

WORLD SKILLS ASIA ABU DHABI 2018 FINAL REPORT





Under the patronage of

His Highness Sheikh Abdullah Bin Zayed Al Nahyan

Minister of Foreign Affairs and International Cooperation
Chairman of Emirates Foundation



Content

Letters of Thanks	1
Executive Summary	2
Welcoming Member and Guest Countries	3
Competition	4
Sponsorship	5
WorldSkills Asia Abu Dhabi 2018	6
Organization	7
Social Media Coverages	39
Winner List	38



Mubarak Al Shamsi
President, WorldSkills Asia

Under the Patronage of His Highness Sheikh Abdullah Bin Zayed Al Nahyan, Minister of Foreign Affairs and International Cooperation & Chairman of Emirates Foundation, we are proud to have hosted the first WorldSkills Asia Competition, held in Abu Dhabi from 26th to 30th November 2018.

This grand event was held at an opportune time and undoubtedly provided the perfect medium for skills development and vocational education in the UAE while also working as a catalyst in promoting the advancement of Technical and Vocational Education and Training (TVET) in Asia.

With the full support of the UAE government, our purpose is to strive for growth and prosperity in Technical and Vocational Education and Training (TVET) and have the sector flourish.

Our investment in Vocational Education and Training is a 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 sure that this event will motivate and inspire more young people and entrepreneurs to come forward and engage themselves in skills- based training sessions and lifelong learning.

The diversity seen at WorldSkills Asia 2018 was truly one of a kind and inspiring. We have witnessed youths from different cultures and backgrounds becoming global citizens on Asia's first ever WorldSkills Competition and raising their bar of knowledge via personal interaction with the finest Asian industry leaders. We also had the pleasure of seeing young people getting encouraged to choose vocational skills as their future career.

I would like to express my gratitude to all those who have helped us to make this prestigious event a success: our leaders, the government, all our partners and the impressive number of sponsors.





Fahar AlSuwaidi
CEO, WorldSkills Asia

The resounding success of the first WorldSkills Asia Competition held in Abu Dhabi last 2018 was a great and amazing experience not only for myself but for the entire Secretariat Team and for our organization in general. This is an enormous milestone for our region given the privilege of hosting the first ever WorldSkills Asia Competition held in the Middle East.

In behalf of the management and the organizing team, allow me to express my heartfelt thanks and warmest appreciation for all the people and groups of people who were involved in making this prestigious event possible. We could never have done such remarkable event without everyone's help and involvement. Each one's contribution and participation have somehow made a big difference in the over-all success of this event.

The first WorldSkills Asia Competition 2018 witnessed over 5,000 enthusiastic individuals representing various groups of guests and visitors together with the competitors coming from 19 different member countries. The event had showcased "the best of the best" competitors from different regions who did not only performed their talents and skills but have also exhibited sportsmanship and camaraderie amongst fellow skills professionals. The persevering attitude of the competitors pursuing to garner medals and trophies during the grand competition and the honor of being the Asia World Champion was very inspiring realizing that those vying for awards wants to offer honor to their respective institutions and region.

I wish to acknowledge the untiring effort and hard work of the Secretariat Team, the Working Committees, the participating delegates and the Asian member countries of WorldSkills Asia Abu Dhabi 2018. Special acknowledgement to the Skills Management Team experts, the team leaders and workshop managers who have carried out their roles efficiently and effectively during the competition.

To all the competitors and participants, I wish you all the best as you continue your journey of honing your talents and skills for your personal advancement



Letters of Thanks



Dr. Ghalip Bin Spahat
VP Competition WSA

Organizing the WorldSkills Asia Competition was truly an honor for the entire nation. WorldSkills Asia Abu Dhabi 2018 was one of the most spectacular events ever to be hosted in the UAE, and it was the culmination of years of planning



Dr. Byung Ha Kang
VP Strategic Affairs WSA

It was a fortunate experience for me to be part of this astonishing event. I thank everyone who have dedicated their time, energy and thoughts into this as the end result was outstanding and absolutely marvelous.



San Quei Lin
VP Special Affair WSA

WorldSkills Asia brought out the advanced skills and experiences and was the first ever to be held in the UAE, Abu Dhabi. I am grateful for how far the success everyone has acquired. Thank you for all your appreciated effort. Special thanks to the UAE in welcoming and hosting such huge event. We have observed one of the largest accomplishments ever witnessed. For the young competitors, thank you for your mighty performance. This was a significant approach to boost and strengthen your skills and I hope nothing but success in your future careers.



Ali Al Marzouqi
President of Emirates Skills

Planning and organizing WorldSkills Asia Competition was an honor to me and to the UAE nationals. I would like to thank everyone who participated in making this a huge success. Unifying both the Middle east and Asia together was a spectacular accomplishment that led to a greater experience. This wouldn't be achievable without the honorable support of our host country, The United Arab Emirates, also our host organization, The Abu Dhabi Centre for Technical and Vocational Education and Training ACTVET.

Executive Summary

The First Episode



The first episode of WorldSkills Asia started way back in 2017 when Abu Dhabi hosted WorldSkills International for the first time in the Middle East. Such event brings together the talented youths with the skill expert and Chief Experts combining the years of experience with the Future ambassadors called Youth.

Numbers



Abu Dhabi Hosted the first WorldSkills Asia under the patronage of His Highness Sheikh Abdullah Bin Zayed Al Nahyan, Minister of Foreign Affairs and international Cooperation & Chairman of Emirates Foundation. November 2018 was the beginning of a successful event where we welcomed over 4000 local and international visitors from 19 countries competing in 23 skill categories, demonstrating Vocational skills in many sectors that showed the importance of TVET.

You're All Winners



42 Medals were awarded to 42 winners who were trained hard, practiced and spent many hours improving their skills. Memories have been created to be cherished in the first WorldSkills Asia Competition and this report is sketching all the preparation, hard work & challenges that led to the major success.



Who We Are

WorldSkills Asia is the largest skills competition in Asia where member countries from all over the Asian region join hands striving to promote quality and brilliance in the fields of technical skills for the advancement and growth of the Asian youth. As global hub for technical and vocational skills development, WorldSkills Asia brings together educators, industries and youth from different parts of Asia to give the young minds a chance to learn, experience and understand how to become a master of their own skills.

Through the guidance and encouragement of the educational institutions as well as the full support from the government and various industry sectors, WorldSkills Asia aims to prepare the talents and workforce of today for the expertise and jobs for the future.



VISION

The vision of the “Organization” is empowering and improving the Asian countries through the power of skills.

Empowering Asian youth in achieving high-quality standard of productivity, excellent level of competency, and professionalism. Creating global participation, harmony and awareness of continuously developing and improving individual skills and expertise through sharing of knowledge – thus, empowering young minds to lead in changing the world for a better tomorrow through the power of technical and vocational skills.

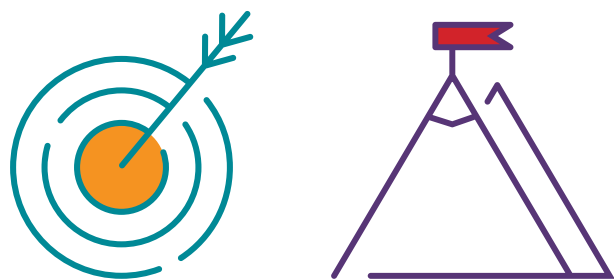
MISSION

Our Mission is to raise the profile and recognize the skilled people in Asia and show how important the skills are in achieving economic growth and personal success.

WorldSkills Asia strives to boost the recognition and depiction of people with outstanding talents and abilities globally and showcase the importance of technical & vocational skills in accomplishing personal success, economic growth and professional progress.

The competition is a venue to provide Asian youth and emerging professionals with an excellent platform to display their talents and skills with supreme perfection, to be recognized and make their home country proud.

Through this event, WorldSkills Asia was able to facilitate collaboration between the educational institutions, various industries and the government from different parts of Asia.





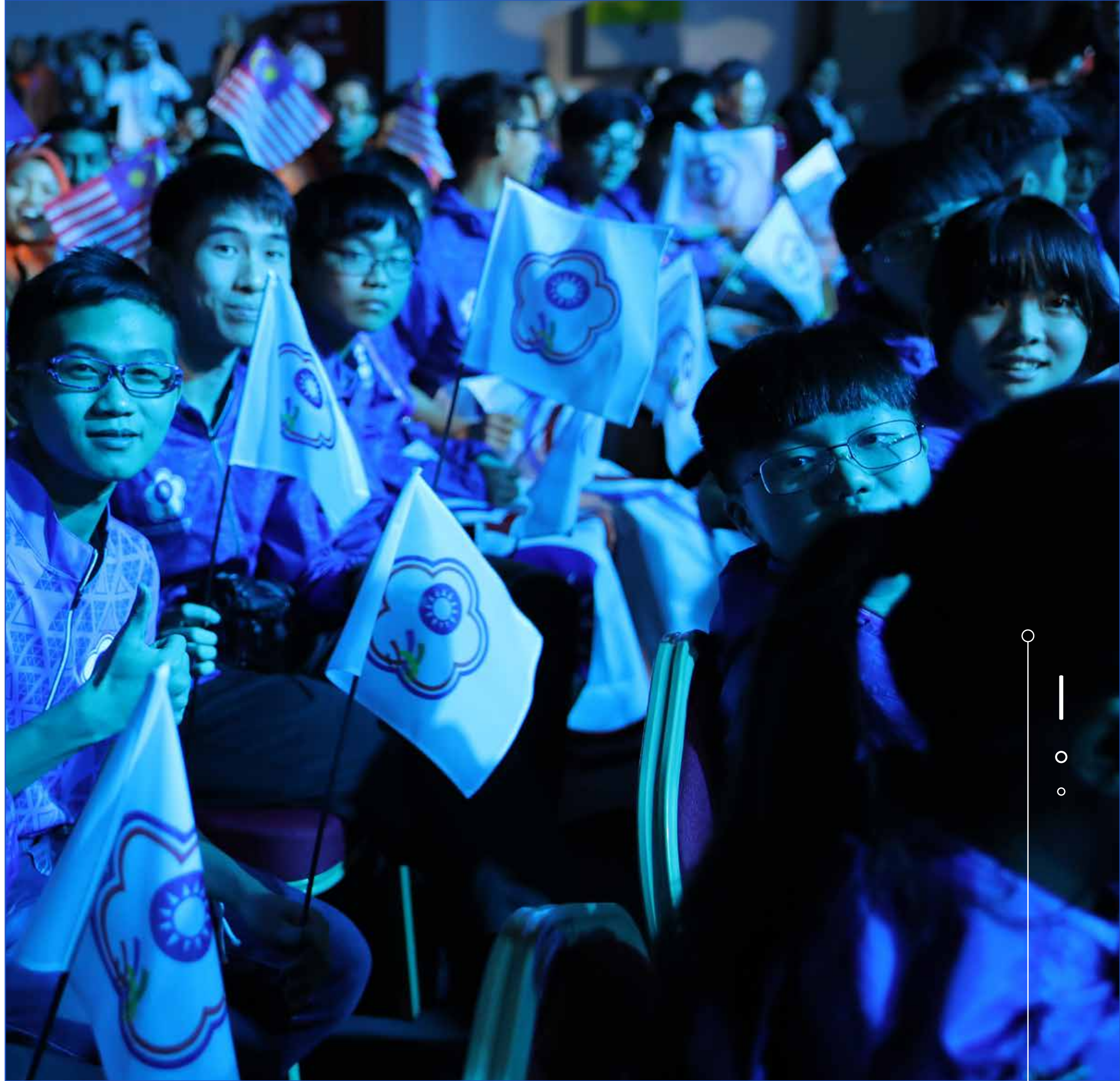
Participated Countries

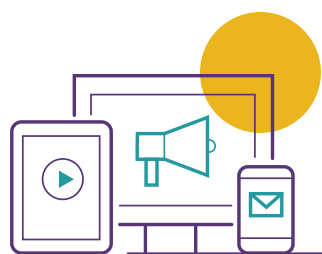
Members

- United Arab Emirates
- Bahrain
- Kingdom of Saudi Arabia
- Palestine
- Malaysia
- Kuwait
- Indonesia
- Chinese Taipei
- South Korea

Guest Countries

- Japan
- Egypt
- Russia
- Finland
- USA
- Brazil
- India
- Belgium
- Germany
- Belarus





Marketing

WorldSkills Asia Marketing plan was designed to increase the insight of the event by implementing different marketing methods such as: digital marketing, SMS campaigns and printed indoor and outdoor advertisements.

Moreover, as it is the first time that the event will take place, the primary aim was to set the communication ground and create a collaborative knowledge about the event and what is intended to showcase. Also setting the stage for the skilled youth from all around Asia, to compete and perform their best.

All the tools and communications were carefully designed to reach out to WorldSkills Asia-Abu Dhabi 2018 targeted audience that includes students, parents, Asian region communities, various industries and governments.

Thus, the designs were unified with different messages conveyed to each target audience and all artworks followed the event brand guidelines. The color violet was the most domineering color in all artworks representing WorldSkills Asia – Abu Dhabi 2018 brand. Maintaining the brand color helped in creating a visual identity and awareness for the Event where the executed promotional plan was designed to cover the targeted audience throughout different locations.



Tools

The promotional video was released before the event highlighting important event information and the video content in terms of fonts and color scheme was 100% aligned with WorldSkills Asia Brand guidelines which matched visually with all the indoor and outdoor advertisements elements.

The marketing plan was set to reach out the targeted audience in the education sector where we distributed the video in different well-known educational institutions around the UAE such as HCT campuses, ACTVET system, Zayed University, Khalifa University and more. We even expanded our distribution in the shopping malls such as Yas Mall in Abu Dhabi and Bawadi Mall in Al Ain where the video loop was shown in 110 screens for a period of 1 month. Having such presence in the malls helped the event to be recognized by the society along with other tools.

Additionally, we have designed and installed lamp posts drop banners to capture the community's attention in 10 different locations around the capital of UAE such as Mussafah area, Shakbout City, Marina Mall and Hazza Bin Zayed St., etc. There were 200 flags installed in 5 different locations and some strategic places considered as main gates to enter the heart of the Capital, like Sheikh Zayed Bridge, Maqta Bridge & Mussafah Bridge.



Another marketing tool that was used to reach a larger number of audience was sticker advertisements in the sliding doors of gas station shops around Abu Dhabi & Al Ain. Research has shown that gas station visitors are around 2 million a month within Abu Dhabi. These advertisements were placed for a time frame of 2 months before the event.

Radio podcast announcements and live interviews highlighted the name of the event, the patronage and the event key messages. Also, we had a cover page ads in Etihad newspaper that is being circulated within the 7 Emirates on the 25th of November, 2018. Additionally, we had social media campaign using the Instagram platform targeting people in the UAE. The campaign has reached more than 250 thousand Instagram users within 10 days.

Quick Facts

 **540**
Delegates

 **149**
Experts

 **212**
Competitors

 **19**
COUNTRIES

 **23**
SKILLS
17 Official Skills
6 Junior Skills

 **60**
TROPHIES

Survey Results



95% of participants in WorldSkills Asia-Abu Dhabi 2018 survey, believed that the hospitality in Abu Dhabi is up to World Standards.



98% of participants in WorldSkills Asia-Abu Dhabi 2018 survey, believed that Abu Dhabi has advanced infrastructure meeting world-standards.



100% of participants in WorldSkills Asia-Abu Dhabi 2018 survey, would like to visit Abu Dhabi again.



98% of participants in WorldSkills Asia-Abu Dhabi 2018 survey, believed that the culture in Abu Dhabi is friendly.



94% of participants in WorldSkills Asia-Abu Dhabi 2018 survey, to persue their path in vocational career.



82% of participants in WorldSkills Asia-Abu Dhabi 2018 survey, has increased the knowledge of 1VET sector as a result of visiting the competition





Welcoming Member And Guest Countries

One of the primary segments of a global competition is welcoming all the guests with utmost care and organized welcoming gestures. Whether competitors, delegates, partners, sponsors, country representatives or visitors, each one has to be accorded with exemplary hospitality and generosity to leave a good lasting impression and memorable experience for all the delegates. Giving them the taste of Emirate hospitality tradition and culture is a vital part to the successful hosting of WorldSkills Asia-Abu Dhabi 2018.

In welcoming the delegates upon arrival at the Abu Dhabi International Airport, every group was escorted with the assigned country guide. Making sure that there is a smooth and organized process flow from arrival at the airport, to the accommodation and registration, to the competition proper until that time they depart the country.

As event host, we want to ensure safety and satisfaction of the guests so we had organized and established a precise plan and procedural guidelines to be observed strictly to avoid any complications that may occur. Additionally, a protocol was established to respond immediately on any concerns or requests from the guests.



Accommodation

We have collaborated with Vocational Education Development Center (VEDC) to arrange a comfortable accommodation and a memorable experience for all the delegates. The key factors considered include the room size and capacity, different classification and category of rooms, adequate facilities and amenities of the place, and most importantly the location, distance from the competition venue and accessibility to the main transport routes.

Catering

Provided in the accommodation building was a comfortable dining hall where guests can enjoy meals together during Breakfast and Dinner while lunch is served at the Competition venue. Considering the multi-nationalities present, the catering ensured to meet the complex requirements such as serving variety of food choices according to participating countries' taste buds and to cater the needs of delegates with dietary constraints.

Designing an easy flow two-way system and sufficient serving stations for the smooth and fast serving of food and beverages was created while a separate counter for those with special dietary requirements was set-up in a designated area.



Transport and Logistics

The Transport and Logistics Team was created to ensure a smooth and hassle-free travel experience for all the delegates as they arrived in UAE, getting around the city, and until the day they depart.

Transfers for pick-up and drop-off to Abu Dhabi and Dubai International Airport has been carefully arranged according to flight schedules provided by the delegates including the type of vehicle to be used.

Daily shuttle service between VDEC to competition venue (ADNEC) was provided on scheduled routes.

Special transportation for city tours and other tourist destinations were also on stand-by and always available upon request of the guests



Accreditation

The Registration Desk was set-up at the accommodation lobby that is open 24-hours allowing the delegates to easily register and claim their badges. Two separate desks designated for pre-registered and onsite registration.

WorldSkills Asia – Abu Dhabi 2018 has appointed a team to handle the accreditation and registration operation through a structured user-friendly system. This is to ensure accuracy of the delegates' data and that every groups have appropriate access and zones reflected and displayed on their badges.



Excursion

The Registration Desk was set-up at the accommodation lobby that is One key principle of WorldSkills Asia-Abu Dhabi 2018 was to introduce the Middle Eastern culture and give the delegates a chance to experience UAE's tradition and heritage.

To provide the delegates with a unique experience, a Gala dinner was arranged in a desert camp where Arabian tents were built and camels were brought to the site for camel ride experience. A sumptuous barbecue dinner was served with Arabic Coffee and traditional food. This cultural offering proved to be a unique and very memorable experience to all guests.



Competition

The path to WorldSkills Asia-Abu Dhabi 2018 was a long-awaited ceremony. The driving forces were organizing, determination, perseverance and commitment. The outcome was extremely memorable display of the world's most professional vocational skills talent.

The first version of the world championship of vocational skills can be classified with an incredible statistic. More than 10,000 local and international visitors, over 600 international delegates, sponsors, employees, volunteers and hardworking staff who made sure the event came along the way as expected while following certain protocols. Furthermore, many local, regional and international media have given their full support by producing and delivering the WorldSkills Asia message to spread and be heard around Asia.

The successful achievements of WorldSkills Asia-Abu Dhabi 2018 competition are not just established in the mentioned statistics. It is also fostered in the authentic adherence of these young competitors who set new standards for the illustration of vocational skills and their dedication to continue to outshine in the fields that focuses on sustainable and advanced economies and societies. These young competitors revealed the true essence of the WorldSkills Asia development.

The outstanding resolution of WorldSkills Asia Abu Dhabi 2018 left many people with great exceptional memories, tons of experiences to learn from and recognition that can be shared with the rest of the world.

In this report, the narrative of WorldSkills Asia Abu Dhabi 2018 is defined - the preparation, its conflicts, what was gained and what was discovered.



Sponsorship

WorldSkills Asia Abu Dhabi 2018 wouldn't be possible without the support of sponsors and partners from around the Asian region and from UAE. As a world-class event with a high proficient reputation and image, it is obligatory to seek for significant financial and physical resources. Majority of the competition's budget is allocated

ESTABLISHED IN ORDER TO ACHIEVE THE GOALS

to guarantee the availability of equipment, tools and materials required for every individual skill. Securing high level of "value in kind" sponsorships, the competition demands enormous quantity of tools and equipment and this is specified in the "Infrastructure list" frequently known as "the IL". Using the detailed data from the previous WorldSkills competitions, the value of securing everything in the IL was estimated at AED 6 million. It was assumed that 50% of the total amount of the IL would be secured through value in kind sponsorship.

Moreover, in providing value in kind or cash sponsorship, an important factor of the strategy was to attempt to attract all sponsors to WorldSkills Asia- Abu Dhabi 2018 as widely as possible. For instance, there were coordinating "Try it" activities in the competition which is mutually beneficial for both parties like promoting the whole event through their own media.



APPROACH

The primary strategy was to involve the high-level sponsors and supporters who had previously supported WorldSkills competitions and to also engage with new supporters obtaining new value in kind sponsorships and cash contributors. This was established by using basic method to capture their interests through face-to-face meetings, phone calls and emails, sharing all the sponsorship information.

The patronage of His Highness Sheikh Abdullah Bin Zayed Al Nahyan, Minister of Foreign Affairs and International Cooperation & Chairman of Emirates Foundation, and the strong support of the Government of Abu Dhabi would also be a remarkable factor for potential sponsors and partners when choosing to become partners of WorldSkills Asia 2018.

Special Thanks to Our Sponsors

Strategic Partner الشريك الإستراتيجي



Education & Community Partners شركاء التعليم والمجتمع



Official Suppliers الموردون الرسميين



شريك الأمن والسلامة
Health & Safety Partner



Proud National Partners / الشريك الوطني



Institutional – Event Partners شركاء المسابقة من المؤسسات

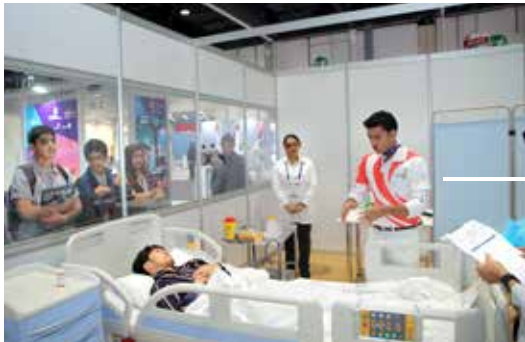


Skill Sponsors رعاة المهارات



INVEST IN SKILLS

Social Media Coverage





Followers: 15,898

Reach: 1,996

Engagement: 3,508





Followers: 6,449

Reach: 2,988

Impressions: 7,481

Engagement: 2,278



Followers: 6,300

Impressions: 1,440

Engagement: 4,860

Mentions: 4,100



Winners

NAME	MEMBER	AWARD
Mechanical engineering design - cad		
Seung-bin im	Korea	Best of nation
Seung-bin im	Korea	Gold
Megat muhammad nurhan munir	Malaysia	Silver
It software solutions for business		
Hengky sanjaya	Indonesia	Gold
Jia-he tu	Chinese taipei	Silver
Welding		
Mohamad amirol amin mohamad zamri	Malaysia	Gold
Salyan alqosimi	Indonesia	Silver
Chung-yi kuo	Chinese taipei	Bronze
Electronics		
Do-gil lee	Korea	Gold
Mukhamad khoirul abdulloh	Indonesia	Silver
Web design		
Luki centuri	Indonesia	Best of nation
Luki centuri	Indonesia	Gold
Seung-han park	Korea	Silver
Electrical installations		
Firli rizki nur adha	Indonesia	Gold
Yu-jing lin	Chinese taipei	Silver
Plastering and drywall systems		
Wei-jhih wang	Chinese taipei	Gold
Hwi-gu kang	Korea	Silver
Painting and decorating		
Chih-heng liu	Chinese taipei	Best of nation
Chih-heng liu	Chinese taipei	Gold
Ahmad naim mohamad rosli	Malaysia	Silver
Maram al- balasi	Palestine	Best of nation

NAME	MEMBER	AWARD
Mobile robotics		
Po-sheng huang liu	Chinese taipei	Gold
Chia-hung	Chinese taipei	Gold
Fashion technology		
Isnaeni wulandari	Indonesia	Gold
Hanafi osman	Malaysia	Silver
Automobile technology		
Abdulaziz essa ali buabdulla	United arab emirates	Abu dhabi award
Abdulaziz essa ali buabdulla	United arab emirates	Gold
Mustaqim mustaqim	Indonesia	Silver
Car painting		
Mohamad ridzuan wahid	Malaysia	Gold
Hong-yu ren	Chinese taipei	Silver
Refrigeration and air conditioning		
Haziq fauzi abdul jalil	Malaysia	Best of nation
Haziq fauzi abdul jalil	Malaysia	Gold
A. Nur fatkhul cholbi	Indonesia	Gold
Mohammad alazmi	Kuwait	Best of nation
It network system administration		
Rizky muhammad	Indonesia	Gold
Jae-moo hong	Korea	Silver
Graphic design technology		
Shaikha alabbasi	Bahrain	Best of nation
Shaikha alabbasi	Bahrain	Gold
Yu-lim noh	Korea	Silver
Sena anbo	Japan	Best of nation
Health and social care		
Lamees bin kalban	United arab emirates	Gold
3D digital game art		
Dong-hyun jung	Korea	Gold

Abu Dhabi Award





ACTVET

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

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