

WORLDSKILLS LEIPZIG 2013

SPONSORSHIP

LEIPZIG 2 - 7 JULY 2013

GEFÖRDERT VOM



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EUROPÄISCHE UNION



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STAATSMINISTERIUM
FÜR WIRTSCHAFT
ARBEIT UND VERKEHR



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HISTORY

1950

Creation of IVTO in Spain –
1st international Competition in
Madrid

1953

6 Members from Europe

2007

WorldSkills 39th Competition in
Shizuoka – 47 Members

2009

WorldSkills 40th Competition in
Calgary – 52 Members

2011

WorldSkills 41st Competition in
London – 55 Members

2013

WorldSkills 42nd Competition in
Leipzig – 61 Members

2015

WorldSkills 43rd Competition in São
Paulo, Brazil – Target: 70 Members

WORLD SKILLS NETWORK



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WORLD SKILLS IN LEIPZIG SPREAD OVER 170,000 M²

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1,000 COMPETITORS

3,000 SPECIALISTS

IN 45 SKILLS

FROM 61 MEMBER COUNTRIES/REGIONS

OVER A 6-DAY EVENT

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200,000 VISITORS



1,000 JOURNALISTS



DISCOVER



PASSION...



AND PERFECTION

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ORGANISATION

License Holder
WorldSkills International

Host
Germany with the
State of Saxony and the City of Leipzig

Licensee
WorldSkills Germany

Organizing Committee
WorldSkills Leipzig 2013 GmbH

Venue
Leipziger Messe (Leipzig Trade Fair),
CCL Congress Center Leipzig, City of Leipzig

SUPPORTERS

Federal Ministry of Education and Research

European Union

European Social Fund

Saxon State Ministry for Economic Affairs, Labour and Transport

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SKILL COMPETITIONS

45 OFFICIAL SKILLS

7 SECTORS

Sector 1 Transportation & Logistics

- Autobody Repair
- Automobile Technology
- Aircraft Maintenance

Sector 2 Construction & Building Technology

- Wall & Floor Tiling
- Painting & Decorating
- Plastering & Drywall Systems
- Electrical Installations
- Plumbing & Heating
- Industrial Control
- Bricklaying
- Cabinetmaking
- Carpentry
- Joinery
- Refrigeration & Air Conditioning
- Landscape Gardening
- Car Painting
- Stonemasonry
- **Big Machinery Pipeline Construction Oven Manufacturer**

Sector 3 Manufacturing Technology

- Polymechanics/Automation
- Construction Metal Work
- Mechatronics
- CNC Turning
- CNC Milling
- Welding
- Mobile Robotics
- Mechanical Engineering Design - CAD
- Sheet Metal Technology
- Manufacturing Team Challenge
- Electronics

Sector 4 Information & COM Technology

- Information Network Cabling
- IT Software Solutions for Business
- Offset Printing
- Web Design
- IT Network Systems Administration

Sector 5 Creative Arts & Fashion

- Jewellery
- Floristry
- Fashion Technology
- Visual Merchandising
- Graphic Design Technology
- Prototype Modelling

Sector 6 Social & Personal Services

- Hairdressing
- Beauty Therapy
- Confectioner/ Pastry Cook
- Cooking
- Restaurant Service
- Caring

Sector 7 Green TVET & Sustainable Development

- **Water**
- **E-Mobility**
- **SolarSkills**
- **Logging**

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VENUE



LEIPZIGER MESSE

100,000 M² INDOOR EXHIBITION SPACE

70,000 M² OUTDOOR SPACE

15,000 PARKING AREAS

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EVENT CALENDAR LEIPZIG

A large, modern glass building at night, illuminated from within, with its reflection in a pool of water in the foreground. The building has a complex, multi-level structure with a grid of windows and is surrounded by trees and a paved area. The sky is a deep blue, suggesting dusk or dawn.

PREPARATION WEEK 15-20 JAN 2013

OPENING CEREMONY 02 JULY 2013

COMPETITIONS 03-06 JULY 2013

CLOSING CEREMONY 07 JULY 2013

SPONSORING OPTIONS

SPONSORSHIP HIERARCHY



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SPONSORSHIP OPTIONS

Venue Naming Right Partner	Sponsoring one of the five Halls + Glass Hall	5+1
Sector Presenter	Sponsoring one of the seven Skills Sectors	7
Skill Presenter	Sponsoring one of the 45 Skills	45
Skill Sponsor	Sponsoring one or several Skill(s) with other sponsors	Unltd.
Event Sponsor	Sponsoring an event	Unltd.
Media Partner	Sponsoring media activities	Unltd.

SPONSORSHIP RIGHTS

1. Property Rights

2. On Site Visibility

3. Advertising, Broadcast & Promotion

4. Public Relations PR

5. Online, Mobile & Social Media

6. Hospitality

BECOME PART OF

WORLD SKILLS LEIPZIG 2013

THERE ARE LOTS OF GOOD REASONS

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„ONCE IN A LIFETIME EVENT“

PROMOTING YOUR BRAND AND PRODUCTS

PRESENTATION AS ATTRACTIVE EMPLOYER

NETWORKING

DIRECT CONTACT

TO YOUNG PROFESSIONALS & SPECIALISTS

Corporate Social Responsibility

TARGET GROUPS

150,000 YOUNG PEOPLE (UNDER25) & 50,000 B2B CUSTOMERS

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