



# NEWSLETTER

WORLDSKILLS LEIPZIG 2013

**APRIL 2013:  
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ONLINE TICKET BOOKING / MEDIA COVERAGE / WRITING  
COMPETITION FOR YOUNG JOURNALISTS / DELEGATE  
RESTAURANT TEST RUN**



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## EDITORIAL HUBERT ROMER

Oh, how time flies: barely 80 days are left to prepare for WorldSkills Leipzig 2013. And we are making progress. Samsung, a WorldSkills veteran supporter, has agreed to act as our Overall Event Presenter. We have been able to get numerous additional sponsors on board and are working hard to engage others. Our Workshop Supervisor Team is complete and they are doing a wonderful job. A politically tinged conference built around the main Competitions will underscore the importance of vocational training. Already, wide media coverage of the event seems foreshadow a broadly positive response from the public. In close cooperation with Jugendpresse Deutschland, we have launched a writing competition for young journalists. Various promotional activities such as a countdown clock are raising awareness of the WorldSkills Competition. We have also successfully tested our very own event catering, the 'Delegate Restaurant', which

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will wine and dine experts and participants during the Competition. For more details, keep reading - and enjoy!

### SAMSUNG PRESENTS WORLDSKILLS LEIPZIG 2013

For the first time in the history of the WorldSkills Competition, one company - Samsung - will be the Overall Event Presenter, once again demonstrating the firm's unwavering dedication to global vocational training. Dr. Ji Oh Song, Executive Vice President and Senior Advisor at Samsung and Hubert Romer, CEO of WorldSkills Leipzig 2013 signed the agreement during an official ceremony (Image).

"We are very glad to be supporting WorldSkills Leipzig 2013 ", says Dr. Ji Oh Song. "This is our fourth sponsorship for a WorldSkills Competition in a row. Our company is proud of this tradition of inspiring the next generation by promoting well-trained specialists."



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Image: Dr. Ji Oh Song (left), Samsung, and Hubert Romer with the signed agreement for the Overall Event Presenter.

## POLITICAL CONFERENCE

The WorldSkills Leipzig 2013 Competitions will be accompanied by a high-profile political symposium, which many German and international institutions have been invited to attend. We asked Peter Thiele, Head of Division for Vocational Training at the Federal Ministry of Education, five questions about the conference.

## FIVE QUESTIONS FOR PETER THIELE

**Questions:** In addition to the Competitions, WorldSkills Leipzig 2013 will be hosting an extensive conference. Which institutions are coming, and what issues will they bring to the table?

**Peter Thiele:** Worldskills in Leipzig is not just an important international Competition, but also a unique platform for the political discussion about improving the attractiveness and quality of vocational training. At the same time, it gives us the opportunity to showcase the German system of dual vocational training on an international stage. Due to low youth unemployment, good transitions into the job market and attractive international career opportunities, our system has become something of a role model. For these reasons, the WorldSkills Competition will include this in-depth political conference, allowing us to debate future standards of vocational education with representatives from the EU, the OECD, the UN and from over 60



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countries.

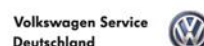
**Question:** What is political message that might emerge from these high-profile meetings?

**Peter Thiele:** One central message is that high-quality, market-oriented vocational training must be the backbone for a robust, competitive and thus, successful, economy. A lopsided focus on higher academic degrees, which brings us the worldwide phenomenon of skills mismatching, is unacceptable. We need a balanced mix between vocational and academic training in order to preserve employment and growth. Another message is this: international cooperation concerning vocational training and a global debate on standards are becoming increasingly important. Isolationist vocational education policies are obsolete in today's globalized world. And last but not least: the dual vocational training system is gaining international recognition and is a key instrument for reducing youth unemployment. With an average youth unemployment rate of 20% within the EU, the issue is certainly pressing.

**Question:** What challenges do we and other countries face in terms of vocational training?

**Peter Thiele:** Central challenges on an international scale are improving market relevance, quality, attractiveness, permeability and equivalence. Although us Germans have accomplished much in these areas, there is still much work to be done. Due to a decrease of high school graduates caused by our demographic trends and a related foreseeable increase in competition between universities for these

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graduates, we must prepare to face the challenge of securing enough skilled professionals for the economy.

**Question:** What effect do you expect WorldSkills Leipzig 2013 to have on vocational training as such?

**Peter Thiele:** The Competition in Leipzig will underscore the global importance of vocational training and support the Federal Government's efforts to recruit high performers into the skilled professions. It will also strengthen national competitiveness - the German team has doubled compared to the last WorldSkills in London, and the number of events we are competing in has also increased. At the same time, Leipzig will be the international venue in 2013 for political reform debates concerning vocational education. But WorldSkills will also be a spectacular highlight for 150,000 - 200,000 visiting high school students, who will not only learn about previously unknown career paths, but also have the chance to try them out. And finally, WorldSkills Leipzig is a unique opportunity for us to welcome the world in a casual, friendly atmosphere.

**Question:** Which moment of WorldSkills Leipzig 2013 are you looking forward to the most?

**Peter Thiele:** A difficult question, since the entire week will be chock-full of such moments, but I am especially excited about the Opening Ceremony with the enrapturing surprise show. I am also looking forward to visiting the Competition itself, taking part in political discussions with international colleagues and attending the Closing Ceremony - hopefully with many awards and medals for the German team.

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Thank you very much!

## ONLINE TICKET BOOKING

Our website [www.worldskillsleipzig2013.com](http://www.worldskillsleipzig2013.com) offers comprehensive information regarding all aspects of the Competition. Starting now, visitors can order tickets through the website. School classes and their chaperones are eligible for free Discovery Tickets - go to [http://www.worldskillsleipzig2013.com/de/bildung/anmeldung\\_schulen/index.php](http://www.worldskillsleipzig2013.com/de/bildung/anmeldung_schulen/index.php) and fill out the booking form.

All other visitors can buy inexpensive tickets through our online ticket shop at:

[http://www.worldskillsleipzig2013.com/de/das\\_event/online-tickets/](http://www.worldskillsleipzig2013.com/de/das_event/online-tickets/).

Currently, online tickets for adults cost 6,50€. High school and university students, trainees, voluntary civil servants, senior citizens, unemployed persons and severely disabled persons are currently eligible for a discounted price of 4€.

A valid printout online ticket gives you entry to WorldSkills Leipzig 2013 on one of the four event days: July 3 - 6, 2013.

The ticket is also good for a round trip using public transportation to and from the Leipzig Trade Fair (Transit Zone 110).

Box office tickets will cost 9€ for adults, 4,50€ discounted. Families and groups of 6 or more visitors are also eligible for a group discount, costing 5€ per person.

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## MEDIA COVERAGE

Extraordinary media coverage has already reached over 50 million contacts in Germany in the first quarter of 2013 with news about the upcoming WorldSkills Leipzig - more than in the entire last year. A promotional campaign of similar dimensions would have cost up to 1.5 million Euros.

A number of foreign journalists have also shown interest in WorldSkills Leipzig 2013. To reach this large audience, students of the Fernsehakademie Mitteldeutschland will broadcast a video feed of the Opening and Closing Ceremonies via the Internet and satellite.

## WRITING COMPETITION FOR ASPIRING JOURNALISTS

WorldSkills Leipzig 2013 and Jugendpresse Deutschland have initiated a writers contest for aspiring journalists. Young pundits between the ages of 16 and 25 may submit essays on the topic "Discover the possibilities: Vocational training for success" by May 5, 2013. Any type of article will be accepted. Submissions should not exceed a length of 3,000 characters.

"This writing competition is a great opportunity to get informed and raise awareness about the broad possibilities of the dual vocational training system", says Hubert Romer, CEO of WorldSkills Leipzig 2013, adding "I am quite excited to read the many reports, essays and articles."

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After the deadline, a jury will select the ten best submissions. The winning authors will be invited to write an edition of the newspaper 'politikorange'. This special edition will be published on July 6, the last day of the WorldSkills 2013 competitions. Participation is free of charge and room and board will be provided. 'politikorange' is a publication by Jugendpresse Deutschland that has been regularly covering important and evocative subjects for ten years. For more information, visit [www.politikorange.de](http://www.politikorange.de).

"The WorldSkills competitions showcase various careers in a highly emotional environment", says Sebastian Nikoloff, member of the federal board of directors of Jugendpresse Deutschland. "The opportunity to design an edition of 'politikorange' that reflects the competitive idea behind the World Championship of Jobs, as well as the many possibilities of vocational training, is an exciting and challenging task for aspiring journalists."

## 'DELEGATE RESTAURANT' TEST RUN

How do you seat 1700 visitors on 3600 square meters? How do you arrange tables and service paths so that participants, experts, Workshop Supervisors and delegates can be served quickly and efficiently? In the Leipzig Trade Fair's Hall 2, staff members from the subsidiaries FAIRNET and fairgourmet have dress-rehearsed for prime time. During WorldSkills Leipzig 2013, catering will be provided in a 90 by 40 meter restaurant tent on the open fairgrounds behind Hall 2. In an

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adjacent 10 by 30 meter kitchen tent, fairgourmet chefs will serve 5000 meals a day. Visitors will have the choice between three lunch and three dinner meals, complemented by a variety of soups and desserts. Cultural preferences as well as religious customs and dietary restrictions will be taken into account.



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