2013 ANNUAL REPORT

WORLDSKILLS INTERNATIONAL

WORLDSKILLS IS CHANGING!

In recent years, WorldSkills has experienced rapid growth welcoming new Members, partners and Projects into the movement. Never before has there been so much interest in what we do — from skill sectors and industry, from governments and economists as well as from media and society as a whole.

NOW IS THE TIME TO TAKE THE NEXT STEP.

In 2013 WorldSkills began the process of rebranding and restructuring the way of operating to meet the demands and expectations for the future. What will be changed as a result?

- our vision, mission and positioning statement are being changed
- our logotype will be monochrome
- our overall look and feel will be more visual
- our purpose and focus will be spread between six focus areas: **RESEARCH, INTERNATIONAL COOPERATION AND DEVELOPMENT, ADVOCACY, EDUCATION AND TRAINING, COMPETITIONS AND PROJECTS, AND CAREERS.**

This project is scheduled to finish early 2014 and be fully launched during the General Assembly in Lucerne, Switzerland in September 2014.

As an international movement, WorldSkills is the global voice of professional skills promotion. We use **COMPETITIONS AND PROJECTS, EDUCATION AND TRAINING, ADVOCACY, RESEARCH, CAREER AWARENESS AND INTERNATIONAL COOPERATION AND DEVELOPMENT** to bring together industry, government and education organizations to drive an international SKILLS AGENDA designed to create economic stability and growth for all people and freedom of choice for youth.

WorldSkills is the global voice of professional skills promotion.

PRESIDENT'S REPORT

The year 2013 was marked by great achievement, growth and development in WorldSkills. We saw the successful organization of our flagship event, the 42nd WorldSkills Competition in Leipzig, Germany. We welcomed two new Members, Chile and the Kingdom of Bahrain and one new Global Industry Partner, Dermalogica. We also undertook the huge task of rebranding and reorganizing our organization and movement.

The 42nd WorldSkills Competition in Leipzig, Germany was a memorable event for all involved. From the absolutely stunning venue, to the friendly volunteers and the overwhelming attention to detail, the Competition was a huge success. It was the largest international Vocational Education event ever held.

The Conference Program held during WorldSkills Leipzig 2013 was incredible. It brought together leading institutions and organizations from around the world, all with a vested interest in skills development and excellence. We were honoured to have hosted these organizations and are already in discussions with them to create an ongoing commitment for future conferences.

Of course, none of this would have been possible without the endless hours, passion and dedication of so many people. I would like to thank all the volunteers, stakeholders, partners, Experts, Delegates, Members, staff and Boards. You humble me with your commitment to the WorldSkills vision and mission.

WorldSkills is growing larger every minute and we are working on ways to make it more accessible and engaging. As of the end of 2013 we are 67 Members strong, and we are expecting a few more to join in early 2014. WorldSkills Leipzig 2013 was visited by a large number of countries and regions not currently Members of WorldSkills and by WorldSkills São Paulo 2015 we anticipate our membership will have grown to over 70 countries and regions.

Great steps were made this year in the growth of our organization and the WorldSkills movement. We have spent the year developing strategies to take the WorldSkills message beyond being just a Competition. We have now created six new focus areas: International Corporation and Development, Careers, Advocacy, Education and Training, Research, and Competition and Projects. WorldSkills is now establishing itself as the global hub for skills excellence and development.

I look forward to 2014 and seeing all the new developments that it has in store for us. We'll see you all in Lucerne, Switzerland for our General Assembly in September 2014. Together we are improving our world with the power of skills.

Simon Bartley — President, WorldSkills International

CEO'S REPORT

WorldSkills Leipzig 2013 was the highlight of 2013, raising the profile and recognition of skilled people and delivering on our unique position as the global platform for benchmarking, showcasing and inspiring skills excellence. It further positioned our flagship event as the biennial meeting place for international leaders and organizations in Vocational Education and Training and skills excellence.

We are working towards the vision of improving our world with the power of skills by increasing our focus on sharing best practices, learning leading edge technology and techniques and transferring knowledge across the globe. WorldSkills does this by showcasing the skills that shape our world and by promoting the wealth of career opportunities available to all.

Media is continuing to see the potential and opportunity in the WorldSkills Competition, with hundreds of media attending the event, creating articles, videos and interviews. With over 200,000 visitors to the event, the WorldSkills message is reaching the world. The cooperation between industry and education was seen in Leipzig like never before with initiatives like WorldSkills Express (Industry sponsored buses from surrounding schools to bring youth to the event).

I would like to congratulate everyone in Leipzig and Germany, you showcased your city and country well and made lifetime memories for so many. I would like to personally thank each and every Member organization (Delegates, Experts, Team Leaders, Competitors and supporters), sponsors and partner, staff and volunteers for their hard work and commitment. I have heard so many compliments and great feedback from the event, I wish I could share all of them with you. You all should be proud of what you have collectively accomplished.

Now as we all start to work towards WorldSkills São Paulo 2015, we want to learn from everything in Leipzig and continue to push ourselves to make the event bigger, better and to improve the experience and impact around the world. We look forward to seeing everyone at the General Assembly in Lucerne, Switzerland in September 2014.

David Hoey — CEO, WorldSkills International

BOARD OF DIRECTORS

BOARD OF DIRECTORS 2013:

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

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

Stefan Praschl (Austria)
Vice President Technical Affairs and Chair of the Technical Committee

Roberto Spada (Brazil)
Vice President Special Affairs

Terry Cooke (Canada)
Treasurer

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

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

Elfi Klumpp (Germany)
Ex officio for WorldSkills Leipzig 2013 (in office until July 2013)

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

Ali Al Marzouqi (United Arab Emirates)
Ex officio WorldSkills Abu Dhabi 2017 (began term July 2013)

MEMBER SURVEY

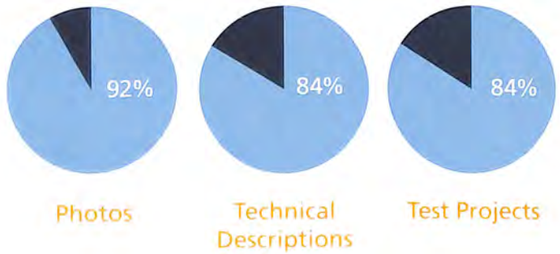
At the General Assembly in Jeju 2012, it was agreed that WorldSkills needed to collect and regularly update key information relating to Member organizations and their activities. The Strategy Committee discussed the details and formally agreed that a survey would be the best method to collect this data. The survey would be comprehensive to allow WorldSkills and all Members to share very important information about the organization with each other and all stakeholders to establish the full reach of skills competitions and WorldSkills related activities across the globe.

By capturing this baseline of information worldwide every year, accurate statistics and data can be created to provide to funders, partners, sponsors, media and other stakeholders, clearly demonstrating the impact WorldSkills and the Member organizations are having.

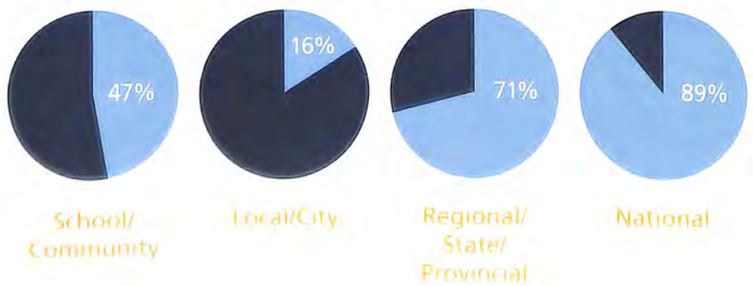
A few statistics from the 2013 survey:

- **63%** have completed the survey (38 Members).
- Most Member organizations were established to develop and promote Vocational Education and Training.
- Biggest upcoming challenges, top 3 answers included:
  - financial support,
  - promoting vocational training/career choice, and
  - publicity around 'skills'.

Top three WSI tools and resources that Members are currently using:

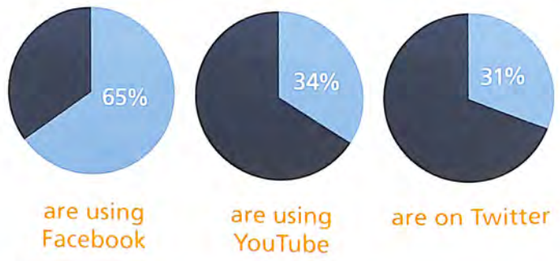


The level of Skill Competition currently hosted:



- First year a Skill Competition with national participation was held:
  - Earliest was 1950, latest was 2013 with an average of 1995.
  - Majority of those answered held first after the year 2000.

Social Media channels that Members are currently using to connect with their communities include:



- Competitors that participate in Member's competitions was: **21-30%** female to **71-80%** male.
- When Members were questioned on which age groups are included in their skills competitions the answers varied due to the type/level of competition that they hosted but the majority fell between a 16-22 year range.
- When determining which skills to include in their various skill competitions, industry/sector support was the largest factor.
- Members with a current alumni programme: **50%** for both yes and no.
- Members with a current volunteer recognition programme: **28%** yes and **72%** no.
- Top two channels of funding: government and industry/private sector.
- Top two financially supporting government departments: education and labour/manpower.

KEY EVENTS 2013

999 Competitors took part in WorldSkills Leipzig 2013.

WORLDSKILLS LEIPZIG 2013

The 42nd WorldSkills Competition held in Leipzig, Germany 2-7 July 2014 was one of the most successful WorldSkills Competitions ever. There were 999 Competitors representing 53 Member countries and regions who participated in 46 skill competitions. This is a 7.5% growth over WorldSkills London 2011. There were more than 3,500 accredited delegates and participants in total and more than 200,000 visitors over the four days of Competition.

WorldSkills Leipzig 2013 was held at Leipziger Messe GmbH and occupied 100,000m² of space over five halls and more than 70,000m² of outdoor exhibition space. The event occupied the entire venue, making it one of the largest events held at the Messe.

The third WorldSkills Sustainability Award was presented to Print Media Technology. The judges reported that all Test Project modules were live jobs for WorldSkills International with distribution of all products to visitors and Delegates.

A large percentage of the equipment in the skill area had been presold with the printing plates being used by the Architectural Stonemasonry Competitors.

WorldSkills International would like to give special recognition to the entire WorldSkills Leipzig 2013 Competition Organizer and all the Experts, Delegates, Team Leaders, volunteers and Competitors for their contribution to the execution of such an excellent Competition.

WORLDSKILLS CONFERENCE PROGRAM

The 2013 Conference Program, called "Our Youth – Our Future", was a celebration of the best international organizations dedicated to skills promotion, standards and excellence. From 1 to 6 July numerous national and international organizations discussed the present and future of vocational education and training worldwide. Leading institutions and personalities of industry, economy, politics, and vocational education attended this informative programme.

The Conference Program encompassed the WorldSkills Leaders Forum and the Global Skills Marketplace along with a multitude of other international conferences, receptions and meetings including the:

- Federal Ministry of Education and Research (BMBF)
- Saxon State Ministry for Economic Affairs, Labour and Transport (SMWA)
- European Commission
- Organisation for Economic Co-operation Development (OECD)
- United Nations Industrial Development Organization (UNIDO)
- Federal Ministry for Economic Cooperation and Development (BMZ)
- Federal Institute for Vocational Education and Training (BIBB)
- International Skills Standards Association (INSSO)
- WorldSkills Foundation (WSF)

Participants of the WorldSkills Leipzig 2013 Conference Program "Our Youth — Our Future" networked with participants from all the conferences through a unique online networking tool called WorldSkills Connect. We made the conference experience as interactive and engaging as possible. With approximately 5,500 people in attendance at the Conference Program and over 3,500 accredited delegates, WorldSkills Leipzig 2013 was the largest international gathering point for VET in the world!

THE NUMBERS OF WORLDSKILLS LEIPZIG 2013

THE STATISTICS AND DATA FROM THE 42ND WORLDSKILLS COMPETITION WERE IMPRESSIVE:

- There were **1,004** Competitors registered from **53** different countries and regions in **46** skills (**999** actually competed).
- There were **1,023** journalists present, including **150** Official Media.
- During WorldSkills Leipzig 2013 over **205,000** people visited the event and Meet.Greet.Celebrate activities.
- The Conference Program had approximately **5,500** attendees.
- There were over **160** Event Sponsors involved.
- Approximately **90%** of the infrastructure was provided by sponsors.
- Senior politicians and officials who visited the Competition included: Ministers, EU Commissioners, Ambassadors, and Consul Generals.
- Government officials were present representing the following countries: Germany, Denmark, Chinese Taipei, Mozambique, Ethiopia, South Sudan, Myanmar, Russia, Malaysia, Iran, China, Thailand, Hungary, Netherlands, Lithuania, Brazil, Ecuador, Principality of Liechtenstein, Oman, Vietnam, Colombia, India, South Africa, Spain, Mexico, Austria, Bosnia and Herzegovina, Italy, Sweden, and United States of America.
- Approximately **8,500** people attended both the Opening and Closing Ceremonies.
- For the first time ever, there was a live stream of both Ceremonies over the Internet. Close to **11,000** people watched the Opening Ceremony and over **22,500** people watched the Closing Ceremony.
- WorldSkills uploaded **20,388** photos to Flickr and there were **843,304** photo views during July.
- WorldSkills TV added **120** videos from the Competition and there were **72,805** views on WorldSkills TV's YouTube channel in July.
- Facebook page reach was **828,092** unique users during July with **599,505** during the week of the event.
- Facebook page had over **7,500** new Likes in July.
- WorldSkills website had **86,313** unique visitors in July with **460,094** page views.
- There were **1,285** individual tweets mentioning @WorldSkills during the event.
- Over **550** new followers on WorldSkills Twitter in July.

WORLDSKILLS LEADERS FORUM

On 4 July, 300 industry and government officials representing vocational training initiatives worldwide, gathered at the WorldSkills Leaders Forum. WorldSkills was honoured to welcome Brazil's Former President Lula as the keynote speaker followed by TV celebrity contractor and WorldSkills Ambassador, Mike Holmes.

President Lula reminisced of his past experiences in the industrial sector and his passion for vocational training. Through this passion, he has initiated a number of programmes in vocational skills and training for his country.

On behalf of Brazil, President Lula looks forward to hosting the WorldSkills São Paulo 2015, 11-16 August 2015.

WorldSkills International presented President Lula with a special edition of the WorldSkills Leipzig 2013 gold medallion for his dedication to the skills movement in Brazil.

20,388
photos were uploaded to Flickr during the Competition.

Mike Holmes, Canada's Most Trusted Contractor, skilled trades advocate, and star of the hit series, 'Holmes on Homes' on HGTV inspired the audience and expressed his wish to have the Competition televised around the world by 2015. Mike is a WorldSkills Ambassador and supports education on the importance of quality workmanship, safety and training.

Mike is committed to showing the world what WorldSkills is, and how excellence in vocational skills deserves to be showcased on a global platform.

"I want youth to see, taste, smell and feel the passion that WorldSkills Competitors have for their trades."

Holmes spoke of the shortage of skilled workers world-wide, and that by 2016 there will be 1.5 million skilled job vacancies in Canada alone.

ONE SCHOOL
ONE COUNTRY

One School One Country (OSOC) was very successful in Leipzig, Germany as part of the 42nd WorldSkills Competition.

The programme began in 2007 in Shizuoka, Japan as a way to engage the local school children in what the international Competitors were doing. It has become a global cultural exchange programme. Schools are chosen throughout the local area that is hosting the WorldSkills Competition and they are paired with a WorldSkills team from around the world. The students learn about their partner country or region, its culture, food, games, and language. Then during the actual Competition, the teams visited the school for a true cultural exchange. The experience was memorable for the Competitors, students and teachers.

In Leipzig, Germany more than 4,000 students aged 7-10 took part in OSOC. On 2 July, approximately 1,000 international Competitors visited their 53 partner schools. The Competitors had the opportunity to experience life in a German primary school and some took part in a mini skills competition set-up by the school. Approximately 4,400 students and teachers visited the Competition on 3 July as part of the OSOC programme. As part of the onsite visit, students had the opportunity to meet the State Minister of Education of Saxony, Mrs Brunhild Kurth.

We would like to thank all the students, teachers and schools for participating in this experience, the Competitors enjoyed the exchange and for some it is the most memorable thing from the entire event.

COMPETITION
PREPARATION WEEK

Competition Preparation Week (CPW), held in January 2013 in Leipzig, Germany, brought together every Skill Management Team, the Workshop Supervisors and WorldSkills Leipzig 2013. It provided a unique opportunity for competition preparation and improvement as well as knowledge sharing.

The programme and agenda facilitated discussions on all key aspects of preparations and the learning, development, and overall preparedness of all Competition personnel. For the first time the programme included a Sponsorship Forum bringing together Global Industry Partners and specific sponsors for WorldSkills Leipzig 2013. Following the forum sponsors joined the Skill Management Teams to discuss and finalize the Infrastructure Lists for each skill competition.

In addition to infrastructure the CPW was an opportunity for more specific details to be finalized, such as Health and Safety documentation, workshop layout, and sustainability initiatives. Delegates also went on a site tour of Leipziger Messe (the Competition venue) and a hotel tour where accredited people were accommodated during the Competition. This gave everyone a chance to ask questions, raise concerns, or just take in all the new information.

The successful CPW was another great step towards a more focussed Delegate, Expert and Competitor Experience as well as delivering a successful skill competition.

More than 4,000 students took part in One School One Country.

WORLDSKILLS
FOUNDATION IN 2013

In its first full year of activity, the WorldSkills Foundation engaged a pioneering group of WorldSkills Champions, Experts and Member organizations in a series of initiatives that have helped to expand awareness of WorldSkills outside the reach of the Competition, and has successfully connected new people and resources to our mission in a variety of effective ways.

The year kicked off with support to Healthabitat's Sanitation Studio; an international programme which develops design and construction solutions to improve living environments and the health of communities in less developed countries. Grant Stewart (Australia, Plumbing and Heating Chief Expert) was sponsored to join the first project in Nepal, working within a team of skilled professionals and students to provide toilets, waste water treatment, and biogas for three villages using locally available tools and materials, and training local community representatives in the sustainable upkeep of new facilities.

Following the initial Nepal partnership, Healthabitat received funding approval for 4 more projects, in Bangladesh, South Africa, Papua New Guinea, and continuation of the Nepal works. In October, Troy Everett (Australia, Bricklaying Chief Expert) and Daniel Rattigan (Ireland, Medallion for Excellence in Plumbing and Heating at WorldSkills London 2011) joined the Bangladesh Sanitation Studio. Outcomes of this project included construction of trial washing and toilet facilities with further waste water treatment for the local community.

The Institute of Education (ITE), Singapore hosted our very first WorldSkills Innovation Lab, a programme designed by the Foundation to develop new products or services for vocational education and training needs. ITE offered a three month placement to two young WorldSkills Web Design Champions — Natã Barbosa (Brazil, Gold medal at WorldSkills London 2011), and Wouter Niekus (Netherlands, Medallion for Excellence at WorldSkills Shizuoka 2007). The pair joined ITE's Academic Pedagogy Innovation team to develop a Virtual 3D training application for Floristry, to be used by teachers and students in the brand new virtual reality 'Icube' classroom, unveiled by Singaporean Prime Minister Lee Hsien Loong in November 2013.

The Innovation Lab highlights exciting opportunities for WorldSkills Champions, and ITE Singapore is proud to be the pioneer in hosting the first Innovation Lab. We have chosen to make use of our state-of-the-art 3D Virtual Reality Lab at our new ITE College Central. This Virtual Reality Lab allows WorldSkills Champions to experiment with new technology, while ITE explores innovative teaching methods using 3D modelling and virtual reality.

Bruce Poh – CEO, ITE Singapore

This proof of concept Innovation Lab project proved to be a success and a second edition of the programme was confirmed for 2014, this time focusing on development of a training application for ITE's Facilities Management courses (water treatment and sanitation). These cutting-edge virtual reality applications, designed and developed by our visiting Champions, are now impacting the skills training of hundreds of young students at ITE Singapore.

Our Innovation Lab project was showcased at WorldSkills Leipzig 2013, in collaboration with ITE's Virtual 3D Learning development partner EON Reality. Following this event, the Foundation facilitated a follow-up development workshop that brought together a group of WorldSkills UK Champions, Experts and Competition Sponsors at EON Reality's United Kingdom Hub. This team worked alongside 3D artists and virtual reality developers to design four virtual and augmented reality applications to enhance visitor experience and competition interpretation at The Skills Show 2013. These learning applications — for Plumbing, Cabinetmaking, and Joinery, Floristry, and Aeronautical Engineering — received positive feedback from the visiting public, schools, colleges and companies at The Skills Show, both United Kingdom and international. As a result, this Virtual 3D Learning initiative will continued into 2014, with plans for further outreach to WorldSkills Members in development.

The Foundation also facilitated further connection between WorldSkills and the United Nations Industrial Development Organisation (UNIDO) — by supporting the Green Industrial Skills for Sustainable Development conference at WorldSkills Leipzig 2013, in partnership with WorldSkills Germany and the German Federal Ministry for Economic Cooperation and Development (BMZ). This event brought together international speakers and delegates from non-WorldSkills Member countries across Africa and Asia, while a further highlight was an opening video address from Daw Aung San Suu Kyi, Nobel Peace Prize Laureate and Chairperson of the National League for Democracy in Myanmar.

When we talk about Green, when we talk about Skills, when we talk about Youth: what we are talking about is a bigger, better, more wide-open world, where people will be able to acquire new skills to meet new challenges. I am particularly interested in vocational training because I think that vocational training is going to be an integral and crucial part of our future.

Daw Aung San Suu Kyi

Existing projects were being developed in ways to ensure sustainability and even greater impact, while new opportunities to enhance the capacity of the WorldSkills movement and involvement of our Members were explored

WORLDSKILLS INTERNATIONAL GLOBAL INDUSTRY PARTNERS

3M
Richard Miles
European Sustainability Manager

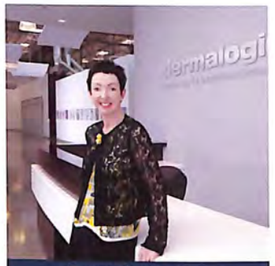
"Once again a bigger and better event which has once again exceeded expectations — a greater number of Competitors from a greater number of geographies competing in greater number of skills areas. Well played, WorldSkills, for playing a vital role in developing our most precious resource — a skilled and professional young workforce."
Richard Miles — 3M

Autodesk
Don Carlson
Director – Postsecondary Education

"WorldSkills attracts students who are passionate about their work and motivates them to improve their skills in order to compete on a global level. It's hard to imagine something more powerful than the pride the Competitors must feel when they compete against the world's best craftsmen. Autodesk is proud to be associated with this initiative and look forward to our continued partnership."
Don Carlson — Autodesk

Cisco Networking Academy
Harbrinder Kang
Vice President of Corporate Affairs

"The Internet of Everything (IoE) — the networked connection of people, process, data, and things — will create unprecedented opportunities in the next decade. A critical undertaking for Cisco is to empower the workforce of the future to have the talent and skills to participate in this new economy. Cisco and WorldSkills will ensure we are ready."
Harbinder Kang — Cisco



Dermalogica Inc.
Jane Wurwand
Founder and Chief Visionary

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

"WorldSkills Competitions have for many years been the leading platform for international benchmarking in education. Each time, we face this Competition with enthusiasm: as an employer, as a training company, as an equipment and solution provider in the field of technical education, and as a promoter of the dualistic system for vocational training. WorldSkills Leipzig 2013 has been a fantastic opportunity for us to push forward the developments of vocational education and training, to experience excellence in so many disciplines, and to talk to experts in education from all over the world."
Dr Nader Imani — Festo

Fluke Corporation
Wes Pringle
President

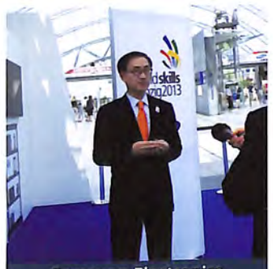
"WorldSkills Germany put on a great event in 2013, raising the bar in terms of quality of competition, awareness, and results. As a Global Industry Partner of WorldSkills, Fluke Corporation benefits from the opportunity to participate in a workforce initiative that is much bigger and more impactful than what an individual brand can achieve. We value the consistency that occurs as WorldSkills standards are adopted by an increasingly large number of countries, as well as the chance as a WorldSkills partner to directly assist those countries and their institutes."
Wes Pringle — Fluke Corporation

Lincoln Electric
Chris Mapes
Chairman, President & CEO

"WorldSkills offers a unique marketing platform for Lincoln Electric that expands the awareness and reach of our brand among industry leaders and the next generation of welders. I would encourage anyone involved in the skilled trades to learn more about this great organization."
Chris Mapes — Lincoln Electric

Saint-Gobain
Patrick Atkinson
Global Marketing Manager

"The Competition in Leipzig was the largest event in our skill in many years and has further enhanced the appetite for skills development in our sector."
Patrick Atkinson — Saint-Gobain



Samsung Electronics
Dr Ji Oh Song
Samsung Skills Secretary-General

"Leipzig, the city of music and the home of masters! It was my honor to be a part of WorldSkills 2013 in Leipzig, WorldSkills Excellence Festival, as young skilled people's challenges are touching as they are. I hope all the competitors' passion as the skilled people shall make this world better and richer."
Dr. Ji Oh Song — Samsung

Siemens AG
Eckard Eberle
CEO Industrial Automation Systems

"WorldSkills Leipzig 2013 was an invigorating experience, with competitions at industry level. WorldSkills is definitely for Siemens and we are looking forward to WorldSkills São Paulo 2015 and WorldSkills Abu Dhabi 2017, because education is our future We at Siemens are proud to be part of the WorldSkills family."
Eckard Eberle — Siemens

Adolf Würth GmbH & Co. KG
Dieter Münch
Head of Marketing Advertisement

"WorldSkills Leipzig 2013 has been a good opportunity to see the variety of crafts, to experience how young people totally merge into their work and how they create true works of art in so many different ways. We as a Global Industry Partner are proud that we were a part of it, supporting those young people and crafts offspring."
Dieter Münch — Würth

WEB
STATISTICS

Throughout the year a total of **245,620** unique visitors from **213** countries/regions, speaking **53** different languages made **476,162** visits and viewed **1,688,943** pages on www.worldskills.org.

On 7 July alone the website recorded **33,612** unique visitors making **44,307** visits and viewing **135,055** pages. This has been the highest number of visits ever on a single day to the website.

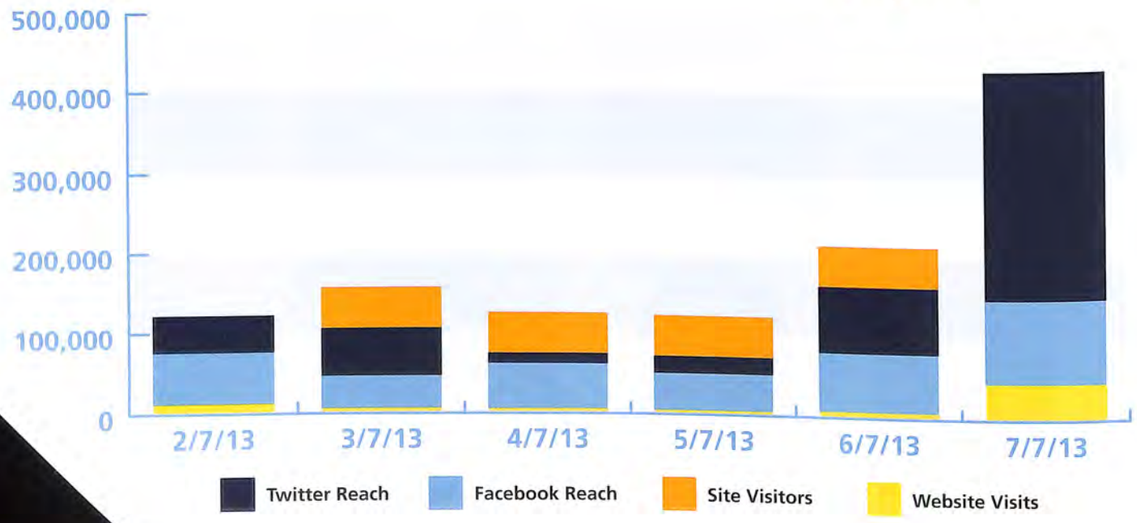
For those who couldn't make it to Germany, the Opening and Closing Ceremonies were live streamed for the first time. The broadcast was watched by **10,972** people during the Opening Ceremony and **20,388** people watched the Closing Ceremony as it happened. The Opening Ceremony also featured selected tweets displayed on the big screens as Member teams entered the Samsung Arena allowing those present or watching the live stream to send messages.

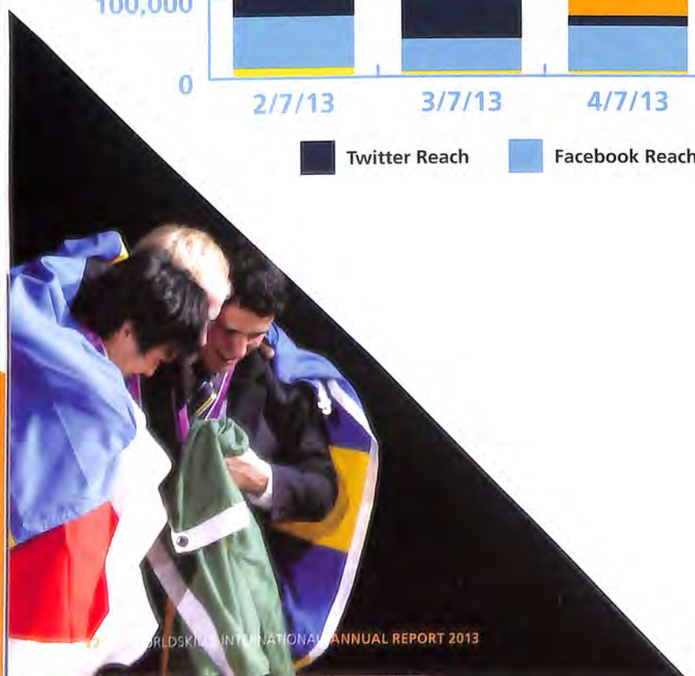
The top 10 most visited pages included the Expert, Competitor and Delegate centres with more than a **100%** increase over the access during WorldSkills London 2011. The results pages showed a decline of **24%** in visitation due to the fact that the results were announced via Twitter and Facebook as soon as the awards were presented. Detailed information was still made available via the website but directing the medallist information away from the main website reduced the demand on the servers during the Closing Ceremony.

Access to the website from mobile devices continues to grow with **16.55%** of visits during the year coming from this category.

For WorldSkills Leipzig 2013 a dedicated social media team posted photos, videos, and status updates through out the Competition. This included announcing the names and publishing a photo of each gold, silver and bronze medallist shortly after they were announced during the Closing Ceremony. Activity on Facebook reached **379,935** people during the week of the Competition. Twitter saw **509,214** people exposed to WorldSkills tweets. This level of social media exposure exceeded the number of physical visitors to the Leipziger Messe during the four days of Competition.

Social media activity during WorldSkills Leipzig 2013





YEARLY
STATISTICS

	2005	2006	2007	2008	2009	2010	2011	2012	2013
Pages viewed	527,584	369,203	816,691	514,843	1,465,065	589,241	1,498,503	816,929	**1,688,943**
Average pages viewed per day	1,1445	1,012	2,238	1,410	4,014	1,619	4,117	2,238	**4,627**
Documents downloaded	91,239	93,155	161,826	222,464	358,548	212,716	395,502	335,918	**697,934**
Total visits				124,903	296,898	139,065	363,456	225,065	**476,162**
Unique visits				74,860	152,950	86,952	181,205	138,528	**245,620**

*Pages viewed — **2005-2007:** Actual pages viewed as tracked by the page id of that particular page from the CMS. **2008-2013:** Page views from Google Analytics*
*Documents downloaded — **2005-2007:** As tracked by the document id number in the CMS. **2008-2013:** From detailed download logs generated by the document management system in the new CMS.*
*Total Visits — **2005-2007:** No data for www.worldskill.org specifically. **2008-2013:** Data from Google Analytics*
*Unique Visitors — **2005-2007:** No data for www.worldskill.org specifically. **2008-2013:** Data from Google Analytics*

COMPARISON TO
PREVIOUS YEARS

All photographs are stored on the photo sharing website "Flickr" (http://www.flickr.com/photos/worldskills/). This enables full high resolution images to be made available to the public and Members without having to store them on our own server. A gallery on www.worldskills.org pulls collection, set and photo data directly from Flickr.

At the end of 2013, **23,223** photos had been added to the library, bringing the total to **53,646**.

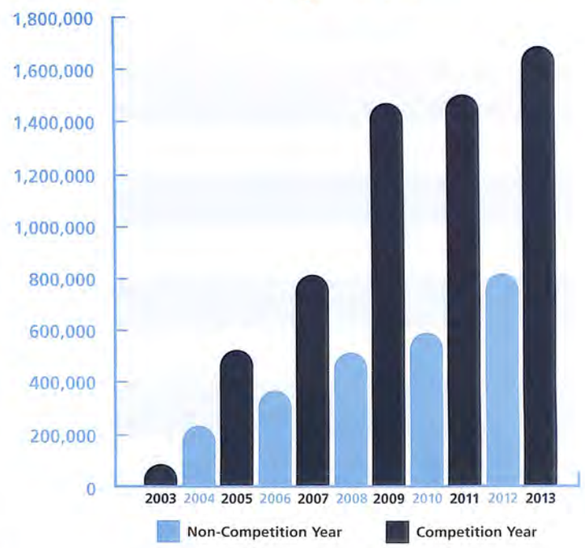
Videos are hosted and delivered by YouTube. The YouTube videos are available direct from the WorldSkillsTV channel on the YouTube website (www.youtube.com/WorldSkillsTV) or via the catalogue on the WorldSkills website. Some of the videos uploaded are only accessible via the WorldSkills website as the content is deemed internal such as recordings of meetings or resource material for Competition Organizers. This content cannot be found by browsing or searching YouTube.

At the end of 2013 there were **814** videos hosted on YouTube with a total of **185,232** views. This is a **76%** increase over YouTube video views during 2011 and the London Competition.

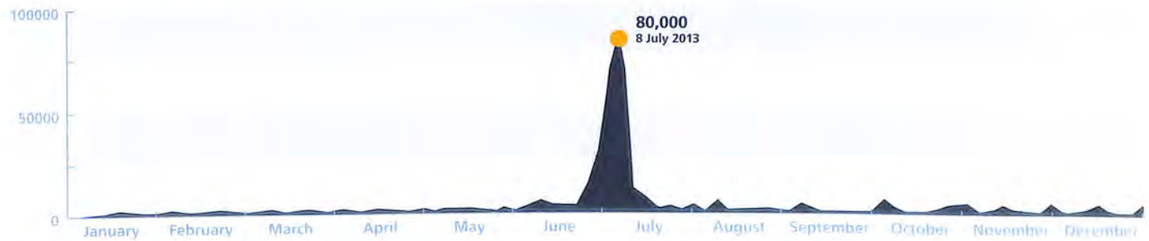
Facebook continues to be the central platform for WorldSkills social media. It is the top referrer to www.worldskills.org (excluding search engines) and it is the second top referrer (after www.worldskills.org) to our photo library. More people see WorldSkills content from Facebook than they do from the website.

The number of likes continued to grow to a total of **16,515** by the end of the year with a very obvious increase during the Competition.

Page views



Facebook reach



Reach is defined as the number of people who have seen any content associated with a page.
The reach peaked after the closing ceremony with **80,302** people seeing a post from the WorldSkills page

WELCOME NEW
MEMBERS IN 2013

WE WELCOMED TWO NEW MEMBERS TO WORLDSKILLS INTERNATIONAL IN 2013 BRINGING THE TOTAL TO 67 MEMBER COUNTRIES AND REGIONS.

Country/Region	Organization	Website
Kingdom of Bahrain	Skills Bahrain — National Committee of Skills Competition	www.skillsbahrain.com
Chile	Fundacion WorldSkills Chile	

Skills keep the world working.

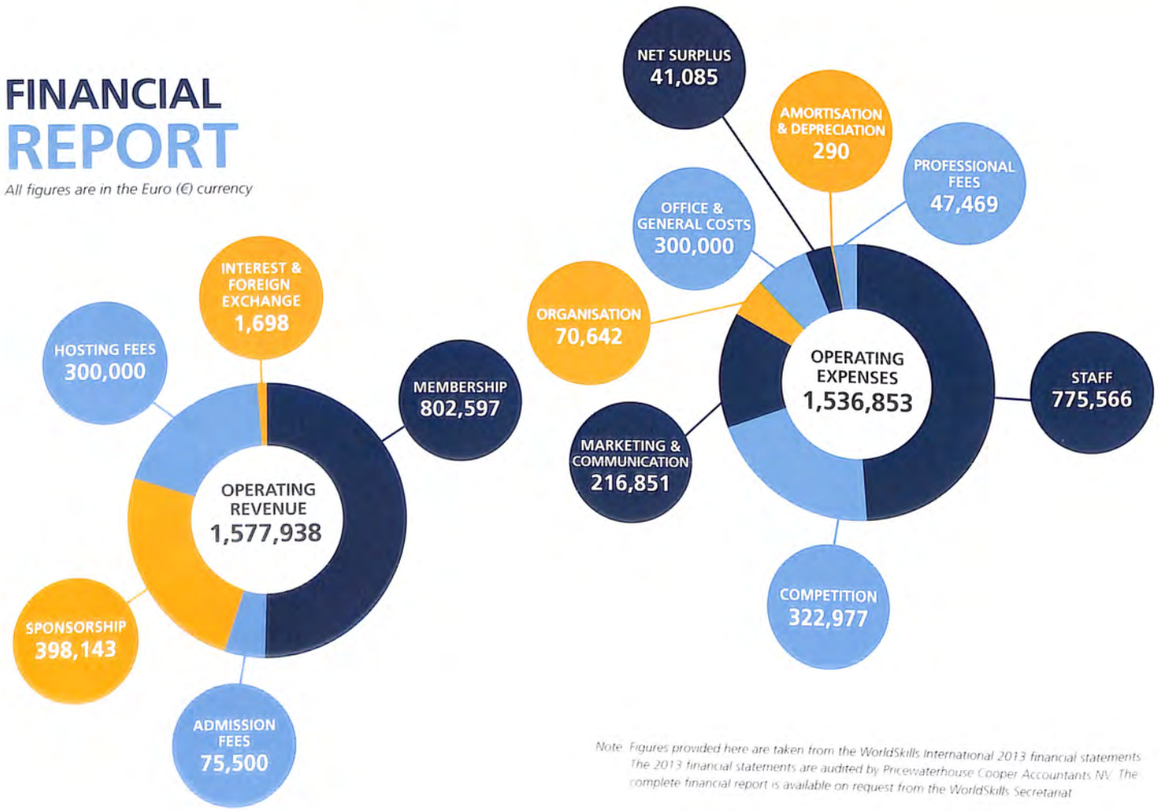
MEMBERS CELEBRATING
MILESTONES

THE FOLLOWING COUNTRIES/REGIONS CELEBRATED MILESTONES IN THEIR MEMBERSHIP OF WORLDSKILLS INTERNATIONAL IN 2013:

Number of years	Country/Region
60	Switzerland
	Germany
	France
	United Kingdom
55	Austria
45	Principality of Liechtenstein
40	United States of America
30	Macao, China
25	Finland
20	Singapore
	Thailand
15	Belgium
	Denmark
	Morocco
5	Colombia

FINANCIAL REPORT

All figures are in the Euro (€) currency



Note: Figures provided here are taken from the WorldSkills International 2013 financial statements. The 2013 financial statements are audited by Pricewaterhouse Cooper Accountants NV. The complete financial report is available on request from the WorldSkills Secretariat.

MEMBER ORGANIZATION AND DELEGATES IN 2013

Country/Region	Official Delegate	Technical Delegate
Argentina	Mr Carlos Eyharchet	Mr Fernando Eduardo Callegari
Armenia	Mrs Tatevik Gasparyan	Mr Vahagn Hovhannisyan
Australia	Mr Mark Callaghan	Mrs Brigitte Collins
Austria	Dr Katrin Eichinger-Kniely	Mr Stefan Praschl
Barbados	Ms Wendy McClean	Mr Paul Puckerin
Belgium	Mr Francis Hourant	Mrs Alina Fleaca
Brazil	Mr Rafael Lucchesi	Mr José Luis Leitão
Brunei Darussalam	Mr Pg Suhaimi Pg Hj Bakar	Mr Denis M. T. Ho
Canada	Mr Donavon Elliott	Mr Shaun Thorson
Chile	Mr Hugo Fuentes Lillo	Mrs Claudia Contreras Gálvez
China	Mr Xiaochu Dai	Mr Jian Song
Colombia	Mrs Gina Parody	Mr Yesid Rusinque
Croatia		
Denmark	Mr Jesper Juul Sørensen	Ms Pia Hegner
Dominican Republic	Mr Bernardo Orlando Almonte	Mrs Maura Corporán
Ecuador	Mr Santiago Y. Mendieta	Mr Xavier A. Mendieta
Estonia	Mr Andres Pung	Mr Tõnis Arvisto
Finland	Ms Seija Rasku	Mr Hannu Immonen
France	Mrs Laurence Gates	Mr Thibault Dubus
Georgia	Mrs Marina Zhvania	Mrs Uta Beyer
Germany	Mrs Elfi Klumpp	Mr Franz Schropp
Kingdom of Bahrain	Mr Mohamed Abdulrazaq Alsedidiqi	Mr Mohammed Murtadha Al Farabi
Hong Kong, China	Mrs Carrie Yau	Mr Simon Tang
Hungary	Mr Balázs Fekete	Ms Zsófia Csiszár
Iceland	Mr Björn Ágúst Sigurjónsson	Mr Thor Palsson
India	Mr Dilip Chenoy	Mr Kamissery Venugopalan
Indonesia	Mr Teguh Widodo	Mr Supriyatna
Iran	Dr Ali Asghar Rostami Abusaeedi	Dr Ali Tavakoli Golpayegani
Ireland	Mr Thomas Corrigan	Mr John Twohig
Jamaica	Dr Wayne Wesley	Mrs Nadine Leachman
Japan	Mr Hiroshi Akimoto	Prof. Hideo Ogawa
Korea	Mr Young Jung Song	Dr Byung Ha Kang
Kuwait	Mr Hajraf F. Al-Hajraf	Mr Khalid A. Al-Mazrouei
Latvia	Mrs Dita Traidas	Mrs Inta Ane
Luxembourg	Mr François Ortolani	Mr Jean-Claude Binsfeld
Macao, China	Mr Chi Hong Wong	Mr Ling Biu Hung
Malaysia	Mr Zainal Rahim Bin Seman	Mr Ghalip Spahat
Mexico		
Morocco	Mr Chihab Sentissi	Mr Halim EL HALLAM
Namibia	Mr Richwell Lukonga	Mr Sens Shoolongo
Netherlands	Mr Jos de Goey	Mr Peter van den Berg
New Zealand	Mr Peter Spencer	Mr Malcolm Whinham
Norway	Mrs Benedikte Sterner	Mrs Elisabeth Lange
Oman	Mr Haji Al Bulushi	Mr Khamis Hamed Mohammed Al Hadrami
Paraguay	Mr Sergio Rojas	Mr Eleno Agapito Bron Gonzalez
Philippines	Ms Alcestis Guiang	Mr Augusto Capio
Portugal	Mr Félix Esménio	Mr Carlos Alberto Grosso da Fonseca
Principality of Liechtenstein	Mr Stefan A. Sohler	Mr Marco Frick
Russia	Mrs Lidia Frolova	Mr Pavel Chernykh
Saudi Arabia	Rashd Alzahrani	Eng Mohammad Alkhamees
Singapore	Mr Bruce Poh Geok Huat	Ms Iris Seet
South Africa	Dr Raymond Patel	Mr André Vermeulen
South Tyrol, Italy	Mr Herbert Fritz	Mr Thomas Pardeller
Spain		
Sri Lanka	Mr Dhammika Hewapathirana	Dr T. A. Piyasiri
Sweden	Mr Peter Jeppsson	Mr Pontus Slättman
Switzerland	Ms Christine Davatz-Höchner	Mr Rico Cioccarelli
Chinese Taipei	Mr San-Quei Lin	Ms Mei Chuan Chuang
Thailand	Mr Nakorn Silpa-Archa	Mr Vacharapong Mukcherd
Trinidad and Tobago	Ms Omeeta Jaggernath	Mrs Pauline Whiteman
Tunisia	Mr Brahim Toumi	Mr Fayçal Ammar
Turkey	Mr Ender Yazıcıoğlu	Assoc Prof. Dr Erkan Kaplanoglu
United Arab Emirates	Mr Mubarak Al Shamisi	Mr Ali Al Marzouqi
United Kingdom	Ms Jaine Bolton	Mr Eugene Incerti
United States of America	Mr Tim Lawrence	Mr Scott Norman
Venezuela	Mrs Ana Boadas	Dr Africa Ramos
Vietnam	Dr Duong Duc Lan	Dr Nguyen Chi Truong

Listed in alphabetical order

WorldSkills International Global Industry Partners

3M AUTODESK. CISCO. dermalogica FESTO FLUKE.

LINCOLN ELECTRIC SAINT-GOBAIN SAMSUNG SIEMENS WÜRTH

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