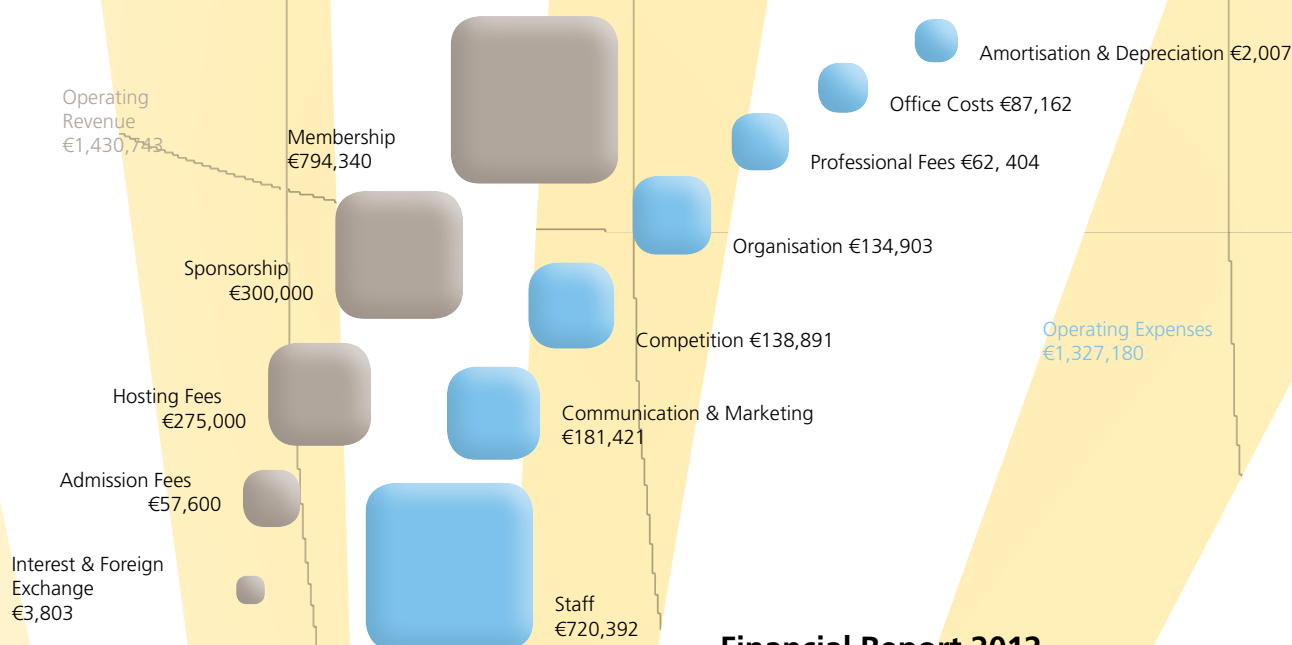
## Member Organizations and Delegates 2012

# MEMBERS

Country/Region	Official Delegate	Technical Delegate
Argentina	Mr Carlos Eyharchet	Mr Fernando Eduardo Callegari
Armenia	Mrs Tatevik Gasparyan	Mr Vahagn Hovhannisyan
Australia	Mr Mark Callaghan	Mrs Brigitte Collins
Austria	Dr Katrin Eichinger-Kniely	Mr Stefan Praschl
Barbados	Ms Wendy McClean	Mr Paul Puckerin
Belgium	Mr Francis Hourant	Mrs Alina Fleaca
Brazil	Mr Rafael Lucchesi	Mr José Luis Leitão
Brunei Darussalam	Mr Pg Suhaimi Pg Hj Bakar	Mr Denis M. T. Ho
Canada	Ms Stephanie Churchill	Mr Shaun Thorson
China	Mr Xiaochu Dai	Mr Jian Song
Colombia	Mr Luis Alfonso Hoyos Aristizabal	Mr Yesid Rusinque
Croatia		
Denmark	Mr Jesper Juul Sørensen	Ms Pia Hegner
Dominican Republic	Mr Idionis Pérez	Mrs Maura Corporán
Ecuador	Mr Santiago Y. Mendieta	Mr Xavier A. Mendieta
Estonia	Mr Andres Pung	Mr Tõnis Arvisto
Finland	Ms Seija Rasku	Mr Hannu Immonen
France	Mrs Laurence Gates	Mr Thibault Dubus
Georgia	Mrs Marina Zhvania	Mrs Uta Beyer
Germany	Ms Elfi Klumpp	Mr Franz Schropp
Hong Kong, China	Dr Carrie Willis	Mr Simon Tang
Hungary	Mr Balázs Fekete	Ms Zsófia Csiszár
Iceland	Mr Björn Ágúst Sigurjónsson	Mr Thor Pálsson
India	Mr Dilip Chenoy	Mr Kaniserry Venugopalan
Indonesia	Mr Teguh Widodo	Mr Supriyatna
Iran	Dr Ali Asghar Rostami Abusaeedi	Dr Ali Tavakoli Golpayegani
Ireland	Mr Thomas Corrigan	Mr John Twohig
South Tyrol, Italy	Mr Herbert Fritz	Mr Thomas Pardeller
Jamaica	Dr Wayne Wesley	Mrs Nadine Leachman
Japan	Mr Hiroshi Akimoto	Prof. Hideo Ogawa
Korea	Mr Young Jung Song	Dr Byung Ha Kang
Kuwait	Mr Hajraf F. Al-Hajraf	Mr Khalid A. Al-Mazrouei
Latvia	Mrs Dita Traidis	Mrs Inta Ane



Country/Region	Official Delegate	Technical Delegate
Principality of Liechtenstein	Mr Stefan A. Sohler	Mr Marco Frick
Luxembourg	Mr François Ortolani	Mr Jean-Claude Binsfeld
Macao, China	Mr Chi Hong Wong	Mr Ling Biu Hung
Malaysia	Mr Zainal Rahim Bin Seman	Mr Ghalip Spahat
Mexico		
Morocco	Mr Chihab Sentissi	Mr Halim EL HALLAM
Namibia	Mr Richwell Lukonga	Mr Sens Shoolongo
Netherlands	Mr Jos de Goey	Mr Peter Van Den Berg
New Zealand	Mr Peter Spencer	Mr Malcolm Whinham
Norway	Mrs Benedikte Sterner	Mrs Elisabeth Lange
Oman	Mr Haji Al Bulushi	Mr Khamis Hamed Mohammed Al Hadrami
Paraguay	Mr Sergio Rojas	Mr Eleno Agapito Bron Gonzalez
Philippines	Ms Alcestis Guiang	Mr Augusto Capio
Portugal	Mr Félix Esménio	Mr Carlos Alberto Grosso da Fonseca
Russia	Mrs Lidia Frolova	Mr Pavel Chernykh
Saudi Arabia	Dr Hamad Alogla	Eng. Mohammad Alkhamees
Singapore	Mr Bruce Poh Geok Huat	Ms Iris Seet
South Africa	Dr Raymond Patel	Mr André Vermeulen
Spain	Mr Angel de Miguel Casas	Ms Soledad Iglesias Jimenez
Sri Lanka	Mr Dhammika Hewapathirana	Dr T.A. Piyasiri
Sweden	Mr Peter Jeppsson	Mr Pontus Slättman
Switzerland	Mrs Christine Davatz-Höchner	Mr Rico Cioccarelli
Chinese Taipei	Mr San-Quei Lin	Miss Mei Chuan Chuang
Thailand	Mr Nakorn Silpa-Archa	Mr Thonglor Thoypan
Trinidad and Tobago	Ms Omeeta Jaggernath	Mrs Pauline Whiteman
Tunisia	Mr Brahim Toumi	Mr Fayçal Ammar
Turkey	Mr Ender Yazicioğlu	Assoc. Prof. Dr Erkan Kaplanoglu
United Arab Emirates	Mr Mubarak Al Shamisi	Mr Ali Al Marzouqi
United Kingdom	Ms Jaine Bolton	Mr Eugene Incerti
United States of America	Mr Tim Lawrence	Mr Scott Norman
Venezuela	Mrs Ana Boadas	Dr Africa Ramos
Vietnam	Dr Duong Duc Lan	Dr Nguyen Chi Truong



## Welcoming New WSI Members in 2012

We welcome seven new Members to WorldSkills International bringing the total to 65 Member countries/regions.

## Financial Report 2012

Note: Figures provided here are taken from the WorldSkills International 2012 financial statements.

The 2012 financial statements are audited by Pricewaterhouse Coopers Accountants NV. The complete financial report is available on request from the WorldSkills International Secretariat.

Country/Region	Member Organization	Website
Armenia	National Centre for Vocational Education and Training Development (NCVETD)	
Dominican Republic	INFOTEP	
Georgia	National Centre for Educational Quality Enhancement (NCEQE)	<a href="http://www.eqe.ge">www.eqe.ge</a>
Kuwait	Public Authority for Applied Education and Training (PAAET)	<a href="http://www.paaet.edu.kw">www.paaet.edu.kw</a>
Sri Lanka	Vocational Training Authority – Sri Lanka	<a href="http://www.vtasl.gov.lk">www.vtasl.gov.lk</a>
Russia	Foundation “Education to a society”	<a href="http://www.fondeduso.ru">www.fondeduso.ru</a>
Trinidad and Tobago	National Training Agency	<a href="http://www.ntatt.org">www.ntatt.org</a>

## Members Celebrating Milestones in 2012

The following countries/regions celebrated milestones in their membership of WorldSkills International in 2012:

55 years	50 years	20 years	15 years	10 years	5 years
Luxembourg	Netherlands	Malaysia	United Arab Emirates	Venezuela	Iceland
			Hong Kong, China		



Global Industry Partners at the WorldSkills General Assembly in Jeju, Korea

WorldSkills International  
Global Industry Partners

**3M**

 **AUTODESK**

  
**CISCO**

**dermalogica**

**FESTO**

**FLUKE**

**LINCOLN**  
**ELECTRIC**

  
**SAINT-GOBAIN**

  
**SAMSUNG**

**SIEMENS**

 **WÜRTH**

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