



WorldSkills

Annual Report 2016



Contents

President's Report	3	Member Map and Milestones	10
CEO's Report.....	3	Building the Movement through Competition Technical Preparations for Abu Dhabi.....	11
Board of Directors.....	4	Global Partners	12
2016 Key Dates	4	Projects.....	14
Vision 2025	5	Marketing and Communications Highlights	15
WorldSkills Conference.....	6	Financial	17
General Assembly	7	Member Delegates.....	18
Champions Trust.....	8		
Champions Forum	9		

Vision:

Improving our world with the power of skills.

Mission:

To raise the profile and recognition of skilled people, and show how important skills are in achieving economic growth and personal success.

Position:

The global hub for skills excellence and development.



Simon Bartley
President of WorldSkills

President's Report

In our increasingly global yet fractious world, our role in raising the profile of skills and sharing expertise between countries and regions is more important than ever.

WorldSkills ambitious goals, set out in Vision 2025 and adopted in 2016, reflect our vision to improve the world with the power of skills, helping us to make a significant contribution towards the United Nations Sustainable Development Goals.

Vision 2025 was adopted during our General Assembly at Niagara Falls, which was undoubtedly WorldSkills standout event for 2016. This was the first time that two Members (SkillsUSA and Skills/Compétences Canada) had jointly hosted an event. Their warm hospitality and co-operation during this hugely successful General Assembly paves the way for further collaboration between Members to host WorldSkills events in the future.

During the General Assembly, delegates worked on changes to the structure of our Competitions, to ensure that they remain as rigorous and fair as possible, while at the same time they continue to be accessible to all Members. The Champions Forum presented a proposal that will see Champions and Experts improving the lives of refugees in Rwanda by promoting skills training in partnership with Autodesk, and we approved the action plan for putting on the 2019 event in Kazan, Russia.

The main work of the next year will be preparing for the event in Abu Dhabi, in October 2017, the first time a WorldSkills Competition will take place in the Middle East.

The success of WorldSkills in 2016 depended on a huge number of people. I'd like to thank all the volunteers, stakeholders, sponsors and partners, Experts, Delegates, Members, the Secretariat, and Board members for their tireless efforts. Your work towards building WorldSkills as the global hub for skills excellence is vital to our mission.



David Hoey
CEO of WorldSkills International

CEO's Report

A non-competition year like 2016 gives WorldSkills time to reflect, to grow, and to introduce changes that allow us to deliver on our mission of improving the world with the power of skills.

This year, our General Assembly at Niagara Falls, Canada, has allowed us to do just that. We thank SkillsUSA and Skills/Compétences Canada for hosting us for this wonderful event.

During the General Assembly we adopted Vision 2025, a programme of activities and strategies in our six focus areas (Career Building, Promoting Skills, Education and Training, Skills Competitions, Research, and International Cooperation and Development) that will raise the ambition of young people, enhance the quality of vocational training globally, and ensure that WorldSkills is the leading organization driving up the skills of the world.

In addition to this, the Leaders Forum at Niagara Falls focused our attention on the skills of the future, and how we can prepare young people to take their part in the employment market through skills-based training. Post Niagara, our attention turns to preparing for WorldSkills Abu Dhabi 2017, joining forces with the representatives of the Conference Coalition to make the WorldSkills Conference an integral element of the biennial WorldSkills event.

The General Assembly also saw our Champions Trust firmly establishing their role as ambassadors, creating a connection to past and future Champions. We look forward to further developing that connection.

We are so grateful to all our Member organizations (Delegates, Experts, Team Leaders, Competitors, and supporters), sponsors, partners, staff, and volunteers for their dedication, hard work, and commitment. With all of your support, we are looking forward to making 2017 and the Competition in Abu Dhabi a memorable and special one in our journey.

Board of Directors



Left to right:

Michael Fung (Hong Kong, China)
Vice Chair of the Competitions Committee

Stefan Praschl (Austria)
Vice President for Competitions and
Chair of the Competitions Committee

Jos de Goey (Netherlands)
Vice President for Strategic Affairs and
Chair of the Strategy Committee

Ali Al Marzouqi (United Arab Emirates)
Ex officio WorldSkills Abu Dhabi 2017

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

Laurence Gates (France)
Vice Chair of the Strategy Committee

Terry Cooke (Canada)
Treasurer

San-Quei Lin (Chinese Taipei)
Vice President for Special Affairs

2016 Key Dates



Vision 2025



At Niagara Falls in 2016, WorldSkills adopted the goals of Vision 2025, a strategic plan that has evolved from discussions with Members and partners in Brussels, Singapore, and Washington, D.C. throughout the year.

Vision 2025 is built around three broad strategic goals:

To raise ambition and opportunity in vocational education and training (VET) for young people, employers, and societies.

To enhance the quality of VET provision through stronger connections to labour markets, employers, and economies.

To help build the organizational capability of WorldSkills and the global competitiveness of its Members through skills.

The aims within Vision 2025 support the United Nations Sustainable Development Goals within our six focus areas (Career Building, Promoting Skills, Education and Training, Skills Competitions, Research, and International Cooperation and Development).

By working within these six focus areas, we will deliver on our Vision to improve the world with the power of skills, and on our mission to raise the profile and recognition of skilled people. We will show how important skills are in achieving economic growth and personal success, and cement our position as the global hub for skills, excellence and development.

WorldSkills and some individual WorldSkills Members will seek to undertake activities in all of six of these focus areas; other Members will be active in only some of them.

One major issue we will deal with — as part of delivering Vision 2025 — is the structure of our Skills Competitions, beginning with an immediate sustainability survey.

The significant growth in membership over the last ten years has highlighted differences in standards in different national VET systems. This is leading to major variations in Competitor performance between Members, so we will address this in order to provide the best possible competition experience for all Members while maintaining the highest standards of excellence in the final results.

We are also committed to working with new and candidate Members to help improve the quality and effectiveness of national VET systems.

Vision 2025 has a strong focus on youth engagement, and we will be developing a range of apps and resources to draw in young people and leverage our alumni network of Champions as role models and ambassadors for their own VET systems.

Another key part of Vision 2025 is international co-operation, with a particular focus on Africa. WorldSkills has a core responsibility, to Members and non-members alike, to help countries improve their VET systems and raise their national benchmarks for skills excellence.

WorldSkills now has the reputation, tools, industry partners, and capable membership to work with international development organizations such as the World Bank, UNESCO, the EU, global educational charities, and international industry sponsors, to enhance VET and skills development programmes in countries seeking to improve economic opportunities. This will enable WorldSkills to make a significant contribution to the United Nations Sustainable Development Goals.

Our delivery of this vision will allow us to become the leading organization improving skills around the world — using the WorldSkills Competitions to help showcase excellence, demonstrate the power of the WorldSkills standards, and continually raise global benchmarks to help WorldSkills Members improve their standards and to improve skills levels and opportunities for young people and their countries and regions globally.

WorldSkills Conference



A day-long event focused on Future Skills was the highlight of the WorldSkills Conference Programme in 2016.

The event, hosted by Skills/Compétences Canada and SkillsUSA was held during WorldSkills General Assembly 2016 at Niagara Falls, Canada, and included three keynote speeches examining how a workforce can be trained to have the skills needed for the future.

Speakers Pavel Luksha, a Professor of Practice at the Moscow School of Management, Lori Foster of North Carolina State University, and Kayleen McCabe, the founder of the McCabe Foundation and DIY Network television host looked at the changing nature of jobs and encouraged men and women alike to look at jobs in the skilled trades.

The event also included panel discussions, and question and answer periods with contributors from Autodesk, and representatives of the WorldSkills Champions Trust.



Now partners are preparing for WorldSkills Conference 2017 in Abu Dhabi, which will look ahead to identify the skills of the future.

“Together with our partners we have created a platform to ask challenging questions on how VET structures will respond to current and future industrial changes” said Alexander Amiri, Director of Sponsorship and Partnership, WorldSkills International.

The WorldSkills Conference is developed under the strategic development of the WorldSkills Conference Coalition: United Nations Educational, Scientific and Cultural Organization, European Commission, International Labour Organization, Organization for Economic Co-operation and Development, British Council, German Federal Ministry of Education and Research, Abu Dhabi Centre for Technical and Vocational Education and Training, and the Russian Agency for Strategic Initiatives.

General Assembly



WorldSkills General Assembly 2016 was held 2 to 6 October in Niagara Falls, Canada, and hosted by Skills/Compétences Canada and SkillsUSA.

More than 300 delegates from around the globe gathered for the assembly, which included the meetings of several committees and the development of an ambitious plan for the future of WorldSkills: Vision 2025.

It was the first time that two Members had hosted an Assembly at the same time. Both SkillsUSA and Skills/Compétences Canada have hosted the WorldSkills Competition in the past. This year they provided warm hospitality against the epic backdrop of the falls.

Twenty-eight Champions — alumni of the biennial WorldSkills Competitions — were at the General Assembly for the WorldSkills Champions Forum: Champions Challenge.

The WorldSkills Leaders Forum was also held during the week, bringing together skills and vocational education thought leaders to share perspectives on the future of education and training. The theme of the Forum was Future Skills.

Members of WorldSkills have voted for the Netherlands to host WorldSkills General Assembly 2018. The event will be held in the city of Amsterdam.



“We were so honored to help plan the WorldSkills Leaders Forum as part of the 2016 General Assembly. This event, focused on the world’s future highly-skilled technical workforce, provided the opportunity for dialogue and open discussion of best practices among the more than 50 participating nations.”

Timothy Lawrence,
Executive Director of SkillsUSA.

“The WorldSkills Leaders Forum provided a great opportunity to discuss and hear many perspectives on future skills required and the methods and philosophies for acquiring those skills. The forum is an important event that brings together members of the WorldSkills network and allows them to continue to build on the growing global skills movement.”

Shaun Thorson, Chief Executive Officer,
Skills/Compétences Canada.

Champions Trust



Launched in 2015, The WorldSkills Champions Trust (WSCT) is a group of nine Champions working together to help maintain the links between Champions and WorldSkills beyond the Competition.

The current WorldSkills Champions Trust took part in an intense training camp in Washington, D.C. in February 2016, participating in a variety of team building, personal development, and speech coaching exercises hosted in partnership with SkillsUSA. This was the first camp for the Champions Trust and we thank SkillsUSA for its warm hospitality.

The Champions created a two-year plan to bridge the gap between Champions and WorldSkills beyond the Competition, including a programme for WorldSkills Champions Forum 2016, at Niagara Falls, Canada. The current representatives on the WSCT will serve from 2015 to 2017. An opportunity for Champions to apply for the WSCT will be released after WorldSkills Abu Dhabi 2017.

The training camp provided an excellent foundation for the Champions Trust to begin fulfilling their duties. Highlights of the Champions Trust activities throughout the year included engagements at events hosted by UNESCO-UNEVOC, WorldSkills Zambia, WorldSkills Namibia, World Skills Russia, SkillsUSA, Skills/Compétences Canada, WorldSkills France, EuroSkills, and EmiratesSkills during the year. They also started the Champions Trust podcast, which provides a behind-the-scenes look at the WorldSkills movement's many projects and events from around the globe.

The current membership represents a diverse range of skills and regions:

Anna Prokopenya — Russia

WorldSkills São Paulo 2015, Patisserie and Confectionery
WSCT representative for Europe

Barthélémy Deutsch — Belgium

WorldSkills Leipzig 2013, Restaurant Service
WSCT representative for Europe

Chirag Goel — India

WorldSkills São Paulo 2015, Web Design
WSCT representative for Asia

Gary Condon — Ireland

WorldSkills London 2011, Plastering and Drywall Systems
WSCT representative for Asia

Jenica Branscombe — Canada

WorldSkills London 2011, Beauty Therapy
WSCT representative for Americas

Rachel Chua — Singapore

WorldSkills London 2011, Caring
WSCT representative for ASEAN and Oceania

Ricardo Calvi Vivian — Brazil

WorldSkills Leipzig 2013, Graphic Design Technology
WSCT representative for Americas
(Returning Member of WSCT)

Tayla Schou — South Africa

WorldSkills São Paulo 2015, Cooking
WSCT representative for Africa

Victor Simon — France

WorldSkills Leipzig 2013, Manufacturing Team Challenge
WSCT representative for Europe
(Returning Member of WSCT)

Champions Forum



Twenty-eight young professionals participated in the Champions Forum held at General Assembly 2016 in Niagara Falls, Canada.

In partnership with Autodesk, they brainstormed and presented four projects aimed at solving real-world problems as well as raising the profile of WorldSkills.

Four teams came up with projects to tackle homelessness, exposing youth to skills training, sustainability, and the refugee crisis.

The Champions used their expertise and diverse perspectives to create four outcome focused projects and meaningful opportunities to solve real-world problems.

The Champions presented their proposals to the delegates of the WorldSkills General Assembly on Friday, 7 October 2016. In partnership with Autodesk, the Champions Trust, along with the Champions Forum participants are exploring the next steps in bringing the projects to fruition.

These include creating transferable toolkits so that Members and partners can create their own youth skills camps, hosting a worldwide Digital Design Challenge to create accommodation for the homeless, and taking forward conversations about sustainability for all WorldSkills events.



Member Map and Milestones

Congratulations to **Ireland** celebrating **60 years** of membership with WorldSkills International

We welcomed **Romania** as a new Member to WorldSkills International in 2016 bringing the total to **76** Member countries and regions.



Building the Movement Through Competition Technical Preparations for Abu Dhabi

The significant growth in our membership over the past ten years has highlighted major differences in standards in national VET systems, and has led to major variations in Competitor performance between Members.

Since our role is to raise skills standards for both new and candidate countries and regions, our Competitions must balance the needs of all Members and must be designed to improve the quality in national VET systems through the competition framework, while providing the best possible experience for all Members.

The Competitions Working Group met in Bolzano, Italy in May to focus on preparations for the Competitions Committee meeting at Niagara Falls, Canada. The objectives for this meeting included finalizing the skill management structure for WorldSkills Competition 2017 including the role of Technical Delegates, discussing and defining proposed Pilot Projects for WorldSkills Competition 2017, defining the professional development needs of Experts and Technical Delegates over the next 18 months, and beginning preparation for Competition Preparation Week 2017

WorldSkills Abu Dhabi 2017 has featured a focus on future sustainability, after a 16% increase in Competitor registrations at Provisional Registration. The process of procuring the 8,500 items required for the Competition is a significant undertaking for the Competition Organizer.

At the Competitions Committee meetings in Niagara Falls, Canada, in October 2016, Delegates decided on a number of changes to the way in which the skills competitions are run.

Some of the most important changes included a mandatory Access Programme for all Technical Delegates and Experts registered for WorldSkills Competition 2017 and the creation of an interpreter pool, in which all Interpreters registered by Members are added to a pool of Interpreters for that Member.

WorldSkills will use customized software to allocate interpreters randomly to each skills competition four months before the event.

The Committee also agreed to move towards new integrated assessment procedures, moving this, and the creation of an interpreter pool into the Competition Rules.

The integrated assessment procedures are designed to enhance the design and development of Test Projects and Marking Schemes to create greater opportunities to assess and endorse international best practice.

WorldSkills Competition 2017 will trial new ways of introducing joint assessment between WorldSkills Experts and independent assessors from industry in the hope that this will ensure greater objectivity and independence within the assessment process.

This is designed to ensure that genuine benchmarking for best practice in business and industry is fully understood and integrated into the quality of assessment, highlighting the integrity of WorldSkills assessment and results.

The Competitions Committee Working Group also continued to implement the introduction of Skill Competition Managers, as agreed at General Assembly 2015. The role was further developed at meetings of the working group in December 2015 and May 2016, and at a Strategy Committee meeting in February 2016.

Participants at these "opt-in" meetings were invited to ask questions and make comments followed by a request of Members for their further support of the changes.

Support was unanimous at all meetings and 26 Skill Competition Managers were appointed in June 2016.

The Competitions Committee recommended to the General Assembly the WorldSkills Competition 2015 Report of the Assessment Advisor and Senior Software Developer, and the WorldSkills Competition 2015 Quality Auditors Report should both be adopted.

Global Partners



3M

3M and WorldSkills values and ethics are very closely aligned. Emphasis on "improving lives" is paramount for both companies. Our focus on the two main social sustainability areas "Health and Safety" and "Education and Development" are similarly aligned. We are thankful to WorldSkills for granting us exclusivity for all the required Personal Protective Equipment used at the global competitions. The diversity of 3M technology and the breadth of our product portfolio complement the WorldSkills focus on vocational skills development.

Rich Miles
European Business Manager
Sustainability



American Welding Society

Our partnership with WorldSkills has been extremely rewarding for the American Welding Society. Over the past few years, we've witnessed your extensive efforts to prepare the workforce of the future through continued skill building and the pursuit of excellence. Each Competition is a fun, new opportunity to further inspire the next generation and foster their passion for skilled trades.

We are excited to be a part of the upcoming 44th World Skills Competition in Abu Dhabi and look forward to supporting your efforts to bring youth, educators, government, and industry together to help further the cause.

Matt Miller
Chief Operating Officer



Autodesk

Autodesk is proud to help young people around the world to imagine, design, and create a better world. We are honored to provide the same 3D design software used by skilled professionals globally to all WorldSkills Competitors for free. It is exciting to collaborate with the WorldSkills Champions Trust, allowing us to demonstrate how the power of design skills can have a positive impact on the world around us.

Matthew Bell
Global Strategic Partnerships Manager
Autodesk Education Experiences (AEX)



DHL

For us, this partnership and the overall values of WorldSkills perfectly match our Group's purpose to connect people and improve lives. We leverage our core competencies and the know-how of our people to contribute to social progress, and to provide sustainable solutions — not only in this respect we are proud, being part of this great organization. We are very much looking forward to WorldSkills Abu Dhabi 2017 and are beyond excited to see the new skill "Freight Forwarding" being competed for the first time.

Vincenzo Scudato
Managing Director DHL Trade Fairs
& Events GmbH



Lincoln Electric

Lincoln Electric values our WorldSkills relationship because they are effective in fostering career pathways in trade skills and continue to offer educational growth opportunities for our organization.

WorldSkills events provide excellent opportunities to meet and collaborate with prominent international education leaders on critical skills development and we look forward to future WorldSkills events where we hope to continue to leverage our WorldSkills relationship as part of our education growth strategy.

Chris Mapes
CEO



Mastercam

As the global leader in CAD/CAM Software, Mastercam believes that inspiring and educating the next generation of manufacturers is critical to the future prosperity of world economies.

Mastercam is proud to be the Exclusive CAM partner at WorldSkills Abu Dhabi 2017, and will be the official supplier to the four machining competitions in Abu Dhabi: CNC Turning, CNC Milling, Plastic Die Engineering, and Manufacturing Team Challenge

Meghan West
President



Mitutoyo

Mitutoyo has for many years proudly supported WorldSkills and now, as a Global Industry Partner, we are pleased to further our efforts in nurturing the aspirations of a new generation of engineers.

In providing skilled support, equipment, education, and training on a global scale we aim to uphold our founder's philosophy in contributing to the well-being of society through the advancement of precision measurement skills and technologies.

Martin Weeks
Executive Director



Saint-Gobain

Much has been achieved in recent years in term of skills development for Saint-Gobain — particularly in fast growth markets. However, we still need to promote plaster and plasterboard related skills and develop education and training programmes. Working with the WorldSkills Members in partnership is mutually rewarding and we are looking forward to WorldSkills Abu Dhabi 2017

Sylvain Bredin
International Marketing Director



DMG MORI Academy

In the course of digitization, the requirements for future specialists in the industry are changing. This development presents new challenges for vocational education and training. The WorldSkills Competition is a very good instrument for us to improve the training of young specialists and prepare them for upcoming tasks. We are happy to support WorldSkills International as a Global Industry Partner.

Jan Möllenhoff
Managing Director



Festo Didactic SE

Theoretical and practical skills in the use of new technologies and processes ensure that companies can continue to work innovatively and sustainably. Festo is strongly committed to the development of teaching and learning environments and the global transfer of knowledge.

The partnership with WorldSkills is most important for us in our aim to support and assist young people in schools and industries and enable them to contribute to the economic progress of their country.

Dr Theodor Niehaus
Member of the Board



Fluke

As a Global Industry Partner of WorldSkills International — Fluke Corporation benefits from the opportunity to participate in a workforce initiative that is much bigger and more impactful than what an individual brand can achieve. We value the consistency that occurs as WorldSkills standards are adopted by an increasingly large number of countries and regions, as well as the chance as a WorldSkills International partner to directly assist those countries and regions, and their institutes.

Wes Pringle
President



IAPMO

From experienced Experts, to enthusiastic young Champions starting out on their professional career paths: every member of the International Association of Plumbing and Mechanical Officials plays an integral part in protecting the health of people globally. Our partnership with WorldSkills is a conduit to connecting leading talents and new ideas — from international vocational education and training sectors — with critical water and sanitation-related issues, across the world.

Russ Chaney
CEO



Samsung

We are very proud of being a good partner of WorldSkills and participating in WorldSkills movement consistently over a decade. It is also our honour and privilege to support the hopes and dreams of young professionals around the world through the sponsorship with WorldSkills Abu Dhabi 2017. We hope our WorldSkills Champions from this Competition will be good role models to young students in their countries and regions.

Dr DS Jang
Secretary General of Samsung Skills and Vice President of Samsung Electronics



Siemens AG

Siemens raise awareness about the importance of youth developing skills through our support of the biannual global competitions and the #SkillsForAll campaign of WorldSkills. I strongly second the motion of WorldSkills as well as the United Nations that everyone should have the opportunity to discover and develop their talents.

Ralf-Michael Franke
CEO of the Siemens Factory Automation Business Unit, Digital Factory Division



Stanley Black & Decker

At Stanley Black & Decker, we're for the makers, the doers, and the creators of the world. We work hard to bring you the innovative tools needed to build and maintain our world. That's why we're excited and honored to partner with WorldSkills again this year. The competitors at WorldSkills are true professionals and deserve to use the best tools as they compete. Best of luck to all of you!"

Tim Perra
Vice President, Communications

Projects

Skills Development in Africa

Africa is an important region for WorldSkills, and a particular focus of Vision 2025.

WorldSkills is working with Members, Global Partners and other international development organizations to increase access and improve the skills development of youth in the continent.

The first Skills Development in Africa meeting was held during the General Assembly 2016 at Niagara Falls, with representatives from ten Members and six Global Partners. They discussed ways to create synergies and identify next steps, as well as sharing the particular challenges of working in the continent. These include the low social image of vocational education and training (VET), as well as lack of high quality standard of skill trainings.

Following the meeting, projects are already underway in the region. These include the first regional skills competition to be held in East Africa, which was led by WorldSkills Global Partner, Festo, and took place at the Dar es Salaam Institute of Technology 5–7 December.

At this competition, entrants from Kenya, Tanzania, and Zambia showcased their skills in Mechatronics, Bricklaying, and Hairdressing.

Mr San-Quei Lin, WorldSkills Vice President for Special Affairs, joined this event along with government officials from participating countries.

The Skills On The Move project, supported by Autodesk, was presented at the General Assembly 2016 by Champions Forum representatives. This initiative will use a “train the trainer” model to train local people in Rwanda who will, in turn, pass on their skills knowledge to refugees.

Connecting Young People with Skilled Careers

A new project idea that will allow WorldSkills Members to guide young people into vocational training that matches their personality and career interests was discussed at General Assembly 2016.

Young people face a seemingly endless list of options when deciding on a career path. WorldSkills is working with Lori Foster — the Professor of Industrial-Organizational Psychology at North Carolina State University (USA) and the University of Cape Town (South Africa), and her research team at FWD Institute to explore the potential of using personality of Competitors and VET students to recommend interesting jobs and skill competitions that are most attractive to them.

Marketing and Communications Highlights

Brand Evolution

WorldSkills has evolved to more than a biennial Competition, and each Member has had the opportunity to expand WorldSkills as a global brand, significantly improving our presence as a united movement.

Since the ratification of the current brand in 2014, Members have invested their resources into incorporating the key messages, logo, visual elements and, often, the WorldSkills name into their own brands.

The result is a more unified, global brand that better reflects our collective goals. In 2016, **43 Members** use WorldSkills in their organization name and an additional **16 Members** use Skills. **22 Members** are using the updated WorldSkills brand including logos and visual elements.

The fully updated brand includes use of the monochrome logo, the graphic design cube and strong, vibrant, solid colours. The brand now uses the Frutiger font for consistent typography across all languages, publications, collateral, and events. Our branding also incorporates energetic, youthful photos demonstrating successful young people from around the globe.

World Youth Skills Day

The second annual World Youth Skills Day on July 15 saw WorldSkills join the United Nations and other organizations to encourage young people to celebrate the value of being skilled.

Our **#SkillsRuleTheWorld** campaign was used across our activities, including a global photo campaign, and was also taken up by others, including UNESCO, to promote the importance of building, making, and creating in achieving personal success and fulfilment.

Nearly 500 photos were submitted to the **#SkillsRuleTheWorld** social media photo contest, and WorldSkills Champions Barthélémy Deutsch of Belgium, Anna Prokopenia of Russia, and Karin Fischnaller of Italy, and WorldSkills Board of Directors member, Jos de Goey went to Bonn, Germany, for the UNESCO-UNEVOC World Youth Skills Day 2016 event.

More than 30 members including India, Namibia, Jamaica, Palestine, Singapore, the United Kingdom, and Zambia participated in promotion, social media campaigns and local events and programmes that recognized the value and significance of skills in all economies and communities.

As part of the day's celebrations we launched the WorldSkills Abu Dhabi 2017 website at www.worldskillsabudhabi2017.com.

Campaign statistics

Facebook

620,000 impressions and 45,000 unique engagements

Twitter

112,000 impressions and 1,727 unique engagements, 212 individuals or organizations used **#SkillsRuleTheWorld**

Instagram

1,200 unique engagements

Website

11,000 page views on www.worldskills.org/WYSD from visitors representing 119 countries

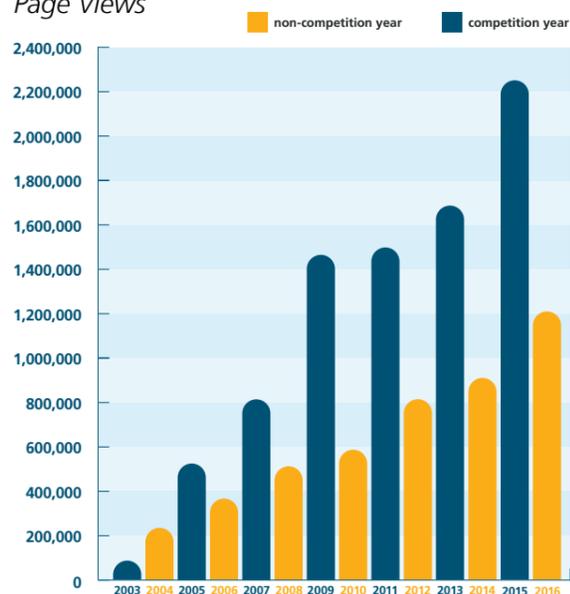
Marketing and Communications Highlights

Web Statistics

Throughout the year a total of **328,561** unique visitors from **224** countries and regions, speaking **87** different languages made **445,849** visits and viewed **1,210,912** pages on www.worldskills.org. The number of pages viewed was **298,448** higher than the previous non-competition year of 2014.

The top 10 most visited pages included the Member area as the second most popular page, showing that the site is heavily used by Delegates, Experts, Competitors, etc. as part of their competition preparation and access to competition documentation. Traffic increases in 2016, compared to the the 2014 figures, included the Member organizations page (**156%**), skill competitions (**502%**), results (**98%**), and news (**49%**).

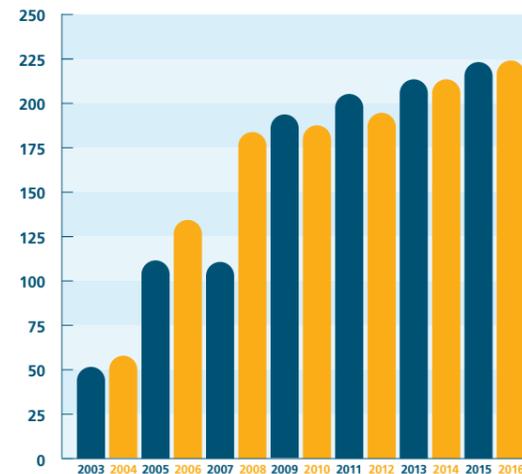
Page Views



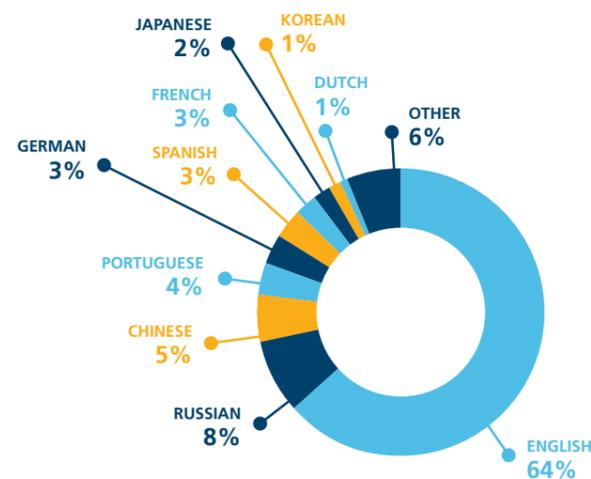
Yearly Statistics

	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
Pages viewed	88,061	237,529	527,584	369,203	816,691	514,843	1,465,065	589,241	1,498,503	816,929	1,688,943	912,464	2,233,364	1,210,912
Average pages viewed per day	241	349	1,1445	1,012	2,238	1,410	4,014	1,619	4,117	2,238	4,627	2,498	6,119	3,318
Documents downloaded		15,082	91,239	93,155	161,826	222,464	358,548	212,716	395,502	335,918	697,934	420,697	421,236	207,928
Total visits						124,903	296,898	139,065	363,456	225,065	476,162	254,745	636,957	445,849
Unique visits						74,860	152,950	86,952	181,205	138,528	245,620	166,301	364,630	328,561

Visitors (Number of Countries and Regions)



Visits by Language



Marketing and Communications Highlights

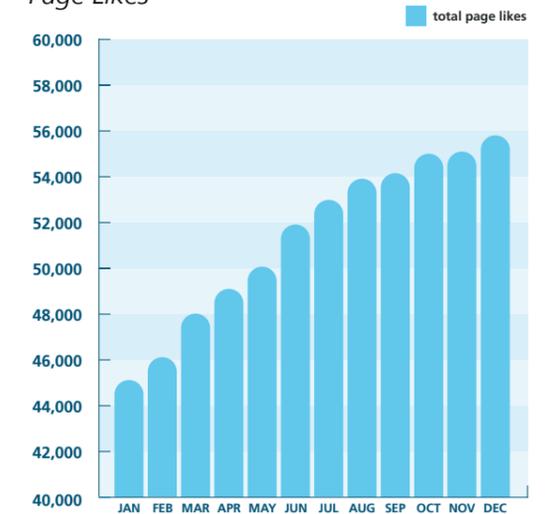
Social Media

Facebook continues to be the central platform for WorldSkills social media, although engagement on Twitter and Instagram continues to grow. The number of Facebook page likes steadily increased from **45,536** to **55,395** with significant growth during the World Youth Skills Day campaign.

Reach is defined as the number of people who have seen any content associated with a Facebook page. Over the entire year **307** posts were made resulting in a reach of **2,034,000** — a **50% increase** from 2014, the most recent non-competition year.

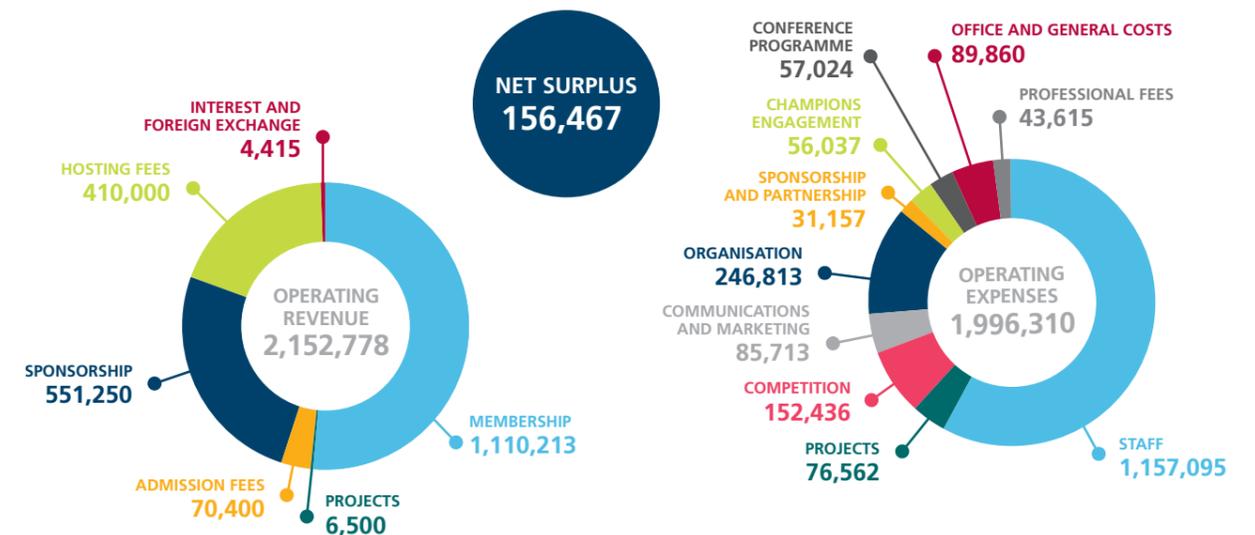
271 Twitter posts, created **717,800** impressions. The three most popular tweets recognized World Youth Skills Day, the Memorandum of Understanding (MoU) in advance of WorldSkills Abu Dhabi 2017, and recognition of SkillsUSA and Skills/Compétences Canada at General Assembly 2016.

Page Likes



Financial Report

All figures are in Euro.



Notes: Figures provided here are taken from the WorldSkills International 2016 audited financial statements. The 2016 Audited Financial Statements were compiled and audited by Baker Tilly Berk N.V. The complete financial report is available on request from the WorldSkills Secretariat.

Member Delegates

COUNTRY/REGION	OFFICIAL DELEGATE	TECHNICAL DELEGATE
Argentina	Carlos Eyharchet	Laura Beatriz Casartelli
Armenia	Tatevik Gasparyan	Lilit Petrosyan
Australia	Kevin Harris AU (interim)	Brigitte Collins
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Barbados	Wendy McClean	Dario Walcott
Belarus	Eduard Kalitski	Olga Dekhtiarenko
Belgium	Francis Hourant	Alina Fleaca
Brazil	Rafael Lucchesi	José Luis Leitão
Brunei Darussalam	Wei Keh Chin	Kiam Boon Lim
Canada	John Oates	Shaun Thorson
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China	Yulin LV	Fang Yuan
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Macao, China	Chi Hong Wong	Vai Keong Kong
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Mongolia	Khaliunaa Avirmed	Tungalag Chimid
Morocco	Chihab Sentissi	Soumia Reda
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Paraguay		
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Tunisia	Houcine Debbech	Salah Messaoudi
Turkey	Guven Caliskan	Kerem Koker
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