



We welcome all WorldSkills Members to send in stories of events happening in their regions to [Christine Scoot](#).

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News from WorldSkills International



Editorial

By Christine Scoot

Welcome to the WorldSkills International Newsletter. The WorldSkills International Newsletter is one of the many informational and promotional tools that we use to inform Members, partners, volunteers and the general public about the latest activities and initiatives happening throughout the world as part of the WorldSkills movement.

After a well deserved holiday, the Secretariat is now busily preparing for the upcoming events and initiatives. Many projects and ideas are under development and we can't wait to share everything with you. We are looking forward to yet another year full of WorldSkills activities and we will do our utmost to provide you with information through this newsletter but we need your assistance to make it even better.

If you have a story or a feature that you would like to share please send it to me at christine.scoot@worldskills.org. Please include 3-4 high resolution pictures to go with the article.

We are currently working on an extensive Marketing & Communication plan for the WorldSkills International organisation. We would therefore like to welcome any ideas and suggestions that would help us move towards our mutual goals.

We would especially like to use the Marketing and Communications discussion forum for brainstorming and idea generation so please log in and share your perspective with us if you are involved with marketing and communications in your Member organisation.

Together we can raise the awareness and profile of the WorldSkills movement throughout the world.



WorldSkills Shizuoka 2007 review

By Michelle Bussey, Marketing and Communications, WorldSkills International

During the WorldSkills Competition (Nov. 14-21), there were 233,600 visitors recorded. This included the Opening Ceremony, the 4 days of Competition, the Welcome Festival in the Competitors' Village and the Closing Ceremony. During the 4 days of Competition alone there were 218,600 visitors. For those who were present at the Competition, it is easy to imagine as there were thousands of people lining the sidewalks and in the Competition Halls. At times, there were so many people that there were actually line ups to enter the Competition Halls.

As for the actual Competition, there were over 800 Competitors representing 47 countries/regions in 47 key skills and technological categories. The top medal winners were: Korea with 88 medal points, Japan with 74 medal points and Switzerland with 55 medal points. Korea received a total of 10 Gold, 9 Silver, 5 Bronze and 11 Medallion for Excellence. Japan received a total of 12 Gold, 4 Silver, 3 Bronze and 8 Medallion for Excellence. Switzerland received a total of 4 Gold, 5 Silver, 4 Bronze and 16 Medallion for Excellence. For a full list of the results by Member please visit this link: <http://www.worldskills.org/site/public/?pageid=1240>.



The highest honour, the Albert Vidal Award, was earned by a young Canadian in Cooking. His name is Nicolas Drouin and he received a total of 568 points and the Gold Medal in Cooking.



'One School One Country' program a huge success!

Members from every country/region were invited to exchange information, stories and friendship with a pre-selected school. Each school had researched and retrieved information and knowledge on the country/region that they were supporting, before the Competition.

During the 4 days of the Competition, the site was packed with excited school children, meeting, greeting and cheering on the competitors. Many country/regions had brought gifts for their school that got exchanged with Japanese handcrafts from the pupils. *"One School One Country was such a wonderful and memorable program for Numazu. The program gave valuable experience to the children of Numazu with many cultural exchanges between your teams and the pupils, who also got to visit the Competition site,"* said the Numazu City Office.



Shortly after the Competition, the Numazu City Office sent out an official mailing expressing their appreciation for the support the program had received, saying *"The Competition has left a huge impact on Numazu and we enjoyed hosting you from all over the world."*



WorldSkills Champions Exchange prepares for the 2008 Youth Forum

By Mikaeli Costello, WorldSkills Champions Exchange Coordinator

With the buzz of the WorldSkills Competition etched fondly in our memory, September 2008 brings another exciting opportunity for WorldSkills Champions to reunite, reminisce and share their thoughts on the WorldSkills Competition at the 2008 WorldSkills Youth Forum (www.worldskillsyouthforum.com).

Aside from sharing more good times, constructive discussion & feedback and creative thoughts, WorldSkills Champions will also enjoy an exciting social program which includes exploring the beautiful sights and sounds

of Vienna, Austria alongside the WorldSkills General Assembly (www.worldskills2008.com).

On hand to give a sneak preview of some of Vienna's greatest attractions is WorldSkills Champions Exchange representative and Youth Forum Assistant Co-ordinator from Austria, Cornelia Imser (Beauty Therapy):

"I am looking forward to helping WorldSkills Champions join together, have fun and exchange valuable information about our skills, work and passions, and I will also enjoy sharing some of Austria's history and beautiful landmarks with the 2008 Youth Forum group."



"My favourite site in Austria is the UNESCO World Heritage Site of Schönbrunn Palace. Why? With spectacular gardens and parks, you will experience a magnificent world of Baroque culture. Inside the palace you'll learn all sorts of interesting facts about the imperial family and afterwards you can enjoy a relaxing stroll around the gardens. I would recommend that anyone who visits Vienna should visit Schönbrunn."

More information about the 2008 WorldSkills Youth Forum program, costs and workshops will be available by April. For more information please contact Mikaeli Costello: mikaeli.costello@worldskills.org.



Skills Netherlands adds their 2007 team to the WorldSkills Portal

The WorldSkills Portal is an interactive, informative, multi-lingual, multi-regional and international website that is designed to raise the awareness of the international skills community and of WorldSkills Member countries/regions. Over the next couple of months the Portal will go through an extensive process where our aim is to increase the connectivity between different WorldSkills initiatives. Each section of the Portal has been reviewed and we are planning on making a lot of future developments to the website. Go to www.worldskillsportal.com to read great stories about how the WorldSkills Competition has touched the lives of many Champions.

As mentioned in Volume 9 2007 of the WorldSkills International Newsletter we would like to encourage all Members to take advantage of the Portal and the many opportunities it provides.

Skills Netherlands has provided us with profiles and photos of their 26 WorldSkills Competition 2007 Champions. The profiles are now online in Dutch and Skills Netherlands is working on adding English translations soon. Skills Netherlands is the first Member with content on the Portal who has started using our new 'edit feature' that allows you to make your own edits/changes to your own Member pages. If you want to know more about this helpful feature please contact us and we will be happy to get you started.

Using the WorldSkills Portal is a simple process and we look forward to welcoming other Members in the future. If you would like more information about how to take advantage of this promotional tool please contact Christine Scoot: christine.scoot@worldskills.org.



2009 VIP Experience - don't miss out!

By Michelle Bussey, Marketing and Communications, WorldSkills International

The WorldSkills 2009 VIP Experience is already under development. Growing on the success of the 2007 VIP Experience, WorldSkills International (WSI) is getting a head start. The 2007 VIP Experience had an overwhelming response and WSI wants to give even more leaders around the world a chance to partake in the 2009 program. The 2009 VIP Experience will be hosted in Calgary, Alberta, Canada in conjunction with the 40th



WorldSkills Competition in early September 2009. With the Competition and hotels all centrally located in downtown Calgary, the event is shaping up to provide a unique mix of culture, learning, networking and entertaining. WSI plans to recruit more top level speakers, seminar leaders, and participants to share in global skills networking and education. Learning from the experience in Japan, WSI plans to make the 2009 event even better. Our goal is to have the final logistics planned and ready to promote by September 2008.

Please feel free to contact Michelle Bussey: michelle.bussey@worldskills.org with any questions, comments or suggestions that you have for the WorldSkills 2009 VIP Experience.



WorldSkills International brand audit

UK Skills is currently conducting a brand audit as part of their commitment to increasing the profile of international Competitions. The aim of the audit is to look at how the WorldSkills International identity is being implemented by our WorldSkills International Members and perceived by target audiences.

To all Members - Your assistance is required!

UK Skills are still keen to receive more examples of hard copy communication materials from WorldSkills International Members. Please send hard copies of your communications materials such as newsletters, competition promotional brochures and direct mails. Please send them as soon as possible to:

Jacqueline Moore
PURPOSE LIMITED.
FIRST FLOOR STUDIO
14A SHOULDHAM STREET
LONDON W1H 5FG

Once the audit is complete, UK Skills and their brand agency will draw up a report and some recommendations on how we can build on the success of existing communications activity. The WorldSkills International brand guidelines will also then be updated to bring greater unity and cohesion to the brand identity.

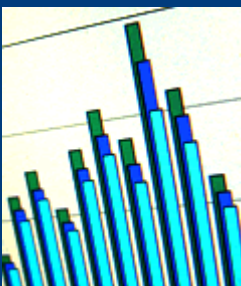
For more information regarding the WorldSkills brand audit please contact Jacqueline Moore jacqui@purpose.co.uk

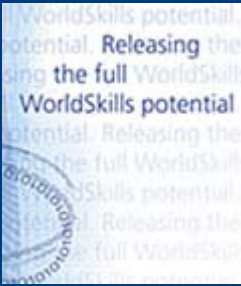


WSI website hits

By Michelle Bussey, Marketing and Communications, WorldSkills International

In November 2007 there were over 5,209,000 hits to the WorldSkills International website. The Closing Ceremony proved to be the biggest day by far with over 618,000 hits. During the 4 days of the Competition (Nov. 14-21), there were more than 2,706,000 hits. The days immediately following the Closing Ceremony were equally impressive with just under 900,000 from Nov. 22-24. People were coming to the WSI website and staying to download files or have a look around. The top pages viewed were the Photo Gallery and the homepage. With major renovations in the works for the WorldSkills International website, we plan to keep growing these numbers.





Action Plan - Releasing the full WorldSkills Potential

WorldSkills International has recently adopted a new Action Plan, to advance the organisation forward, focusing on six (6) important areas and key objectives within these:

Branding & media relations

- Focusing on branding and media engagement is essential to achieving WSI's vision of promoting skills across the world

Improving the competitions

- Improving the Competition will ensure WSI continues to achieve high standards of excellence and remains relevant in the global market place.

Growth of the WorldSkills International organisation

- Enabling the organisation to become more productive and efficient responds to both internal and external pressures

Actively involve the youth

- Encouraging and supporting youth participation in WSI will ensure the development of future leaders across the WorldSkills movement

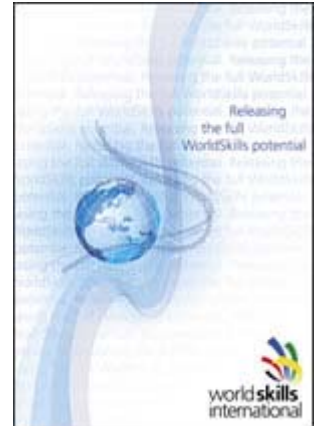
Challenging skills to help fight global environment issues

- Addressing environmental issues is now the responsibility of all organisations and represents an opportunity area for WSI

Utilizing IT and the Internet to the fullest

- Staying ahead with our IT and internet technologies and services is critical to WSI's sustainability and growth

For more information please visit www.worldskills.org



WorldSkills Calgary 2009 unveils official mascots

By WorldSkills Calgary 2009

WorldSkills Calgary 2009 unveiled its two official mascots on November 17, 2007, at the 39th WorldSkills Competition in Shizuoka, Japan.

Two Clydesdale horses, named Tug and Tess, have been selected as the WorldSkills Calgary 2009 mascots. Clydesdale horses were chosen as symbols for WorldSkills Calgary 2009 because the horses are known for their hard work and dedication to duty.



"We are thrilled with Tug and Tess as official mascots for WorldSkills Calgary," says Kerry Moynihan, Vice President External. "Tug and Tess will be used in a fun way to bring awareness to skilled trades and technology as well as the WorldSkills Competition that Calgary will host in September 2009."

Names for the male and female horses were selected through a province-wide (Alberta, Canada) contest. A total of 275 entries were received and the winning entry was for the names Tug and Tess, submitted by Brenda Perry, a resident of High Prairie, Alberta.

For submitting the winning entry Brenda will receive a Samsung flat screen television and a package of Makita power tools provided by Calgary Fasteners and Tools.

As official mascots of WorldSkills Calgary 2009, Tug and Tess took part in the WorldSkills Competition Closing Ceremony that was held on Wednesday, November 21, 2007.

Over 900 competitors from 49 countries are anticipated to participate in the 40th WorldSkills Competition in Calgary in September 2009

For more information please contact: Kerry T. Moynihan, WorldSkills Calgary 2009:
kerry.moynihan@worldskills2009.com.





Mohammed bin Zayed honours UAE WorldSkills Competition heroes

By Emirates Skills

Abu Dhabi, Dec. 10th, 2007

General Sheikh Mohammed bin Zayed Al Nahyan, Crown Prince of Abu Dhabi and Deputy Supreme Commander of the United Arab Emirates ["UAE"] Armed Forces, has said education, particularly technical and vocational educational, ranks high among the UAE leadership's priorities.

"The UAE's human resource development and education strategy is built on upgrading the quality of education to world-class standards. We will strive to develop highly qualified and skilled national (workers) who can effectively stand to the future challenges," Sheikh Mohammed said.



Sheikh Mohammed made these remarks as he attended a special party in honour of the UAE team that took part in the 39th WorldSkills Competition in Shizuoka, Japan. The Competitors in Caring finished second in the tough finals of nursing skills, taking home a Silver Medal. The UAE Competitors were just a few points away from the Gold Medalists from Singapore. The contest for Caring was amongst Singapore, Netherlands, Norway, Finland and UAE.

UAE's win is the first for any Arab country in the WorldSkills Competition.

Dr. Abdul Lateef Al Shamsi, Director of the Applied Technology Institute and head of the UAE delegation to the event, applauded the achievement of the UAE team members.



The French President Nicolas Sarkozy addressed the French WorldSkills Competition team

By WorldSkills France

On Thursday 31st of January 2008, the French President Nicolas Sarkozy addressed the French WorldSkills Competition team at Elysée.

The ceremony was highlighting the recognition of the French excellence in handcrafts and skills.

Manual skills honoured

In front of an assembly of more than 1000 people, the French President Nicolas Sarkozy was pleased to welcome "the best of French skills" and addressed himself to the young medalists of the WorldSkills Competition.

Denouncing the existence of a hierarchy of knowledge in the French educational system, the French President has a great desire to change the negative image which exist concerning skills and handcraft:

"Apprenticeship is often perceived as a second choice. This conception has to be eradicated in our country. It is a morally shocking conception and unproductive economically! What counts today are the skills of excellence, if they are academic or manual!"



Promoting excellence

The French President honoured the performance and the bravery of the French WorldSkills team, who represented the French excellence in Japan:



"I would like that your values become the values of our country: work, effort, reward, social promotion, goodwill to be the best."

A new step for WorldSkills Competition in France

Marie-Thérèse Geffroy, President of WorldSkills France and Vice-President in Strategic Affairs of WorldSkills International, was very pleased about this first official recognition from the highest authority of the French Republic which represents a decisive step in the future of the WorldSkills Competition:



"WorldSkills Competition is an unique international competition for young people and skills. Our team represented by 43 members, defended French excellence in 39 skills in Japan this year. Their involvement and their professionalism have to be valorised and I am very proud that the French President himself has officially recognised them for the first time!"

You can find the speech by the French President, Nicolas Sarkozy and the interview with Marie-Thérèse Geffroy at Elysée at : www.worldskills-france.org.



Upcoming WorldSkills Events

Do you have events that you want to see here, send them to christine.scoot@worldskills.org by the first of every month.

| Date: | Event: | Website/Contact: |
|--------------------|--|--|
| Mar. 6-8, 2008 | Skills Masters Events - Rotterdam, the Netherlands | www.skillsmasters.nl |
| Mar. 6-8, 2008 | Skills Talents 2008 Competition - Rotterdam, the Netherlands | www.skillstalents.nl |
| Mar. 17-19, 2008 | GCCSkills Competition, United Arab Emirates | www.gccskills.org |
| Apr. 2008 | National Competition - Jamaica | www.worldskillsjamaica.org |
| Apr. 16-19, 2008 | 5 th National Skills Competition (Preselection for WSC2009) - Esch sur Alzette, Luxemburg | www.luxskill.lu |
| Apr. 16-19, 2008 | National Skills Competitions - Espoo, Finland | www.skillsfinland.com |
| May 15-17, 2008 | National Competition, Jönköping, Sweden | www.youthskillssweden.com |
| May 25-28, 2008 | Canadian Skills Competition - Calgary, Alberta | www.skillscanada.com |
| Jun. 23-25, 2008 | 44 th annual National Leadership and Skills Conference (NLSC), Kansas City, USA | www.skillsusa.org |
| Jul. 11-13, 2008 | WorldSkills Australia National Skills Competition - Sydney, Australia | www.worldskills.org.au |
| Sep. 7-11, 2008 | WorldSkills Youth Forum - Vienna, Austria | www.worldskills.org |
| Sep. 8 - 12, 2008 | General Assembly & Leaders Forum - Vienna, Austria | www.worldskills.org |
| Sep. 18 - 20, 2008 | EuroSkills Competition - Rotterdam, NL | www.euroskills2008.nl |
| Oct. 2008 | National Competition - Stavanger, Norway | www.worldskills.no |
| End Oct. 2008 | Local Youth Skills Competition - Hong Kong | youthskills.vtc.edu.hk |
| Nov. 2008 | Guangzhou/ Hong Kong/ Macau Youth Skills Competition | youthskills.vtc.edu.hk |
| Nov. 12-18, 2008 | 7 th ASEAN Skills Competition - Kuala Lumpur, Malaysia | |
| Sep. 1-6, 2009 | 40 th WorldSkills Competition - Calgary, Alberta, Canada | www.worldskills2009.com |
| Oct. 7-12, 2010 | WSI General Assembly, Leaders Forum & Youth Forum - Kingston, Jamaica | www.worldskills.org |
| Oct. 7-12, 2010 | 4 th National Competition - Kingston, Jamaica | www.worldskillsjamaica.org |
| Oct. 5-10, 2011 | 41 st WorldSkills Competition - London, England, UK | www.worldskills2011.com |



WorldSkills International Secretariat
The Netherlands

Phone: +31 23 531 1071, Fax: +31 23 531 0816

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