



worldskills  
AbuDhabi2017

مسابقة المهارات العالمية أبوظبي 2017

Presented by / تقديم

**SAMSUNG**

Organized by / تنظيم



**ACTVET**

Abu Dhabi Centre for  
Technical and Vocational  
Education and Training | مركز أبوظبي  
التعليم والتدريب  
التقني والمهني



**WORLD SKILLS ABU DHABI 2017**  
**FINAL REPORT**







  
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EmiratesSkills  
مهارات الإمارات

Abu Dhabi  


**ACTVET**  
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للـتعليم والتدريب  
التقني والمهني



**“The knowledge you have in this generation and the technology you are learning have to be the best in the world.”**

**“We have to ensure the new generation is equipped with knowledge and science so they can represent our competitive advantage in front of the whole world. Our only choice is quality.”**





Under the patronage of  
**His Highness Sheikh Mohamed bin Zayed Al Nahyan**  
Crown Prince of Abu Dhabi and Deputy Supreme Commander  
of the UAE Armed Forces



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**U**nder the Patronage of His Highness Sheikh Mohamed bin Zayed Al Nahyan, Crown Prince of Abu Dhabi and Deputy Supreme Commander of the UAE Armed Forces, we are proud to have hosted the 44th WorldSkills Competition in Abu Dhabi from 14 to 19 October 2017.

After a long period of anticipation and preparation, it was an honour for the Abu Dhabi Centre for Technical and Vocational Education and Training (ACTVET), and for me as its Director General, to be able to welcome to WorldSkills Abu Dhabi 2017 nearly 1,300 Competitors from 59 WorldSkills Member countries and regions and more than 150,000 visitors.

This WorldSkills Competition was staged at a crucial moment in the UAE for skills development, and vocational education. I have no doubt about the importance of the event as a catalyst in promoting the advancement of Technical and Vocational Education and Training (TVET) in the UAE, the Gulf region, and beyond.

Under the leadership and with the full support of the UAE government, we strive for growth and prosperity. Our investment in training and education is part of our strong commitment to youth development, which is a fundamental part of the UAE Vision 2021 and Abu Dhabi Economic Vision 2030.

I am delighted that, through our conference and events programme, we were able to bring together leaders in government, education, business and industry from all over the world at WorldSkills Abu Dhabi 2017. I have no doubt the discussions that took place and sharing of best practice has helped shape the global skills agenda.

The diversity of Abu Dhabi was seen at WorldSkills Abu Dhabi 2017. We witnessed youth becoming global citizens with One School One Country and the first International TVET Youth Forum. Young people have been inspired to choose vocational skills as career opportunities and this can represent the first step in entrepreneurship and prestigious jobs, while helping build a prosperous and multi-faceted future for the UAE.

I am extremely grateful to all those who have helped us on this eventful journey – our leaders, the government, all our partners, and an impressive number of sponsors. We know very well that this WorldSkills Competition has only been possible because of this support.

**Mubarak Saeed Al Shamsi**  
Director General, ACTVET





It gives me great pleasure to present to you the Final Report of WorldSkills Abu Dhabi 2017.

For many years, I longed for the day that a WorldSkills Competition would come to the UAE and I am delighted with the record-breaking success we achieved. Not only was the event bigger than ever before in terms of numbers of Competitors, but also the levels of exposure nationally, regionally, and globally were greater than expected. Shining such a strong spotlight on the greatest global showcase of vocational skills and on Abu Dhabi as the host city, fulfilled one of our most important ambitions.

I am very conscious that I have been very fortunate to work with the most talented, and dedicated team who were assisted by large numbers of enthusiastic and committed volunteers. They worked tirelessly to prepare the largest ever WorldSkills Competition. I thank all of them for their contribution to its success.

I also want to record my gratitude to the endless support from our government and to the wide range of stakeholders and sponsors who have backed and encouraged us along the way – many from the very early days before the UAE even won the bid to host the 44th WorldSkills Competition. The work to put on this WorldSkills Competition has been a truly collaborative effort involving not just the Emirate of Abu Dhabi, but the whole of the UAE.

Heartfelt thanks also go to all my WorldSkills colleagues and friends who made the Competition itself happen – they include members of the WorldSkills Board and Secretariat, Experts, Team Leaders, Technical Delegates, Workshop Managers, the list goes on and on!

Now it is over to Kazan, who will host the next WorldSkills Competition. I wish you all the very best with your planning and preparations and I look forward to what I am sure will be a great event in 2019.

Last, but by no means least, I congratulate all the Competitors. Your talent and the power of your skills amazed all those who came to see the Competition.

**Ali Al Marzouqi**

CEO, WorldSkills Abu Dhabi 2017



It is with great pleasure that I would like to thank everyone who was involved in the hosting of the 44th WorldSkills Competition in Abu Dhabi. This WorldSkills Competition was the first to be held in the Middle East and had the largest number of Competitors that have ever taken part – 1,251 young people from 59 Member countries and regions, in 51 Competitions.

We are extremely grateful to our hosts His Highness Sheikh Mohamed bin Zayed Al Nahyan, Crown Prince of Abu Dhabi and Deputy Supreme Commander of the UAE Armed Forces; His Excellency Engineer Hussain Ibrahim Al Hammadi, Minister of Education for the UAE; and His Excellency Mubarak Al Shamsi, Director General of ACTVET, for their considerable commitment to WorldSkills and our objectives.

We witnessed the best of the best pursue gold, and the honour of being a World Champion. For all the young people competing, this was an opportunity to advance their skills and experience. For the more than 150,000 people who visited ADNEC this was an inspiring and special event where they were able to investigate skills further and perhaps pursue them in the future. I sincerely hope that many of the young UAE Nationals who witnessed WorldSkills Abu Dhabi 2017, will consider a vocational education and career.

I was also heartened to see many more representatives from governments and businesses around the world than ever before visit the event – this is a sign of their increasing understanding of the economic imperatives of a mixed skills economy. This was particularly the case for our host country, the United Arab Emirates, whose leaders brought WorldSkills to the nation as part of their ongoing diversification of the economy.

WorldSkills Abu Dhabi 2017 also saw a number of innovations in our conference programme. The WorldSkills Conference 2017 was the first to be held under the management of our Conference Coalition, which includes major international and regional players and organizations. The topics of the conference included some of the most pressing of our time, including global youth unemployment, the skills gap, and the impact of technology on skills.

We also welcomed hundreds of young people, who participated in the inaugural International TVET Youth Forum, as well as Ministers from many countries who participated in the Conference and held their own Summit.

So, thank you to everyone who made this event possible, so enjoyable, and so fulfilling. We look forward to welcoming you all to Kazan in 2019.

**Simon Bartley**  
President, WorldSkills





Organizing a WorldSkills Competition is a marathon, not a sprint. WorldSkills Abu Dhabi 2017 was one of the most complex events ever to be hosted in the UAE, and it was the culmination of years of planning. In the end around 150,000 people visited this special showcase of skills and saw the very best young skilled professionals compete. These Competitors had reached the pinnacle of skills excellence within WorldSkills.

WorldSkills is only as strong as its Members and partners, and as CEO I am always delighted by the depth and strength of these stakeholders. The largest, as well as some of the smallest, countries and regions in the world were present in Abu Dhabi – all united by their belief in the ability of skills to change individual prospects, and those of their societies.

WorldSkills Abu Dhabi 2017 brought together youthful Competitors, experienced Experts, and representatives from industry, education, and government from around 80 countries and regions. As well as competition, there was a world-class conference, which examined the major dynamics in skills and vocational education. Ministers from around the world debated the issues that matter most to them and their countries, and we also heard from young people in the first International TVET Youth Forum.

None of this would have been possible without the generous support of our host country, the United Arab Emirates, and our host organization, the Abu Dhabi Centre for Technical and Vocational Education and Training (ACTVET). We were also extremely fortunate to have two Global Premium Partners, Samsung and Stanley Black & Decker, as well as fourteen Global Industry Partners, and a Global Supporter backing WorldSkills Abu Dhabi 2017 and WorldSkills in its global mission. In addition, we had close to eighty event sponsors – thank you! We couldn't have done it without you.

Finally, I would like to acknowledge all the hard work of the WorldSkills Abu Dhabi 2017 project team, and the WorldSkills Secretariat and Member delegates. Special mention should go to the skill management team Experts, Workshop Managers, and Team Leaders who were outstanding in their roles at WorldSkills Abu Dhabi 2017. Thank you to you all!

**David Hoey**

CEO, WorldSkills International



WorldSkills Champions Trust Representatives 2015-2017





**A**s past WorldSkills Competitors, we want to start by congratulating all the Competitors from WorldSkills Abu Dhabi 2017! Your years of hard work, dedication and commitment to improving your skill has paid off. You are now ALL WorldSkills Champions. We understand how long and challenging the journey to WorldSkills is and are very proud to welcome you to the community of WorldSkills Champions around the world.

We would like to give a huge thank you to WorldSkills Abu Dhabi 2017, all the volunteers, WorldSkills Secretariat, and Board of Directors. We would not have been able to stay engaged or accomplish our goals without all your support. Being on the other side of the Competition this year, we were able to see more of the hard work, long hours, and passion that goes in to this event. We thank you for this opportunity and opportunities past!

As representatives of the Champions Trust, it is our role to voice the opportunities and challenges youth face in technical and vocational education, training, and careers through the WorldSkills network.

In Abu Dhabi, we had the privilege of joining our voices with more than 250 young people from around the world for the first ever International TVET Youth Forum. The creation and positive reception of the Youth Forum and our resulting declaration has confirmed the important role we all play in the TVET community and we commit to help further the Youth Declaration through all WorldSkills activities.

As the Champions Trust looks towards WorldSkills Kazan 2019, we will ensure we continue to raise the profile of WorldSkills Competitors and share the voice and stories of all youth pursuing education, training, and careers in skills. Welcome to the family Champions!

Finally, we would like to thank the UAE, the host country of WorldSkills Abu Dhabi 2017, which ensured that all visitors were so well looked after. It was an honour to witness the first Competition in the Middle East. We look forward to seeing you all in Russia in 2019!

Your WorldSkills Champions Trust Representatives

**Jenica Branscombe, Ricardo Vivian, Tayla Schou, Barthélemy Deutsch, Anna Prokopenya, Rachel Chua, Chirag Goel, Gary Condon, and Victor Simon**





# EXECUTIVE SUMMARY

UNITED  
ARAB  
EMIRATES





**T**he journey to WorldSkills Abu Dhabi 2017 was more than four years long. The driving forces were preparation, purpose, perseverance, and passion. The outcome was an unforgettable showcase of the world's best vocational skills talent.

WorldSkills Abu Dhabi 2017 – held under the patronage of **His Highness Sheikh Mohamed bin Zayed Al Nahyan**, Crown Prince of Abu Dhabi and Deputy Supreme Commander of the UAE Armed Forces – was historic for being the first world championships of vocational skills to be held in the Middle East. However, there were many other ways in which it broke new ground.

The 44th edition of the world championship of vocational skills can be described with many impressive statistics; more than 150,000 local and international visitors, thousands of international delegates, sponsors, employers, volunteers, and staff who came together to ensure the event ran smoothly, and more than 1,000 members of the local, regional, and international media who helped to ensure that the WorldSkills message was taken across the globe.

The true success of WorldSkills Abu Dhabi 2017 is not just found in statistics. It is found in the dedication and talent of the Competitors, who set a new benchmark for the demonstration of vocational skills and their commitment to pursuing and excelling in sectors that sustain and advance economies and societies. These young people displayed the essence of the WorldSkills movement.

WorldSkills Abu Dhabi 2017 left all those involved with many happy memories, many reasons to feel proud, and many lessons and insights that can now be shared with the rest of the world, in order to ensure that welcoming a WorldSkills Competition brings the greatest value to its host, to WorldSkills International, and to the global vocational skills arena.

In this report, the story of WorldSkills Abu Dhabi 2017 is outlined – the preparation, its successes, its challenges, what was learned, and what was discovered.



## A NEW WORLDSKILLS CHAPTER OPENS

The countdown to WorldSkills Abu Dhabi 2017 began 1,566 days before the event itself started, on 1 July 2013, when EmiratesSkills – part of the Abu Dhabi Centre for Technical and Vocational Education and Training (ACTVET) and the UAE's member organization of WorldSkills – was awarded the right to host the world championships of vocational skills at the General Assembly.

Every country that hosts a WorldSkills Competition has its own goals, ideals, and aspirations for the legacy it wishes to build through staging the event. For the UAE, hosting a WorldSkills Competition was an integral part of achieving the objectives of both the UAE Vision 2021 and the Abu Dhabi Economic Vision 2030.

By 2030, Abu Dhabi intends to have transitioned to a sustainable, diversified, and high value-added economy, seamlessly integrated with its global counterparts, built for the post-hydrocarbon era, and capable of providing accessible and high-calibre opportunities for all citizens and residents. Such a dynamic, flexible, knowledge-based economy will be led by skilled Emiratis and strengthened by talent from around the world, with the aim of ensuring the UAE's long-term prosperity.

With this vision in mind, and with 2017 marking

the 20th anniversary of the UAE joining the WorldSkills family, awarding the 44th WorldSkills Competition to Abu Dhabi represented an appropriate and symbolic choice.

The aim of bringing the world's largest and most prestigious vocational skills competition to the Middle East for the first time was to:

- Enhance national attitudes towards technical and vocational education and training, in order to increase Emirati participation in TVET.
- Promote economic diversification and innovation in the UAE in line with the Abu Dhabi Government's policies, particularly Vision 2021 and the Abu Dhabi Economic Vision 2030.
- Advance and further develop the UAE as the regional leader in the promotion of TVET.
- Demonstrate globally the ability of Abu Dhabi to host large scale, complex international events.
- Contribute to the promotion, showcasing, and positioning of Abu Dhabi as an outstanding, globally recognized destination for business and tourism.
- Develop the Competition and other initiatives in order to strengthen the vision of WorldSkills, its Members, and future Competition Organizers.

Abu Dhabi's successful WorldSkills bid – supported by the UAE's other six emirates – demonstrated a clear recognition that the growth of the regional economy is intrinsically linked to investment in vocational, technical, and service-oriented education. And it reflected the commitment of the UAE to encouraging, empowering, and inspiring young people to cultivate the skills that are the cornerstone of a vibrant, diverse, and sustainable economy that can endure for generations to come.

So, after winning the right to host the WorldSkills Competition in 2017, and once the immediate celebrations had subsided, Abu Dhabi set to work not simply on making the event a success, but taking it to a new level.

## FINDING A HOME FOR WORLDSKILLS ABU DHABI 2017

An event of the size, scope, and status of the WorldSkills Competition, with its global reach and relevance, requires a venue to match. Identifying such a venue was the first step for the organizers of WorldSkills Abu Dhabi 2017. That meant thinking huge.

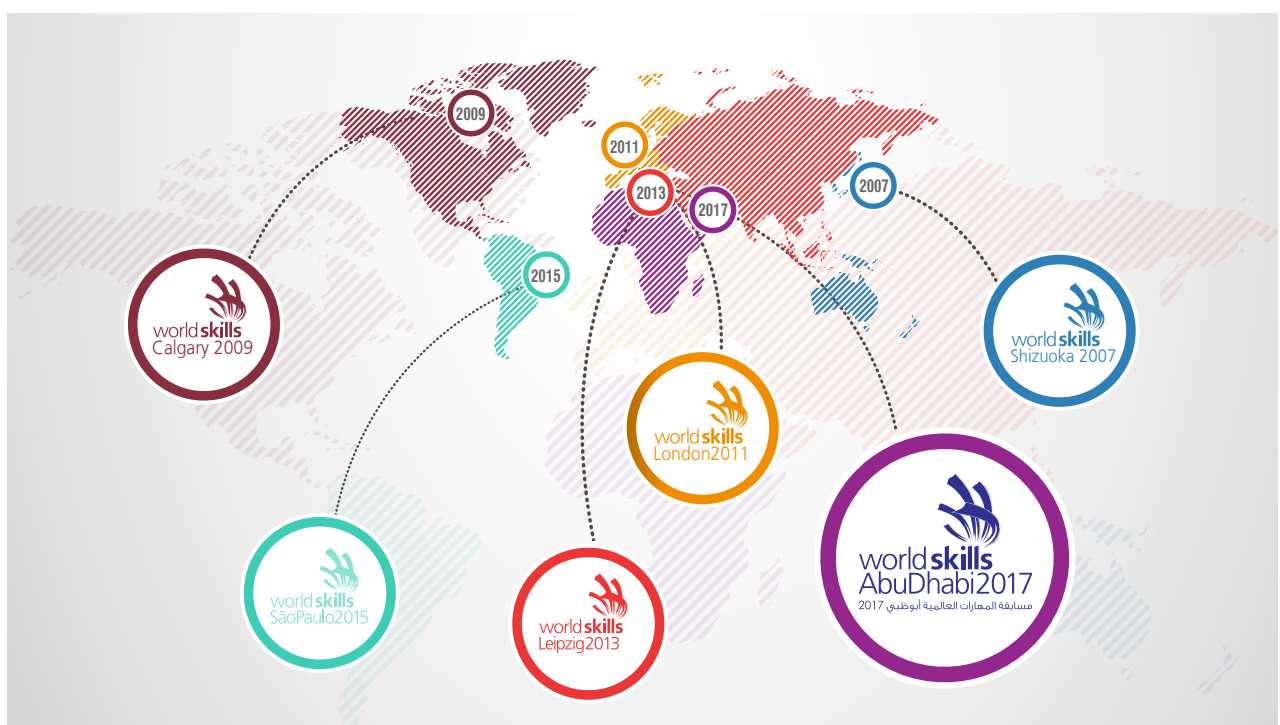
And “huge” was the result, in the shape of the Abu Dhabi National Exhibition Centre (ADNEC) – the largest exhibition venue in the Middle East, home to more than 100 events every year, from large-scale public shows to international trade

exhibitions, and where there are around 1.8 million visitors annually. The track record speaks for itself, and, in 2017, its roster of high-profile events would have a new, standout addition, in the form of the 44th WorldSkills Competition.

Housing 73,000 m<sup>2</sup> of live event space across 12 interconnected halls, a visitor concourse, and an atrium, ADNEC's credentials for hosting WorldSkills Abu Dhabi 2017 – an event that required size, flexibility, and facilities of the very highest quality – were evident from the outset. Even so, WorldSkills Abu Dhabi 2017, one of the largest and most complex events ever to be held at the venue, would present unique challenges requiring a unique approach to preparation.

With more than 100,000 m<sup>2</sup> of space earmarked for the Competition, including permanent and temporary structures, preparing the ground for WorldSkills Abu Dhabi 2017 was a three-year task for the technical team charged with logistical arrangements, sourcing equipment and materials, and a myriad of other duties before the really hard work began 14 days from the start of proceedings themselves.

Making WorldSkills happen in the way it is envisaged requires a multitude of skilled people, each with their own areas of knowledge and expertise. They included: on the ground technical support and IT staff, workshop specialists, those in charge of materials, health, safety, and storage, and experts in advertising and branding.





## THE POWER OF PARTNERSHIP

While staging a mega-event such as WorldSkills Abu Dhabi 2017 cannot be achieved without teams of skilled and dedicated internal specialists, it also requires organizers to look outwards.

Significant financial support is essential to making the WorldSkills Competition a success, and the fact that the global showcase of vocational skills excellence has continued to grow and improve with every edition is due in large part to the backing it receives from both governments and the business world.

This was never better reflected than at WorldSkills Abu Dhabi 2017, a shining example of how forging strong and close financial partnerships, and securing substantial sponsorship from industry – including an immense amount of equipment, materials, and technical support – can bring new horizons within reach even for an event that already has a well-established global brand and reputation for excellence.

This support comes because those who partner with WorldSkills recognize the value that vocational skills – and the young people who practice them – generate for workforces, economies, and societies; and that the WorldSkills Competition is more than just an event, but also a catalyst for skills to be strengthened and ambitions to be heightened, and a beacon for illuminating the importance of vocational skills to a global audience.

With ADNEC assuming the status of National Premium Partner for WorldSkills Abu Dhabi 2017, Etihad Airways, the Telecommunications Regulatory Authority (through its ICT Fund), the Abu Dhabi Health Services Company (SEHA), Abu Dhabi Police, and Abu Dhabi Media were named as National Platinum Partners. WorldSkills Abu Dhabi 2017 also secured support from six National Gold partners, three National Silver Partners, and four Educational Sponsors, each of whose contribution is outlined in greater detail later in this report.

The global electronics giant Samsung once again demonstrated its valued and continuing commitment to supporting the world's skilled youth to achieve their hopes and dreams, by returning as Overall Event Presenter for WorldSkills Abu Dhabi 2017. This innovative industry leader has been sponsoring the WorldSkills Competition since 2007 and, through its decade-long alliance with the greatest vocational skills competition in the world, has played a key role in nurturing new talent.

Joining Samsung were a further 19 Strategic Sponsors, 34 Official Sponsors, 32 Skills Sponsors, and 6 Institutional Partners also endorsing the event.

The support of each and every one of these partners exemplified their own awareness of the place that vocational skills hold in shaping the future. Making the world aware of this represented a major aim for WorldSkills.







## REACHING OUT TO THE NATION AND THE WORLD

Bringing the WorldSkills Competition to the Middle East for the first time had a deeper meaning and purpose than widening its international presence by expanding into new territory and giving the cream of the world's skilled young people a chance to shine.

It was also about reinforcing the importance of vocational skills, changing mind-sets among the youth of the UAE – and their peers around the world – to steer them towards considering careers in the technical, vocational, and industrial sectors, and building the WorldSkills movement in the region by urging members of society to recognize how technical and vocational education and training can address socio-economic and employment challenges.

In short, WorldSkills Abu Dhabi 2017 was intended to create a legacy; one that endured not just for a period of a few years, but for generations. And with this goal in mind, building local, regional, and international media attention was vital to enhance awareness and take-up of vocational skills, both within the Middle East, and further afield.

A dedicated, media team was brought into the UAE to work in Abu Dhabi before and during the event. In the months, weeks, and days leading up to WorldSkills Abu Dhabi 2017, they began to create a buzz around the Competition and build anticipation and engagement by creating in-house content about skills. This included the "Skills Unite Us" series – videos, photographs and articles about ten young male and female

Emiratis who have transformed their lives with vocational skills. These were published on the event website, with some also being featured by the Etihad Airways in-flight magazine and The National newspaper.

We also worked with Etihad Airways to produce an animation, which was broadcast on the in-flight entertainment system on all Etihad flights for three months. In a first for WorldSkills, the event logo was placed on a large number of Etihad Airways aircrafts on many of the routes with the most passengers.

Spreading the WorldSkills Abu Dhabi 2017 message to print, broadcast, radio, and online media outlets around the world, and securing the attendance of key media players, was the task of the WorldSkills Marketing and Communications team, who ensured the attendance of 1,145 members of the media from 53 countries and regions.

WorldSkills Abu Dhabi 2017 also placed a huge emphasis on community outreach, with a team being devoted to ensuring that tens of thousands of UAE school students had the chance to experience WorldSkills through visiting ADNEC, with the aim of instilling in them a love and understanding of skills from an early age. So successful were these efforts that 53,360 students attended WorldSkills Abu Dhabi 2017 during the event.

Taking WorldSkills into the community, not just in the UAE but around the world, also involved the continuation of the successful "One School One Country" initiative. The innovative, exciting, and enlightening cultural exchange programme saw



students from 59 ACTVET and ADEC schools in the UAE being paired with a WorldSkills Member country or region at a ceremony in January 2017. And in the 10 months leading up to WorldSkills Abu Dhabi 2017, students and Competitors connected through “One School One Country” learned about each other’s culture, traditions, and values, broadening minds, and breaking down barriers to insight and understanding.

The culmination of this programme was one of the most heart-warming aspects of WorldSkills Abu Dhabi 2017 as, just before the Competition, the participating UAE students came face-to-face with their new international friends for the first time. It was just the first of many magical moments that would unfold as the 44th edition of the world championship of vocational skills got under way.

## **THE WAIT FOR WORLDSKILLS ABU DHABI 2017 COMES TO AN END**

After four years of hard work, 14 October 2017 arrived and the WorldSkills family arrived in Abu Dhabi, the dynamic and forward-looking capital of the UAE.

The buzz around the Competition started to build to a crescendo in the days leading up to the event itself. Some 3,600 Experts, Technical Delegates, and Competitors began arriving at Abu Dhabi International Airport and Dubai International Airport, where they were welcomed and offered the chance of a fun-filled cultural experience, showcasing the best of the UAE before the time came to take the plunge and get started with the Competition.

With assistance from customer service provider Hala Abu Dhabi (the destination management division of Etihad Airways), visitors enjoyed a trip to a purpose-built “Etihad Desert Camp”,

enabling them to get a flavour of the UAE through seeing the sweeping desert dunes and visiting an Arabian camp, in addition to a sightseeing tour and a trip to the majestic Sheikh Zayed Grand Mosque.

But the moment when WorldSkills Abu Dhabi 2017 truly came to life was at the Opening Ceremony at the landmark du Arena on Yas Island. The Opening Ceremony was spectacular and was attended by more than 10,000 people. The colourful celebration of vocational skills and their place in the history of the UAE included a parade of nations, during which all the teams strode through the arena.

The ceremony also included music and dance performances featuring a 60-piece orchestra and 100-member choir, made up of local and international residents of the UAE. The centrepiece was a performance entitled “Progress through Skills”, led by live dancers who portrayed the role skills have played in the development of the UAE.

The Opening and Closing Ceremonies – presented in both Arabic and English – were broadcast live to an international audience through streaming on the website and on Facebook. This allowed family and friends of Competitors around the world, and WorldSkills enthusiasts, to watch the festivities in real time. The two ceremonies were watched by an online audience of more than one million people around the world.

It marked the official start to the Competition, which began the following day. Over four days, thousands of visitors watched Competitors in 51 skill competitions represent their country or region at the greatest skills competition in the world. ADNEC was abuzz with activity throughout the four-day Competition as Competitors battled it out for gold, silver, and bronze medals.

## VITAL STATISTICS

“Vast” encapsulates the scope of WorldSkills Abu Dhabi 2017, both in the sense of the Competition and the wider event.

To put this into context:

- The number of people attending – close to 1,300 Competitors, and more than 150,000 visitors – would easily surpass the capacity of Barcelona’s Camp Nou stadium, the largest football arena in Europe.
- The space allocated for WorldSkills Abu Dhabi 2017 at ADNEC could accommodate 4,458 double-decker buses.
- Almost a million separate items of equipment and material were used by Competitors during WorldSkills Abu Dhabi 2017 – which would fill more than sixty 12 metre shipping containers.
- The number of volunteers required for WorldSkills Abu Dhabi 2017 equalled that required for the Formula 1 Abu Dhabi Grand Prix; which relies on 1,000 dedicated members of the public for the smooth-running of the event.

## FOCUSING ON THE FUTURE

The UAE is recognized around the world as a nation with vision and a pioneering spirit, a ground breaker, and the 44th WorldSkills Competition reflected the forward thinking nature of the host country.

The first-ever International TVET Youth Forum was held on 14 and 15 October 2017 during WorldSkills Abu Dhabi 2017, representing a unique opportunity for young professionals to shape the future of skills. And another first was marked through the staging of the Ministers TVET Summit, alongside the Competition, which saw ministers of education, labour, skills, industry, and business from five continents discuss developments in technical and vocational education and training (TVET), with the aim of ensuring it continues to nurture skills that meet market needs and provide young people with pathways to rewarding and impactful careers.

Then, at the WorldSkills Conference, key decision-makers from around the world gathered

to discuss how technical and vocational skills can play a key part in shaping the economies and societies of the future. The Conference started with the presentation of the first ever Youth Declaration on the future of skills and TVET. Delegates to the Ministers TVET Summit also joined the WorldSkills Conference for key sessions.

## AN EXPERIENCE FOR EVERYONE

The Competitors and the international delegates with the capacity to drive change within the vocational skills community were at the core of WorldSkills Abu Dhabi 2017. But a key aspect of the organization of WorldSkills Abu Dhabi 2017 was to ensure the event was accessible, informative, and enjoyable for local and international visitors, hence the emphasis is placed on the “Visitor Experience”.

With a dedicated team being assigned in the years leading up to the Competition to find new ways of engaging every single one of its more than 150,000 visitors and provide them with the opportunity to learn first-hand what vocational skills are all about, the result was an event that drew everyone into the world of TVET. Visitors had the chance to try 24 different skills-related activities linked to those taking place in the adjacent skill competition or demonstration areas, get careers advice, and compete for prizes playing “Skill It”, an exciting new mobile app game, developed by in-house digital specialists.

In this way, everyone who attended WorldSkills was able to feel closer to the competitive action taking place within ADNEC – where Competitors were striving for excellence in the field of vocational skills and put themselves into the running for the ultimate prize: a WorldSkills medal.





## GLORY AND GOODBYES

Once the Competition part of WorldSkills Abu Dhabi 2017 concluded, there was time for the Competitors from around the world to breathe, take stock of their performance, and soak up some of the atmosphere around the event.

But even as they did so, their thoughts were already turning to the WorldSkills Abu Dhabi 2017 Closing Ceremony – where they finally discovered whether they would be named among the medallists.

The Ceremony, watched by a live audience of about 10,000 and viewed 468,154 times online, was the scene of tension, anticipation, and drama as the winners of gold, silver, and bronze medals, together with the winner of the coveted Albert Vidal Award for the Competitor with the highest overall points score, were announced.

Among whoops, cheers, and applause, China was revealed to have come out on top in the medal table, with 15 gold medals, 7 silvers, and 8 bronzes. Korea came second with 8 golds, 8 silvers, and 8 bronzes, with Switzerland (11 golds, 6 silvers, and 3 bronzes) coming third.

While celebrations for the winners, and pride among all those who had participated in WorldSkills Abu Dhabi 2017 were the overriding emotions of the Ceremony, it was also a time to say farewell to old friends who had been re-encountered, and new friends made, during the 44th WorldSkills Competition, and to look forward to the next chapter in the WorldSkills story – WorldSkills Kazan 2019.

## A MESSAGE FOR THE WORLD TO HEAR AND READ

WorldSkills Abu Dhabi 2017 aimed to be a record-breaking success. It succeeded – not only in terms of Competitor numbers, but also in terms of global exposure and customer experience. Through the committed efforts of its Media and Communications team, the WorldSkills message was amplified across outlets and channels both locally and globally. More than 1,000 media representatives from around the world were at the world's biggest showcase of skills, leading to unprecedented coverage.

Articles and reports appeared in heavyweight print and broadcasting media outlets including CNN, BBC, and the Wall Street Journal, helping to place WorldSkills Abu Dhabi 2017 as one of the top most trending topics on Twitter during the Competition.

Official WorldSkills Abu Dhabi 2017 camera crews captured hours of footage chronicling every angle of the event and many stories. These focused on the build-up to the Competition, the Opening Ceremony, the four days of Competition – telling the story of the Competitors – and the Closing Ceremony. In total, 85 videos about the event – not including those dedicated to the Opening and Closing Ceremonies – were uploaded to the WorldSkills YouTube channel, which was viewed 128,338 times, and received a further 532,945 video views on WorldSkills Facebook page.

Official photographers assigned to the event also produced 19,348 images which were shared on the WorldSkills Flickr channel. These images were viewed 6,193,906 times during the first month of upload.

Recognizing the target audience and the changing way news is consumed, a key focus of the Social Media team at WorldSkills Abu Dhabi 2017 was on communicating the evolving WorldSkills story via Twitter, Facebook, Snapchat, and Instagram. The exclusive hashtag #WS\_AbuDhabi attracted more than 63 million viewers worldwide.

## THE WORLDSKILLS EFFECT

WorldSkills may have moved on from Abu Dhabi, but the global showcase of vocational skills has served the UAE capital well in terms of promoting it to the world.





The Competition provided a huge opportunity to showcase Abu Dhabi – and the wider UAE – as a vibrant and dynamic global hub which attracts tens of millions of visitors annually, and to reinforce its international reputation for hosting both mega-events and catering to huge influxes of visitors from diverse backgrounds.

The ambitious UAE capital has fixed its sights on becoming a hotspot destination for overseas visitors as part of its vision of diversifying its economy away from dependence on oil. At the same time, it aims to develop its tourism infrastructure around history, culture, and heritage, and blend the past with the present and the future. The visitor numbers for WorldSkills Abu Dhabi 2017 spoke volumes about the allure of Abu Dhabi and the UAE, and brought to wider attention the ethos and essence of a vibrant and fascinating city and country.

They also provided a significant boost to the UAE economy. During the event, tens of thousands of hotel room nights were booked for thousands of international visitors attending the event. And there will be a lasting benefit to the UAE capital, through the stories that visitors to WorldSkills Abu Dhabi 2017 share with their families, friends, and colleagues, and the raising of Abu Dhabi's profile through extensive media coverage of the event. WorldSkills and Abu Dhabi, as was always expected, have proved to be very good for each other.

## **BUILDING ON LESSONS LEARNED**

Since 1950, many countries and regions across the globe have hosted a WorldSkills Competition and with time comes experience. The 44th WorldSkills Competition in Abu Dhabi built on lessons learned from previous host countries



and regions to welcome the global WorldSkills community to the Middle East for the first time. However, regardless of the levels of experience and expertise among the WorldSkills Abu Dhabi 2017 team, a new location and the expanding size of the Competition, as the vocational movement grows, brings fresh challenges.

In this report these challenges, experiences, and some of the valuable lessons learned will be shared to benefit future host cities as they continue to expand and advance the WorldSkills message.

We hope the feedback from the expansive team who made up this chapter of the WorldSkills story will be beneficial as we look towards WorldSkills Kazan 2019.







# ENGAGING THE UAE



**W**hile the WorldSkills Competition may have moved on from Abu Dhabi, its impact on the UAE will live on for many years. To achieve this the event organizers actively engaged people from all corners of the country, and from all walks of life – from leaders to schoolchildren, nationals to expatriates, parents to millennials.

WorldSkills Abu Dhabi 2017 was designed to capture both, the attention and the imagination of a nation, illuminating the value of vocational skills not only in terms of career fulfilment and personal growth, but to the future of the UAE, a forward-looking country committed to diversifying its economy and ensuring its youth have the opportunities to play pivotal roles in the economy after oil.

The first step in the engagement process was the appointment of a Higher Organizing Committee. Its members included the head of UAE government organizations and influential figures from key sectors who sent out a message to the nation about the prestige and purpose of WorldSkills Abu Dhabi 2017, and its capacity to be a key that unlocks human potential.



# HIGHER ORGANIZING COMMITTEE

In October 2015, the General Secretariat of the Executive Council (GSEC) of Abu Dhabi approved the formation of a "Higher Organizing Committee" for WorldSkills Abu Dhabi 2017 to be chaired by H.E. Mohamed Khalifa Al Mubarak, Chairman, Abu Dhabi Tourism & Culture Authority.

The Higher Organizing Committee (HOC) was made up of senior leading figures in business, tourism, and industry. They included:



**H.E. Mohamed Khalifa Al Mubarak**  
Chairman, Abu Dhabi Tourism & Culture Authority  
Chairman, Higher Organizing Committee



**H.E. Mubarak Saeed Al Shamsi**  
Director General, Abu Dhabi Centre for Technical and Vocational Education and Training (ACTVET)  
Chairman, WorldSkills Abu Dhabi 2017 Executive Committee



**H.E. Mohammed Al-Hammadi**  
Chief Executive Officer,  
Emirates Nuclear Energy Corporation



**H.E. Saif Saeed Ghobash**  
Director General  
Abu Dhabi Tourism & Culture Authority



**H.E. Khuloud Hasan Al Nowais,**  
Chief Sustainability Officer,  
Emirates Foundation



**H.E. Musabbah Mubarak Al Marar**  
Acting Director,  
Abu Dhabi City Municipality



**Mr. Saeed Saif Al Rumaithi**  
Executive Director  
Department of Finance



**H.E. Mohammed Salem Al Dhaheri**  
Executive Director, School Operations  
Abu Dhabi Education Council (ADEC)



**Mr. Humaid Matar Al Dhaheri**  
Group Chief Executive Officer,  
Abu Dhabi National Exhibition Centre (ADNEC)



**Mr. Saif Ahmed Al Ghafli**  
CEO, ADNOC Onshore





**Mr. Humaid Saeed Al Mansoori**, Director of Corporate Communication, General Secretariat – Abu Dhabi Executive Council



**Mr. Badr S. Al-Olama**  
Director of Aerospace at Mubadala Investment Company, Chairman of Strata Manufacturing



**Mr. Abdulraheem Albateeh**  
Director of Public Service Affairs, Abu Dhabi Media Company



**Mr. Khaled Matar Al Mansoori**  
Director General  
Public Bus Transportation Service,  
Department of Municipal Affairs and Transport



**Brigadier Ahmad Saif Bin Zaitoun Al Muhairi**  
Abu Dhabi Police



**Professor Reyadh Almehaideb**  
Vice President, Zayed University



**Amna Al Dahak Al Shamsi**  
Acting Assistant Undersecretary –  
Activities Sector, Director of Innovation  
and Entrepreneurship, Ministry of Education



**Mr. Abdul Majeed Al Khoori**  
Acting Chief Executive Officer,  
Abu Dhabi Airports



**Dr. Arif Sultan Al Hammadi**  
Executive Vice President,  
Khalifa University



**Mr. Fekri Kharbash**  
Vice Dean - College of Information  
Technology UAE University



**Mr. Abdulla Saeed Al Dhaheri**  
Executive Director  
SEHA Abu Dhabi Health Service



## SCHOOLS VISITS

WorldSkills Abu Dhabi 2017 was a celebration of excellence in technical and vocational education and training that enabled students to find out about and experience possible careers that they may never have heard of before. The school visits programme targeted the largest visitor group for WorldSkills Abu Dhabi 2017: students up to the age of 18 years old from across the whole of the UAE.

The aim was to attract these students to come to the Competition to learn about a wide range of vocational skills, to have the opportunity to try out and test their aptitude for different skills and to get valuable career advice. This approach was designed to provide an awareness of vocational skills, enabling students to give them serious consideration when choosing a career path.

The school visits team recognized the need to have effective engagement with various different education entities including the Abu Dhabi Centre for Technical and Vocational Education and Training (ACTVET), Ministry of Education (MoE), Abu Dhabi Education Council (ADEC), Knowledge and Human Development Authority (KHDA), SEDRA Foundation, and Zayed Higher Organization (ZHO). The support and cooperation of these partners was extremely valuable and worked very well in terms of encouraging student from throughout the UAE not only to visit WorldSkills Abu Dhabi 2017, but also to ensure that it was a valuable learning experience for them.

The team prepared and delivered various initiatives to connect with schools and colleges (including their influencers, academic staff, and parents) and encourage students to visit WorldSkills Abu Dhabi 2017. Full details about the organization of their visit (planning, logistics, registration, transportation, etc.) were provided.

From February 2017, the school visits team travelled to schools and educational establishments in all of the UAE's seven emirates to provide comprehensive information about WorldSkills Abu Dhabi 2017. This included explaining the variety of exciting events that would be on offer, including the opportunity to try new skills and get careers advice.

Registration was through an online application system which determined the schedule based on the capacity for different days and times. The team sorted the names of teacher and pupil supervisors for accreditation badges and these, together with wristbands for the students, parking passes, and event information, were sent to the schools and educational establishments in advance.

A transport plan was devised to ensure the smooth handling of the arrival and departure of tens of thousands of students visiting WorldSkills Abu Dhabi 2017. A key element of this plan was the use of the nearby IPIC Arena as the arrival and departure point for all school buses. Upon arrival at the Arena, students were provided with an additional briefing to prepare





them for their visit. They were then transported to ADNEC in shuttle buses. This “park and ride” system not only provided the opportunity to provide students with valuable information, aimed at enabling them to get the most out of their visit to the Competition, but also allowed the flow of students arriving at and departing from ADNEC to be managed more effectively.

Close collaboration and cooperation between key partners including Abu Dhabi Police, ADNEC Security, Emirates Transport, and Abu Dhabi Department of Transport was also key to the success of the transport plan. This enabled the best and most feasible transport routes to be determined and Abu Dhabi Police were then able to implement road closures where necessary. An on-site operations room was also set up during the four days of the Competition to ensure a fast and efficient response should any problems arise.

A total of **53,360 students** attended WorldSkills Abu Dhabi 2017 through the school visits programme and they were accompanied by **2,235 teacher and pupil supervisors**. The Department of Transport provided **61 shuttle buses** on each of the four days to transfer students between the IPIA Arena and ADNEC.

More than half of the students were from schools from the emirate of Abu Dhabi, while the rest of the pupils represented a wide geographical spread of the UAE’s other six emirates: Dubai, Sharjah, Ajman, Ras Al Khaimah, Fujairah, and Umm Al Quwain.

## ONE SCHOOL ONE COUNTRY

One School One Country is a cultural exchange programme that links local schools to the teams from different WorldSkills Member countries and regions participating in the Competition. The programme not only builds bridges between the youth of different nations, but also provides a platform to enhance global awareness of the importance of vocational skills.

The aim of One School One Country was to provide school children from public and private schools in Abu Dhabi with opportunities to get to know WorldSkills Competitors, to discover how important skills are, and to learn more about the cultures of other countries and regions.

Preparation for the One School One Country partnership programme began more than a year in advance of the Competition with the setting up of a taskforce to support its implementation and to facilitate communication with participating schools. The Emirates Skills Competition in 2016 was used as a promotional platform to inform educational entities about the idea behind the One School One Country initiative. By working with the Abu Dhabi Education Council (ADEC) and with Career Advisers in schools, headmasters, teachers, parents, and students were briefed and One School One Country was included as an extracurricular activity for participating schools.

Once potential educational establishments had been identified, formal approaches were made



and the criteria the team looked for were as follows:

- Public and private schools with third and fourth grade classes (children aged 8 to 10 years old) in Abu Dhabi.
- Schools with a good infrastructure (auditorium, theatre, multi-purpose hall, etc.).
- Schools with a focus on languages, science, or technology.
- Schools where English is spoken.
- Schools within a 30 minute bus ride of the Competition venue.
- Schools that were keen for media from the visiting WorldSkills Member country or region to attend.

In January 2017, each of the chosen 59 UAE schools were assigned their own WorldSkills Member country or region at a launch ceremony in Abu Dhabi during Competition Preparation Week. It was planned that the following ten months would be spent discovering more about the WorldSkills Member country or region they were hosting through their classes and their own research.

The One School One Country team organized a series of workshops for participating schools with the aim of ensuring they were well informed and prepared for a welcoming reception for the visit of their WorldSkills partner team.

Four months prior to the Competition, the One School One Country team visited participating schools to review progress with their preparations and a follow-up visit took place in October in the last few days prior to the arrival of the Competitors.

On 12 October, two days before the Opening Ceremony, each WorldSkills partner team had a two hour visit to their host school. The UAE students and their international visitors participated in a range of interactive activities and showed each other what they had learned about their respective countries and skills. Students from the host schools also had the chance to visit ADNEC during the Competition and write messages to the WorldSkills teams at a dedicated One School One Country stand.

A total of more than **5,000 students** from **58 schools** in Abu Dhabi partnered with teams of Competitors from **59 WorldSkills Member countries and regions** to participate in the One School One Country programme.

The overall feedback for One School One Country was very positive. The One School One Country hashtag trended across all social media platforms and there was extensive media coverage in national publications. The One School One Country team worked diligently to maintain clear communication channels with schools and provide any necessary information at all times. WorldSkills International facilitated and supported communication with WorldSkills Member countries and regions, and their Official and Technical Delegates.





## VOLUNTEER PROGRAMME

Volunteers are the backbone of a WorldSkills Competition and are widely considered one of the most important resources at the event. As the “face of the Competition”, volunteers set a positive image that reflects well on both the event and the Competition Organizer. From meeting and greeting Experts, Competitors, Delegates, and visitors to ensuring every part of the Competition ran like clockwork, volunteers – wearing branded WorldSkills Abu Dhabi 2017 polo-shirts – provided an invaluable contribution to the overall smooth running of the event.

The WorldSkills Abu Dhabi 2017 Volunteer Programme was set up to ensure the Competition was supported by an enthusiastic, motivated, and well-trained volunteer workforce who had the respective qualifications and knowledge to support all the organizational and operational processes. The aim was to find 1,000 volunteers to fulfil 525 roles across the event, with an estimated 90% of these roles being filled by local volunteers and 10% by international volunteers (including many from the next host,



WorldSkills Kazan 2019). To meet this aim, a strategy was put in place about a year before the Competition to establish the engagement of volunteers, how the volunteers would be trained, and onsite volunteer coordination and management.

The search for volunteers began in earnest in January 2017 by working in close partnership with all national volunteer organizations, schools, colleges, and universities. This was a hugely successful approach in terms of identifying and recruiting the talent that was needed. Dedicated volunteer recruitment fairs were also set up and stands were displayed at universities and colleges. A partnership with the Emirates Foundation promoted online





engagement and raised the opportunity of volunteering at the Competition with a key target audience. Flyers and posters were sent out to all colleges, universities, and partners urging members of the community to become engaged with WorldSkills Abu Dhabi 2017.

An online application was also set-up in a bid to find the 10% of international volunteers needed to fill the remaining roles by April 2017. The subsequent interview process ensured that the volunteers recruited were best matched with the roles that suited their individual knowledge and qualifications.

The Competition Organizer worked to ensure that skill specific assistants had a background or interest in the skill area they were involved with. One specific way that this was done was by recruiting past Competitors.

Such was the success of the volunteer engagement process that, in the end, there were more volunteers than roles required – a testament to the effort put in to ensure all the necessary positions were filled.

Between April and June 2017, the team responsible for the Volunteer Programme put together an orientation training template,

presentation, and workbook to assist the volunteering crew prior to the event. This was tested on Volunteer Ambassadors to ensure that it was sufficient to prepare the volunteers for their role at WorldSkills Abu Dhabi 2017. Pre-registered volunteers were then trained on-site at ADNEC in the lead up to the Competition. Every role had pre-event orientation training and a dedicated training base on-site meaning volunteers were able to ask questions, get to know the team better, and forge friendships before starting their role as a volunteer. A Familiarization Day was also helpful in enabling volunteers to get acquainted with ADNEC as a venue and the layout of the Competition. The feedback received from volunteers was that the training programme was the best they had experienced at a WorldSkills Competition.

A total of **1,043 volunteers** were recruited and deployed in all areas of WorldSkills Abu Dhabi 2017, supporting staff in: accreditation, venue management, visitor service, transport and logistics, marketing, IT and telecommunications, media and PR, guest supervision, and facilitating the training programme as Volunteer Ambassadors. Many also proved to be invaluable at the Opening and Closing Ceremonies.



The event drew volunteers from every age group – with the youngest 16 and the eldest being 65 – showing that when it comes to lending a hand to others, both genders wanted to do their part, with the volunteers being almost evenly split (48% males and 52% females).

In a show of thanks to those who gave their time and worked hard to ensure the success of WorldSkills Abu Dhabi 2017, volunteers were presented with welcome bags and gifts and were celebrated at a post-Competition “thank you” event where they were presented with a certificate of appreciation.

In total, volunteers logged a staggering 26,000 volunteer hours at WorldSkills Abu Dhabi 2017. Their friendliness, helpfulness, and competence helped deliver an event that showcased Abu Dhabi as a world-class organizer of international events.

Volunteers overwhelmingly gave positive feedback to the Competition Organizer, with many citing the confidence and experience gained from working within an international team and in roles they had not have done before. Over the course of the event, international friendships were forged and there was an excellent cultural exchange – facilitated by workshops that took place daily to support this.

One of the goals was to leave a lasting legacy in the form of a database of WorldSkills Abu Dhabi 2017 volunteers so there would be a trained, experienced, and motivated volunteer workforce available for future events in Abu Dhabi. This was facilitated by working closely with national partners to link into existing volunteer programmes, especially Emirates Foundation and Faza'a.





# WELCOMING OUR GUESTS







**A** WorldSkills Competition would not be complete without its guests – be they Competitors, Experts, delegates, sponsors, partners, stakeholders, or visitors. Therefore, ensuring exemplary hospitality for everyone who took part was crucial to the successful hosting and legacy of WorldSkills Abu Dhabi 2017.

This meant ensuring that the arrival of international guests from different countries and cultures was as smooth and organized as possible, while also establishing a protocol for a fast and definite response to any of the needs or requests of the attendees. In addition it was of paramount importance to create an immersive experience for all participants in the lead-up to, during, and after the Competition.

## MEMBER SUPPORT

An essential part of the organization of WorldSkills Abu Dhabi 2017 was a dedicated Member Support function that was able to quickly respond to the needs of Competitors, Experts, and other delegates. One of the most important elements was to communicate accurately and efficiently with WorldSkills Member countries and regions about package bookings, invoicing and payment, hotels, logistics, transport, visa applications, and other general enquiries.

Hala Abu Dhabi (the destination management division of Etihad Airways) was appointed to deliver the Member Support function as part

of their Customer Services Partner contract with WorldSkills Abu Dhabi 2017. Over time it became apparent that in order to provide a sufficiently high level of responsiveness, support, and accuracy to WorldSkills Members and other delegations, working methods would have to be adjusted. As a result, the WorldSkills Abu Dhabi 2017 team increased its level of resourcing in this area and became more involved than had been originally planned. This sometimes meant working in close collaboration with Hala Abu Dhabi to ensure issues were dealt with promptly and accurately and at other times the WorldSkills Abu Dhabi 2017 team took over specific tasks.

The WorldSkills Abu Dhabi 2017 packages, which included hotel accommodation, catering, excursions, transportation and tickets to the Opening and Closing Ceremonies, were launched at the WorldSkills General Assembly in Niagara Falls in October 2016. In parallel with this, a dedicated support team, email address, and phone number were established to support the processes for the sale of packages. Details of the packages were made available online and in printed brochures. Step-by-step guidance was provided both for the packages that could be booked online and for those booked through an offline process (Global Partners, Event Sponsors, and Member Observers). Additional information was provided at a later stage in the Team Leader Guide and Delegate Handbook.

Hala Abu Dhabi launched a Member Support telephone hotline on 24 September 2017 – 21 days before the start of the Competition – to





provide delegates and visitors with an additional way to receive information ahead of the event. Most delegates did not use the telephone hotline as the majority of information was available to them in advance. Instead they directed their questions to existing contacts in the Hala Abu Dhabi and WorldSkills Abu Dhabi 2017 teams, or they utilized the onsite Member Support Centre during the event. While the hotline was helpful for delegates when not onsite or in emergencies, it was rarely used and is not considered necessary for future Competitions where the host has an informative website and a well-functioning Member Support team.

More than 1,000 emails were received by Hala Abu Dhabi in the two months before WorldSkills Abu Dhabi 2017 and the telephone hotline received around 200 calls about flight and visa issues, ceremony tickets, and general package questions. The Member Support team provided services to 67 WorldSkills member countries and regions, and positive feedback was received about the customer service that was provided.

A key recommendation for future WorldSkills Competition hosts is that services related to Member Support should be provided by a single entity, either the Competition Organizer or a third party contracted at an early stage of the project.

## TRANSPORT AND CUSTOMER LOGISTICS

Ensuring that delegates and all other visitors to WorldSkills Abu Dhabi 2017 had the smoothest travel experience possible as they arrived in, travelled around, and left the UAE was the task of the Transport and Customer Logistics team. With responsibility for all transportation matters, the team managed the following:

- Transfers from, and back to, Abu Dhabi and Dubai International Airports.
- Daily shuttles between delegation hotels and the Competition venue (ADNEC).
- Transport for a range of special events during WorldSkills Abu Dhabi 2017, including:
  - Opening and Closing Ceremonies at du Arena (14 and 19 October).
  - One School One Country programme at 58 schools in Abu Dhabi on 12 October (a total of 66 buses).
  - Expert excursion to the desert camp on 10 October (47 buses).
  - Competitor excursion to the desert camp on 12 October (76 buses).
  - VIP and Sponsor Dinner at Yas Marina Circuit on 17 October.

- A twice daily shuttle for Sheikh Zayed Grand Mosque tours on 12 and 13 October and from 15 to 18 October.
- Liaison with the Department of Transport to provide 61 buses during the four days of the Competition to shuttle school students from their arrival point at IPIC Arena to ADNEC and back again at the end of their visit.
- The six dedicated luxury sedans that were used as a vehicle service for a selected group of VIPs requiring individualized arrival and departure airport transfers.
- The fleet of seven pool vehicles to cover the operational needs of the WorldSkills Abu Dhabi 2017 team from 1 to 23 October.

The transport operations were organized to ensure getting around Abu Dhabi was a quick, seamless, and timely process for all those participating in WorldSkills Abu Dhabi 2017. The statistics for the daily shuttle service that was provided between hotels housing Competitors and delegations and the Competition venue, ADNEC were as follows:

Hilton Abu Dhabi – ADNEC	130 passengers, average of 9 transfers per day
Bab Al Qasr – ADNEC	135 passengers, average of 8 transfers per day
Dusit Thani – ADNEC	210 passengers, average of 11 transfers per day
Jumeirah Etihad Towers – ADNEC	85 passengers, average of 8 transfers per day
Khalidiya Palace – ADNEC	45 passengers, average of 8 transfers per day
Yas Viceroy – ADNEC	66 passengers, average of 18 transfers per day
Armed Forces Officers Club – ADNEC	115 passengers, average of 7 transfers per day
Novotel Al Bustan – ADNEC	40 passengers, average of 4 transfers per day
Park Rotana – ADNEC	194 passengers, average of 11 transfers per day
Marriott Al Forsan – ADNEC	52 passengers, average of 6 transfers per day
Westin Al Forsan – ADNEC	36 passengers, average of 6 transfers per day
Holiday Inn – ADNEC	92 passengers, average of 4 transfers per day
Fairmont Bab Al Bahr – ADNEC	216 passengers, average of 13 transfers per day

Hala Abu Dhabi, was contracted to deliver arrival and departure operations as part of its Official Packages service. Together with WorldSkills International and the Competition Organizer, they created a flight manifest that served as a master document for keeping track of the arrival, departure, and accommodation details for almost 5,000 Members, delegates, sponsors and partners across all customer groups.

Preparations for making sure that those arriving by air encountered no issues were put in place with the cooperation of Abu Dhabi and Dubai International

Airports, with numerous meetings being held in advance of the Competition to finalize:

- Dedicated loading zones at both airports for WorldSkills Abu Dhabi 2017 buses and other vehicles;
- Welcome desks in arrival halls; and
- Passes for WorldSkills Abu Dhabi 2017 staff to assist customers “airside”.

The Transport and Customer Logistics team also organized wayfinding and signage, and planned and managed ten loading zones and two staging areas for the 110 buses ferrying Competitors, delegates, media, and staff, together with two VIP parking lots and a general parking area for the public, capable of catering for over 2,000 vehicles.

**“The transport operations were organized to ensure getting around Abu Dhabi was a quick, seamless, and timely process.”**









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## ACCOMMODATION

For the 44th WorldSkills Competition, it was estimated that more than 4,300 international Competitors, Experts, and delegates would have to be accommodated in hotels across the UAE's capital. When it came to selecting hotels, one of the specific requirements was the location – ensuring that delegates were within either a short walk or on a quick transport route to the Abu Dhabi National Exhibition Centre (ADNEC). Hala Abu Dhabi, was responsible for the process of contracting, booking, and managing hotels which was carried out in close cooperation with the Competition Organizer.

A key consideration when determining accommodation packages was learning from the advice given by WorldSkills International and cities that had hosted WorldSkills Competitions before – the feedback provided key points of consideration including:

- Room sizes and hotel facilities must be adequate;
- There needs to be an appropriate mix of single and twin rooms available for the event;
- The room rates have to be competitive;
- Hotels should have dining areas where delegates can all eat in one sitting; and
- There has to be good pick-up and drop-off points, and hotels need to have easy access to the main transport routes and must be close to the Competition venue.

The WorldSkills Abu Dhabi 2017 team conducted site visits to prospective hotels and once Hala Abu Dhabi was contracted, representatives of the hotels were invited to attend a presentation and asked to demonstrate they could meet what was required of them and provide competitive rates. Abu Dhabi's hotels are of a high standard

and those selected for WorldSkills Abu Dhabi 2017 delegates ranged from 3 to 5 star. With a large number of hotels offering competitive prices, there was a wide range of room rates. Hotels were categorized as gold, silver, and bronze and a “blended” rate for each category was determined and used to calculate the cost of packages.

It was possible to accommodate all Competitors and Team Leaders within seven hotels (two gold, three silver, and two bronze), three of which were located at ADNEC and the remaining four were within a 10-minute drive of the venue. A total of 16 hotels were contracted for the Official Delegates, Technical Delegates, Technical Delegate Assistants, Chief Experts, Deputy Chief Experts, Experts, Interpreters, and Official Observers (including Member Organization staff, sponsors, conference delegates, media, and family and friends).

Hotel selection was on a first come, first served basis. The priority was to secure the hotels closest to the venue for Competitors and Team Leaders, with price proving to be less important. However, price then proximity to venue, was the preference for other delegate groups.

During the Competition Preparation Week, hotel tours had been arranged for the Team Leader

Working Group and for the Technical Delegates. This enabled them to get an overall impression of what the hotels in Abu Dhabi are like, but more specifically to become familiar with the hotels already selected by Members.

In total, there were **339 single rooms** and **553 twin rooms** booked for Competitors and Team Leaders. There were **2,189 single rooms** and **992 twin or double rooms** for the remaining delegates (including Observer groups).

## CATERING

Catering was required for the duration of WorldSkills Abu Dhabi 2017 for up to **5,000 individuals**—this included Competitors, Experts, Technical Delegates, Workshop Managers and their assistants, Volunteers, WorldSkills staff, and the Competition Organizer team.

The catering operation aimed to meet many complex requirements, including:

- Respecting and accommodating the wide range of dietary requirements (religious, cultural, medical, etc.) that are an inevitable part of a large international event;
- Providing healthy and appropriate catering





in all spaces at ADNEC where it had been specified (Delegate Restaurant, skill competition workshops, selected Capital Suites and Organizer Offices, Delegate Lounge, Media Centre, the VIP Lounge and Majilis);

- Arranging standing lunches and coffee breaks for the delegates attending the WorldSkills Conference and events programme in Conference Halls A and B;
- Ensuring that refreshments, lunch, and dinner were served throughout the day in the Mangiamo Restaurant at ADNEC during the build-up period and the breakdown phase;
- Adjusting the provision of catering to allow for variations in the number of people eating during the build-up period, the live days of the Competition, and the breakdown phase;
- For the four days of the Competition, providing a total of more than **22,000 meal bags** for students and teachers to take with them on their journey home after their visit to WorldSkills Abu Dhabi 2017;
- Delivering snacks and a range of beverages for more than **500 people** at the Aloft Hotel Splash Garden on each of the seven nights (11-13 October and 15-18 October) as a thank you for their work at WorldSkills Abu Dhabi 2017 (these “Skill Out” evenings were widely considered to be the best ever at a WorldSkills Competition); and
- Organizing a reception for Skill Management Teams on 9 October at the Aloft Hotel Splash Garden, in appreciation of their contribution to the 44th WorldSkills Competition,

including meal and refreshments for 250 guests.

In order to accommodate the catering needs of up to 5,000 individuals, a purpose built **3,600 m<sup>2</sup> marquee** was erected and fitted out as the Delegate Restaurant in the Grandstand area at ADNEC. This had a capacity at any one time of 1,700 and was planned to be used from lunchtime on 9 October until lunchtime on 19 October. In expectation of the high volume of traffic, an operational plan was developed to ensure the efficient flow of large groups of people, prevent long queues and minimize crowding. The plan included:

- Establishing dedicated time slots for Competitors and Experts to avoid everyone arriving at the same time;
- Creating an easy to follow layout with a one-way system, directional signage, sufficient serving stations, and a dedicated area for special dietary requirements;
- Setting up a fast lane for Competitors to allow them to go ahead of others;
- Installing large digital screens to display the menu and a giant clock to make it easy for those in the restaurant to know when to leave in order to have sufficient time to return to the skill competition areas; and
- Providing “Grab and Go” food bags for those whose time was short – these proved so popular that they were often the first meals to go.

Given Abu Dhabi’s hot climate, it was important to ensure that those attending the Competition remained hydrated. Dedicated water towers



were set-up in numerous locations throughout the Competition venue.

Overall feedback was that the food quality was considered to be high and it was felt that the catering operation ran very smoothly.

## EXCURSIONS

An important aim of WorldSkills Abu Dhabi 2017 was to ensure that delegates were able to experience some of the UAE's culture and heritage. As most guests were visiting Abu Dhabi and the Middle East for the first time, it was felt that a desert experience would be a fitting choice. With the Abu Dhabi Tourism and Cultural Authority as a partner and supported by the WorldSkills Abu Dhabi 2017 team, Hala Abu Dhabi built a dedicated desert camp that could accommodate up to **2,000 people**. Two desert excursions were organized:

- 10 October – for Experts, Technical Delegates, Interpreters, and Technical Observers
- 12 October – for Competitors, Official Delegates, Team Leaders, and Observers

These excursions traditionally represent the official welcome from the host city and they proved to be unique and memorable experiences for all involved.

In addition to the excursions, other cultural offerings included:

- Sightseeing shuttle tours around key Abu Dhabi landmarks; and
- Dedicated tours of the Sheikh Zayed Grand Mosque, one of Abu Dhabi's most prominent landmarks.

## ACCREDITATION

Planning the accreditation process for WorldSkills Abu Dhabi 2017 began well in advance of the event, with the aim of having a well-structured, user-friendly system that identified visitors by their profiles and ensured that access to ADNEC and other venues such as the du Arena complied with UAE security requirements.

The accreditation team, working with WorldSkills International, ensured that all groups had appropriate access, and that zones and privileges displayed on badges reflected client types, categories, and any additional privileges. VVIPs and local VIPs were registered in coordination with the protocol teams of the Court of the Crown Prince of Abu Dhabi and the General Secretariat of the Executive Council.

WorldSkills Abu Dhabi 2017 contracted a local supplier to deliver accreditation and registration operations, and this included pre-registration and onsite registration options. Two public registration desks by the main entrances catered for badge collection and onsite registration. Additionally, there was a dedicated registration, vetting, and accreditation printing process for approved media.

In order to comply with the requirements of the Abu Dhabi Event Security Committee, all accredited personnel were requested to pre-register and submit required data and documents before their arrival at the Competition venue.

**"More than 20,000 accreditation badges were printed."**





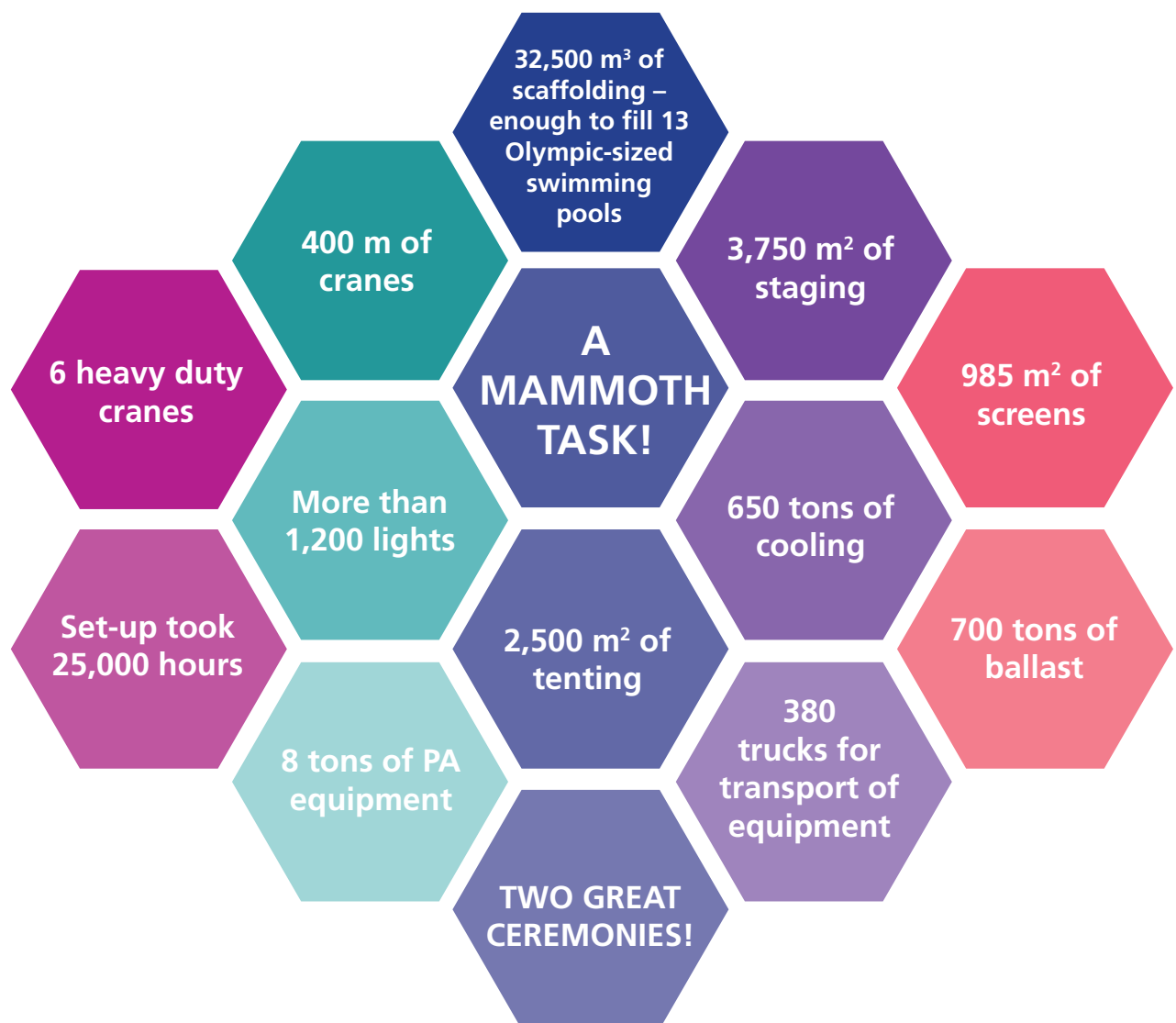


# OPENING AND CLOSING CEREMONIES

The Opening and Closing Ceremonies are standout moments for every WorldSkills event – both celebrate the host country and the countless hours that have been invested in bringing the Competition to life. The Opening Ceremony is the traditional start to the event, which is long-awaited by all WorldSkills Members. Thousands of Competitors, officials, and guests come together to watch the ceremony and to be welcomed by the host country. The Closing Ceremony is the official end to the four days of competition, celebrating the hard work of each and every Competitor who strived for excellence in the largest showcase of vocational skills.

The aim of WorldSkills Abu Dhabi 2017 was to produce two highly professional large scale events and to deliver the best Ceremonies that a WorldSkills Competition audience has ever seen. The result was a spectacular, inspiring, and warm welcome to the WorldSkills community at the Opening Ceremony and a vibrant and exciting celebration of skills excellence at the Closing Ceremony.

Both Ceremonies received wide media coverage including livestreams that reached an international audience.







## VENUE AND BUILD

One of the first steps was to decide upon a venue that could hold up to 10,000 people – the estimated audience for each Ceremony. About 18 months prior to the Competition, the du Arena on Yas Island was selected following a thorough assessment of a number of different venues in and around Abu Dhabi.

The build of the infrastructure needed for the Ceremonies began two weeks prior to the Opening Ceremony. This included erecting a special stage, grandstands, backdrop, and a customized pre-function area to welcome guests with activities that showcased Abu Dhabi and the UAE.

The build was completed ahead of schedule – in 12 days – allowing time for technical rehearsals, the practice of stage flows, medal awarding routes and sequences, and tweaking and testing of screen content.

## AUDIENCE AND ACCESS

The audience for both ceremonies was primarily made up of Competitors, delegates, sponsors, special guests, media, volunteers, supporters, families, and friends. Both events were full to

capacity, with a total of **19,500 attendees** (including nearly 900 VVIPs and VIPs) for both ceremonies.

Ticketing was part of the overall logistics and planning of both ceremonies. Approximately **10,000 tickets** for each ceremony were distributed to all target groups. The aim was to create a unique atmosphere by allocating Competitors and spectators in dedicated blocks by Member country or region. The stands were filled according to the prepared seating plan to create an unforgettable atmosphere and the best WorldSkills experience for all the guests during both Opening and Closing Ceremonies.

## THE OPENING AND CLOSING CEREMONY

The Opening Ceremony had to incorporate speeches, the Parade of Nations – during which all teams marched proudly through the arena – and the official opening of the Competition by the President of WorldSkills. During the Parade of Nations **59 countries and regions** completed the route in 48 minutes.

The Opening Ceremony also included music and dance performances that featured a **60-piece orchestra** and **100-member choir**, made up



of local and international residents of the UAE. The centrepiece was a performance entitled “Progress through Skills”, which was led by dancers who portrayed the role skills have played in the development of the UAE. In total, there were **228 performers** at the Opening Ceremony.

The aim of the Closing Ceremony was to celebrate the achievements of the Competitors, to present medals for all **51 skill competitions** and for the Best of Nations, to incorporate a flag handover to WorldSkills Kazan 2019, and to attract a large live and international audience through digital livestreams.

The Closing Ceremony was a highlight of the WorldSkills Abu Dhabi 2017 experience, where

the medals and the Albert Vidal Award were presented. Nearly **10,000 people** packed du Arena for the colourful Closing Ceremony and, again, the Ceremony matched the running order minute-for-minute and finished on time.

### CEREMONIES BROADCAST

Thanks to the Digital Team, it was possible to broadcast the Opening and Closing Ceremonies – presented in both Arabic and English – live to an international audience. This allowed family and friends of the Competitors around the world, and WorldSkills enthusiasts, to watch the festivities in real time. In total, there were approximately three times more livestream viewers than any previous edition of the Competition.





The Opening Ceremony was watched by an online audience of **177,552 people** around the world while the Closing Ceremony was viewed more than a million times online, as the winners of gold, silver, and bronze medals, together with the recipients of the Best of Nation and the winner of the coveted Albert Vidal Award for the Competitor with the highest overall points score, were announced.

## THE WINNER'S CIRCLE

No award is complete without the celebration and the opportunity for the winners to shine. The Winner's Circle is a space dedicated to welcome Competitors immediately after they receive their medals, as well as a place for the press to carry out the first interviews and for the Official Photographers to capture the joy of each medallist. In total, **254 medals** were awarded.



## FAREWELL RECEPTION

Following the Closing Ceremony, there was a Farewell Reception. The main aim of this was to celebrate the end of four years of intense preparation for the Competition and to enable all those that took part and were involved in the bringing the event to life to relax and have fun. There were a total of **3,500 attendees** at the Farewell Reception.











# COMPETITION

The WorldSkills Competition is the world's largest and most prestigious skills competition. It is an international celebration of the talent, creativity, and commitment of young people from around the world. The Competition provides a global platform from which these skilled young professionals can showcase their ability after years of hard work. It also emphasises the importance of technical and vocational education and training, in the development of prosperous economies and strong societies. Over the event's nearly 70-year history, the Competition has repeatedly set new standards for excellence and the promotion of vocational skills.

By bringing the world championship of skills to the Middle East for the first time, the aim for WorldSkills Abu Dhabi 2017 was to set a new benchmark for the excellence and promotion of vocational skills. The project team ensured that the Competition was facilitated in the best possible way, offering an enjoyable and world-class environment for the Competitors, delegates, partners, sponsors, organizers, volunteers, and all the other supporters of the WorldSkills community.

It was essential for all Competitors to be treated with fairness, honesty, and transparency during the Competition to ensure that WorldSkills Abu Dhabi 2017 was both professionally and personally rewarding for all participants. A key goal was to raise the quality of the skills competitions, ensuring they were aligned to global industry best practice as outlined in the WorldSkills Standard Specifications. Creating a high quality Competition environment, generating a fun learning experience for all Competitors, Experts, delegates, and visitors



and ensuring zero serious accidents were also crucial to the event's success.

With the ever growing size, complexity, and cost of the WorldSkills Competition, sustainability is an issue that cannot be ignored. Examples of how WorldSkills Abu Dhabi 2017 implemented initiatives aimed at addressing sustainability issues included:

- Compared to previous WorldSkills Competitions, ADNEC was a smaller size of venue and this required careful planning of skill competition workshops in order to reduce communal spaces for Competitors and Experts by an average of 30%;
- Implementation of machine sharing for Competitors meant that the need for specialist machinery was reduced from 65 to 52 machines.

As is the case with every Competition, it was essential to stage the event on time and within budget. This had to be done without compromising any of the important considerations for a successful and comfortable WorldSkills event: Health, Safety, and Environment, security, event medical and emergency cover, accessibility, infrastructure, procurement, IT, air conditioning, layout, venues, workshops, machinery, tools and equipment, and many more.

In total, there were **51 skill competitions** (49 Official Skills and 2 Demonstration Skills) during the four days of the Competition. These were within six overarching industry sectors: Construction and Building Technology, Creative Arts and Fashion, Information and Communication Technology, Manufacturing and Engineering Technology, Social and Personal





Services, and Transportation and Logistics. All of these were housed within the permanent exhibition space and specially built temporary structures at the Abu Dhabi National Exhibition Centre (ADNEC).

Almost one million (968,845) individual items of equipment, tooling, and materials were sourced to deliver the 51 skill competitions. The volume of this material included specialist deliveries that required more than **sixty 12 metre shipping containers**. The value of the items was approximately **AED 90 million** and included 34 CNC machines, 22 fusion splicers, 45 combi ovens, 8 spray booths, 2 helicopters, and almost 1,000 tonnes of desert red sand.

It was essential to plan, deliver, build, and prepare all the skill competition workshops within a tight timescale. The requirement

was for every workshop and industry sector to be fully functional and operational and in compliance with all Health, Safety, and Environment regulations, ahead of the first day of Competition on 15 October 2017.

Competitors from all over the world completed a range of tasks and projects in their chosen skill over the four days of the Competition. Their goal was to win one of the coveted gold, silver, or bronze WorldSkills medals. Those Competitors who achieved above-average scores in their skill were awarded Medallions for Excellence.

In total, **1,251 Competitors** took part in the 44th WorldSkills Competition and this represents a six per cent increase on the previous Competition. The table below is a summary of the key numbers from the past five WorldSkills Competitions.

The WorldSkills Competition 2017 results are included as Appendix 1.

	WSC2009	WSC2011	WSC2013	WSC2015	WSC2017
Number of skill competitions	41	43	45	46	51
Number of Competitors	847	931	999	1,184	1,251
Number of countries and regions competing	46	50	52	59	59
Venue area (including temporary structures)	100,000 m <sup>2</sup>	90,000 m <sup>2</sup>	120,000 m <sup>2</sup>	213,000 m <sup>2</sup>	108,000 m <sup>2</sup>





## **VENUE (INCLUDING TEMPORARY STRUCTURES)**

The Abu Dhabi National Exhibition Centre (ADNEC) was chosen to host the 44th WorldSkills Competition and its associated events such as the conferences, visitor engagement activities, and exhibitor areas.

WorldSkills Abu Dhabi 2017 was one of the largest and most complex events ever to be held at ADNEC and the total floor area needed for it was more than 100,000 m<sup>2</sup>. ADNEC's 12 interconnected halls, visitor concourse and atrium provide an overall indoor space of approximately 73,000 m<sup>2</sup>. Around 35,000 m<sup>2</sup> of additional space was created in temporary structures in three main areas:

### **THE CENTRAL PLAZA**

A 40 m x 210 m temporary structure, with a soft wall height of 4 m and central apex height of 14 m was constructed in the Central Plaza. This was a fully floored structure and secured using concrete blocks. The skill competitions located in this area were Beauty Therapy, Fashion Technology, Floristry, Hairdressing, Health and Social Care, Jewellery, and Visual Merchandising.

### **THE GRANDSTAND**

Two structures, housing the delegate dining area and competition space were constructed. A high cube structure, with a total footprint of 40 m x 285 m, with a soft wall height of 7m, was linked to a 15 m x 110 m structure, with a hard wall height of 4 m. The skill competitions located in this area were Cabinetmaking, Carpentry, Joinery, and Landscape Gardening.

### **THE MARINA**

Two structures, measuring 30 m x 230 m and 20 m x 325 m, with soft wall heights of 4 m, were linked to provide skill competition areas. An additional 30 m x 10 m structure was added as an entrance area for student visitors. The skill competitions located in this area were Bricklaying, Concrete Construction Work, Painting and Decorating, Plastering and Drywall Systems, Stonemasonry, and Wall and Floor Tiling.

The aim was to provide high quality, fully serviced temporary structures equipped with all necessary services such as power, as well as air conditioning and air extraction to create a suitable environment for the skill competitions and visitors.



**Around 35,000 m<sup>2</sup> of additional space was created in temporary structures at ADNEC.**

The temporary structures contract was awarded to two suppliers with experience of working in the region and at ADNEC. There were a number of challenges related to the build and take down of the temporary structures because some requirements were technically complex and working areas were tight.

In addition, a number of smaller temporary structures were constructed to support school visits and transportation operations, temporary offices, and storage areas.

## COMPETITION BUILD AND BREAKDOWN

The process of transforming the venue into a stage fit for the world championships of vocational skills began almost a month before the first day of the event. The build and breakdown of all Competition and non-Competition areas turned the empty shells of ADNEC and the temporary structures into the setting for four days of vibrant vocational skills action, before returning them back to their original state once the crowds had left for the last time.

Every single item of material, every piece of equipment, and electrical cabling had to be delivered to ADNEC in a precise order and to a specific delivery schedule that started on 21 September, when the construction of the temporary structures began.

The significant build and breakdown milestones were as follows:

21 September 2017	Construction of temporary structures started
1 October 2017	ADNEC exhibition halls available for WorldSkills Abu Dhabi 2017
1-8 October 2017	Majority of the skill competition areas built and the bulk of deliveries for skill competitions made
9-14 October 2017	Skill competition areas completed, non-Competition areas built, delegates present to finalize plans and preparations for the Competition
15-18 October 2017	WorldSkills Abu Dhabi 2017 open to the public
19-22 October 2017	Full breakdown of all areas and the majority of the venue returned to ADNEC
23-26 October 2017	Temporary structures removed and fully cleared venue returned to ADNEC

During the build phase, there were a number of very significant challenges which meant that the WorldSkills Abu Dhabi 2017 team was severely stretched in the days immediately before the start of the Competition. It became clear at that point there was a real risk that some skill competitions might be compromised – for example by not starting on time – or that they might not even be able to run.

There are a number of factors that contributed to this extremely difficult situation including:

- The sourcing of Infrastructure List items in the months before the build was far more complex and problematic than for previous WorldSkills Competitions (see the next section). The delay and uncertainty in securing the Infrastructure List items created complications and additional pressure during the build phase.
- A number of contractors and suppliers, key to the build phase, were not as reliable as they should have been and did not operate to a high enough standard. In a similar way to other areas of the project, steps were taken to try to improve the level of service of these contractors and suppliers, but this had limited success.

- Over a long period, it proved difficult to recruit staff with the right experience and background to roles in the Technical team in accordance with the planned timeline. In addition, there were a number of staff changes in the team at different stages. The combined result was that the Technical team did not have the capacity to function as well as expected.
- Levels of planning and preparation could have been better and, at times, it would have helped to have more effective management and greater coordination and collaboration within the WorldSkills Abu Dhabi 2017 team as a whole.

The challenges encountered with the build in the days immediately before the start of the Competition not only increased the risk associated with vacating ADNEC on time – because staff were exhausted – but also brought into sharp focus the scale and complexity of what would have to be done. A plan was rapidly developed to source a reliable supplier who had demonstrated their ability to deliver to a high standard during the build phase, and they were contracted by WorldSkills Abu Dhabi 2017 to provide both labour and management support for the breakdown phase. As a result, the breakdown was completed efficiently and the venue was cleared on time.





## INFRASTRUCTURE LIST

The detailed list of equipment, machinery, tools, and materials necessary to run all of the skills competitions is referred to as the “Infrastructure List” (IL). Accurately defining and “locking down” the IL at an early enough stage is essential, as is securing all of the items on the IL in sufficient time for the Competition. Both of these extremely important elements proved to be considerably more challenging for WorldSkills Abu Dhabi 2017 than had been the case for previous Competitions. The reasons for this included:

- In theory, the detailed list of equipment, machinery, tools, and materials that comprises the IL is finalized and “signed off” at the Competition Preparation Week – nine months before the start of the Competition. The reality though is, that there were requests for changes on an ongoing basis right up until the Competition. Whilst WSI colleagues were very supportive in terms of “pushing back” on these requests for changes, WorldSkills Abu Dhabi 2017 found itself having to accept changes to the IL at a much later stage than should have been the case.
- The online IL management system had a number of glitches, was not very easy to use and entering information was a slow process. This contributed to the challenges associated with the IL.
- It was difficult to recruit staff with the right skill set, both to accurately specify the items on the IL and to procure them in an appropriate way. The level of precision required and the diverse range of items means that this is a complex process that requires a high level of accuracy and attention to detail.
- Although the UAE has a large supplier base, many are subsidiaries or partners of global companies. The size of the market in the UAE and the region is relatively small meaning, that the level of stock and availability of items is often lower than in other regions of the world. This created logistical complications because large amounts of goods and materials had to be delivered to the UAE, specifically for WorldSkills Abu Dhabi 2017 – and many of these had to be returned to their country of origin at the end of the Competition.
- WorldSkills Abu Dhabi 2017 was required to follow the procurement policies, procedures, and processes of the government of Abu Dhabi and these are not designed to be applied to a large and complex international event, such as a WorldSkills Competition. Whilst legitimate “work arounds” could be used on occasions, using a procurement system that was not best suited to the event made things considerably more difficult and caused delays.
- It was not unusual for suppliers to request payment before they would agree to deliver items that had been ordered. Payment “upfront” was extremely difficult to arrange within the procurement rules of the government of Abu Dhabi.

Overall, securing all of the items on the IL with a high degree of accuracy and in a timely manner proved to be exceptionally challenging. In fact, this was probably the largest and most significant challenge of the entire project.









## SIGNAGE

With more than 100,000 m<sup>2</sup> of floor area at WorldSkills Abu Dhabi 2017, it was essential to create a comprehensive, clear, and consistent wayfinding signage system for the event. This would enable Competitors, delegates, and visitors to orientate and navigate their way around the many different halls, venues, and spaces. The WorldSkills Abu Dhabi 2017 team sourced and installed a huge variety of directional signs that displayed information at strategic points and helped to guide all those attending the Competition towards their destinations. In order to do this, a strategic wayfinding scheme that could be easily recognized was developed.

More than 500 individual internal and external signs were delivered across two main venues, ADNEC and the IPIA Arena (the staging area for students). Signage was also produced for a number of hotels, airports, “external” event locations, the excursions, and to support road transportation.

The scale and coverage of signage for the event was extensive and, for the most part, successful and helpful for all those visiting, working, or taking part in the event.

## WORKSHOP SECTOR MANAGERS AND WORKSHOP MANAGERS

The Workshop Sector Managers and Workshop Managers are integral to the smooth running of the skill competition workshops at a WorldSkills

Competition. Together with WorldSkills International, Skill Competition Managers, Chief Experts, Deputy Chief Experts, and Experts, they identified the requirements for each skill competition. This not only provided the baseline for the Infrastructure List, but also enabled accurate and detailed floor plans to be prepared.

Out of a total of 51 Workshop Managers, 19 were recruited early enough to be able to attend WorldSkills São Paulo 2015, where they gained valuable insights and experience. There were ongoing challenges in recruiting experienced Workshop Managers locally and the proportion that were from overseas was higher than would usually be the case. In total there were 51 Workshop Managers and 56 Workshop Manager Assistants across the 51 skills competitions. Locally based Workshop Managers were often assigned an international Workshop Manager Assistant with a good level of relevant experience and this helped to ensure there was the widest level of know-how in all areas.

There were a number of challenges relating to the Workshop Managers including:

- It was difficult to identify locally based individuals with good levels of experience and motivation to be Workshop Managers. This was largely due to the relatively small size of the UAE and the absence of some industries or level of skills in the educational sector.

- Advanced engagement with Workshop Managers was complex before the event. The reasons why difficulties arose included:
- With many Workshop Managers located overseas it was almost impossible to bring them all together in one place to work together on preparations for WorldSkills Abu Dhabi 2017. This made it difficult to share common experiences and to promote a strong team. In reality, Competition Preparation Week in January 2017 was the only time prior to the event when all Workshop Managers were able to be together.
- It was felt that to ensure a greater level of accuracy of the Infrastructure List, it would be better if Workshop Managers did not work directly with the online system. The downside of this was that in some skills the Workshop Manager did not have sufficient awareness of the Infrastructure List items.

The decision to have daily meetings in industry sector groups rather than with all skill competition areas present meant there was insufficient sharing of knowledge and a lack of collaborative problem solving.

WorldSkills Abu Dhabi 2017 also recruited eight Workshop Sector Managers to oversee the six industry sectors. Two Workshop Sector Managers were assigned to each of the two largest industry sectors – Construction and Building Technology, and Manufacturing and Engineering Technology. The Workshop Sector Managers were crucial to the delivery of the skills competitions and their previous WorldSkills and event experience was invaluable. Taking into account the contribution they made, embedding the Workshop Sector Managers into the Technical team to an even greater extent and for a longer period of time should be considered for future Competitions.

## HEALTH, SAFETY, AND ENVIRONMENT

WorldSkills Competitions are always very distinctive events in terms of the health, safety, and welfare of all those involved. There is a unique mix of fully functioning workshops, building sites, kitchens, and salons all created within an event environment. The wide variety of activities means that there are a significant

number of diverse risks to take account of. This, together with the large number of visitors attending each day, means that the Health and Safety environment is highly complex.

WorldSkills Abu Dhabi 2017 was presented with new challenges in terms of Occupational Health and Safety, due to local and international standards and the geographical location. In planning, implementing, and organizing the health, safety, welfare, and environmental aspects of the event the aim was to ensure a healthy, safe Competition, and working environment.

Alongside the skills competitions, similar considerations existed for the “Try It” activities, exhibition space, discovery labs, and showcasing areas. In general, all of these involved young people trying interactive “hands on” activities or learning experiences, and this meant a great deal of additional attention was needed in terms of what the activities were and how they were run and controlled.

The health, safety, and welfare of everyone involved with WorldSkills Abu Dhabi 2017 was of vital importance. There has never been a very serious accident at a WorldSkills Competition and the challenge for WorldSkills Abu Dhabi 2017 was to ensure all possible measures were put in place to maintain these high standards.

The Health, Safety, and Environment function worked in parallel with other stakeholders and partners. These included local and regional stakeholders (SEHA, SANID, etc.), ADNEC and other venue management teams, accredited WorldSkills delegates, industry experts and specialists, partners, and sponsors. The partnership and collaboration that existed with these groups was integral to the safe operation across the whole event and all the venues.

The Health, Safety, and Environment team studied the Health, Safety, and Environment report from WorldSkills São Paulo 2015, and other events and reviewed

**There were no serious accidents at WorldSkills Abu Dhabi 2017.**



Technical Descriptions, and Test Projects were available. All plans were developed in accordance with relevant event deadlines and all applicable UAE legislation.

Overall, the robust Health, Safety, and Environment policies and regulations in place meant that very few issues arose during the Competition. However, with an event of this scale there will always be risks, hazards, and a range of challenges – these included:

- Developing a suitable and sufficient “lost child procedure” for an event of this nature. The one in place was not robust enough for this type of event. Producing and implementing this was essential for the welfare of the visitors.
- Ensuring that all areas of such a large event are suitably staffed by competent and trained people. This includes both skill competition workshops and other activities, and relates to ensuring that all people are taking full responsibility for their actions and where appropriate being the first responders should issues arise.
- Preparing, producing, and installing the signage and suitable precautions within the temporary structures.
- There was also an outbreak of food poisoning on the final day of the Competition in the Hairdressing workshop and adjacent areas.

Interesting fact and figures:

- A total of **14,000 personal protective equipment items** (safety glasses, safety gloves, ear protection, dust masks, etc.) were used at the event.
- The total number of additional fire controls, such as fire extinguishers and fire blankets purchased and installed in the skill competition workshops was 320.
- **1,650 safety signs** were produced and installed in the skill competition workshops.
- The size of the event meant that the average distance walked by Health, Safety, and Environment staff was **32 km a day**.
- With an event this complex, the level of detail required for Risk Assessments resulted in **163 pages of documentation**.

- More than **5,000 high visibility jackets** were handed out to staff, contractors, partners, and delegates during the build and breakdown phases.
- The requirement to ensure that all electrical equipment was fit for purpose meant that a total of **2,659 electrical items** (mostly from Competitor toolboxes) had to be tested to ensure they were safe and compliant to local regulations.

## EVENT MEDICAL AND EMERGENCY

The event medical and emergency coverage consisted of a number of different local entities:

- Civil Defense (Police, Ambulance, and Fire Service).
- SEHA (Abu Dhabi Health Services – SEHA means “Health” in Arabic).
- SANID (UAE’s National Emergency Response Volunteer Program – SANID means “Support” in Arabic).
- NMC Healthcare.

During the live days of Competition, medical services were provided by SEHA and the First Aid services were provided by SANID at ADNEC. During the build-up and breakdown NMC provided the medical services cover. NMC also provided the medical cover and first aid during the live days at the school visitor handling area in IPIC Arena.

The level of medical and First Aid recorded incidents for the event live days was lower than anticipated:

- There were a total of **178 medical situations** recorded.



- Four people were transferred to hospital.
- **18 Competitors** received treatment for injuries (of these, 8 cuts to the hands).
- **21 minor incidents** were recorded.
- There were **9 documented Incident Reports** which required investigations.

The accident percentage for the live event period was 0.136% (this is calculated by dividing the number of incidents by the number of visitors and multiplying by 100).

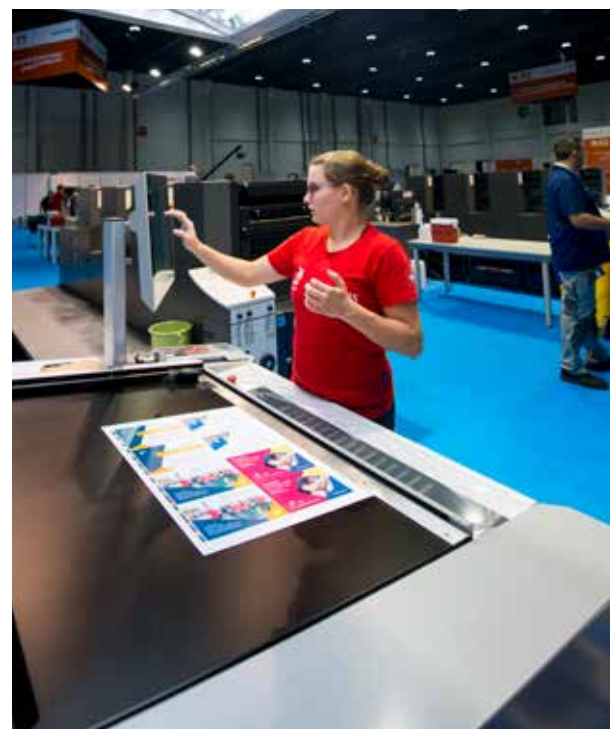
### INFORMATION TECHNOLOGY

It was the responsibility of the IT team to deliver the whole of the IT infrastructure and networking needed for the event. An assessment of what was required for the event was made, with the aim that all areas of ADNEC would be connected

with data network services and internet access to enable quick and effective communication. A large quantity of equipment and services needed for an event of this size and complexity had to be sourced and this included:

- Client hardware (computers, laptops, tablets, and monitors).
- Client software.
- Print infrastructure (printing, scanning, and copying).
- A comprehensive network including internet access and Wi-Fi.
- Mobile phones for delegates.
- Maintaining an IT user helpdesk.
- Setup, deployment, and dismantling of the above for all Competition and non-Competition areas.

PCs and Laptops	Print facilities
<b>550</b> Standard PCs	<b>25</b> x A4 MFP
<b>450</b> High Spec PCs	<b>90</b> x A4/A3 MFP
<b>1,200</b> Monitors: 24"	<b>8</b> x A4/A3 MFP
<b>60</b> Design Computers 27"	<b>8</b> x Plotters
It should be noted that laptops were borrowed from EmiratesSkills stock rather than being purchased.	Various finisher and RIP controllers





The IT team planned and implemented the set-up, deployment, and dismantling of all the above for Competition and non-Competition areas. In addition, the IT team also provided support for:

- Special computer-related skill competitions (e.g. IT skills).
- Special non-skill tasks – accreditation, Competition Information System (CIS), exhibitors, etc.

The original intention was to have all the hardware and software physically onsite well before September 2017 – about six weeks in advance of the Competition. This was needed in order to ensure there was time for all IT systems to be operational by the beginning of October (around two weeks before the start of the Competition). The first two weeks of October could then be used for testing and tweaking of the IT systems.

Unfortunately, delays – particularly in terms of the procurement and delivery of equipment – meant that these timescales were not met and as a result there was limited time to do thorough testing of the IT systems prior to the event.

Experience from previous WorldSkills Competitions indicated that having a large IT “staging area” of at least 200 m<sup>2</sup> at the venue

around three months before the event was very beneficial. A space of this size was not available at ADNEC and utilizing several smaller spaces proved to be less efficient.

The WorldSkills Abu Dhabi 2017 IT team consisted of two Coordinator level roles within the Technical team. The team was very well supported with both resources and technical knowledge by colleagues from ACTVET’s IT Department. This was extremely helpful in terms of resolving issues and supporting the functions of the team. However, as the scale of WorldSkills Competitions continues to grow and become more complex, and with the increasing need for all aspects to be supported by ICT services, it is recommended that consideration is given to increasing the level of human resources in this area.

### **PHONES FOR DELEGATES AND STAFF**

For WorldSkills Abu Dhabi 2017 it was necessary to provide all staff and delegates with tools for quick and seamless communication during the event.

Mobile phones were used as the main communication tools and Samsung’s sponsorship included 650 Galaxy A5 and 100 Galaxy S8



smartphones. These had the WorldSkills Abu Dhabi 2017 visual identity displayed on their wallpaper, animations, and other functions. Samsung also provided a licence and access to the business platform, and facilitated the creation and automatic distribution of configured profiles for each phone.

All SIM cards were bought from Etisalat, through a prepaid plan. This allowed sufficient talk-time, internet access and social media use, as well as easy top-up – but not SMS. Specially trained volunteers manned a helpdesk which managed the distribution and return of phones, with recipients having to sign the necessary forms in person.

There were a number of challenges including:

- The lack of a single staging area meant the preparation of phones was a time-consuming exercise, and secure storage was made more difficult.
- A planned automated barcode-scanning system for handling the distribution and return of phones was cancelled at short notice, and the IT helpdesk had limited space to implement the alternative manual system.
- The management of phones and tablets was handled by a single IT Coordinator,

supported by volunteers whose skill and motivation levels were not consistent.

- From a technical standpoint, all phones had to be updated to the latest Android IOS to fully work with the Samsung systems and late delivery of network parts meant programming of the phones began with insufficient bandwidth. The result was that they were only updated hours before distribution started.
- Although all phones had the same address book, entries could not be changed after rollout and this created some issues (for example, when delegates registered late).

The majority of the phones for staff were issued at a very late stage and this meant personal phones were used until just before the Competition. The result was that many members of staff had the inconvenience of carrying two phones during the event.

To avoid the need for a mail server, WorldSkills International opted to use WhatsApp as a platform for communicating important information, with many stakeholders setting up WhatsApp groups. The IT department was included in many of these groups and as a result received large numbers of messages not relevant to their work.







# LIST OF MEMBERS AND COMPETITORS

1	Australia	18	31	Principality of Liechtenstein	5
2	Austria	40	32	Macao, China	17
3	Kingdom of Bahrain	6	33	Malaysia	21
4	Barbados	4	34	Mexico	1
5	Belarus	29	35	Mongolia	6
6	Belgium	16	36	Morocco	12
7	Brazil	56	37	Namibia	7
8	Canada	31	38	Netherlands	28
9	China	52	39	New Zealand	13
10	Colombia	24	40	Norway	20
11	Costa Rica	4	41	Palestine	2
12	Croatia	2	42	Philippines	2
13	Denmark	15	43	Portugal	17
14	Estonia	7	44	Romania	2
15	Finland	27	45	Russia	58
16	France	39	46	Saudi Arabia	10
17	Georgia	7	47	Singapore	21
18	Germany	42	48	South Africa	22
19	Hong Kong, China	22	49	Spain	25
20	Hungary	20	50	Sweden	27
21	India	28	51	Switzerland	38
22	Indonesia	31	52	Chinese Taipei	47
23	Iran	28	53	Thailand	26
24	Ireland	14	54	Turkey	4
25	South Tyrol, Italy	22	55	United Arab Emirates	32
26	Japan	45	56	United Kingdom	34
27	Kazakhstan	25	57	United States of America	11
28	Korea	46	58	Vietnam	12
29	Kuwait	2	59	Zambia	21
30	Latvia	8		<b>Total</b>	<b>1,251</b>





# CONFERENCES

The initial plans for a conference at WorldSkills Abu Dhabi 2017 broadly followed the approach from previous WorldSkills events of a single WorldSkills Conference 2017. After discussions around responsibility for the content of this conference it was agreed that this would fall with WorldSkills International.

At the WorldSkills General Assembly 2016 in Niagara Falls, Canada, the Director General of ACTVET introduced the proposal to have a Youth Forum at WorldSkills Abu Dhabi 2017, which would be aligned to the WorldSkills Conference 2017. This suggestion was warmly received. Finally, towards the end of 2016, the idea of a “Ministers TVET Summit” hosted by the UAE Minister of Education was also proposed.

Ultimately these three components were brought together under a “conference events programme” at WorldSkills Abu Dhabi 2017:

- **The WorldSkills Conference**
- **The International TVET Youth Forum**
- **The Ministers TVET Summit**

WorldSkills International and WorldSkills Abu Dhabi 2017 were responsible for ensuring that the conference events programme brought together leaders in education, government, business, and industry from all over the world. The attendees were encouraged to share best practice and learn about global trends and issues related to Technical and Vocational Education and Training (TVET), skills demand, skills of the future, as well as skills excellence and development.

## WORLDSKILLS CONFERENCE

WorldSkills Conference 2017 took place on 16 and 17 October. The conference brought together leading figures from industry, government, international organizations, and academia to help shape the global skills agenda.

Speakers and panellists included representatives from the world’s foremost vocational and skills development organizations including UNESCO, UNESCO-UNEVOC, The Global Apprenticeship Network (GAN), The British Council, the European Commission, the International Labour Organization (ILO), the UAE Ministry of Education, the German Federal Ministry of Education and Research, the Abu Dhabi Centre for Technical and Vocational Education and Training (ACTVET), and WorldSkills Russia.

In total, there were **14 panel discussions** during the Conference that addressed central issues related to skills development, including the globalization of skills and careers in an increasingly digitized world, and the mismatch between jobs and skills.

The MC for the entire conference events programme was Lyse Doucet, the Chief International Correspondent for the BBC.

WorldSkills International led and was responsible for the content and organization of the WorldSkills Conference. The WorldSkills Abu Dhabi 2017 team supported the work of WorldSkills International in the following ways:

- Provided support and advice to the UAE member of the WorldSkills “Conference Coalition”.





- Developed a list of topics and suggestions for UAE sessions and to facilitate decision making and final approval.
- Provided a high level of coordination with the WorldSkills International Conference Team to ensure there was an overriding conference theme and that other conference events were linked and aligned.
- Worked closely with WorldSkills International to achieve their goal for a renewed conference concept with a rolling agenda led by WorldSkills International.
- Followed up with WorldSkills International on the conference planning and internal coordination within the WorldSkills Abu Dhabi 2017 team.

The programme of the first day of the WorldSkills Conference was as follows:

## Conference Agenda

16 OCTOBER 2017

TIME	CONFERENCE ROOM A	CONFERENCE ROOM B
08:30	Welcome	
09:00	Opening plenary Part 1: Shaping Future-Facing TVET Policy Today Part 2: Voice of the Youth: Ground Realities in the Age of Disruption Panel <i>International Ministers and youth</i>	
10:00	Coffee Break	
10:30	What skills do employers really need? Panel	Skills for a new and transforming economy: Demand Keynote, Panel, and Workshop
11:30	Skills Development in Cities: Powering the engines of economic growth Panel Debate	
12:30	Lunch	
13:30	Jobs and skills mismatch Keynote followed by Panel	Enabling a generation to work: innovative approaches to tackling youth unemployment Panel
15:00	Coffee Break	
15:30	Skills and Careers without Borders — First Session: Identification of changing skills demands Panel	
17:30	Session end	
18:00	Networking Reception, ADNEC	



The programme of the second day of the WorldSkills Conference was as follows:

## Conference Agenda

17 OCTOBER 2017

TIME	CONFERENCE ROOM A	CONFERENCE ROOM B
08:30	Connecting creativity and technology. How do they collaborate and coexist? Debate	Implications of global economic trends and market forces for anticipated skill needs Panel
09:15	Skills and Careers without Borders — Second Session: Towards new coordination and governance approaches Panel Debate	Global Skills Snapshot: A look at three systems v <i>(commences at 09:30)</i> Workshop
10:30	Coffee Break	
11:00	How do we shape the education system today to be adaptive for future change? Panel	Skills for a new and transforming economy: Response Keynote, Panel, and Workshop
11:45	Skills and Careers without Borders — Third Session: How to promote skills without borders? Panel Debate	
12:45	Lunch	
13:45	VIP tour of the WorldSkills Competition with WorldSkills Honorary Members and WorldSkills Champions Trust	
15:00	Coffee Break	
15:30	Closing Plenary <i>International Ministers and youth</i>	
16:45	Closing Summary	
17:00	Conference End	
19:00	Conference Dinner	





## INTERNATIONAL TVET YOUTH FORUM

The first-ever International TVET Youth Forum was held on 14 and 15 October 2017. This new and exciting event was a prominent feature of WorldSkills Abu Dhabi 2017 that provided a unique opportunity for young professionals from across the world to shape the future of skills. The aim was to create and develop a stimulating and ambitious Youth Forum concept, which would be a key part of the WorldSkills Abu Dhabi 2017 legacy. It was therefore essential to build strong and effective partnerships with different local and international organizations to ensure adequate support, mentorship and relevant content, as well as logistical support.

These included:

- The UAE Ministry of Education and the UAE Minister of State for Youth Affairs – for institutional support (presenting partners).
- UAE universities, the Minister of State for Youth Affairs, Emirates Foundation – for recruitment of local participants.
- A range of UAE and international organizations – for content support and mentorships (UAE Minister of State for Tolerance, Expo 2020, Festo, Siemens, WorldSkills International BeChangeMaker

Programme, UNESCO-UNEVOC, and the International Labour Organisation).

- WorldSkills Members, WorldSkills Global Partners and Conference Coalition partners – for recruitment of international participants.

The team behind the International TVET Youth Forum worked closely with the different entities to develop the methodology, detailed content, programme, and overall logistics. They also ensured that the Forum was integrated with the WorldSkills Conference and the Ministers TVET Summit in a logical and coherent way. The Youth Forum was also closely connected to the Competition.

A total of **300 young people** aged 17-32 years old were selected to work on the Youth Declaration – around half from across the UAE, with the rest coming from **70 different countries** and regions. Their skills ranged from plastering and nursing, to electronics and beauty therapy. The average age of participants was 21 years old – **128 were male** and **172 were female**.

In the months before the event, the participants began discussing specific global challenges on an online forum. The aim was for them to deliver their vision of the future to high-level policymakers to spark positive change.





Participants worked on specific topics covering key global challenges. These “Think Tanks” were forums where they could share their opinions, research and personal experiences. The Think Tank topics that were selected mirrored the national priorities of the UAE:

- **Industry 4.0**
- **Innovation**
- **Entrepreneurship**
- **Global Citizenship**
- **Green Economy**
- **Happiness and Tolerance**

The participants were supported by professional facilitators and guided by expert mentors. More than **3,000 chat messages** were sent between local and international participants via the online forums ahead of the Youth Forum. The International TVET Youth Forum was a two-day event at ADNEC with an ambitious discussion schedule. Following the online collaboration, the **300 youth participants** met in Abu Dhabi. They listened to inspiring insights from leading experts in the field of TVET and others with experience in a wide variety of skills.

The culmination of the Forum was the first ever Youth Declaration on the Future of Skills and TVET, which was presented to global decision makers at the joint opening plenary session of the Ministers TVET Summit and WorldSkills Conference. The International TVET Youth Forum was widely acknowledged as a ground-breaking success. It is recommended that future Competition hosts should continue with this initiative.

The full text of the Youth Declaration on the Future of Skills is included as Appendix 3.



## MINISTERS TVET SUMMIT

The Ministers TVET Summit – at which national Ministers of Education, Skills, Industry, and Business discussed developments in TVET – took place on 16 and 17 October 2017 at ADNEC.

The aim of the organizers was to identify content for the Summit that fitted the agenda of the UAE Ministry of Education, as well as to ensure that the requirements of the Ministers were met. In addition, it was essential that the content of the Summit should be linked to the other conference events and to the Competition itself.

The team’s sequence of steps to deliver a successful Ministers TVET summit were:

- Developing a variety of suggested topics and formats for different sessions, and presenting these to the UAE Minister of Education for feedback and refinement.
- Deciding the final content and programme for the Ministers TVET Summit, confirming session chairs and facilitators for the closed sessions, as well finalizing the panellists for the opening and closing panels of both the Summit and the WorldSkills Conference.
- Ensuring all sessions were aligned to the overarching theme of “The Road ahead: Delivering a common TVET Agenda”.
- Integrating the Ministers TVET Summit topics with the content of the other conference events by building strong links to the International TVET Youth Forum and the WorldSkills Conference.

This innovative and highly successful summit was delivered successfully. At the Summit, ministers from nations across the world also endorsed the Youth Declaration on the Future of Skills and TVET, prepared by the Youth Forum.



The Ministers TVET Summit was hosted by His Excellency Hussain Ibrahim Al Hammadi, the UAE Minister of Education. He was joined by 19 International Ministers, and 10 high-level ministerial representatives from international organizations who together represented five geographical regions – Americas, Europe, Africa, Asia, and Oceania.

## LOGISTICS

The goal was to organize the three main elements of the conference events programme “back to back” in Conference Halls A and B at the Abu Dhabi National Exhibition Centre (ADNEC), alongside the Competition halls. Although this was logistically challenging – each conference event had different audiences, speakers, content, and branding – overall it worked extremely well.

The approach was to create a stage with an aesthetically pleasing backdrop, and source and set-up the audio visual (AV) equipment in a way that suited the requirement for all three conference events. The stage backdrop was made of giant LED panels that displayed designs which were easy to change for each conference event. The look and feel within

the main conference hall included a smooth switch between the backdrop branding and a live broadcast of the speakers. There was also a live feed of the WorldSkills Conference on the WorldSkills International website.

The conference events benefited from an Information Desk, which was conveniently located in front of Conference Hall A which was dedicated to conference participants only.

The conference events programme were one of the highlights of WorldSkills Abu Dhabi 2017. Early on it became clear that an overarching theme was needed not only to link individual topics, but also to build connections to the Competition itself.

It was decided that the overall theme would be “The Road ahead: Delivering a common TVET Agenda”. With this it was possible to connect the different conference events, stakeholders and groups of guest. In addition, the delivery of the “Youth Declaration” on the future of skills and TVET from the Youth Forum provided a perfect tool for the sessions and panel discussions that followed. Ministers and conference participants had the chance to reflect on the voice of the Youth and take account of it in their discussions about policy making for the future.







# SPONSORSHIP

The support of sponsors and partners, from around the world and from many different sectors, is pivotal to staging the biennial WorldSkills Competition, which – as a global, high-profile event with a reputation for excellence, requires substantial financial and physical resources. A large proportion of the Competition’s budget is devoted to securing the equipment, tools, and materials required for each skill competition, with the WorldSkills Abu Dhabi 2017 Sponsorship Team ensuring that significant amount of these were either donated or loaned.

The team’s objective was to establish mutually-beneficial commercial agreements between WorldSkills Abu Dhabi 2017 and a diverse range of corporate sponsors whose support would add prestige to the event and enable them to be promoted as investing in the future of vocational skills, both within the UAE and globally.

WorldSkills Abu Dhabi 2017 needed to secure the maximum level of support (both cash and “value in kind”) in order to fulfill the public private partnership understanding of the Abu Dhabi Government.

A number of high level objectives were identified in order to reach this goal:

- Securing high levels of “value in kind” sponsorships: a huge amount of materials, equipment, and machinery are required for a WorldSkills Competition and this is detailed in the “Infrastructure List” (commonly known as “the IL”). Using data from previous WorldSkills Competitions the cost of securing everything on the IL was estimated at AED 90 million. For WorldSkills Abu Dhabi 2017, it was assumed that 75% of the cost of the IL would be secured through value in kind sponsorship and the remaining 25% (AED 22.5 million) was included in the budgeted expenditure.
- In addition to the IL, other elements required for the delivery of WorldSkills Abu Dhabi 2017 were identified as having the potential to be sponsored as value in kind. Elements that were targeted in order to achieve budget savings included:
  - Transport (buses and other vehicles);

- Excursions for delegates;
- Catering, hospitality elements, temporary structures, etc;
- IT equipment and services;
- Warehousing, logistics services;
- Event components such as elements of the build, equipment not included in the IL, etc;
- Promotional materials and gifts such as lanyards and bags;
- Staff and volunteer clothing;
- Visitor Experience (or certain parts of it);
- Specific activities and programmes (educational experience, road shows in the UAE, etc.);
- Advertising, media, and promotion sites in and around Abu Dhabi;
- Event-related insurance;
- Securing support from organizations such as Abu Dhabi Media at no cost;
- Airline tickets for WorldSkills Abu Dhabi 2017 and WorldSkills International team travel and meetings, such as the Competition Preparation Week; and
- Secondment of staff from other organizations (to save salary costs).

The primary objective was to obtain cash sponsorship as this was considered the best option in terms of giving maximum flexibility to cover the costs of WorldSkills Abu Dhabi 2017. However, it was recognized that cash sponsorship is more difficult to secure than value in kind sponsorship.





# SPONSORS

الرعاية الرئيسي / Main Sponsors



الرعاية الاستراتيجي / Strategic Sponsors



الرعاية الرسمي / Official Sponsors



رعاية المهارة / Skills Sponsors



شركاء المسابقة من المؤسسات / Institutional - Event Partners



# NATIONAL PARTNERS

## الشريك الوطني – المميز / Proud National Premium Partners



## الشريك الوطني – البلايني / Proud National Platinum Partners



## الشريك الوطني – الذهبي / Proud National Gold Partners



## الشريك الوطني – الفضي / Proud National Silver Partners



## الشريك الإعلامي / Media Partners



## الشريك التعليمي / Education Sponsors







In addition to providing value in kind or cash sponsorship, an important element of the strategy was to seek to engage all sponsors with WorldSkills Abu Dhabi 2017 as widely as possible. Examples of this were running “Try It” activities at the Competition, promoting the event through their own marketing channels, social media promotion, links from websites, WorldSkills Abu Dhabi 2017 logo exposure, etc. This approach was determined to not only “tie-in” sponsors more closely, but to also increase the overall reach and impact of WorldSkills Abu Dhabi 2017.

## APPROACH

The plan was to reach out to high-level sponsors and supporters who had supported previous WorldSkills Competitions, in addition to generating new support and acquiring new value in kind sponsors and cash contributors. This was done by using traditional methods to captivate their interest; through phone calls, emails, face-to-face meetings, and sharing a sponsorship information pack detailing the mutually commercial benefits of being a sponsor and building the brand and business of both entities.

Visiting other regional events allowed the team to identify key market players in each industry and approach active industry sponsors in all sectors, represented within the WorldSkills Competition. The team also promoted sponsorship by participating at a number of educational events in the UAE and worked with the WorldSkills Abu

Dhabi 2017 Higher Organizing Committee and management at ACTVET to secure sponsorship support.

A plan of action was prepared to entice sponsors and this involved putting together attractive and tailored sponsorship packages suitable for different budgets, whilst ensuring that the right sponsor was selected – this was essential for the overall success of the Competition. Multiple face-to-face meetings and briefings via teleconferencing with presentations about the event ensured that all sponsors had “face-time” with the Sponsorship Team and that the sponsor’s individual goals and requirements could be met.

In order to secure high levels of value in kind and cash sponsorship for WorldSkills Abu Dhabi 2017, a detailed and systematic plan was put in place. Major elements of this included:

- A sponsorship hierarchy which established the significance of each sponsor according to the level of contribution they made. This was linked to a full “rights and benefits” matrix, setting what sponsors would receive in return, according to where they were in the hierarchy.
- Given that WorldSkills Abu Dhabi 2017 was both an important educational event and an event that aimed to contribute to the future vision of Abu Dhabi and the UAE, it was noted that most companies and organizations would want to be associated with it from a corporate social responsibility (CSR) point of view. For many companies and organizations, “doing the right thing” and

being seen to do so would be an important factor in terms of how they position and present themselves more widely.

- The patronage of His Highness Sheikh Mohamed bin Zayed Al Nahyan, and the strong support of the Government of Abu Dhabi would also be significant factors for potential sponsors and partners when deciding to become partners of WorldSkills Abu Dhabi 2017.
- Existing relationships with sponsors of ACTVET, EmiratesSkills, and WorldSkills International were leveraged to secure sponsorships for WorldSkills Abu Dhabi 2017. WorldSkills International Global Partners would become sponsors of WorldSkills Abu Dhabi 2017, and all would have the “right of first refusal” and aligned exclusivities on brands and products, according to their contracts with WorldSkills International.
- The members of the WorldSkills Abu Dhabi 2017 Higher Organizing Committee were senior representatives from major companies and organizations in Abu Dhabi and it was planned that this strong connection would be leveraged to secure both, value in kind and cash sponsorship.

Approaches to potential sponsors were prioritized according to a range of factors such as:

- Pursuing high value sponsorship first to ensure faster progress in terms of achieving targets.
- The length of time (or “lead time”) needed to secure or produce different items – it was recognized that some materials, equipment, and machinery would probably not be available in the region, so they would have needed to be secured earlier than otherwise would be the case.
- The requirements of each individual skill competition.

Some international sponsors had quite lengthy internal processes and the lead time required for an agreement to put in place therefore needed to be taken into account. Furthermore, appropriate techniques such as adopting a “sales pipeline” approach, setting sponsorship

targets, monitoring and reporting on progress were established to ensure that the required levels of value in kind and cash sponsorship were achieved. The resources and collateral necessary to support approaches to potential sponsors – presentations, video clips, brochures, giveaways, etc. – were developed, produced, and made available to the Sponsorship Team.

When deciding which tier a sponsor fitted into, the value of their contribution was calculated broadly by adding together:

- Value in kind sponsorship – items that were gifted, consumables, elements that provided direct budget relief for WSAD2017;
- Value in kind items that were loaned and taken back by the sponsor after the Competition; and
- A cash contribution.

It was important for the WorldSkills Abu Dhabi 2017 Sponsorship Team to work closely with WorldSkills International in order to bring on board an Overall Event Presenter (OEP). A deal was concluded with the global electronics giant Samsung – who have sponsored the WorldSkills Competition since 2007 – to return as Overall Event Presenter for WorldSkills Abu Dhabi 2017. The Overall Event Presenter received recognition on all marketing materials that were produced and distributed by the Competition Organizer, as well as by WorldSkills International.

## OVERCOMING THE CHALLENGES

There were a number of challenges in trying to secure sponsorship for WorldSkills Abu Dhabi 2017. First and foremost, the lack of a full-time Head of Sponsorship in the crucial early phase led to some difficulties and delays in establishing the initial sponsorship plan. In the absence of assigned staff working on sponsorship, much of the responsibility and initial sponsor acquisition was carried out by the Technical Team. In many instances therefore, responsibility was shared between the Technical Team, other WorldSkills Abu Dhabi 2017 departments, and WorldSkills International. This approach did have some advantages, because value in kind sponsorship discussions often need a strong technical or skills-based input.



Sponsorship acquisition also often involved a “double sell”. Many existing WorldSkills Competition relationships were in place with multinational organizations. However, a large number of these companies do not operate in the Middle East and, for those that do, they are often operating via a third-party distributor or a partner organization. This meant that the team had to sell the WorldSkills concept many times.

Furthermore, initially there were difficulties establishing locally-based support in the pivotal initial sponsorship drive. Much of the local company support that was received was generated in the final months rather than in the crucial early months to determine the revenues needed for the event.

However, despite the tough environment for sponsorship and fundraising, the WorldSkills Abu Dhabi 2017 Sponsorship Team, in partnership with WorldSkills International, managed to secure wide-reaching support for sponsorship as shown in the table below.

	UAE	Overseas	Total
Overall Event Presenter	-	1	1
National Premium Partner	1	-	1
National Platinum Partners	5	-	5
National Gold Partners	6	-	6
National Silver Partners	3	-	3
Educational Sponsors	5	-	5
Main Sponsors	-	4	4
Strategic Sponsors	9	10	19
Official Sponsors	17	17	34
Skills Sponsors	12	21	32
Institutional Partners	6	-	6
<b>Total number of sponsors</b>	<b>64</b>	<b>52</b>	<b>116</b>
<b>Total number of exhibitors</b>	<b>10</b>	<b>19</b>	<b>29</b>

Overall, the sponsorship strategy worked very well. The team secured a high number of sponsors and exhibitors for WorldSkills Abu Dhabi 2017 and all of the sponsorship targets were met.





Sponsors added both, prominence and value to the Competition and, in turn, WorldSkills Abu Dhabi 2017 received great feedback from the vast majority of sponsors and exhibitors who lent their support to the event.

The overall values attributed to contributions made by sponsors are shown in the table below.

	AED		
	UAE	Overseas	Total
Cash sponsorship	15,386,786	6,512,719	21,899,505
Value in kind – IL	20,327,517	41,272,181	61,599,698
Value in kind – non-IL	59,002,904	-	59,002,904
<b>Total</b>	<b>94,717,207</b>	<b>47,784,900</b>	<b>142,502,107</b>

### SPONSOR AND VIP DINNER

Great support deserves a big thank you – and at WorldSkills Abu Dhabi 2017, this was provided through a successful VIP and Sponsor Dinner. This event was designed to express gratitude to all sponsors of the 44th WorldSkills Competition for their generous contributions. The aim was to make it an unforgettable occasion for all involved by raising it to a new level that sets the standard for future Competitions.

To achieve this, the team moved away from the traditional buffet-style gala dinner, opting instead for a more relaxed format and ambience at a landmark Abu Dhabi location. After five months of scouting various locations, the Abu Dhabi F1 Yas Marina Circuit Track was secured as the venue under, naturally, a sponsorship deal.

This arrangement encompassed venue provision and also an events management team which was responsible for assisting the WorldSkills Abu Dhabi 2017 representatives to make the event a success. In this regard, the Yas Marina Circuit events team proved their professionalism and capacity to deliver. The VIP and Sponsor Dinner took place on the finish line of the Abu Dhabi F1 Yas Marina Circuit Track on 17 October 2017, during the Competition week, with **550 VIPs and sponsors** attending and guests giving rave reviews.





# SPREADING THE WORD

An extensive direct marketing campaign was launched to ensure WorldSkills Abu Dhabi 2017 did not only set new standards in terms of its size, and the number of Competitors and visitors, but also in terms of global exposure.

The Marketing and Communications strategy for WorldSkills Abu Dhabi 2017 was twofold, with two principal audiences: a primary target audience of schools, including pupils, teachers, and parents; and a secondary target audience for other visitors, including universities, government entities, and partners. Marketing plans were designed for each target audience, with the unified goal of elevating awareness of TVET (Technical and Vocational Education and Training) by delivering a strong message that reinforced the importance of skills in societies and of educating a generation of talented young Emiratis to take on the jobs of the future.

Under the overarching campaign theme “Skill It” taglines were created to represent each of the six skill sectors:



The Marketing and Communications team also created a generic tagline to be used when not referring to a specific sector – “Explore It. Skill It”. The human element was present in the visual elements of the branding concept to represent a specific skill, demonstrating that skills are inherent to everyone’s nature and can be a passion or a hobby. It was fresh and vibrant to attract attention and dispel any misconceptions about vocational skills by tapping into the imagination of youth. Wayfinding templates were designed in advance to ensure that all signage was consistent at the main and secondary events.

From the Competition Preparation Week (CPW) held in January 2017 until the end of the event on 19 October, several events were held with ACTVET to promote WorldSkills Abu Dhabi 2017. A media plan was designed, consisting of a blend of event promotion, outdoor branding, email marketing, advertising, PR, social media, partnership with local media, and direct marketing. Activities included:

- Outdoor: Hoardings and lampposts in prime locations such as Reem Island, Corniche, and Al Khaleej Al Arabi Street.
- Printed ads in publications such as Al Ittihad Newspaper, the Arabic newspaper of record in the UAE, and also Abu Dhabi World, one of the top magazines for promoting events in the Emirate.
- Cinema: A promotional video was played in all cinemas across the UAE, starting two months before the event.
- TV: **50 spots** were broadcast on Abu Dhabi TV and 50 at Abu Dhabi Al Emarat TV, playing 7-17 October.
- Radio: More than **300 inserts** on radio stations such as QFM and Emarat FM, playing 7-17 October.
- Digital Screens: Digital screens with a countdown to the event were installed at the largest malls in Abu Dhabi and beyond. These included Abu Dhabi Mall, Yas Mall, Marina Mall, and the Mall of the Emirates in Dubai, two months before the event.



- Digital: Email campaigns were sent from WorldSkills Abu Dhabi 2017 partners, such as Etihad Airways which has **three million active members**, from 25 September to 14 October.
- Mobile ads: Every message sent by Abu Dhabi Police one month prior to the event contained a link to the WorldSkills Abu Dhabi 2017 website.
- Other: Event logos were placed on Etihad Airways planes that were flying on some of their busiest routes, a police helicopter carried a flag promoting the event and **1,500 WorldSkills Abu Dhabi 2017 branded police cars**.

Overall, the marketing and communications for WorldSkills Abu Dhabi 2017 was successful, meeting targets set for the main Competition and complementary events.

The total amounts of printing and artworks are shown in the table below

The goals, achievements, and message of WorldSkills Abu Dhabi 2017 resonated around the globe.

The total amounts of printing and artworks are shown in the table below

LOCATION	PRINTING	ARTWORKS
ADNEC	18 km	1,000
IPIC Arena	500 m	18
du Arena	1 km	102
Yas Marina Circuit	900 m	165







**TRY IT**

**UNITED ARAB EMIRATES  
SEA HERITAGE**







Together, these efforts transmitted the vibrancy and success of WorldSkills Abu Dhabi 2017, the essence and messages of the global WorldSkills movement, and the essential role of vocational skills and training in building and shaping the economies and societies of the future, to a global audience – with the aim of not only informing members of that audience, but of educating, enlightening, activating, and inspiring them.

## COMMUNICATIONS AND PUBLIC RELATIONS

The goals, achievements, and message of WorldSkills Abu Dhabi 2017 resonated around the globe in the build-up to, during, and after the Competition. The world's biggest showcase of vocational skills received unprecedented global coverage, with some of the most prestigious titles and channels in the media chronicling the story of WorldSkills Abu Dhabi 2017.

In total, **1,145 accredited media representatives** covered the world championship of skills as it came to the Middle East for the first time. Analysis of the resulting coverage indicates that WorldSkills Abu Dhabi 2017 received more than **9,100 mentions** in the media during October 2017 – the month of the Competition.

These mentions included dedicated articles and broadcast segments in prestigious print and broadcasting media outlets, with coverage peaking at the close of the event when the WorldSkills Abu Dhabi 2017 medal winners were announced. Facebook proved a particularly strong channel for promoting and sharing coverage.

One of the most satisfying aspects of the coverage was that it led to a WorldSkills Competition being covered for the first time

by many major international publications and broadcast networks. These included:

- Front page article in the Wall Street Journal.
- A six-minute piece on Marketplace Middle East on CNN (broadcast six times globally).
- An article by AFP which ran in publications around the world, including on Mail Online, the most-read English news website.
- A live interview with a member of the WorldSkills Champions Trust on the main evening bulletin of the largest global French network, TV5 Monde.
- Two pieces broadcast on the BBC globally and a Twitter live on the BBC Business feed (**1.9 million followers**).

In addition, Reuters TV, CCTV (Global Chinese network), two French national TV networks, Russia Channel 1 (the country's most-watched news programme), every Korean national TV network, NHK (Japan's national and international broadcaster), and national channels from several other countries covered the event. National newspapers from the UK (The Times, The Daily Telegraph), Australia, the Netherlands, the UAE, India (Press Trust of India), and numerous Asian countries including China, Japan, Korea, Chinese Taipei and Singapore also carried reports on WorldSkills Abu Dhabi 2017.

Official photographers assigned to the event shot **19,348 images** which were shared on the searchable, extensive, and easily accessible WorldSkills Flickr channel. These images were viewed **6,193,906 times** in the first month that they were uploaded. Meanwhile, **85 films** about the event – in addition to footage dedicated to the WorldSkills Abu Dhabi 2017 Opening and Closing Ceremonies – were uploaded to the WorldSkills YouTube channel.

## MEDIA CENTRE

Global exposure of WorldSkills Abu Dhabi 2017 and spreading the message of the event in media outlets and channels both locally and internationally was an objective for the event. Providing top-quality facilities and working conditions for members of the media was therefore essential. In order to achieve this a large international Media Centre was created at ADNEC. This fully functional workspace enabled a total of **1,145 accredited members** of the media (815 Press, 251 Member Media and 78 Official Media) to collate and disseminate information quickly and efficiently.

The first design of the Media Centre was drawn up in October 2016 – 12 months prior to the Competition – and the design was finalized four months before the event. Sourcing all the relevant furniture and equipment needed in the Media Centre also began well in advance – about 11 months before the Competition. In total, there were 192 work desks, two enterprise printer-copiers, 72 lockers, three meeting rooms, two interview areas, a press conference room used for announcements and media briefings during

the Competition, two offices, one help desk and a back office in the Media Centre, which had around-the-clock Wi-Fi.

An online media accreditation process was developed with WorldSkills. Member Media and Press packages were available for purchase, and the Member Support team helped issue invitation letters and visa requirement forms to all international members of the media who had registered their interest in covering the Competition.

Journalists accessed the media accreditation process through the official site and media was classed as Press, Official Media, and Member Media. The online registration system went live on 29 June and the deadline for online registration was 30 September. Due to a late surge in accreditation, the Media Accreditation team continued to accept applications beyond the deadline until 7 October. In total, 839 members of the media from 53 countries pre-registered and 306 registered on-site. With nearly a third being registered at the venue this caused some queues for accreditation and printing.







The Media Centre became fully operational three days before start of the Competition. It was staffed ten hours daily until two days after the Closing Ceremony. Complimentary coffee, tea, juices, water, breakfast, snacks, canapés, lunch, and afternoon refreshments were provided daily from 8.00 a.m. until 6.00 p.m.

All in all the Media Centre did not encounter many problems and ran smoothly. Generally the feedback from media was extremely positive. In particular, members of the media liked the lockers to store personal equipment in addition to the private meeting rooms – used to conduct sit-down interviews – the lounge spaces and catering. The generic workspaces and stations were very well organized and gave media a good space to work from.

For future Competitions, it was noted there was some confusion between Media and Observer packages which led to issues arising with some media having additional privileges. It was also felt that Opening and Closing Ceremony ticket and wristband distribution could have been better organized to prevent delays.

In total five press conferences were held in the dedicated press conference room. The busiest

times at the Media Centre were in the mornings between 8.00 a.m. and 12.00 p.m. and during the times media wristbands for the Opening and Closing Ceremonies were handed out, while the busiest days were the day prior to the Competition and the first day of the Competition itself.

## SOCIAL MEDIA

A dedicated team for social media was also established, and a team of digital professionals managed the WorldSkills Abu Dhabi 2017 Facebook, Twitter, Instagram, and Snapchat accounts.

The objective was to increase local and international awareness of WorldSkills messages and to create a platform that united Competitors, Experts, and others to reach to a wide digital audience. Another aim of the social media activity was to introduce the UAE in general – and Abu Dhabi in particular – to the participating countries and regions at the Competition.

The social media team took the approach of creating a themed content calendar with an

objective to post several times daily on each of the Facebook, Twitter, Instagram, and Snapchat accounts using attractive visuals supported by captions and tagging relevant parties (WorldSkills Members) and promoting posts in participating countries and regions. WorldSkills Abu Dhabi 2017 also had the benefit of **30 Emirati influencers** who were a prominent voice to their fans on social media.

**FACEBOOK**

Facebook was the primary tool to reach an international audience aged 13-30. The dedicated WorldSkills Abu Dhabi 2017 Facebook page had **15,898 followers** prior to the Competition which increased organically by an additional **3,500 followers** during the week of the Competition. The majority of fans were located in the UAE, followed by India and Indonesia. In terms of followers, Facebook was the best performing platform. Facebook also experienced the highest engagement and followers before, during, and after the event. There were **352,846 unique users** to the WorldSkills Abu Dhabi 2017 Facebook page during the week of the Competition and **1,620 new likes** on Facebook in the month of the event. WorldSkills Abu Dhabi 2017 posted **155 new posts** in the month of the Competition (between 1 and 20 October). In total, **5,824,661 people** are estimated to have been reached via Facebook in the month of the event.

**TWITTER**

During the Competition Twitter proved to be a powerful and instant communications platform, which performed especially well among key personnel and governmental figures. WorldSkills Abu Dhabi 2017 had a total of **6,318 followers** on Twitter which increased organically by **1,300** during the week of the Competition. The hashtag #WS\_AbuDhabi achieved a worldwide viewership of more than **63 million**. Tweets about WorldSkills Abu Dhabi 2017 received **1,440,000 impressions** and engaged **14,860 people**. In total, **4,394 individual tweets** mentioning @WorldSkills were recorded during the event.

**INSTAGRAM**

Instagram is one of the fastest growing social media platforms. WorldSkills Abu Dhabi 2017 had a total number of **6,449 followers** on Instagram, which increased organically by **3,100** during the week of Competition thanks to a steady stream of captivating visuals and snappy captions. The social media team posted **198 posts** on Instagram, earning **21,278 engagements** during the event. It was noted that the majority of fans were located in Abu Dhabi, followed by Dubai, and then Sharjah. Most of the fans were females aged 18-34 years.

INSTAGRAM	
Followers	6,449
Reach	342,988
Impressions	437,481
Engagement	21,278

TWITTER	
Followers	6,300
Impressions	1,440,000
Engagement	14,860
Mentions	4,100

FACEBOOK	
Followers	15,898
Reach	1,996,620
Engagement	123,508

SNAPCHAT	
Reach	1,481,180
Impressions	9,320,520
Share Rate	4.08%





## SNAPCHAT

The target audience for WorldSkills Abu Dhabi 2017 also are also avid users of Snapchat. A significant focus during this Competition was to ensure this channel played a role in spreading the message of vocational skills to a wider audience. Snapchat usage for WorldSkills Abu Dhabi 2017 reached **1,418,180 people** during the Competition and received **9,320,520 impressions**. A specially customized Snapchat “National geofilter”, which ran for three days during the Competition, generated the highest number of impressions. Snapchat was found to be very popular and the team noted this platform fits perfectly with the WorldSkills target audience. It is recommended that future hosts keep up the social media momentum of Snapchat to reach its young target audience.

Overall, the social media campaign for WorldSkills Abu Dhabi 2017 documented every angle of the Competition and was a major success. It helped engage followers, boost awareness of the vocational skills movement, and strengthen the reach – and message – to a larger target audience, amplifying the impact of the 44th WorldSkills Competition.

## VISITOR EXPERIENCE

The WorldSkills Abu Dhabi 2017 Visitor Experience was one of the most important

parts of the Competition, as it presented an opportunity for young people to try skills for themselves, and discover their passions and their natural abilities.

Its goal was to increase vocational education interest among young students, parents, teachers, authorities, and entrepreneurs. The Visitor Experience team used interactive elements that sought to provide hands-on understanding of the Competition’s skills and promote skills awareness among the target audience (students aged 14-17 in the process of choosing their professional careers).

The Visitor Experience activities included:

- The Competition Area – This gave visitors the chance to watch international Competitors work to be the best of the best in their chosen skill across 51 competitions.
- Try It – These activities aimed to motivate through a hands-on experience and offered visitors a unique opportunity to engage with different vocational skills, within the six overarching skill sectors. Visitors had the chance to roll up their sleeves and “have a go” at various skills through entertaining and informative activities, offering visitors access to some of the basic skills involved in a range of trades.
- Discover It – Visitors were invited to join open-spaced learning labs for school classes,



conducted by WorldSkills Abu Dhabi 2017's innovative local partners. For 30 minutes, students had the chance to get involved in playful, interactive challenges that resulted in a memorable learning session.

- Future Skills – Three platforms engaged and exposed visitors to the skills at the heart of the future UAE and global economy through demonstration competitions:
  - **Drones – Build and Fly**
  - **Cloud Computing**
  - **Cyber Security**
  - **Water Technology**
- Junior Skills – This offered the chance to see younger participants (14-16 years old) from selected countries take part in three mini versions of the WorldSkills Competition, showcasing their skills in Graphic Design Technology, Electrical Installations, and Mobile Robotics.
- Showcase – Areas were designed to surprise and inspire visitors with live demonstrations, including traditional skills of the UAE. Local and international visitors were invited to experience some of these traditions, giving a glimpse into the Emirates' past. Showcases also included Khalifa University's futuristic drones showcase, the International Centre for Culinary Arts (ICCA) cookery techniques showcase, and the Yas Marina Circuit in collaboration with Autodesk's F1 in Schools Motorsport showcase.

- Careers Advice – Specialist careers advisors were available in two dedicated areas at the venue. Visitors benefited from tailored face-to-face advice on skilled careers, apprenticeships, and courses, and were able to create professional online profiles and CVs.

In total, there were 26 Try-Its, four Careers Advice areas, five Discover Its, five Showcases, five advice walls/live art murals, five chill-out zones, and five info desks.

The team behind the WorldSkills Abu Dhabi 2017 Visitor Experience conducted a survey on the Visitor Experience and collated **3,160 responses** over the four live Competition days. In total, 1,774 (56%) of the responses were from international visitors, 512 (16%) were international residents of the UAE, and 874 (28%) respondents were UAE Nationals.

The survey showed:

- 78% (2,470 respondents) found the Visitor Experience "excellent", with almost everyone else (20%; 644 respondents) finding it to be "fair". Just two per cent (46 respondents) felt it was "poor".
- The most popular activity was the skill competition areas (53%), followed by Discover it (14%), Try It and Showcase (both 13%), and Career Advice (7%).



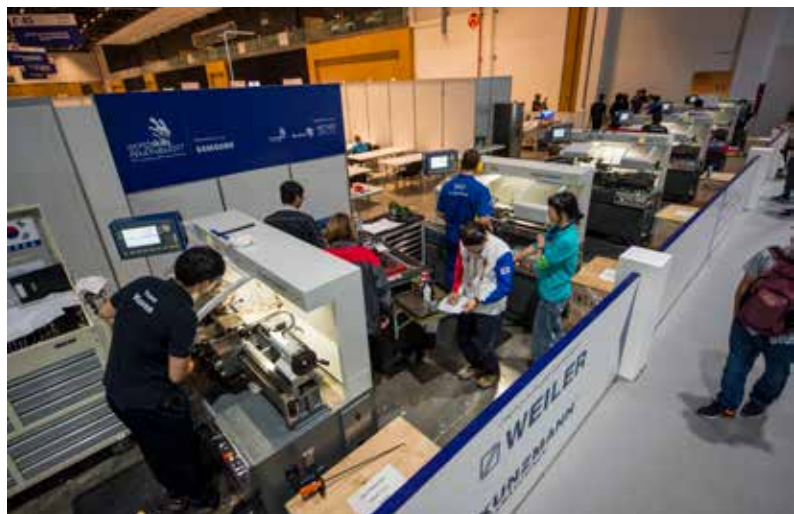


- 92% of respondents said they gained more knowledge of TVET through the event, with 61% of UAE students saying they were willing to join the TVET school system thanks to WorldSkills Abu Dhabi 2017 and 77% of attendees saying they were more likely to pursue a vocational career after visiting the Competition.

## WEBSITE AND DIGITAL

Making WorldSkills Abu Dhabi 2017 come alive even for those who could not be there was the job of the digital team. Recognizing that digital channels can reach people around the world, raise their awareness of WorldSkills, and engage, enlighten, and inspire them, this team was tasked with providing high-quality, attention-grabbing content for a global audience, including:

- Skills Unite Us – a monthly series about 10 young female and male Emiratis who have transformed their lives through vocational skills. The series included feature-length articles, images, and video.
- Our Competitors – videos that chronicled the stories of skilled Emirati and international Competitors ahead of their participation in WorldSkills Abu Dhabi 2017.
- A new web experience which performed and functioned like an app on supported browsers providing all the latest information about the Competition. It was a one-stop-shop for everything visitors needed during WorldSkills Abu Dhabi 2017 – including a digital map of ADNEC and real-time notifications.
- WorldSkills YouTube – focusing on using case studies, news rushes, creative videos, and social media.
- Photography **20,000 photos** taken throughout the event.
- Live streaming of Ceremonies to the web and Facebook.
- “Skill It” – a downloadable app for iPhone or Android, which motivated visitors to start their own business in the game, find activities that they like on the interactive map and scan a QR code upon completing these





activities to collect skill coins. The businesses with the most skill coins won prizes.

- In the 3 months leading up to the event **3 million passengers** on 111 Etihad aircraft saw a specially-created animation about WorldSkills Abu Dhabi 2017.

Among the positives were the nearly **one million views** of the dedicated WorldSkills Abu Dhabi 2017 webpage during the event, vindicating a progressive web approach which made content easier to manage due to having a single source. Live streaming also worked well, with the total view count for the Opening and Closing Ceremonies being 645,706, although it is important to ensure it is streamed where people are most likely to see it, such as on Facebook. Social media received more than **650,000 views**, with the **20,000 photos** taken being viewed **6.2 million times**.

An interactive map developed for the WorldSkills Abu Dhabi 2017 website received one per cent of total traffic to the site, but this could have been improved with earlier development and better design. Meanwhile, judgment about the reception to summary videos – a selection of the best video footage from the Competition, telling its story in compelling ways – should be reserved as it is too early to gauge at this point.

In total, **85 films** about the event – not including those dedicated to the Opening and Closing Ceremonies – were uploaded to the WorldSkills YouTube channel, which was viewed **128,338 times**, and received a further **532,945 video views** on the WorldSkills dedicated Facebook channel. There were more than **1,000 downloads** of the Skill It app and the average time spent using the app was over 12 minutes.

Better promotion through social media could also have increased engagement with WorldSkills Abu Dhabi 2017 digital content, but even so the original footage was extensively used, as well as being syndicated in The National, the event's Official Media Partner, the Etihad in-flight magazine, and other publications and channels.

While the Skill It app worked well, was of high-quality, and provides data about which people enjoyed which aspects of the event, it has not been possible to produce truly useful statistical analysis of its performance due to the low sample size. The somewhat disappointing take-up of the

app may be due to schools not allowing students to carry phones, group (rather than individual) movement around the venue, and an uncertain value proposition. However, the game approach warrants further exploration and development in the future, with improvements to promotion and functionality, while real-time location and wayfinding elements could be considered.

More editorial experience within the appointed TV agency would have benefited the news rushes, and allowed them to fully tell a story rather than giving just a taste. Various methods of strengthening this approach were attempted, but the quantity of the video footage made this difficult. As for photography, we would recommend reviewing with Members their uptake of the daily photographs of every Competitor. The requirement of photographing every Competitor, every day, is a major logistical exercise and those resources may be better deployed elsewhere.

Overall, the scale, speed and real-time nature of the website and the different strands of the campaign acted as “news hooks” to act as a positive far-reaching word-of-mouth marketing tool, helping to leverage maximum exposure for the Competition.







# WORLDSKILLS ABU DHABI 2017 ORGANIZATION

طوردها  
MOVE IT

#SKILLIT @worldskillsad  
15 - 18 October 2017

WorldSkills  
Abu Dhabi 2017  
SAMSUNG

شيدها  
BUILD IT

#SKILLIT @worldskillsad  
15 - 18 October

The bid to host the WorldSkills Competition in 2017 was prepared by ACTVET and the UAE Member of WorldSkills International – EmiratesSkills. This was presented to the WorldSkills General Assembly in Leipzig in 2013, where the right to host the 44th WorldSkills Competition was awarded to Abu Dhabi.

In June 2014, the former Chief Executive of WorldSkills London 2011, Aidan Jones, was appointed Executive Director of WorldSkills Abu Dhabi 2017. Building on what had been already done, work began in earnest to establish objectives and KPIs, fully scope and plan the project, develop a detailed “line by line” budget, and prepare a comprehensive staffing plan.

## OBJECTIVES AND KEY PERFORMANCE INDICATORS

At an early stage of the project, work was undertaken to clearly establish what the UAE was aiming to achieve by hosting WorldSkills Abu Dhabi 2017. This was summarised as a series of objectives.

AREA	OBJECTIVE
Education	To enhance national attitudes towards technical and vocational education and training, in order to increase Emirati participation in TVET
Knowledge based economy and innovation	To promote economic diversification and innovation in the UAE in line with the Abu Dhabi Government’s policies, particularly Vision 2021 and the Abu Dhabi Economic Vision 2030
Regional leadership for TVET	To advance and further develop the UAE as the regional leader in the promotion of TVET
International events	To demonstrate globally the ability of Abu Dhabi to host large scale, complex international events
Destination of choice	To contribute to the promotion, showcasing and positioning of Abu Dhabi as an outstanding, globally recognized destination for business and tourism
WorldSkills International	To develop the Competition and other initiatives in order to strengthen the vision of WorldSkills, its Members, and future Competition Organizers





One of the approaches taken to evaluate the success of WorldSkills Abu Dhabi 2017 was to set a number of “high-level” Key Performance Indicators (KPIs) and care was taken to ensure that these were understandable, meaningful, and measurable.

The KPI targets that were set and the actual results for WorldSkills Abu Dhabi 2017 are shown below.

KEY PERFORMANCE INDICATOR (KPI)	TARGET FOR WORLDSKILLS ABU DHABI 2017	ACTUALS FOR WORLDSKILLS ABU DHABI 2017
KPI 1 - Number of Competitors	1,100	1,254
KPI 2 - Number of WorldSkills Member countries and regions	58	59
KPI 3 - Number of visitors	100,000	More than 150,000
KPI 4 - Number of volunteers	1,000	1,043
KPI 5 - Level of sponsorship achieved (as a percentage of net revenue)	40%	42%
KPI 6 - “Have a Go” opportunities (as a percentage of the total number of skills at the Competition) <sup>1</sup>	75%	71%
KPI 7 - Number of major health and safety incidents or accidents	ZERO	ZERO
KPI 8 - Percentage of Emiratis in the WorldSkills Abu Dhabi 2017 project team <sup>2</sup>	50%	30%
KPI 9 - Number of Emiratis with a significantly higher level of knowledge and experience of large scale international events <sup>3</sup>	5	6

1 The number of “Have a Go” opportunities included “Try It”, “Showcases” and “Discover it”

2 Expressed as a percentage of the staff who were employed by ACTVET plus secondments

3 The number of Emirates in ACTVET and EmiratesSkills with a significantly higher level of knowledge and experience of large scale international events

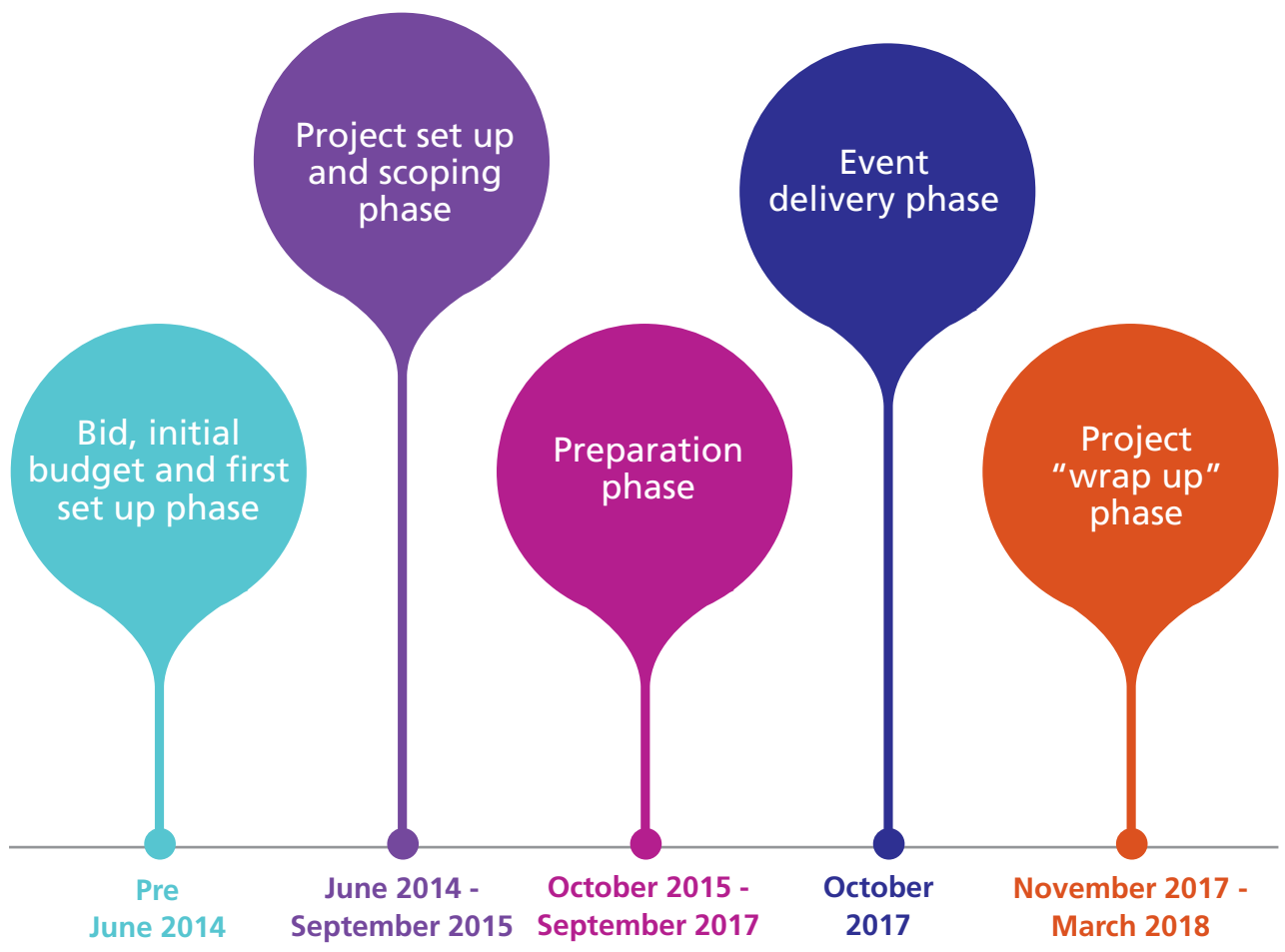




## PROJECT PLANNING

For any major event – let alone one of the scale and global profile of WorldSkills Abu Dhabi 2017 – diligent planning and successful execution are essential. Achieving this means having a well-integrated, joined-up project delivery team; strong internal communication; detailed planning and risk management processes which engage and involve all team members; and a strong team structure to deliver what is needed for a successful outcome.

The broad phases of the WorldSkills Abu Dhabi 2017 project were as follows:





The initial set up and scoping phase was undertaken largely by the Executive Director and the Heads of each of the departments. One of the first steps was to produce a list of all the various elements of the project and allocate them to a department. The result was the following:

DEPARTMENT	ELEMENT OF THE PROJECT
<p><b>CEO / EXECUTIVE DIRECTOR</b></p> <p>Overall leadership and management of all aspects of the preparation, planning and delivery of WorldSkills Abu Dhabi 2017, including business planning, budget and financing, stakeholders and partners, sponsorship, marketing, communications, public relations, and human resources (employed and volunteer).</p>	<ul style="list-style-type: none"> <li>• Lead point of contact with the Director General of ACTVET, the WorldSkills Abu Dhabi 2017 Higher Organizing Committee and Executive Board, the Secretariat of WorldSkills International, and other key stakeholders (Abu Dhabi Convention Bureau, ADNEC, etc.).</li> <li>• Overall leadership of participation by WorldSkills Abu Dhabi 2017 in key events such as Competition Preparation Week 2015, WorldSkills São Paulo 2015, the WorldSkills General Assembly 2016, etc.</li> <li>• Responsible for representing WorldSkills Abu Dhabi 2017 externally and communicating its vision and mission to local, national, and international audiences (including WorldSkills Members) and being the “public face” of WorldSkills Abu Dhabi 2017 for media and press matters.</li> <li>• Leadership of the WorldSkills Abu Dhabi 2017 team (employed and volunteer).</li> </ul>
<p><b>OPERATIONS</b></p> <p>Planning, preparing, and successfully delivering all of the “customer experience” aspects of WorldSkills Abu Dhabi 2017 including the educational programme, ceremonies, registration, accommodation, and catering.</p>	<ul style="list-style-type: none"> <li>• All enquiries before, during, and at WorldSkills Abu Dhabi 2017 (Helpdesk)</li> <li>• Competition Preparation Week 2017 and other preparatory events</li> <li>• Delegate packages</li> <li>• Registration, accreditation, and ticketing</li> <li>• Transport</li> <li>• Accommodation and catering</li> <li>• Excursions</li> <li>• Interpretation</li> <li>• Opening and Closing Ceremonies (including live streaming)</li> <li>• Welcome and farewell events and other receptions</li> <li>• Education programme – including WorldSkills Abu Dhabi 2017 conference, One School One Country, and career advice</li> <li>• Protocol and VIPs</li> <li>• Volunteers</li> <li>• Media Centre</li> <li>• Media registration</li> </ul>



DEPARTMENT	ELEMENT OF THE PROJECT
<p><b>TECHNICAL</b></p> <p>Planning, preparing, and putting in place everything necessary for the successful delivery of the WorldSkills Abu Dhabi 2017 event including venues, logistics, equipment, materials, and the layout for the WorldSkills Competition.</p>	<ul style="list-style-type: none"> <li>• Event venues managing including temporary structures</li> <li>• Design, layout, build, set up, and take down of Competition and all other areas</li> <li>• Visitor experience set up (Try-A-Skill, Ambassador Kiosks, etc.)</li> <li>• Services (power, water and waste, gas, air, extraction, etc.)</li> <li>• Venue communications</li> <li>• Venue signage and media sites</li> <li>• Infrastructure List (IL) sourcing and supply chain</li> <li>• Asset disposal</li> <li>• Procurement and Tendering</li> <li>• Logistics including:               <ul style="list-style-type: none"> <li>• Toolbox transport, storage, and distribution</li> <li>• Delivery, distribution, and installation of IL equipment and materials</li> </ul> </li> <li>• Competitions and event IT network</li> <li>• Audio Visual and interpretation equipment</li> <li>• Health and Safety and security</li> <li>• Recruitment and management of Workshop Managers</li> </ul>
<p><b>SPONSORSHIP</b></p> <p>Establishing commercial partnerships with a wide range of companies and organisations in order to meet both, the cash and 'value in kind' sponsorship targets.</p>	<ul style="list-style-type: none"> <li>• WorldSkills Abu Dhabi 2017 "Rights and Benefits" sponsorship framework</li> <li>• Approaching and signing up sponsors</li> <li>• Formalizing sponsor agreements</li> <li>• Sponsor account management including delivery of benefits</li> <li>• Events for Sponsors before, during, and after WorldSkills Abu Dhabi 2017</li> <li>• Exhibition concept and exhibitors</li> </ul>



DEPARTMENT	ELEMENT OF THE PROJECT
<p><b>MARKETING, COMMUNICATIONS, AND PUBLIC RELATIONS</b></p> <p>Creating a strong profile for WorldSkills Abu Dhabi 2017 with partners, the public, and other stakeholders by developing, managing, and delivering targeted communications and public relations campaigns at local, national, regional, and international levels and to market WorldSkills Abu Dhabi 2017</p>	<ul style="list-style-type: none"> <li>• Local, national, regional, and international communications and Public Relations campaigns to include: <ul style="list-style-type: none"> <li>◦ Publicity and promotion in Abu Dhabi and the UAE before and during WorldSkills Abu Dhabi 2017</li> <li>◦ Press internally and regionally</li> <li>◦ Theme and messaging</li> <li>◦ Digital communications</li> <li>◦ Crisis Communication</li> <li>◦ Social media</li> <li>◦ Speeches, presentations, and official communications</li> <li>◦ Audio Visual content</li> </ul> </li> <li>• External and internal communications with WorldSkills Members, key partners and stakeholder, ACTVET staff, etc.</li> <li>• Maintaining relations with non-commercial partners</li> <li>• Visual identity</li> <li>• Website</li> <li>• Final Report</li> <li>• Brand architecture</li> <li>• Collaterals (including all handbooks for WorldSkills Abu Dhabi 2017)</li> <li>• Promotional events and roadshows</li> <li>• Market Research, benchmarking, and surveys</li> <li>• Development of WorldSkills Abu Dhabi 2017 campaigns</li> <li>• WorldSkills Abu Dhabi 2017 visitor experience</li> <li>• Advertising</li> <li>• Commemorative book and DVD (or equivalent)</li> <li>• Medals</li> <li>• Signage</li> <li>• Event video and photography services</li> </ul>
<p><b>FINANCE AND ADMINISTRATION</b></p> <p>Ensuring that all financial and administrative aspects of WorldSkills Abu Dhabi 2017 are efficiently and effectively managed to the highest standards.</p>	<ul style="list-style-type: none"> <li>• Prepare and monitor the WorldSkills Abu Dhabi 2017 budget</li> <li>• Management Accounts – including forecasts</li> <li>• Purchase orders and contracts</li> <li>• Legal and insurance</li> <li>• HR administration and liaison with ACTVET HR</li> <li>• Office administration and office maintenance</li> <li>• Translation services</li> <li>• Authority matrix</li> <li>• WorldSkills Abu Dhabi 2017 policies and procedures</li> </ul>

DEPARTMENT	ELEMENT OF THE PROJECT
<p><b>PROJECT MANAGEMENT</b></p> <p>Liaising closely with the CEO, Executive Director and Management Team to prepare and manage the project, risk management and event delivery plans that are required for a successful WorldSkills Abu Dhabi 2017.</p>	<ul style="list-style-type: none"> <li>• Preparing and monitoring project plans:               <ul style="list-style-type: none"> <li>• During the project scoping and set up phase</li> <li>• During the preparation phase</li> <li>• During the event delivery phase</li> <li>• Other smaller events such as Competition Preparation Week 2017</li> </ul> </li> <li>• Reporting progress against the plans</li> <li>• Risk Management</li> <li>• Coordination of cross team working groups</li> </ul>





Once a number of staff responsible for specific areas of work had been recruited and following the appointment of a full-time Project Manager in early 2016, the project plan was developed to a much greater level of detail. In addition, reporting templates and risks and issues registers were produced.

During August 2015, a delegation from WorldSkills Abu Dhabi 2017 participated in WorldSkills São Paulo 2015 in order to observe and experience the event in depth. A key aim was to capture lessons learned that would be relevant to the planning and delivery of the WorldSkills Competition in 2017. Once the delegation returned from São Paulo to Abu Dhabi, the WorldSkills Abu Dhabi 2017 project plan was developed further, by including additional levels of detail and making other refinements.

Furthermore, a number of significant additions were made to the project during the preparation phase – for example, adding the International TVET Youth Forum. In order to accommodate these sorts of adjustments, it would have been helpful to have established and agreed a change management process at an early stage of the project.

## PROJECT MANAGEMENT

Once the project plan had been established, it was essential to manage it by having mechanisms in place to monitor, review, and report on progress. To do this, the Project Manager oversaw a number of important approaches which included:

- Monthly meetings with individual teams to review and update the project plan and issues and risk registers were undertaken by the Project Manager.
- Project Coordination meetings were held on a weekly basis to track and evaluate progress against the plan and to share information about upcoming activities. These meetings proved to be a very effective way to coordinate and share information across the whole project team.
- From April 2017, team members with onsite venue-focused roles were invited

to weekly Event Management meetings. These meetings were designed to share information, track and follow up on actions, and discuss and resolve issues related to event delivery planning and tasks.

- Following consultation with colleagues in ACTVET, EmiratesSkills, WorldSkills International, and the WorldSkills Abu Dhabi 2017 team, detailed planning of the event delivery phase and the development of the Event Communications was progressed during August 2017. It is recognized that it would have been better to have completed this work sooner than this, so that the outcomes could have been shared with the wider team at an earlier stage.

The Project Coordination and Event Management meetings could have been even more useful if there had been more consistent and regular attendance by the relevant team members. In addition, sharing the minutes more widely, with review and follow up of actions, would have also increased the effectiveness of these meetings.

At various stages, the requirements for reporting approaches were changed and this made it difficult to provide progress updates in a consistent format. Ultimately though, the Project Manager developed a comprehensive set of project reports which made it possible to establish the exact position against the plan at all stages, both, in an overall sense, and in relation to specific teams and functions.



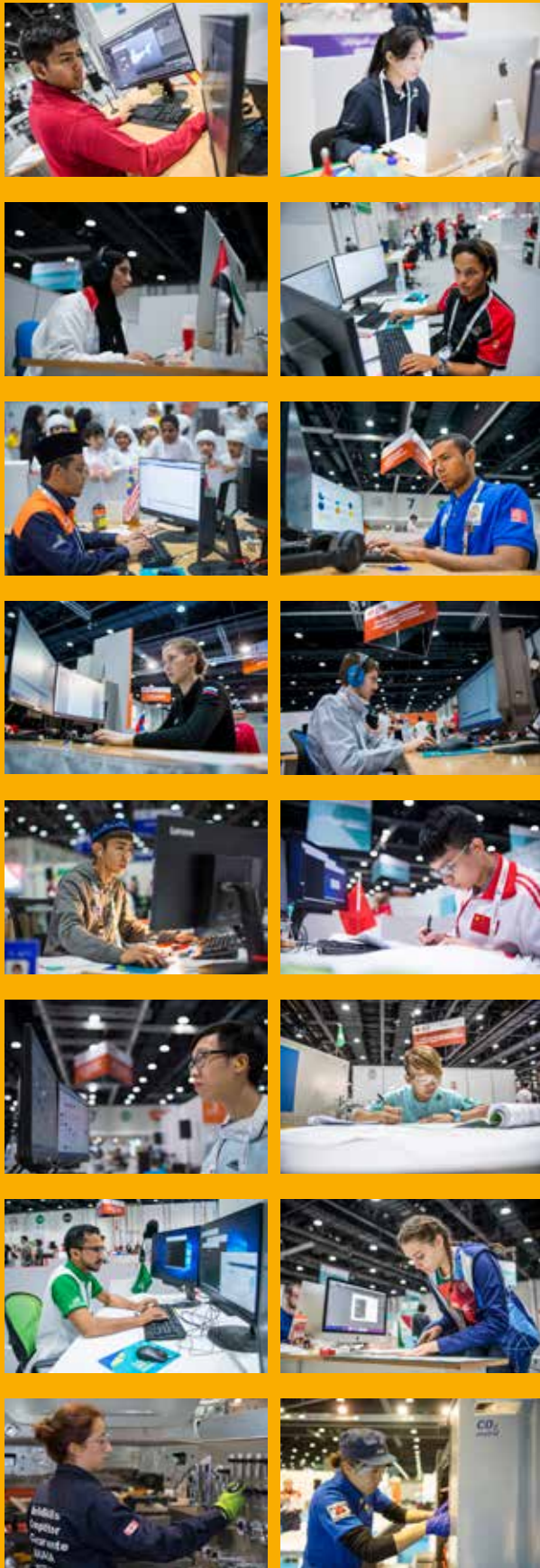








Given that the UAE has far more expatriate residents than UAE nationals, it was to be expected the project team would be significantly more international than for any other WorldSkills Competition. In total, there were **27 different nationalities** in the team with Emiratis as the largest number of any single nationality as shown below.



- 4 AUSTRALIA
  - 1 AUSTRIA
  - 1 BANGLADESH
  - 4 CANADA
  - 1 COMOROS
  - 1 CZECH REPUBLIC
  - 3 EGYPT
  - 1 FINLAND
  - 2 FRANCE
  - 6 GERMANY
  - 11 INDIA
  - 5 JORDAN
  - 3 LEBANON
  - 2 NEW ZEALAND
  - 1 PAKISTAN
  - 3 PHILIPPINES
  - 2 POLAND
  - 2 PORTUGAL
  - 1 RUSSIA
  - 1 SERBIA
  - 1 SPAIN
  - 1 SWITZERLAND
  - 1 SYRIA
  - 1 TUNISIA
  - 17 UNITED ARAB EMIRATES
  - 15 UNITED KINGDOM
  - 1 YEMEN
- TOTAL 92**

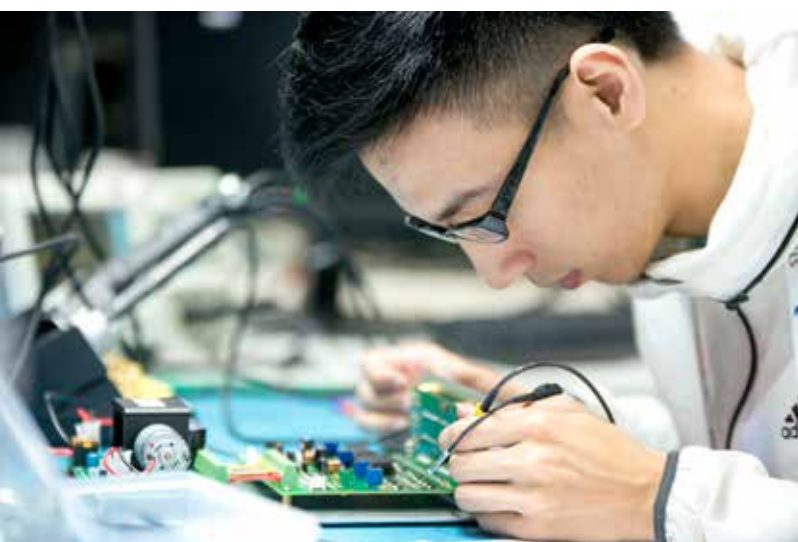
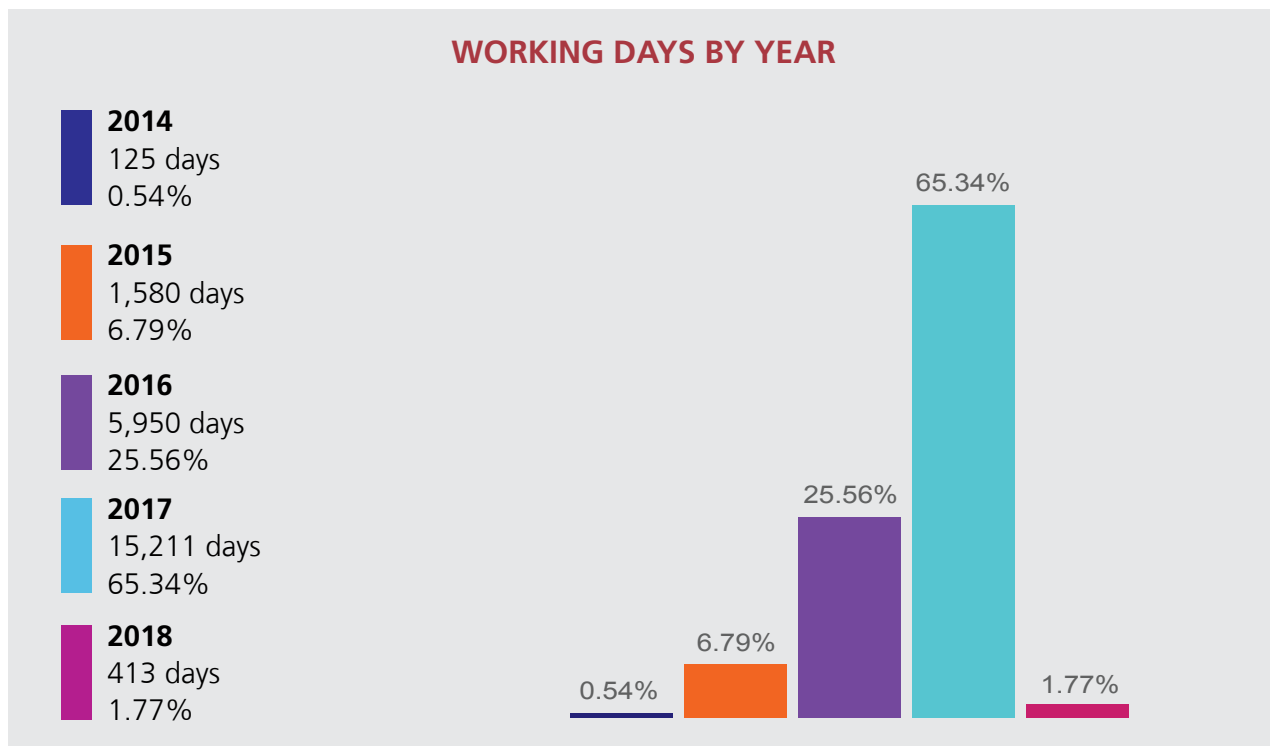


The recruitment strategy was focused on excellence, capacity building, and Emiratisation. Not only did the WorldSkills Abu Dhabi 2017 team have the task to deliver a complex event, it was also essential that as far as possible their knowledge and experience should be transferred and embedded in ACTVET and EmiratesSkills.

With the relatively high level of specialized roles in the WorldSkills Abu Dhabi 2017 project team, it was not easy to find UAE nationals with the appropriate experience and skill set for many of the positions. In addition, the temporary nature of the roles made them less attractive. Nevertheless, 30% of the staff employed by ACTVET and secondees in the WorldSkills Abu Dhabi 2017 project team were Emirati.

Transfer of knowledge and experience was not only to the UAE nationals in the WorldSkills Abu Dhabi 2017 team itself, others in ACTVET and EmiratesSkills, and closely associated organizations such as the Institute of Applied Technology (IAT), the Abu Dhabi Vocational Education and Training Institute (ADVETI), and the Vocational Education Training Centre (VEDC), benefited from interacting with the WorldSkills Abu Dhabi 2017 project team and accessing their pool of experience.

Taking into account the total number of staff and the length of contracts there were **23,279 working days**, distributed across the five years of the project as follows:

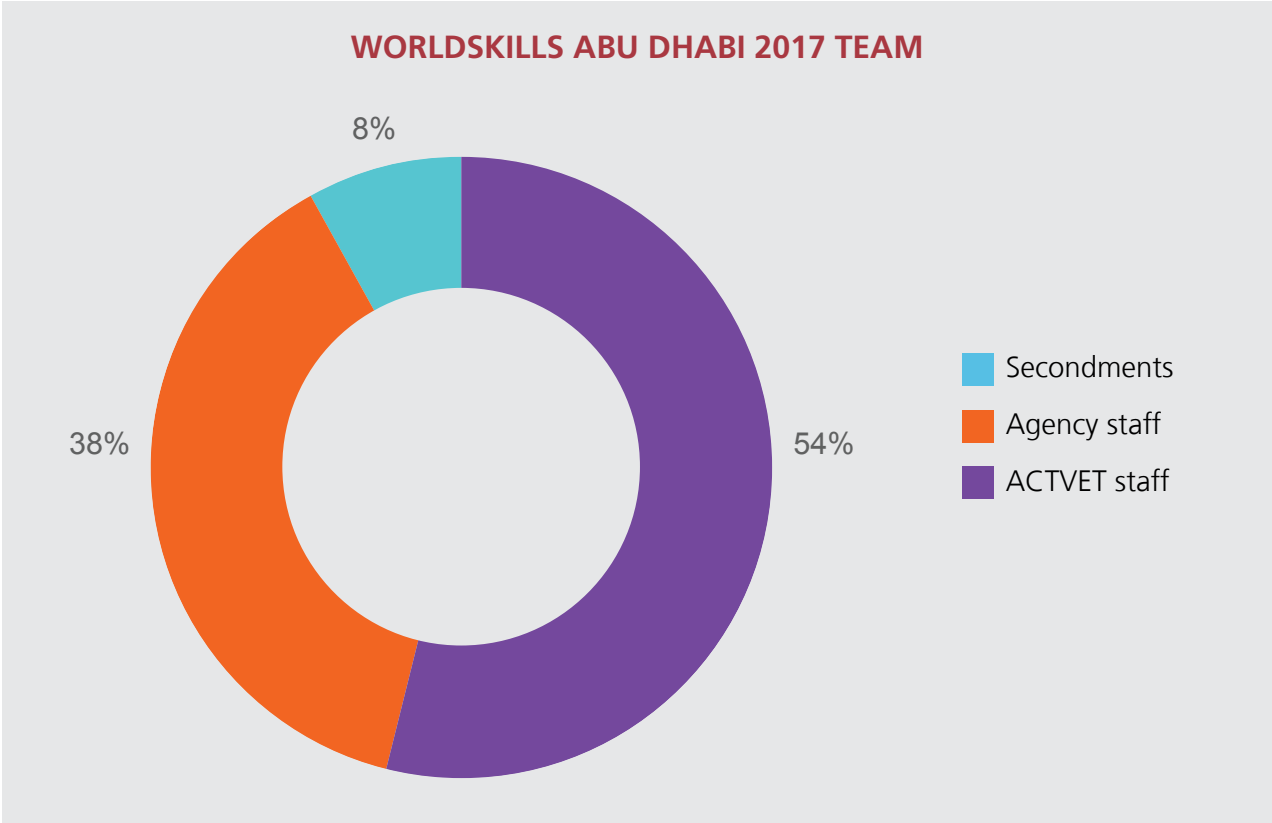


The majority of staff were employed on full-time fixed term contracts with ACTVET. At a later stage in the project it was decided to recruit most of the rest of the team via two agencies because the process to do this was much quicker and less complex.

A number of prominent UAE organizations also offered their staff secondments to the

WorldSkills Abu Dhabi 2017 team. Not only did this represent a cost saving for WorldSkills Abu Dhabi 2017, it also provided a valuable learning experience for the secondees.

The number of WorldSkills Abu Dhabi 2017 staff employed by ACTVET, via recruitment agencies and seconded from other organizations is shown below.



	Number	Percentage
ACTVET staff	50	54%
Agency staff	36	38%
Secondments	7	8%
<b>Total</b>	<b>92</b>	<b>100%</b>

Out of the total number of **92 staff**, **53 were female** (58%) and **39 were male** (42%).





# APPENDICES

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# COMPETITION RESULTS

## RESULTS BY SKILLS COMPETITION

01 Polymechanics and Automation			
Name	Member	Result	Award
Bruno Gruner	Brazil	724	Gold
Marco Michel	Switzerland	720	Silver
Peiqiang Tang	China	718	Silver
02 Information Network Cabling			
Name	Member	Result	Award
Jiawei Liang	China	729	Gold
Yoshiaki Shimizu	Japan	727	Gold
JAEOYOUNG BAEK	Korea	722	Bronze
Kai Hao Andrew Tan	Singapore	721	Bronze
03 Manufacturing Team Challenge			
Name	Member	Result	Award
Yuhei Ueno / Taku Mogami / Tomohiro Aso	Japan	722	Gold
Willon Santos / Thiago Lima / Mateus Gomes	Brazil	720	Gold
Peitong Liu / Yunan Gao / Zhiyuan Zhan	China	718	Bronze
SURAK KIM / DOHUN KWAK / SANGMIN LEE	Korea	717	Bronze
04 Mechatronics			
Name	Member	Result	Award
Gustavo Andreola / Lucas Tochetto	Brazil	734	Gold
Yizhen Deng / Zijin Ye	China	734	Gold
Shoma Okano / Kenta Sato	Japan	733	Gold
Cédric Achermann / Fabien Gyger	Switzerland	732	Gold
Avery Bird / Theodor Willert	Canada	730	Bronze
CHIA-CHEN TSAI / YU-CHENG CHIAO	Chinese Taipei	730	Bronze
05 Mechanical Engineering CAD			
Name	Member	Result	Award
JAEEUN SEO	Korea	768	Gold
Kévin Nascimento	Brazil	738	Silver
Qijia Chen	China	738	Silver
06 CNC Turning			
Name	Member	Result	Award
Mateus Moriel	Brazil	748	Gold
Zhimin Chen	China	744	Silver
GUMIN HEO	Korea	737	Bronze
07 CNC Milling			
Name	Member	Result	Award
Denghui Yang	China	743	Gold
Mitsuaki Kemmochi	Japan	734	Silver
JEONGJUN YOON	Korea	732	Silver

08 Architectural Stonemasonry			
Name	Member	Result	Award
Pablo Paulo	Brazil	745	Gold
Archie Stoke-Faiers	United Kingdom	739	Silver
Joseph COURTIN	France	713	Bronze
Rafael Iakhin	Russia	713	Bronze
SANGMIN LEE	Korea	712	Bronze
09 IT Software Solutions for Business			
Name	Member	Result	Award
Anna Derbeneva	Russia	731	Gold
Manuel Allenspach	Switzerland	730	Gold
Jonas Wanke	Germany	726	Bronze
Run Du	China	724	Bronze
Tran Nguyen Ba Phuoc	Vietnam	724	Bronze
10 Welding			
Name	Member	Result	Award
Xianhai Ning	China	737	Gold
YEONGJU PARK	Korea	733	Silver
Junya Kasagi	Japan	731	Silver
JIAN-HONG LIN	Chinese Taipei	730	Bronze
11 Print Media Technology			
Name	Member	Result	Award
Murilo Silva	Brazil	720	Gold
Jérémy KOOTZ	France	718	Gold
Janine Bigler	Switzerland	707	Bronze
12 Wall and Floor Tiling			
Name	Member	Result	Award
Zhaoju Cui	China	736	Gold
Andreas Stiegler	Austria	729	Silver
JEONGSEOP KIM	Korea	726	Bronze
13 Autobody Repair			
Name	Member	Result	Award
Shanwei Yang	China	736	Gold
Heiko Zumbrunn	Switzerland	731	Silver
Andrew Gault	United Kingdom	723	Bronze
14 Aircraft Maintenance			
Name	Member	Result	Award
Matias Korri	Finland	733	Gold
Jarrod Wood	New Zealand	732	Gold
YEONSEONG JEONG	Korea	728	Bronze
15 Plumbing and Heating			
Name	Member	Result	Award
Armin Taxer	Austria	729	Gold
Marcel Wyss	Switzerland	728	Gold
HYEONGWOOK KIM	Korea	721	Bronze
Björn Landin	Sweden	721	Bronze
Nima Hosseinpoursaloukolaei	Iran	720	Bronze
Daniel Martins	United Kingdom	719	Bronze



16 Electronics			
Name	Member	Result	Award
YU-CHIH TSAI	Chinese Taipei	735	Gold
Jannic Schären	Switzerland	731	Silver
INBEOM SHIN	Korea	731	Silver
17 Web Design and Development			
Name	Member	Result	Award
DONGWOOK HUH	Korea	731	Gold
Konstantin Larin	Russia	731	Gold
Emil von Wattenwyl	Switzerland	730	Gold
Hok Kin Fong	Macao, China	729	Gold
18 Electrical Installations			
Name	Member	Result	Award
Beat Schranz	Switzerland	767	Gold
Hui Dong	China	755	Silver
Hannes Innerbichler	South Tyrol, Italy	750	Bronze
19 Industrial Control			
Name	Member	Result	Award
Qiang Yuan	China	730	Gold
Simon Furrer	Switzerland	729	Gold
Lucas Santos	Brazil	728	Gold
20 Bricklaying			
Name	Member	Result	Award
Zhibin Liang	China	734	Gold
Robert Gradl	Austria	733	Gold
Trystan Sammut	Australia	728	Bronze
21 Plastering and Drywall Systems			
Name	Member	Result	Award
Alexis GUIMONT	France	726	Gold
Raffael Beck	Principality of Liechtenstein	724	Gold
SUHYEON KIM	Korea	723	Bronze
22 Painting and Decorating			
Name	Member	Result	Award
Sebastian Gruber	Austria	767	Gold
Sandra Lüthi	Switzerland	744	Silver
Justine BOSSARD	France	738	Bronze
23 Mobile Robotics			
Name	Member	Result	Award
MINHYEONG HWANG / JUHYUK HWANG	Korea	740	Gold
Pavel Fadeev / Andrei Diubanov	Russia	731	Silver
Zaorong Liang / BINBIN YE	China	728	Bronze
Shuji Kokune / Ryota Yamamoto	Japan	728	Bronze
24 Cabinetmaking			
Name	Member	Result	Award
CHIN-HAO CHENG	Chinese Taipei	730	Gold
Sven Bürki	Switzerland	728	Gold
Fabio Serpa	Brazil	726	Bronze
Angus Bruce-Gardner	United Kingdom	724	Bronze

25 Joinery			
Name	Member	Result	Award
Anthony CHATELAIN	France	743	Gold
KYEOM JIN CHO	Korea	741	Gold
Fabio Holenstein	Switzerland	732	Bronze
Rui Neto	Brazil	730	Bronze
26 Carpentry			
Name	Member	Result	Award
JAEYEON JANG	Korea	725	Gold
Florian Nock	Switzerland	722	Silver
Moritz Mayr	South Tyrol, Italy	722	Silver
Ryan Grieger	Australia	720	Silver
Mario BEL	France	720	Silver
27 Jewellery			
Name	Member	Result	Award
Nikita Stepin	Russia	736	Gold
Andrei Chiesa	Brazil	732	Silver
JING-FANG LIN	Chinese Taipei	720	Bronze
Fan Hu	China	718	Bronze
Jeanne-Marie GIVELET	France	718	Bronze
28 Floristry			
Name	Member	Result	Award
Shenhan Pan	China	750	Gold
GUNHO LEE	Korea	725	Silver
Nolwenn PITTET	France	724	Silver
29 Hairdressing			
Name	Member	Result	Award
Mathieu LEGER	France	758	Gold
Taiju Koivula	Finland	741	Silver
Egor Kostikov	Russia	740	Silver
30 Beauty Therapy			
Name	Member	Result	Award
Kaiya Swain	United Kingdom	765	Gold
Yingying Liang	China	730	Silver
CHAEYOUNG SHIN	Korea	728	Silver
Lily Campbell	Australia	727	Bronze
Wai Yin Lau	Hong Kong, China	726	Bronze
31 Fashion Technology			
Name	Member	Result	Award
Ping Hu	China	749	Gold
Rhany Moreira	Brazil	741	Silver
ZI-JIN LI	Chinese Taipei	737	Bronze
32 Pâtisserie and Confectionery			
Name	Member	Result	Award
Emeliina Papinniemi	Finland	747	Gold
Magdalena Halbmayr	Austria	743	Silver
Louis AGNELLET	France	742	Silver
Mohit Dudeja	India	741	Silver



33 Automobile Technology			
Name	Member	Result	Award
MIN-HENG CHEN	Chinese Taipei	769	Gold
Wenhao Yang	China	746	Silver
Yuya Shimohara	Japan	743	Bronze
MUHAMMAD ASYRAFF YUSNI	Malaysia	742	Bronze
34 Cooking			
Name	Member	Result	Award
Thomas Tutzer	South Tyrol, Italy	768	Gold
Natcha Saengow	Thailand	745	Silver
Christian Jung Hoon Kleinert	Denmark	740	Bronze
LAI JIA YI	Malaysia	739	Bronze
Christoph Fürnschuss	Austria	738	Bronze
35 Restaurant Service			
Name	Member	Result	Award
Tatjana Caviezel	Switzerland	750	Gold
Andre Gilitasha	Indonesia	739	Silver
YONG-CHI YANG	Chinese Taipei	737	Silver
Monika Pöllabauer	Austria	736	Bronze
36 Car Painting			
Name	Member	Result	Award
Yingcheng Jiang	China	753	Gold
Daryl Head	United Kingdom	742	Silver
Maurus von Holzen	Switzerland	738	Bronze
Jonas Heinze	Germany	738	Bronze
Enzo BARRAGATO	France	736	Bronze
37 Landscape Gardening			
Name	Member	Result	Award
Toni Mittermair / Hannes Kofler	South Tyrol, Italy	747	Gold
Benjamin Räber / Nils Bucher	Switzerland	739	Silver
Erik Rüütel / Mairoid Mänd	Estonia	736	Bronze
Shiyang Wang / Wei Sun	China	734	Bronze
38 Refrigeration and Air Conditioning			
Name	Member	Result	Award
SEUNGWOO CHAE	Korea	739	Gold
Vadim Poliakov	Russia	737	Gold
Zhiqing Wu	China	735	Bronze
39 IT Network Systems Administration			
Name	Member	Result	Award
SUNGWON YUN	Korea	724	Gold
Leonid Shmakov	Russia	723	Gold
Wei Xiao	China	721	Bronze
Akos Varga	Hungary	720	Bronze
Patrick Taibel	Austria	719	Bronze
Ryoichi Satoyama	Japan	719	Bronze
Kangli Li	Singapore	719	Bronze

40 Graphic Design Technology			
Name	Member	Result	Award
YU-ZHEN HUANG	Chinese Taipei	756	Gold
Yuezhi Fang	China	752	Silver
Deborah Psenner	South Tyrol, Italy	744	Bronze
41 Health and Social Care			
Name	Member	Result	Award
Sofia Sundqvist	Finland	726	Gold
Irina Tuor	Switzerland	725	Gold
Fazira Zulkifli	Singapore	716	Bronze
42 Construction Metal Work			
Name	Member	Result	Award
SEONGYONG CHO	Korea	746	Gold
Franz Kalss	Austria	725	Silver
Michael Ferraz	Brazil	724	Silver
43 Plastic Die Engineering			
Name	Member	Result	Award
Zhang Zhibin	China	727	Gold
NARAE KIM	Korea	720	Silver
Hayato Miyasaka	Japan	717	Bronze
44 Visual Merchandising			
Name	Member	Result	Award
Pien Hoveling	Netherlands	744	Gold
Umar Nurshinov	Russia	725	Silver
Catherine Abbott	United Kingdom	725	Silver
45 Prototype Modelling			
Name	Member	Result	Award
Fengjie Huang	China	749	Gold
Rizki Dwi Afrianto	Indonesia	722	Silver
HYUNWOOK JEONG	Korea	720	Silver
Kiran Kiran	India	718	Bronze
46 Concrete Construction Work			
Name	Member	Result	Award
Alexander Tury / David Wagner	Austria	727	Gold
Medin Murati / Timo Schön	Germany	720	Silver
Matheus Costa / Matheus Santos	Brazil	710	Bronze
47 Bakery			
Name	Member	Result	Award
Yezhao Cai	China	730	Gold
Damien BESSON	France	729	Gold
Ramona Bolliger	Switzerland	728	Gold
CHI-WEI LI	Chinese Taipei	726	Bronze
48 Industrial Mechanic Millwright			
Name	Member	Result	Award
Biao Song	China	779	Gold
Kennedy Yamashita	Brazil	726	Silver
Bradley Ingham	Australia	724	Silver



49 Heavy Vehicle Maintenance			
Name	Member	Result	Award
Adrian Krähenbühl	Switzerland	748	Gold
Nikolai Larionov	Russia	726	Silver
Søren Lykke Døssing	Denmark	723	Bronze
D1 3D Digital Game Art			
Name	Member	Result	Award
Ng Jun Xuan	Singapore	773	Gold
EUNHO KIM	Korea	747	Silver
ZONGLIN ZHENG	China	722	Bronze
D2 Freight Forwarding			
Name	Member	Result	Award
Gleb Shmonin	Russia	721	Gold
Wen Xin Olivia Low	Singapore	720	Gold
Sarah Ruckenstuhl	Austria	680	Bronze

## RESULTS BY MEMBER COUNTRY OR REGION

Medal Point Count: Gold = 4, Silver = 3, Bronze = 2, Medallion for Excellence = 1

Position	Member	Total Medal Points	Number of Competitors	Gold	Silver	Bronze	Medallion for Excellence
1	China	109.00	47	15	7	8	12
2	Korea	88.00	42	8	8	8	16
3	Switzerland	81.00	36	11	6	3	13
4	Brazil	75.00	49	7	5	3	26
5	Russia	59.00	51	6	4	1	21
6	Chinese Taipei	56.00	42	4	1	5	27
7	France	52.00	33	5	3	4	15
8	Austria	49.00	36	4	3	4	16
9	Japan	43.00	40	3	2	4	17
10	United Kingdom	32.00	30	1	3	3	13
11	South Tyrol, Italy	26.00	21	2	1	2	11
12	Germany	24.00	37	0	1	2	17
12	Finland	24.00	24	3	1	0	9
14	Singapore	22.00	19	2	0	3	8
15	Australia	20.00	17	0	2	2	10
16	Indonesia	18.00	29	0	2	0	12
17	Canada	15.00	28	0	0	1	13
17	Thailand	15.00	24	0	1	0	12
19	India	14.00	26	0	1	1	9
20	Malaysia	13.00	20	0	0	2	9
21	Denmark	12.00	15	0	0	2	8
22	Hungary	11.00	19	0	0	1	9
22	Netherlands	11.00	25	1	0	0	7
24	Macao, China	10.00	15	1	0	0	6
25	Hong Kong, China	9.00	20	0	0	1	7
25	New Zealand	9.00	13	1	0	0	5

Position	Member	Total Medal Points	Number of Competitors	Gold	Silver	Bronze	Medallion for Excellence
25	Sweden	9.00	26	0	0	1	7
28	Colombia	8.00	19	0	0	0	8
29	Belgium	7.00	14	0	0	0	7
29	Ireland	7.00	14	0	0	0	7
29	Iran	7.00	24	0	0	1	5
29	Vietnam	7.00	11	0	0	1	5
33	Principality of Liechtenstein	6.00	5	1	0	0	2
34	Norway	5.00	18	0	0	0	5
35	Portugal	4.00	15	0	0	0	4
35	United States of America	4.00	10	0	0	0	4
37	United Arab Emirates	3.00	29	0	0	0	3
37	Estonia	3.00	5	0	0	1	1
37	Spain	3.00	23	0	0	0	3
37	Latvia	3.00	8	0	0	0	3
41	Morocco	2.00	10	0	0	0	2
41	Philippines	2.00	2	0	0	0	2
43	Belarus	1.00	27	0	0	0	1
43	Mongolia	1.00	6	0	0	0	1
43	Romania	1.00	2	0	0	0	1
43	South Africa	1.00	19	0	0	0	1
47	Barbados	0.00	4	0	0	0	0
47	Kingdom of Bahrain	0.00	6	0	0	0	0
47	Costa Rica	0.00	3	0	0	0	0
47	Georgia	0.00	7	0	0	0	0
47	Croatia	0.00	2	0	0	0	0
47	Kuwait	0.00	2	0	0	0	0
47	Kazakhstan	0.00	23	0	0	0	0
47	Namibia	0.00	7	0	0	0	0
47	Saudi Arabia	0.00	10	0	0	0	0
47	Turkey	0.00	3	0	0	0	0
47	Zambia	0.00	16	0	0	0	0

## BEST OF NATION

Member	Name	Skill	Skill Name	Score	Medal
Austria	Sebastian Gruber	22	Painting and Decorating	767	GOLD
Australia	Gaby Ware	29	Hairdressing	728	Medallion For Excellence
Kingdom of Bahrain	Maleeha Muzafar	17	Web Design and Development	660	
Barbados	Akeil Craig-Browne	33	Automobile Technology	662	
Belarus	NADZEYA KASHTELIAN	29	Hairdressing	700	Medallion For Excellence
Belgium	Julien Neulens	25	Joinery	723	Medallion For Excellence
Brazil	Mateus Moriel	6	CNC Turning	748	GOLD



Member	Name	Skill	Skill Name	Score	Medal
Canada	Avery Bird	4	Mechatronics	730	BRONZE
Canada	Theodor Willert	4	Mechatronics	730	BRONZE
China	Denghui Yang	7	CNC Milling	743	GOLD
Colombia	Sergio Andres Suescun Sanabria	6	CNC Turning	692	
Costa Rica	David Sancho Rojas	24	Cabinetmaking	670	
Croatia	Ivan Dumancic	9	IT Software Solutions for Business	692	
Denmark	Christian Jung Hoon Kleiner	34	Cooking	740	BRONZE
Estonia	Erik Rütel	37	Landscape Gardening	736	BRONZE
Estonia	Mairold Mänd	37	Landscape Gardening	736	BRONZE
Finland	Emeliina Papinniemi	32	Pâtisserie and Confectionery	747	GOLD
France	Kevin DEVOS	46	Concrete Construction Work	692	
France	Joris SAMPAYO	46	Concrete Construction Work	692	
Georgia	Zurab Shavishvili	35	Restaurant Service	610	
Germany	Jonas Heinze	36	Car Painting	738	BRONZE
Hong Kong, China	Chun Yat Kong	4	Mechatronics	728	Medallion For Excellence
Hong Kong, China	Tsz Kin So	4	Mechatronics	728	Medallion For Excellence
Hungary	Szabolcs Cseke	22	Painting and Decorating	733	Medallion For Excellence
India	Mohit Dudeja	32	Pâtisserie and Confectionery	741	SILVER
Indonesia	Andre Gilitasha	35	Restaurant Service	739	SILVER
Iran	Alireza Abdolkarimi	16	Electronics	720	Medallion For Excellence
Ireland	Kathlyn Leahy	35	Restaurant Service	714	Medallion For Excellence
South Tyrol, Italy	Thomas Tutzer	34	Cooking	769	GOLD
Japan	Shoma Okano	4	Mechatronics	733	GOLD
Japan	Kenta Sato	4	Mechatronics	733	GOLD
Kazakhstan	Smirnov Yevgeniy	21	Plastering and Drywall Systems	692	
Korea	JAEEUN SEO	5	Mechanical Engineering CAD	768	GOLD
Kuwait	Salman Alshammari	10	Welding	635	
Latvia	Katrina Elizabete Sile	40	Graphic Design Technology	716	Medallion For Excellence
Principality of Liechtenstein	Raffael Beck	21	Plastering and Drywall Systems	724	GOLD
Macao, China	Hok Kin Fong	17	Web Design and Development	729	GOLD
Malaysia	MUHAMMAD ASYRAFF YUSNI	33	Automobile Technology	742	BRONZE
Mongolia	Janlav-Oidov Jadamba	10	Welding	700	Medallion For Excellence

Member	Name	Skill	Skill Name	Score	Medal
Morocco	MOHAMMED HMINAT	23	Mobile Robotics	696	
Morocco	MAKRAM CHARHIL	23	Mobile Robotics	696	
Namibia	Kaute Kavezembua	34	Cooking	685	
Netherlands	Pien Hoveling	44	Visual Merchandising	744	GOLD
New Zealand	Jarrod Wood	14	Aircraft Maintenance	732	GOLD
Norway	Gullbjørg Ekre	36	Car Painting	716	Medallion For Excellence
Palestine	Ameen Baker	22	Painting and Decorating		
Philippines	Jalanie M. Dimacaling	17	Web Design and Development	716	Medallion For Excellence
Portugal	Admário Ferreira	33	Automobile Technology	714	Medallion For Excellence
Romania	Daniela Stircu	17	Web Design and Development	692	
Russia	Konstantin Larin	17	Web Design and Development	731	GOLD
Saudi Arabia	Hussain Kadhim	9	IT Software Solutions for Business	693	
Singapore	Ng Jun Xuan	D1	3D Digital Game Art	773	GOLD
South Africa	Monique Dunn	34	Cooking	699	
Spain	Tomás RIVERA	29	Hairdressing	707	Medallion For Excellence
Sweden	Björn Landin	15	Plumbing and Heating	721	BRONZE
Switzerland	Beat Schranz	18	Electrical Installations	767	GOLD
Chinese Taipei	MIN-HENG CHEN	33	Automobile Technology	769	GOLD
Thailand	Natcha Saengow	34	Cooking	746	SILVER
Turkey	Ayfer YAZICI	29	Hairdressing	443	
United Arab Emirates	Ibrahim alraeesi	23	Mobile Robotics	721	Medallion For Excellence
United Arab Emirates	Hamad AlRemeithi	23	Mobile Robotics	721	Medallion For Excellence
United Kingdom	Kaiya Swain	30	Beauty Therapy	765	GOLD
United States of America	Chandler Vincent	10	Welding	728	Medallion For Excellence
Vietnam	Nguyen Van Tuan	5	Mechanical Engineering CAD	728	Medallion For Excellence
Zambia	Chisanga CHOOMBE	2	Information Network Cabling	662	







## ALBERT VIDAL AWARD

Name	Member	Skill	Points	Award
Biao Song	China	Industrial Mechanic Millwright	779	GOLD
Ng Jun Xuan	Singapore	3D Digital Game Art	773	GOLD
MIN-HENG CHEN	Chinese Taipei	Automobile Technology	769	GOLD
Thomas Tutzer	South Tyrol, Italy	Cooking	769	GOLD
JAEEUN SEO	Korea	Mechanical Engineering CAD	768	GOLD
Beat Schranz	Switzerland	Electrical Installations	767	GOLD
Sebastian Gruber	Austria	Painting and Decorating	767	GOLD
Kaiya Swain	United Kingdom	Beauty Therapy	765	GOLD
Fengjie Huang	China	Prototype Modelling	762	GOLD
Mathieu LEGER	France	Hairdressing	758	GOLD
YU-ZHEN HUANG	Chinese Taipei	Graphic Design Technology	756	GOLD
Hui Dong	China	Electrical Installations	755	SILVER
Yingcheng Jiang	China	Car Painting	753	GOLD
Yuezhi Fang	China	Graphic Design Technology	752	SILVER
Hannes Innerbichler	South Tyrol, Italy	Electrical Installations	750	BRONZE
Tatjana Caviezel	Switzerland	Restaurant Service	750	GOLD
Shenhan Pan	China	Floristry	750	GOLD
Ping Hu	China	Fashion Technology	749	GOLD
Mateus Moriel	Brazil	CNC Turning	748	GOLD
Adrian Krähenbühl	Switzerland	Heavy Vehicle Maintenance	748	GOLD





صيانة | AIRCRAFT  
MAINTENANCE

INDONESIA

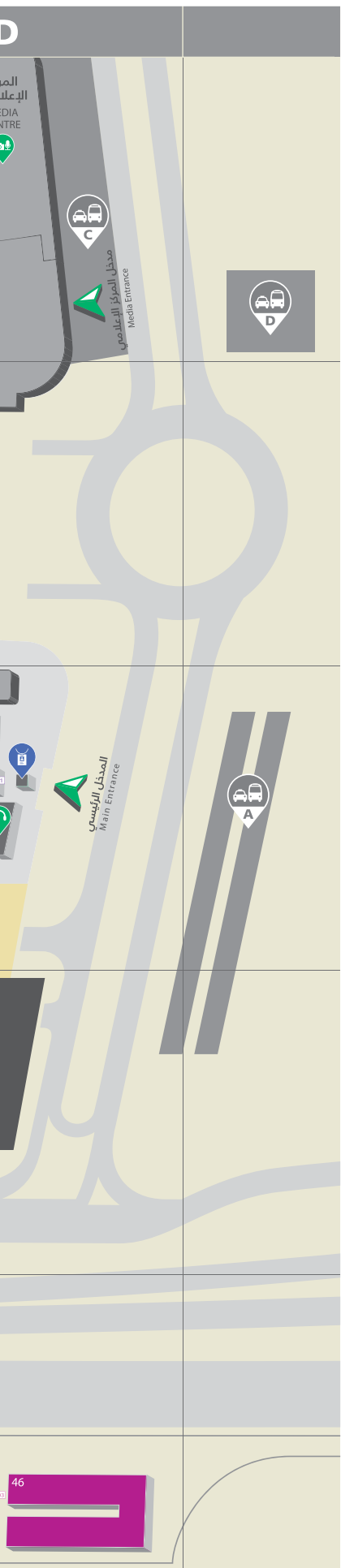
WORLD  
SKILLS  
2017

BRAZIL



# WORLD SKILLS ABU DHABI 2017 VENUE MAP





تقنية التصنيع والهندسة ■ MANUFACTURING AND ENGINEERING TECHNOLOGY

- |       |  |       |  |       |   |       |  |
|-------|--|-------|--|-------|---|-------|--|
| B1 07 | النتج بمؤارة الحاسب الآلي<br>CNC Milling                   | A1 19 | أنظمة التحكم الصناعي<br>Industrial Control               | A1 04 | الميكانيكا الإلكترونية (ميكاترونكس)<br>Mechatronics       | B1 45 | تصميم النماذج الأولية<br>Prototype Modelling |
| B1 08 | الطراطة بمؤارة الحاسب الآلي<br>CNC Turning                 | C1 48 | صيانة المعدات الصناعية<br>Industrial Mechanic Millwright | A1 23 | الروبوتات المتحركة<br>Mobile Robotics                     | C1 10 | اللحام<br>Welding                            |
| C1 42 | الأعمال المعدنية في مجال البناء<br>Construction Metal Work | B1 02 | فريق التحدي التصنيع<br>Manufacturing Team Challenge      | B1 01 | البوليميكانيكا/الآتمتة<br>Polymechanics and Automation    |       |  |
| A1 16 | الإلكترونيات<br>Electronics                                | A1 05 | الرسم الهندسي/اللاتوكاد<br>Mechanical Engineering CAD    | B1 49 | تصنيع قوالب المواد البلاستيكية<br>Plastic Die Engineering |       |  |

تقنية البناء والتشييد ■ CONSTRUCTION AND BUILDING TECHNOLOGY

- |       |  |       |  |       |  |       |   |
|-------|--|-------|--|-------|--|-------|---|
| C5 08 | النتج الحدي المعماري<br>Architectural Stonemasonry | D5 46 | أعمال الإسمنتية في مجال البناء<br>Concrete Construction Work | B5 22 | الدخان والديكور<br>Painting and Decorating                     | B5 12 | أعمال رصف البلاط للترصيات والحدائق<br>Wall and Floor Tiling |
| C5 20 | البناء الحدي<br>Bricklaying                        | A2 18 | التوصيلات الكهربائية<br>Electrical Installations             | A5 21 | أعمال الجبس والسقف المستعارة<br>Plastering and Drywall Systems |       |   |
| B4 24 | صناعة الخزائن وقطع الأثاث<br>Cabinetmaking         | C4 25 | تركيب القطع الخشبية<br>Joinery                               | A2 15 | السياسة والتدفئة<br>Plumbing and Heating                       |       |   |
| A4 26 | التجارة<br>Carpentry                               | B4 37 | تصميم وتنسيق الحدائق<br>Landscape Gardening                  | A2 38 | التبريد والتكييف<br>Refrigeration and Air Conditioning         |       |   |

الفنون البديعية والأزياء ■ CREATIVE ARTS AND FASHION

- |       |   |       |  |       |                                      |       |   |
|-------|---|-------|--|-------|--------------------------------------|-------|---|
| B3 01 | تصميم الألعاب الرقمية ثلاثية الأبعاد<br>3D Digital Game Art | B2 28 | تنسيق الزهور<br>Floristry                            | C2 27 | صيانة النجلى والمجوهرات<br>Jewellery | C2 44 | إعداد واجهات عرض المحلات التجارية<br>Visual Merchandising |
| B2 31 | تقنية الأزياء<br>Fashion Technology                         | B3 40 | تقنية التصميم الجرافيكي<br>Graphic Design Technology |       |                                      |       |   |

تقنية المعلومات والاتصالات ■ INFORMATION AND COMMUNICATION TECHNOLOGY

- |       |   |       |  |       |   |       |  |
|-------|---|-------|--|-------|---|-------|--|
| A3 02 | توصيل كابلات شبكات المعلومات<br>Information Network Cabling           | B3 09 | حلول برمجيات تقنية معلومات الشركات<br>IT Software Solutions for Business | A3 11 | تقنية الإعلام المطبوع<br>Print Media Technology | A3 17 | تصميم مواقع الإنترنت<br>Web Design and Development |
| B3 39 | إدارة نظم شبكات تقنية المعلومات<br>IT Networks Systems Administration |       |  |       |   |       |  |

الخدمات الاجتماعية والشخصية ■ SOCIAL AND PERSONAL SERVICES

- |       |                                   |       |                             |       |  |       |                                    |
|-------|-----------------------------------|-------|-----------------------------|-------|--|-------|------------------------------------|
| C3 47 | المخبوزات<br>Bakery               | B3 34 | الطهي<br>Cooking            | C2 41 | الرعاية الصحية والاجتماعية<br>Health and Social Care | B3 35 | خدمة المطاعم<br>Restaurant Service |
| C2 30 | العلاج التجميلي<br>Beauty Therapy | C2 29 | تصفيف الشعر<br>Hairdressing | C3 32 | الحلويات والمصاكن<br>Pâtisserie and Confectionery    |       |                                    |

النقل واللوجستيات ■ TRANSPORTATION AND LOGISTICS

- |       |   |       |   |       |  |       |   |
|-------|---|-------|---|-------|--|-------|---|
| C3 14 | صيانة محركات الطائرات<br>Aircraft Maintenance | C3 33 | تقنية السيارات<br>Automobile Technology | C3 02 | خدمات الشحن والتخليص الجمركي<br>Freight Forwarding | C3 49 | صيانة المركبات الثقيلة<br>Heavy Vehicle Maintenance |
| D3 13 | إصلاح هيكل السيارات<br>Autobody Repair        | D3 36 | صبغ السيارات<br>Car Painting            |       |  |       |   |

جربها | TRY IT

- |           |  |           |  |          |  |              |   |
|-----------|--|-----------|--|----------|--|--------------|---|
| A1 H10 04 | فلم للرسم ثلاثي الأبعاد<br>3DoodleBar by Ultimaker                           | D5 MAR 03 | تغطية وملء فراغات قوالب الطوب<br>Cladding and Pointing of Brick Slips with Brickurgers | D3 H2 12 | تجربة منتجات القيادة بالسيارة 3M<br>Autocare Experience with 3M                              | D3 H1 01     | الاستجاب الحي في شرطة أبوظبي<br>Abu Dhabi Police Air Ambulance                |
| B1 ICC 05 | جولة ضمن جناح شركة سترايا للتصنيع<br>Have a tour inside Strata               | A5 MAR 20 | الألوان الحديصة<br>Dyeing with Gyproc Saint-Gobain                                     | D3 H2 01 | أداء التوربو والملازمة من مرسيدس - بنز<br>Precision, Performance and Safety by Mercedes-Benz | CP1 01       | 3M تجربة إجراءات الصحة والسلامة من 3M<br>Experience Health and Safety with 3M |
| C1 ICC 14 | اختبارات الأداء والقياس الصناعي<br>Industrial Test and Measurement by Fluke  | A2 H8 08  | التصديقات الكهربائية<br>Electrical Installations by Al Mazroui                         | C3 H4 01 | متعة التسوق مع لوليا!<br>Shopping Fun with Lolita!   | C2 CP1 11-12 | أختر الجمال الحقيقي<br>Experience true beauty! - Madi Intl.                   |
| A1 H10 01 | مباراة كرة القدم مع الروبوتات<br>Play Soccer with Mobile Robotics by Studica | A2 H9 04  | شبكة الأنابيب المتعددة الطبقات<br>Multi-layer Piping System with SuperPipe PE          | C3 H4 13 | تحدي المحرك<br>The Engine Challenge with Dr. Bike  |              |   |
| B1 ICC 01 | تركيب الأنظمة الهندسية وصيانتها (البوليميكانيكا)<br>Polymechanics            | C5 MAR 12 | جرب الصبغ مع جوتن<br>Painting with Jotun   | C3 H2 08 | جهاز محاكاة الطلاء الافتراضي<br>VirtualPaint Simulator by BASF                               |              |   |
| D5 MAR 09 | الرشح الأوتوماتيكي<br>Autospray with Graco                                   | B4 GRS 09 | التراث الحدي في دولة الإمارات العربية المتحدة<br>UAE Sea Heritage with Al Snयर         | A3 H7 01 | الأمن الإعلامي في شرطة أبوظبي<br>Abu Dhabi Police Media Security                             |              |   |
| B4 GRS 05 | التجارة<br>Carpentry with Al Mazroui   | C2 CP1 21 | تنسيق الزهور<br>Floristry with Floral Trading  | B3 H6 03 | تقنية أمن المعلومات والبيانات<br>Information and Security Technology by Global Vision        |              |   |

اكتشفها | DISCOVER IT

- |           |  |           |  |           |   |          |   |
|-----------|--|-----------|--|-----------|---|----------|---|
| C2 CP1 02 | ركن الأزياء من كلية الأزياء والتصميم في دبي<br>Fashion Workshop Corner by CFD                                  | B1 H10 20 | التصميم ثلاثي الأبعاد 360 fusion للفرمولو 1<br>في المدارس من شركة أوتو ديسك للتصميم<br>Fusion 360 Design for F1 in Schools by Autodesk | B1 H10 08 | أساسيات علم الروبوتات المتحركة<br>مع شركة "فكس" VEX للروبوتات<br>Junior Mobile Robotics with VEX Robotics | A3 H7 04 | وسائل التواصل الاجتماعي واستراتيجيات<br>BrandMoxie لتنظيمها<br>Social media and marketing strategy<br>by BrandMoxie |
| B2 CON 20 | أنتم من مصمم وعينكوا! انكمروا أحد معارض المسو 2020<br>You are the designer! Create an exhibition for Expo 2020 |           |  |           |   |          |   |

عرض المهارات ■ SHOWCASES

- |           |  |           |  |           |  |           |                               |
|-----------|--|-----------|--|-----------|--|-----------|-------------------------------|
| C1 CON 34 | تركيب السيارة بالتعلم الذاتي<br>Building A Car Through Self-Learning | B1 H10 10 | سباق الفورمووال 1 في المدارس<br>F1 in Schools Race!  | B4 GRS 04 | توفير المياه باستخدام أنظمة زراعة معاصرة<br>مستخدمة في دولة الإمارات - كأصلها نبات زرع<br>Landscape Gardening using Indigenous<br>Plants by Kamelia Bin Zaal | B3 ATR 01 | تراث الإمارات<br>UAE Heritage |
| B3 H5 01  | مسرح خبار طبائحي المركز الدولي لفنون الطهي<br>ICCA Chefs Theatre     | C3 H3 01  | تصميم الطائرات - تصميم طائرة بدون طيار والتحكم بها<br>Drone Design and Fly by Khalifa University |           |  |           |                               |

الإرشاد المهني ■ CAREERS ADVICE

- |           |                                       |          |                            |           |                            |           |                               |
|-----------|---------------------------------------|----------|----------------------------|-----------|----------------------------|-----------|-------------------------------|
| C3 ATR 08 | الإرشاد المهني<br>Emirates Foundation | A2 H8 03 | الإرشاد المهني<br>LinkedIn | A1 H10 03 | الإرشاد المهني<br>Tawtheeq | B2 CON 25 | الإرشاد المهني<br>UAE Academy |
|-----------|---------------------------------------|----------|----------------------------|-----------|----------------------------|-----------|-------------------------------|

مهارات المستقبل ■ FUTURE SKILLS

- |          |   |          |  |          |   |          |   |
|----------|---|----------|--|----------|---|----------|---|
| B3 H5 05 | تصميم واستخدام الطائرات بدون طيار<br>Cloud Computing by Amazon Web Services | B3 H6 02 | الأمن الإلكتروني<br>Cyber Security by Khalifa University | B3 H6 01 | تصميم الطائرات بدون طيار والتحكم بها<br>Drones Design and Fly by Khalifa University | A2 H9 07 | تقنية المياه<br>Water Technology by DWA and Festo |
|----------|---|----------|--|----------|---|----------|---|

مهارات الصغار ■ JUNIOR SKILLS

- |          |   |          |   |           |  |
|----------|---|----------|---|-----------|--|
| A2 H8 06 | التصديقات الكهربائية<br>Electrical Installation | B3 H6 06 | تقنيات التصميم الجرافيكي<br>Graphic Design and Technology | B1 H10 07 | علم الروبوتات المتحركة<br>Robotics by VEX Robotics |
|----------|---|----------|---|-----------|--|





**2017**

**Youth Declaration  
on the Future of Skills  
and TVET**

## **The International TVET Youth Forum**

The first International TVET Youth Forum was held on 14<sup>th</sup> and 15<sup>th</sup> October during WorldSkills Abu Dhabi 2017. This event was the first of its kind and a unique opportunity for young professionals to shape the future of skills.

Working in six Think Tanks, participants wrote a Youth Declaration on the future of skills and TVET: the starting point of a powerful legacy and a trigger for concrete global action.



## 2017 Youth Declaration on the Future of Skills and TVET

# INTRODUCTION

We, the youth of the world, represented by 300 professionals and vocational students from 62 different countries, have all joined hands for a common purpose: the future of skills and TVET. We have gathered at the first International TVET Youth Forum on 14th and 15th October, 2017 in Abu Dhabi, United Arab Emirates and drafted the following declaration,

**Building** on Agenda 2030 for Sustainable Development of the United Nations, adopted on 25th September 2015 and signed by 193 countries;

**Recognizing** the pivotal role the youth has to play in supporting and shaping all seventeen Sustainable Development Goals;

**Stressing** the importance of skills in the present era of the Fourth Industrial Revolution;

**Responding** to the challenges that the youth and TVET are facing in the present age.

For the past two months, we have exchanged our views and reflected on key issues surrounding both the future of skills and current global challenges.

The International TVET Youth Forum presented us with the opportunity to shape the future we want to see. Having now consolidated our talks and planned their legacy, we present the outcome of our collaboration: the first Youth Declaration on the Future of Skills and TVET.



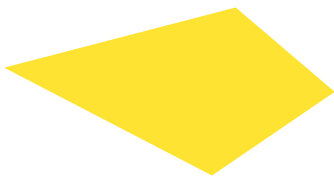
# THE THINK TANKS



**Think  
Innovation**



**Think  
Happiness & Tolerance**



**Think  
Green**



**Think  
Global Citizenship**



**Think  
Industry 4.0**



**Think  
Entrepreneurship**





# THINK INNOVATION

## **Article 1: Skills education and knowledge fuel the growth of a smart city.**

- Skills and technology need to evolve together, hand-in-hand with both human and social interaction.
- The creative use of skills supports the development, building and maintenance of sustainable smart cities.
- Governments have a role in supporting the development of new skills.
- Education must be adaptable and applicable to the relevant industry.

## **Article 2: We believe that there should be balance between job readiness and adaptability.**

- Experience is essential to striking a balance between practical skills and academic education.
- Seeking opportunities and practical experience builds confidence and self-awareness in students.
- Encouraging on-the-job training will ensure that real-world skills are acquired.
- Industries should demand skills required for possible opportunities in technology.

## **Article 3: Skills such as adaptability, creativity and flexibility will foster tomorrow's innovation.**

- We should embrace the progression of technology and the contribution it has made to changing the workplace.
- We are deeply concerned about the transformative role of AI, which will strongly influence how work is undertaken.
- We recommend flexibility in education, to create a balance between soft and academic skills.
- We encourage industry to work in partnership with educational institutes for mutual benefit.

# THINK HAPPINESS AND TOLERANCE

**Article 4: Diverse and inclusive educational systems are the key to building happy and tolerant societies.**

- We need to promote gender equality and inclusion through equal access to education.
- Developing curricula and teacher-training is essential to mainstreaming cultural diversity.
- We recommend improving the attractiveness of TVET by promoting role models, increasing funding and securing further opportunities in TVET.
- Investing in research is essential to catering to the needs of a diverse group.

**Article 5: Building awareness on vocational education is the gateway to happiness.**

- We need to create an environment of skills-based optional classes for students across educational levels.
- Social media can be a crucial tool to promoting the importance and value of TVET.
- We recommend establishing an international network of skilled mentors to guide and inspire our generation.
- Profits gained from skills can be used to support social and development needs.

**Article 6: We strongly recommend raising awareness on TVET through government advocacy and educational reform.**

- Incorporating TVET in school curricula could help uncover hidden talents among students.
- Government recognition of role models is essential to changing society's mindset on TVET.
- It is crucial to initiate TVET programs that provide financial incentives and funding for students to pursue these opportunities.
- Through campaigning and counseling, the youth should be encouraged to build careers based on passion.

# THINK GREEN

**Article 7: TVET curriculums should incorporate an environmentally sustainable approach, and adhere to international standards and regulations.**

- Governments should put in place regulatory frameworks and promote green thinking at a high level.
- Climate competitions could help create innovative and affordable solutions while encouraging the youth to go green (all ages could enter such competitions).
- Regulation and green education should be introduced in schools to enforce climate change awareness.
- Conferences and e-platforms should be used to help people from different fields share their environmentally friendly practices.

**Article 8: By promoting a frugal mindset, we can innovate more, using less.**

- We need to promote the idea that "cheap" is not "bad".
- Through education, we should challenge the youth to actively adopt sustainable solutions.
- Affordability, efficiency and sustainability are key to developing ideas that positively impact communities.
- We have a responsibility to minimize our environmental footprint by using repurposed materials.

**Article 9: Investing in sustainable skills is the first step to ensuring global environmental sustainability.**

- It is essential to promote green thinking through educational programs and curriculums.
- We need to make the move from "blue-collar jobs" to "green collar jobs".
- The concept of green innovation includes economic, social and environmental pillars, and these ideas need to be promoted.
- Green skills should be supported by the implementation of government policies.



# THINK GLOBAL CITIZENSHIP

## **Article 10: Education is the passport to creating a network of young global citizens.**

- Awareness about global citizenship should be promoted through interactive platforms.
- It is crucial to adopt an innovative educational system by encouraging informal education.
- Government collaboration can build programs that promote and encourage youth mobility.
- We should invest in solidarity across borders to raise the recognition for skills.

## **Article 11: We recommend the creation of an organization or network dedicated to promoting and connecting success stories.**

- This could take the form of a digital platform that includes online forums, panels and online story-telling workshops.
- We emphasize the need to draw the attention to success stories that are easily adaptable.
- Accessibility and efficiency of content can be achieved through collaboration with global partners.
- Such a network could act as a medium between education systems and successful professionals.

## **Article 12: Aligning global skill requirements with local education practices can help us achieve social equity, sustainability and prosperity.**

- It is essential to harness technological advancements to facilitate skills, connectivity and opportunities, independent of race, gender, religion and nationality.
- We recommend greater dialogue between students and employers backed up with strong educational systems and supported by labour markets feedback.
- We believe it is important to focus on dual education systems that call upon the independent skills of critical thinking, adaptability and technological skills (theory and practice).
- Increasing collaboration between TVET systems, government and communities will ensure maximum benefits to global society.

# THINK INDUSTRY 4.0

**Article 13: In a globalized world, the data revolution will increase the need for dynamic skills for future jobs.**

- Keeping in mind that we are moving into Industry 4.0, the data revolution will increase efficiency and provide more goods at a cheaper price.
- We are convinced that data mobility requires us to build collaborative, cross-functional solutions that work across borders.
- Given the increase in the need for machine supervision, we need to invest in skills that match the needs for future jobs.
- We recommend that educational institutions and systems adopt an innovative learning approach, including interdisciplinary skills such as data analysis, problem solving, creative art, IT, decision-making, soft skills.

**Article 14: Educational transformation through IT and soft skills will empower individuals to navigate tomorrow's smart industry.**

- We believe it is necessary to bridge the gap between schools and jobs and establish a strong community of competent and skilled youths.
- Schools should focus on educating young individuals in social skills, creativity and problem solving.
- The legal and political framework should encourage innovation in the form of new businesses.
- It is crucial to integrate both private sector and government-led initiatives to interconnect students with the smart industry.

**Article 15: Lifelong learning is a fundamental mindset for skilled youths in a complex future.**

- Schools must ignite students' curiosity and motivate students continuously.
- Governments should provide a framework for companies and the educational sector to cooperate
- It is crucial to invest in a physical or digital educational environment to train the workforce to operate the provided technology efficiently.

# THINK ENTREPRENEURSHIP

**Article 16: The sharing economy can be a catalyst for the ways we buy, learn, and the way we develop our careers.**

- The collaborative economy has redefined roles and created new types of workplaces.
- We can benefit from the sharing economy by leveraging crucial IT skills driven by digital platforms and global networking.
- We recommend facilitating access to information that can enhance our education and professional growth.

**Article 17: We need to build an environment that encourages an entrepreneurial mindset at all levels of society.**

- Entrepreneurship should systematically be embedded within educational institutions.
- We recommend establishing platforms to share problems, promote profiles and expose people to different perspectives.
- Governments should build a risk-managed environment by putting in place policies that are advantageous to entrepreneurs.
- Entrepreneurship is not just a mindset for the youth - it should be promoted among all segments of the population.

**Article 18: Storytelling, skill-building and strategizing are the keys to successful entrepreneurship.**

- It is crucial to encourage entrepreneurs to believe in themselves and follow their vision.
- We recommend the building of accessible platforms facilitating team-building and networking among entrepreneurs.



# CONCLUSION

## **The International TVET Youth Forum**

We, the youth of the world, stand united behind this declaration and commit ourselves to: abide by it, carry it home, become its ambassadors and ensure its positive outcome and long-lasting resonance.

We urge private and individual actors as well as international stakeholders to take a stand with us and work towards the implementation of these eighteen proposals.





# WORLDSKILLS ABU DHABI 2017 TEAM

## CEO'S OFFICE

**Ali Al Marzouqi** – Chief Executive  
**Aidan Jones** – Executive Director  
**Tony Beeching** – Project Manager  
**Fatima Easa Al Blooshi** – Senior Project Officer  
**Shamma Al Dhaheeri** – Management Assistant

## OPERATIONS

**Birgit Steinbeck** – Head of Operations  
**Hedda Dunker** – Senior Coordinator, Special Events  
**Sadiece Holland** – Event Coordinator  
**Filipe Lima** – Ceremonies Coordinator  
**Gunnar Gilgen** – Conference Coordinator  
**Tatjana Lemajic** – Conference and Events Coordinator  
**Anna Drozdova** – Special Events Officer  
**Magdalena Hammond** – Special Events Officer  
**Faisal Anwar** – Conference Officer  
**Mhd Amer Ammar** – AV Assistant  
**Michelle Hardy** – Senior Coordinator, Customer Service  
**Genaya Nahu** – Member Support Coordinator  
**Eva-Maria Buchacher** – Member Support Coordinator  
**Carmel Langen** – Customer Service Coordinator  
**Denise Heckscher** – Hospitality Coordinator  
**Klara Sadova** – Customer Logistics Coordinator  
**Adam Staszkiwicz** – Customer Logistics Coordinator  
**Kay Clayden** – Transport Coordinator  
**Sandrine Simonnet** – Overlay and Logistics Coordinator  
**Faten Zammouri** – Member Support Officer  
**Elke Koehnke** – Hospitality Officer  
**Annie Maranjianian** – Accreditation Officer

**Mostafa Magdy** – Customer Logistics Officer

**Miriam McCulloch** – Senior Coordinator, Education and Volunteers  
**Heather Kennedy** – Volunteer Coordinator  
**Sabrina Martinez** – Education Coordinator (Student Visits)  
**Ahmad Alzghoul** – Education Coordinator  
**Aurelia Ruetsch** – Protocol Coordinator  
**Lesleigh Klarmann** – Protocol Coordinator (International)  
**Asma Al Awadhi** – Volunteer Database and Communications Officer  
**Ashwathy Surendran** – Volunteer Officer  
**Mariana Gorges** – School Visits Officer  
**Syed Ehsan Arif** – Education Officer (Logistics)  
**Noor Elchami** – Education Officer  
**Aysha AlHamadi** – Office Assistant, Operations

## TECHNICAL

**Andrew Murfitt** – Head of Technical Competitions  
**Nuha Luqman** – Senior Coordinator, Procurement and Logistics  
**Bilal Adada** – Procurement Coordinator  
**Maha Al Arini** – Procurement Officer  
**Bara'a Fadaaq** – Procurement Coordinator  
**Ajay Matthew** – Procurement Coordinator  
**Christian Jay Hernandez** – Procurement Officer  
**Mariam Zayed** – Procurement Officer  
**Daniel Ward** – Senior Coordinator, Venue  
**Nada Abu-Georgi** – Venue Coordinator  
**Victoria Maria Wahl** – Venue Coordinator  
**Chandni Gamnani** – Venue Officer  
**Richard Hasney** – Venue Officer  
**Karla Pleasance** – Senior Coordinator, Technical  
**Ranavir Ghosh** – Technical Coordinator  
**John Toffollo** – Signage Coordinator



**Joern Seifert** – IT Coordinator  
**Sven Larsen** – IT Coordinator  
**Stephen Powell** – Senior Coordinator, Competitions  
**Saif AlMheiri** – Technical Officer  
**Sathish Ganapathi** – Technical Officer  
**Anam Khan** – Technical Officer  
**Frances Rogers** – Technical Officer  
**Jeremie Agabin** – Data Entry  
**Sayoojya Dilip** – Data Entry

## **SPONSORSHIP, MARKETING, COMMUNICATIONS AND PUBLIC RELATIONS**

**Fahar Al Suwaidi** – Head of Sponsorship, Marketing, Communications and PR  
**Hayete Jemai** – Senior Coordinator, Sponsorship  
**Mohammed Al Makhzumi** – Sponsorship Coordinator  
**Lynish Menezes** – Sponsorship Coordinator  
**Rameem Mohamed** – Sponsorship Coordinator  
**April Claridad** – Sponsorship Account Officer  
**Robert Carroll** – Senior Coordinator Digital  
**Paul Driscoll** – Web/AV Coordinator

**Marwa Al Mansoori** – Social Media Coordinator  
**Noor Alsharif** – Social Media Coordinator  
**Ameena Al Hosani** – Social Media Officer  
**Marzooq Al Bastaki** – Marketing Coordinator  
**Fatema Al Nuami** – Marketing Coordinator  
**Claudia De Oliveira** – Marketing Coordinator  
**Karen Crummer** – Marketing Officer  
**Qais Haddad** – Marketing Officer  
**Ahmad Alkwaifi** – Graphic Designer  
**Paula Kim** – Communications Coordinator  
**Sofia Gomaa** – PR Coordinator  
**May Al Hamli** – Senior Coordinator, Institutional and Government Relations  
**Safaa Al Khateeri** – Government Relations Specialist  
**Asmaa Bin Yamani** – Government Relations Specialist

## **FINANCE AND ADMINISTRATION**

**Nilesh Ambikar** – Head of Finance and Administration  
**Rahul Rana** – Senior Coordinator, Finance  
**Sandeep Gokhale** – Finance Coordinator  
**Mostafa Salem** – Finance Officer  
**Abdulla Al Maskari** – Office Assistant, HR

# **WORLDSKILLS INTERNATIONAL SECRETARIAT**

**David Hoey** – Chief Executive Officer  
**Cara McCormack** – Executive Assistant to the CEO  
**Alexander Amiri** – Director of Sponsorship and Partnership  
**Jane Stokie** – Director of Skills Competitions  
**Crispin Thorold** – Director of Marketing and Communications  
**John Cox** – Information Systems Senior Manager  
**Adam Walsh** – Senior Software Developer  
**Joni Aaltonen** – Senior Web Developer

**Shawna Bourke** – Marketing and Communications Manager  
**Alex Musial** – Conference and Projects Manager  
**Katherine Pilcher** – Finance and Logistics Manager  
**Ellen Coppens** – Member Services Liaison  
**Luise Kuehnel** – Technical Assistant  
**Fabian Vogler** – Digital Media Developer  
**Grace Lung** – Partnership and Projects Manager  
**Nuria Portland** – WorldSkills Foundation Project Manager

# LIST OF ORGANIZATION ACRONYMS

<b>ACTVET</b>	Abu Dhabi Centre for Technical and Vocational Education and Training
<b>ADEC</b>	Abu Dhabi Education Council
<b>ADNEC</b>	Abu Dhabi National Exhibition Centre
<b>DCTA</b>	Department of Culture and Tourism
<b>DOF</b>	Department of Finance
<b>DOT</b>	Abu Dhabi Department of Transport
<b>ENEC</b>	Emirates Nuclear Energy Corporation
<b>GAN</b>	The Global Apprenticeship Network
<b>GSEC</b>	General Secretariat of the Executive Council
<b>HOC</b>	Higher Organizing Committee (WorldSkills Abu Dhabi 2017)
<b>ICCA</b>	International Centre for Culinary Arts
<b>ILO</b>	International Labour Organization
<b>KHDA</b>	Knowledge and Human Development Authority
<b>KU</b>	Khalifa University
<b>MoE</b>	Ministry of Education
<b>SANID</b>	The National Emergency Response Volunteer Programme of the UAE (SANID means "Support" in Arabic)
<b>SEDRA Foundation</b>	Services for Educational Development, Research and Awareness for Inclusion
<b>SEHA</b>	Abu Dhabi Health Services Company (SEHA means "Health" in Arabic)
<b>UNESCO</b>	United Nations Educational, Scientific and Cultural Organization
<b>UNESCO-UNEVOC</b>	United Nations Educational, Scientific and Cultural Organization – International Centre for Technical and Vocational Education and Training
<b>ZHO</b>	Zayed Higher Organization



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# ACTVET

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التقني والمهني

