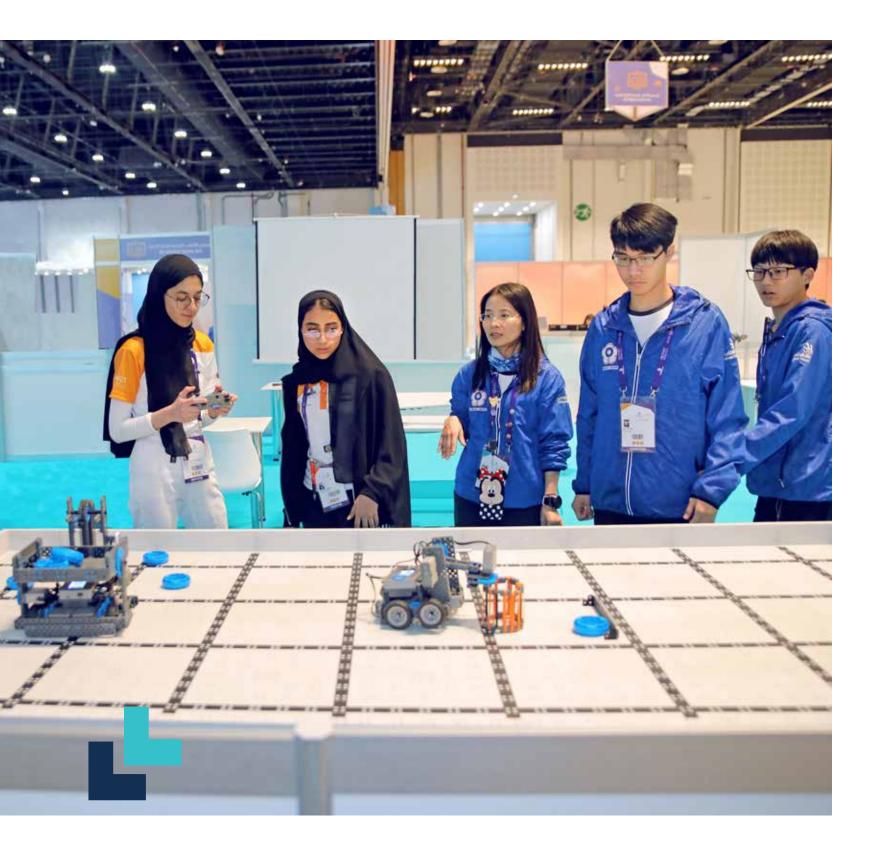






# **WORLDSKILLS** ASIA ABU DHABI 2023



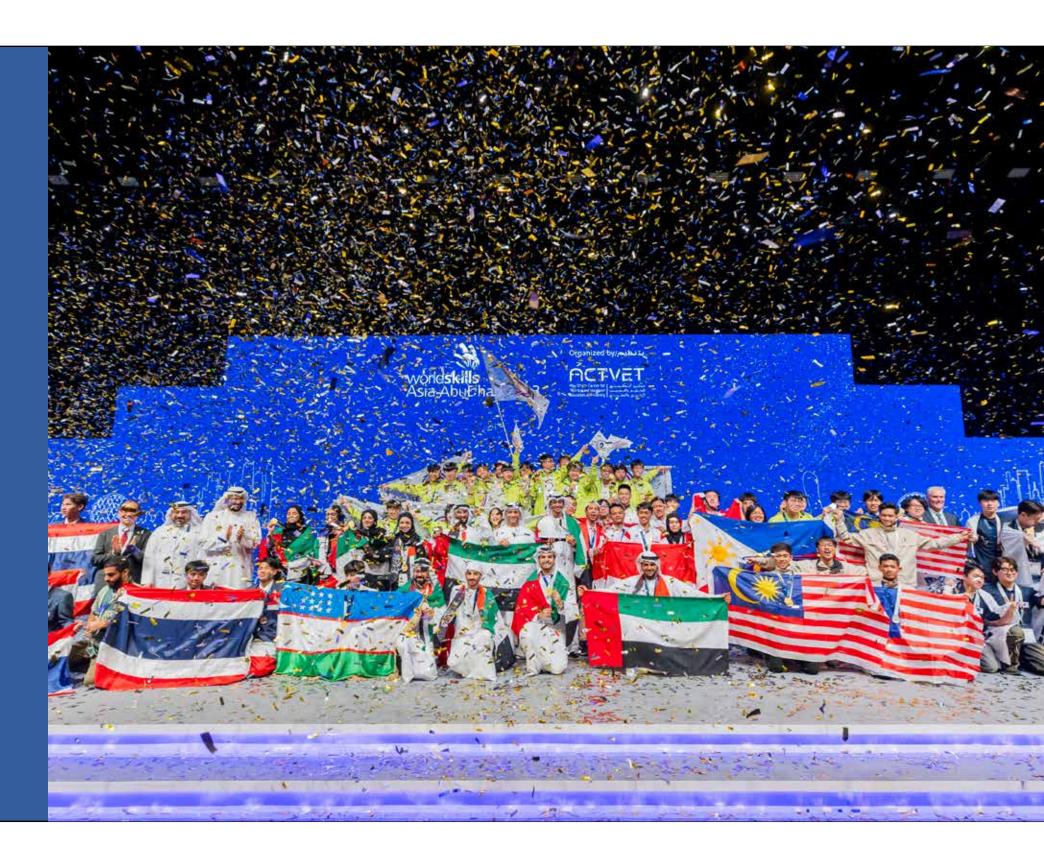


Under the patronage of His Highness Sheikh Khaled bin Mohamed bin Zayed Al Nahyan

### Crown Prince of Abu Dhabi and Chairman of the Abu Dhabi Executive Council

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## **Letter of Thanks**



Founder and President of WorldSkills Asia, Director General, ACTVET

# we are crafting leaders of tomorrow, ensuring they are well-equipped not only with knowledge but also with practical skills that will shape the future.

Under the Patronage of His Highness Sheikh Khaled bin Mohamed bin Zayed Al Nahyan, Crown Prince of Abu Dhabi and Chairman of the Executive Council of Abu Dhabi, it was an honour to welcome the participants for the 2<sup>nd</sup> time to the vibrant city of Abu Dhabi for WorldSkills Asia Abu Dhabi 2023.

In the ever-evolving economic landscape that we find ourselves in today, Technical and Vocational Education and Training (TVET) and skills development are not merely choices but necessities, particularly in the dynamic Asian region. Through these pathways, we are crafting leaders of tomorrow, ensuring they are wellequipped not only with knowledge but also with practical skills that will shape the future.

Competitions like WorldSkills Asia Abu Dhabi 2023 play a crucial role, not only in showcasing the extraordinary talent of our youth but also in highlighting the power of vocational skills that open the doors to industries which shape economies and contribute towards building a sustainable future.

I extend my heartfelt gratitude to all theThank you all for being an integral part ofwinners and competitors for their exceptionalWorldSkills Asia Abu Dhabi 2023.contributions and unwavering commitment,WorldSkills Asia Abu Dhabi 2023.

### surpassing all expectations in demonstrating excellence in 28 skills. This has been not only instrumental in making this event a resounding success but also an inspiration for generations to come. Special thanks to all the experts and workshop managers who tirelessly prepared and trained the competitors. Without their dedication, the competition would not have reached the same level of excellence. Our sponsors deserve special recognition, as their support has been integral to making this competition a remarkable success and have played a key role in making WorldSkills Asia Abu Dhabi 2023 a platform where abilities shine the brightest. I look forward to continuing and celebrating again in Chinese Taipei in 2025 a new city, new challenges, but the same objective. Let's remember the learnings and friendships formed during this competition and acknowledge the power of skills.



66 Swift and efficient efforts in organizing this event were truly commendable

Vice President for External Affairs WorldSkills Asia

I would like to extend my sincere gratitude to the UAE for the successful execution of the 2nd WorldSkills Asia Competition, especially amid the challenges posed by the COVID-19 pandemic. Their swift and efficient efforts in organizing this event were truly commendable, enabling over 150 competitors from 30 countries in 21 youth skills and 7 junior skills to showcase their talents.

I also want to congratulate Kyrgyzstan and Jordan on joining WorldSkills Asia, contributing to our now 28-strong coalition of countries. This expansion fills us with anticipation for the future of WorldSkills Asia.

Once again, my deep appreciation goes to the UAE for hosting the 2nd WorldSkills Asia Competition in Abu Dhabi, and I look forward to meeting you all in Taipei for the 8th General Assembly in 2024 and the 3rd WorldSkills Asia Competition in 2025!





Vice President for Competition WorldSkills Asia

66 As we celebrate the

achievements of the competitors, let us also reflect on the collaborative spirit that defines WorldSkills Asia.

It is indeed a remarkable event for me, being my first Competition as Vice President. I am deeply honored to be a member of such a dedicated and hardworking team.

As we celebrate the achievements of the competitors, let us also reflect on the collaborative spirit that defines WorldSkills Asia. The friendships formed, the knowledge shared, and the cultural exchange that took place during these days are invaluable contributions to the global skills community.

Thank you to all Delegates, Team Leaders, Experts, Competitors, and committed industry partners and sponsors for making the WorldSkills Asia Competition a resounding success. Your passion for skills excellence is inspiring, and I look forward to witnessing your continued success in your respective fields.

All the best and see you again at WorldSkills Asia Chinese Taipei 2025!





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This event was not just a competition; it was a celebration of excellence, collaboration, and the spirit of continuous improvement. The success of every event is underpinned by a substantial investment of time and effort. The flawless execution of WorldSkills Asia Abu Dhabi 2023 stands as a testament to this unwavering dedication. This event was not just a competition; it was a celebration of excellence, collaboration, and the spirit of continuous improvement.

Witnessing the active participation of more than 600 delegates and participants from over 30 countries with diverse cultures and backgrounds, bringing forth their unique skills and perspectives, was truly inspiring.

I extend my sincere appreciation to the Secretariat Team, Organizing Committees, Delegates and Team Leaders Member countries of WorldSkills Asia. Special acknowledgement is extended to the Skills Management Team, Experts, Workshop Managers, and Skill Competition Managers for efficiently and successfully carrying out their responsibilities during the entire competition. Thier commitment and tireless efforts have contributed to the growth and prominence of our organization on a global scale.

I extend my gratitude to our Education Partners, Skills Sponsors, Media Partners, Exhibitors, and Cultural Partners for their valuable contributions and support.

Lastly, congratulations to the Winners and I extend my best wishes to all competitors for ongoing success in their chosen paths.

I look forward to seeing you all in Chinese Taipei in 2025!

Fahar AlSuwaidi CEO, WorldSkills Asia 13



# Ali Mohamed Al Marzouqi

Official Delegates UAE, Host Country and President of EmiratesSkills

66

I extend my sincere gratitude to delegates, experts, volunteers, sponsors, and board members for their significant contributions towards the success of this event. The successful execution of WorldSkills Asia Abu Dhabi 2023 was possible through the valuable support provided by the Abu Dhabi government and the diligent organizational efforts undertaken by the Abu Dhabi Centre for Technical and Vocational Education and Training (ACTVET).

It brings me immense pleasure to have witnessed a multitude of accomplishments and exceptional performances displayed throughout the event, showcasing the unwavering dedication and collaborative spirit that brought together talented youth from around the world.

Undoubtedly, achieving these milestones wouldn't have been possible without the unwavering commitment, passion, and countless hours invested by everyone involved. I extend my sincere gratitude to delegates, experts, volunteers, sponsors, and board members for their significant contributions towards the success of this event. Their dedication to the vision of WorldSkills Asia has been truly inspiring and is deeply appreciated.

I extend my congratulations to the participants and winners of this competition for their outstanding accomplishments.

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Abu Dhabi Centre for Technical and Vocational Education and Training

Abu Dhabi Centre for Technical and Vocational Education and Training (ACTVET) was founded in 2010 under the initiative of the Executive Council of Abu Dhabi.

The centre's primary objective is to oversee, regulate, and support the strategic advancement of the Technical and Vocational Education and Training sector within the emirate, addressing the existing skill gaps in the current labour market as well as preparing the youth for the jobs of future to build a sustainable economy.

ACTVET achieves its goals by implementing effective policies and standards for governing technical and vocational educational institutions in Abu Dhabi, as well as licensing trainers and tutors.

The centre strengthens the development of technical and vocational skills among Emirati youth by providing a worldclass learning environment, training opportunities, access to cuttingedge technology, and guidance from international experts at their state-of-the-art training facility known as "Skills Park."

Moreover, ACTVET organizes various regional and global events, and initiatives along with government entities, educational institutions, and private organizations throughout the year to foster continuous learning, professional development, and personal growth.

Furthermore, ACTVET has successfully established a non-profit international organization, WorldSkills Asia, which aims to promote excellence in skills and competency development for youth and economies across Asia.









As part of government's efforts to increase the Soft Power, WorldSkills Asia organization was established in 2018 in association with the Abu Dhabi Centre for Technical and Vocational Education and Training (ACTVET).

It is an international non-profit organization that promotes the importance of technical and vocational education and training across Asia. The organization is aligned with the UAE's strategy and the national agenda, aimed at supporting both national and regional technical and vocational education by disseminating knowledge and training to develop skills for a sustainable future. WorldSkills Asia provides a platform for Asian educators, policy makers, industry partners and other organizations to exchange insights, thoughts and ideas about new trends and inventions, enhance the technical and vocational education and training standard, and collaborate with various institutions and organizations to leverage and build sustainable economies.

Focusing on the four major pillars Promoting Skills, Education and Training, International Cooperation and Skills Competitions, WorldSkills Asia is envisioned to be the Asian hub for skills excellence and development, geared towards making a better world through the power of skills.



















# **Executive Summary**

Under the patronage of His Highness Sheikh Khaled bin Mohamed bin Zayed Al Nahyan, Crown Prince of Abu Dhabi and Chairman of the Executive Council of Abu Dhabi, the 2<sup>nd</sup> edition of the WorldSkills Asia Competition was hosted by Abu Dhabi from 27<sup>th</sup> to 29<sup>th</sup> November 2023 at the Abu Dhabi National Exhibition Centre (ADNEC). This event, organized by the Abu Dhabi Centre for Technical and Vocational Education and Training (ACTVET), marked a significant milestone in the realm of Technical and Vocational skills across Asia.

Over 6000 visitors, with the participation of 670 individuals, including competitors, experts, and workshop managers from 31 countries, the competition showcased excellence in 28 technical and vocational skills. It served as a testament to the pivotal role of Technical and Vocational Education and Training in achieving sustainable development goals and providing a qualified workforce capable of actively participating in the country's economic growth.

Dignitaries, government officials, participating country delegates, industry leaders, academic professionals, students, media personnel from around the globe, and the general masses attended the competition over three days.











Distinguished dignitaries, including

His Highness Sheikh Theyab bin Mohamed bin Zayed Al Nahyan, Chairman of the Office of Development and Martyrs Families Affairs at the Presidential Court,

His Highness Sheikh Ahmed bin Hamdan bin Mohammed Al Nahyan, President of the UAE Sailing and Rowing Federation,

His Highness Sheikh Mohammad bin Khalifa bin Mohamad bin Khaled Al Nahyan and His Excellency Sheikh Nahyan bin Mubarak Al Nahyan, Minister of Tolerance and Coexistence graced the competition.

The second day witnessed the attendance of

Her Excellency Al Reem Abdullah Al-Falasi, Secretary General of the Supreme Council for Motherhood and Childhood,

Her Excellency Sara Awadh Eisa Musallam, Chairperson of Abu Dhabi Department of Education and Knowledge

**His Excellency Faris Khalad Al Mazrouei,** Staff Major General Pilot and Police Commander-in-Chief

**His Excellency Dr. Mugheer Khamis Al Khaili,** Chairman of the Department of Community Development, among other officials.

**Dr. Mohamed Hamad Al Kuwaiti,** Head of Cybersecurity of the UAE Government

Mr. Ghannam Al Mazrouei, Secretary-General, Emirati Talent Competitiveness Council

All the dignitaries and officials were accompanied by

**His Excellency Dr. Mubarak Saeed Al Shamsi,** Founder and President of WorldSkills Asia and Director General of ACTVET, and senior board members.







The event was attended by international delegates, including

Ms. Hsu, Ming-Chun

Minister of Labour, Chinese Taipei Dr. Mehrdad Azimi Deputy Minister and President of TVTO, Iran

Mr. Phiphat Ratchakitprakarn Minister of Labour, Thailand

Mr. Siraphop Duangsodsri Vice Minister of Labour, Thailand

Mr. Soichiro Masuoka Official from Ministry of Health, Labour and Welfare, Japan

Dr. Adel Hamad S Alzenedy Deputy Director General of TVTC, Saudi Arabia

Mr. Thanat Thawikuekulkit Advisor to the Minister of Labour, Thailand

Mr. Puchong Vorasri Attached to Secretariat of Prime Minister, Thailand

Mr. Aree Grainara Secretary to the Ministry of Labour, Thailand

Mr. Pairoj Chotikasatien Permanent Secretary, Thailand

Ms. Buppa Reungsud Director-General of Department of Skill Development, Thailand

Mr. Chatwut Thongkan Director of Samut Prakarn Institute for Skill Development, Thailand

Acting Sub Lt. Praphan Kochpradist Director of Ratchaburi Institute for Skill Development, Thailand

Mr. Yodmuang Siriprathan Director of Khon Kaen Institute for Skill Development, Thailand

PO1. Prayong Boonchauy Director of Nakhon Sawan Institute for Skill Development, Thailand

Ms. Suksi Laigasigum Director of Songkhla Institute for Skill Development, Thailand

Mr. Santi Puchana Director of Skill Standard Promotion Section, Thailand

Mr. Teerasak Yupech Skill Development Technical Officer, Senior Professional Level, Thailand















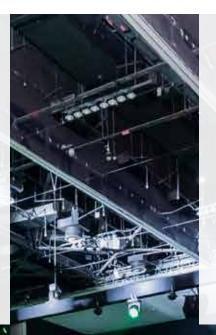




The successful execution of the competition involved meticulous planning and implementation of hospitality services for participants, emphasizing Emirati traditions and culture. Every step of the process, from the arrival of delegates at the airports by dedicated country guides to the accreditation procedures and the thoughtful selection of accommodations ranging from the Vocational Education Development Centre (VEDC) to hotels was carefully orchestrated to prioritize the comfort and convenience of the participants.

Catering services keeping in mind the diverse eating habits and dietary restrictions, providing daily meals and strategically placed refreshments, transportation arrangements to ensure timely arrivals and departures were implemented to ensure seamless operation of the competition.

Excursions allowed participants to explore Abu Dhabi's cultural landmarks, while the Gala Dinner featured a curated menu, cultural displays, and live performances.



The opening ceremony of WorldSkills Asia Abu Dhabi 2023 was a captivating spectacle, featuring welcoming remarks that emphasized skills development. The 'Opening Show' showcased a compelling story of an Emirati girl's heritage, motivating skill development for the country's future.

The conclusion of the event featured the announcement of winners, with a total of 76 medals awarded to winners who exhibited excellence in their respective skills across various categories.

### **Executive Summary**

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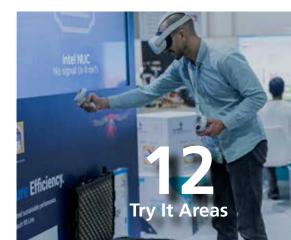
Overall, the event showcased a harmonious blend of skills enhancement, organizational competency, and cultural engagement, creating a lasting positive impact on all attendees as well as contributing to strengthening of Technical and Vocational Education and Training (TVET) across Asia.

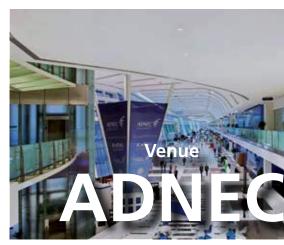
This report encapsulates the meticulous preparation, outcome and the journey that led to the resounding success of the WorldSkills Asia Abu Dhabi 2023 Competition.

# WorldSkills Asia Abu Dhabi 2023 in Numbers







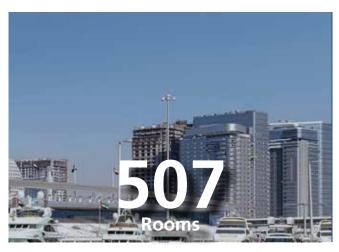


















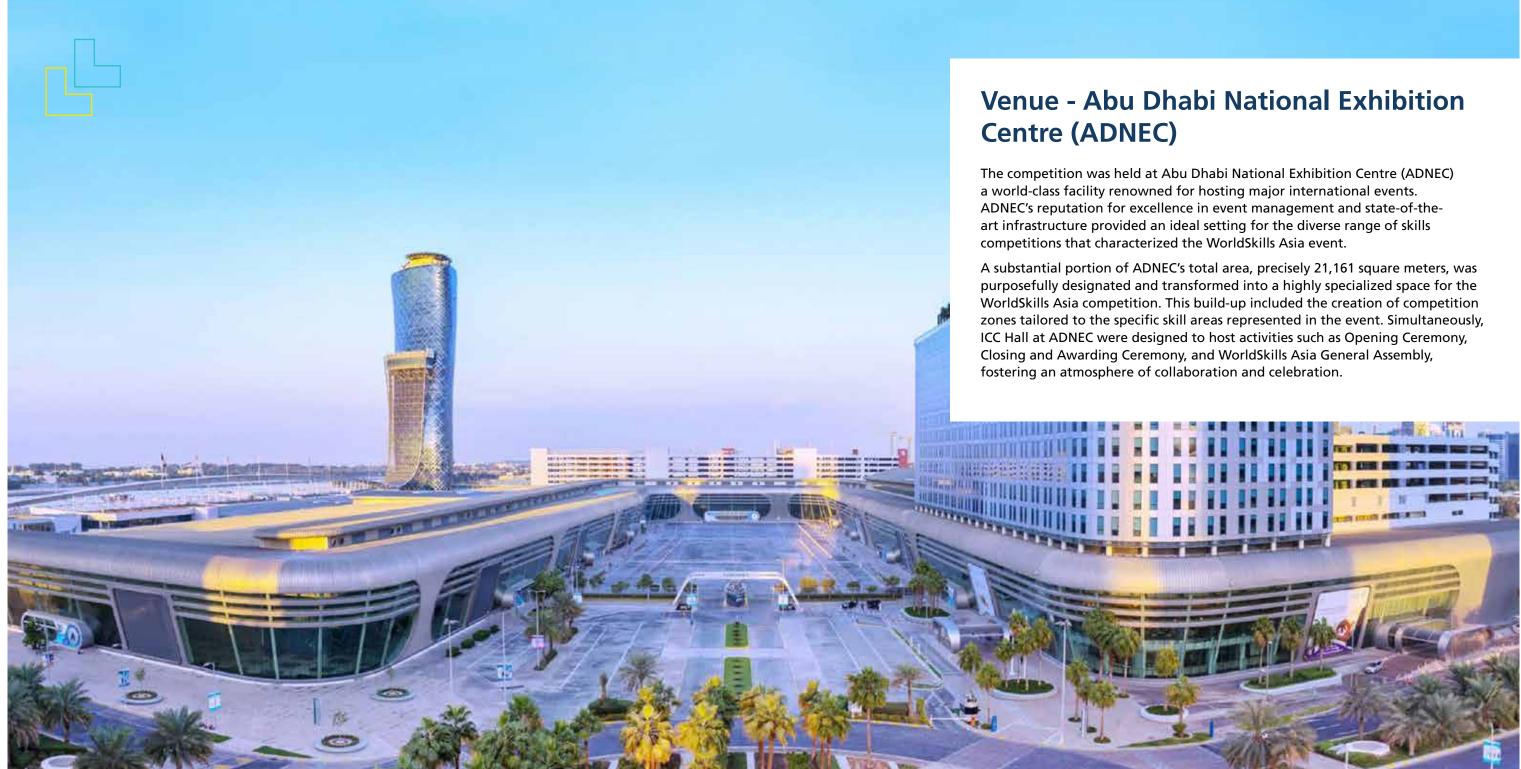


# Host City - Abu Dhabi

Abu Dhabi hosted the WorldSkills Asia Competition for the 2<sup>nd</sup> time in November 2023, the first one being in 2018.

Abu Dhabi is a diverse and globally connected city; the capital of the United Arab Emirates is home to more than 200 nationalities. It is an aspiring global financial centre, a growing innovation hub, a leading energy producer, and a world-class tourist destination and cultural centre. Abu Dhabi is the largest emirate in the UAE and is divided into three regions: Abu Dhabi City on the coast, Al Ain in the east, and Al Dhafra in the west.

Abu Dhabi City is the commercial and cultural centre of the emirate. Located on the coast of the Arabian Gulf, it encompasses several islands, including Yas Island - a world-class entertainment destination, and Saadiyat Island - renowned for its cultural attractions, including Louvre Abu Dhabi.





# **Welcoming Member and Guest Countries**

At the heart of any global competition lies the crucial task of extending a warm and organized welcome to all participants, whether competitors, delegates, partners, sponsors, country representatives, ministers, or visitors, everyone was treated with exemplary hospitality to create a lasting and positive impression. Introducing guests to the Emirati traditions and culture was integral to the event's success.

Delegates arriving at the Abu Dhabi and Dubai International Airports were greeted by dedicated country guides, ensuring a seamless transition from arrival to accommodation, and throughout the competition. Safety and satisfaction of our guests were given top priority, and to achieve this, robust procedures and protocols were implemented to promtly address any concerns or requests raised by the delegates and participants.

# **Accreditation**

Accreditation procedure was marked by issuance of badges with essential details, including a photo, name, country, role, permitted access, and QR code for floor map, event agenda and other information. A dedicated Registration desk, handled by our team was set up at the accommodations and onsite, ensuring needed information was shared with the participants.

A "Welcome Pack" featuring exclusive WorldSkills Asia branded items such as watches, diaries, scarves, ties, water flasks, and portable chargers were also handed to the participants.

















# Accommodation

Participants were offered a range of options and flexibility in choosing their accommodation, with the Vocational Education Development Centre (VEDC) and Abu Dhabi Hotels serving as designated facilities for their six-night stay for the competition.



# Vocational Education Development Centre (VEDC)

Extensive preparations a month before the event were undertaken to transform the building into well-arranged accommodation. The threestory structure included a reception, operation rooms, storerooms, dining areas, and guest accommodations with rooms, washrooms, and a majlis. Daily maintenance aimed at providing utmost comfort and a positive experience to our 109 guests in 45 rooms.



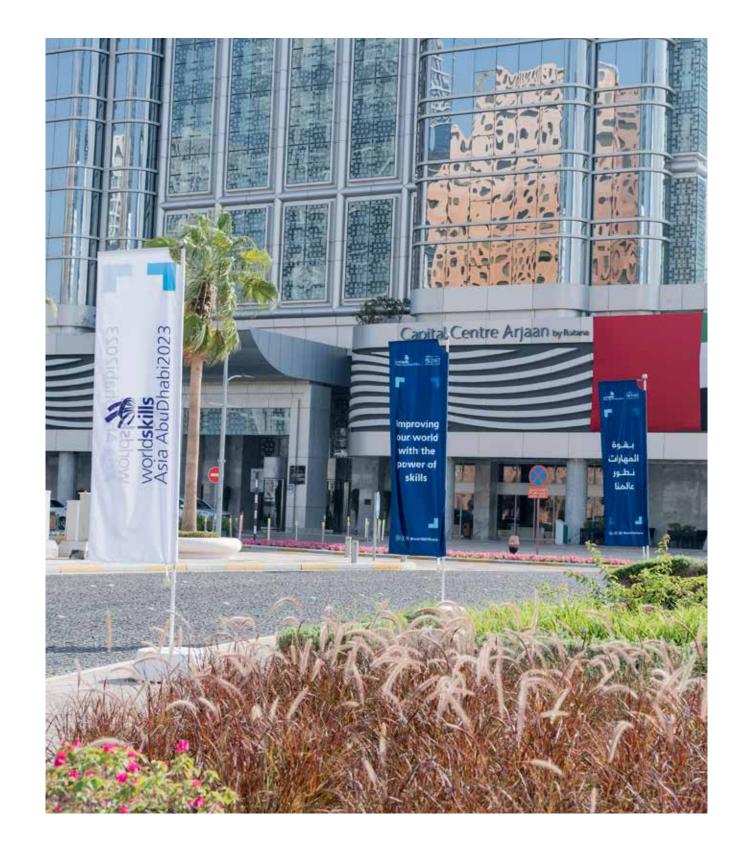
# **Hotel Accommodation**

Hotels, strategically located near the venue and in the city center, were carefully chosen keeping convenience and budget in mind.

Below hotels were selected:

- o Aloft Abu Dhabi Hotel
- o Centro Capital Centre
- o Pearl Rotana Capital Centre
- o Capital Centre Arjaan by Rotana
- o Royal Rose Hotel
- o City Seasons Al Hamra Hotel

In total, there were 273 single rooms and 128 twin rooms booked for international and local participants.



# Catering

In consideration of the participants' diverse eating habits, cultural preferences, and specific food restrictions and dietary requirements, catering services were tailored to accommodate these varied needs. Delegates accommodated at VEDC were provided with daily breakfast and dinner. Meanwhile, those staying in hotels enjoyed complimentary daily breakfast as part of their accommodation package. Additionally, lunch was provided to all participants at the ADNEC.

Water, coffee breaks, and snacks were strategically placed in every skill area, meeting, and conference rooms, as well as media rooms throughout the competition days and the Closing Ceremony.

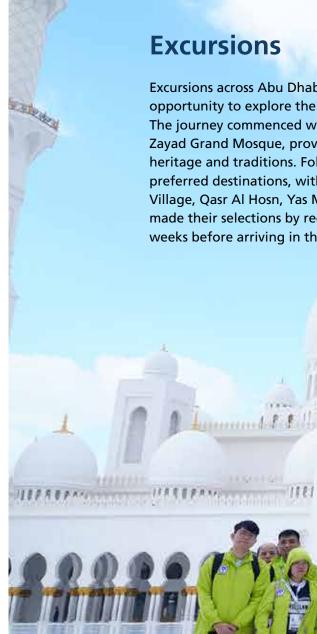
# **Transportation & Logistics**

Efficient arrangements were made for the transportation of participants, including airport pick-ups, daily commute from accommodation to ADNEC, getting around the city, and depature drop-offs. A dedicated transportation schedule was implemented to ensure timely arrivals and departures, minimizing any disruptions to the event schedule. Special transportation arrangements were coordinated for VIP guests, including ministers and high-ranking executives from other countries.



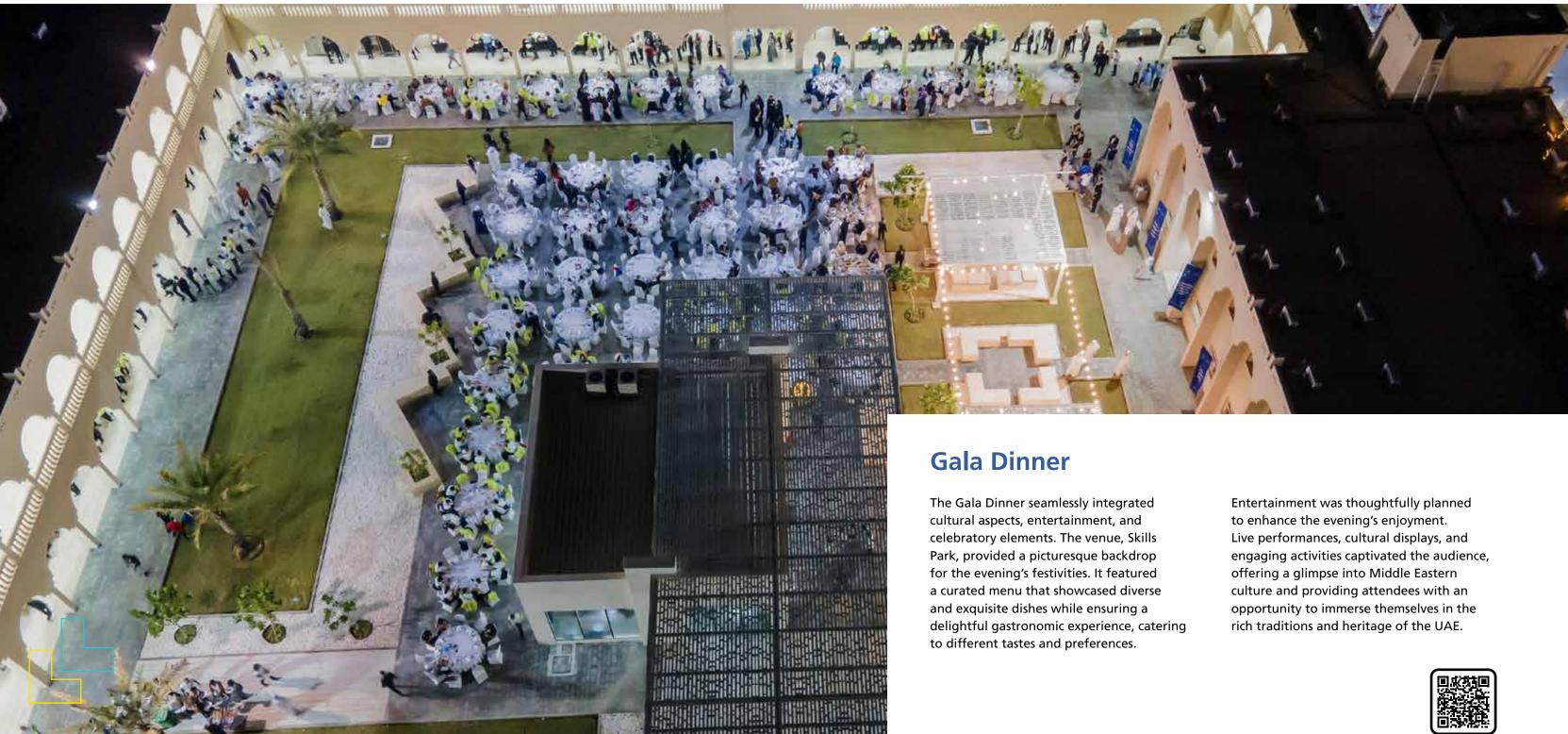


The logistics team successfully handled specialized equipment, tools, and materials and managed the setup and dismantling of the competition venue. Timely deliveries and organized processes allowed for the swift preparation of the venue before the event and the efficient clearing of the site after the conclusion of the competition.



Excursions across Abu Dhabi provided participants with a unique opportunity to explore the local culture, heritage, and landscapes. The journey commenced with a cultural exploration at Sheikh Zayad Grand Mosque, providing an understanding of its rich heritage and traditions. Following this, participants chose their preferred destinations, with options including Emirates Heritage Village, Qasr Al Hosn, Yas Mall, and Louvre Abu Dhabi. Delegates made their selections by registering through an online weblink weeks before arriving in the UAE.





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# **Opening Ceremony**

The WorldSkills Asia Abu Dhabi 2023 Opening Ceremony was a captivating spectacle, commencing with the UAE National Anthem, instilling honour, and unity. The welcome remarks by the Founder and President of WorldSkills Asia organization highlighted the significance of skills development and international collaboration, setting the tone for an exciting event.

The evening's highlight was a spectacular "Opening Show," featuring a captivating story of an Emirati girl's journey of discovering her heritage, learning about the pivotal role her forefathers played in shaping the UAE's achievements. Narrated by her grandmother, the story motivated her to pursue skills that would contribute to her country's future economic development, emphasizing the significance of TVET. The visually stunning costumes, aligned with the theme, enhanced the event's grandeur. This impactful message delivered at the opening ceremony that celebrated skills and talent, left a lasting impression on all attendees.

The Flag Parade underscored the competition's global participation, symbolizing unity, and camaraderie. The Experts & Competitors Oath solemnly conveyed a commitment to fair play and sportsmanship. The ceremony concluded with closing remarks, leaving everyone inspired and prepared for the upcoming competition.

WorldSkills Asia Abu Dhabi 2023 Opening Ceremony Schedule

26th November 2023 | 6:00 pm to 7:40 pm | ICC Hall, ADNEC

n Schedule	Duration	Time
Arrival of Guests	30 Minutes	6:00 pm
s National Anthem	3 minutes	6:30 pm
Welcome Remarks	1 minute	6:33 pm
WorldSkills Asia Founder and President's Spee	6 Minutes	6:34 pm
Opening Show	10 Minutes	6:40 pm
Flag Parade	45 Minutes	6:50 pm
s Experts & Competitors Oath	5 Minutes	7:35 pm
s Closing Remarks	5 Minutes	7:40 pm























# Participants

WorldSkills Asia Abu Dhabi 2023 brought together a diverse and highly skilled group of participants from more than 30 countries, creating a dynamic and competitive environment.

> 151 Competitors

152 Experts

ACK 1

-

25 Workshop Managers



10.3

6.7



55





The Skills included

**Construction and Building Technology:** 

- 1. Bricklaying
- 2. Electrical Installations
- 3. Painting and Decorating
- 4. Plastering and Drywall Systems
- 5. Refrigeration and Air Conditioning
- 6. Wall and Floor Tiling



### **Creative Arts and Fashion**

- 7. Fashion Technology
- 8. Graphic Design Technology



### Information and Communication Technology

- 9. IT Network Systems Administration
- 10. IT Software Solutions for Business
- 11. Web Technologies



### Manufacturing and Engineering Technology

- 12. Electronics
- 13. Mechanical Engineering CAD
- 14. Autonomous Mobile Robotics
- 15. Welding
- 16. Industrial Control
- 17. CNC turning



















### **Social and Personal Services**

- 18. Hairdressing
- 19. Health and Social Care



### Transportation and logistics

- 20. Automobile Technology
- 21. Car Painting



### **Junior Skills**

- 1. Web Technologies for Junior
- 2. IT Software Solutions for Business for Junior
- 3. Electrical Installations for Junior
- 4. Autonomous Mobile Robotics for Junior
- 5. Mechanical Engineering CAD for Junior
- 6. Electronics for Junior
- 7. Graphic Design Technology for Junior

### **Demo Skill**

In the pursuit of expanding skillsets for future WorldSkills Asia competitions, a Demo Skill - Digital Construction was added and demonstrated through the competition. Participants from the United Arab Emirates and Chinese Taipei, a total of 6 individuals, successfully showcased this key skill.

1. Digital Construction





# **Test Projects and Evaluation**

In every WorldSkills Asia competition, Experts, as specified in Technical Description, formulate a Test Project for each skill. The Technical Description outlines the specific details and requirements of the test project. The Test Project is governed by a set of rules designed to ensure a fair and competitive environment. Competitors must strictly adhere to project guidelines, encompassing specifics on tool usage, time constraints, and deliverables. WorldSkills Asia Abu Dhabi 2023 adopted the Test Projects from the WorldSkills Competition 2022 Special Edition.



Each Test Project was accompanied by a marking scheme matching the assessment criteria as given in the Technical Description. The assessment criteria vary depending on the specific skill and generally cover a range of technical, problemsolving, creativity, and personal skills. Experts used Competition Information System (CIS) to objectively assess each competitor's performance. For fair and consistent assessments, the scoring system was designed with the use of scoring rubrics and predefined criteria to assign scores to the competitors.





# **Closing Ceremony**

The closing ceremony of WorldSkills Asia Abu Dhabi 2023 was a spectacular culmination of skills, talent, and international camaraderie. The ceremony commenced with the arrival of distinguished guests, setting the stage for a memorable evening.

A captivating video showcased the highlights of the competition, celebrating the achievements of participants followed by remarks from the Founder and President of WorldSkills Asia emphasizing the significance of the occasion and reflecting on the journey of skill development and collaboration.

Handing over the flag to Chinese Taipei, the upcoming host country, signified the continuation of the legacy. The highly anticipated Winner Announcements added an element of excitement and marked the conclusion of this unforgettable ceremony.





### **Closing Ceremony**

# Abu Dhabi Award

"Abu Dhabi Award" is a recognition for the competitor scoring the highest across all skills in the competition.

The award was meticulously crafted by ACTVET with advanced 3D printing technology using recycled materials, showcasing our unwavering commitment to sustainability, aligning it seamlessly with the UAE's dedicated efforts toward environmental sustainability.

This prestigious award was won by an Emirati competitor, Ahmed Saleh Ahmed Mohamed Basahel competing in the Automobile Technology



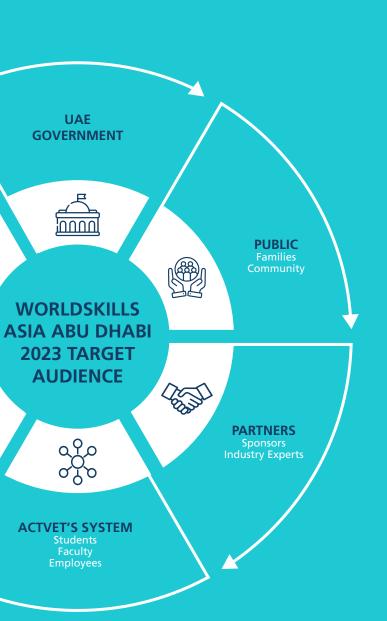
# From Abu Dhabi to the World

To ensure WorldSkills Abu Dhabi 2023 achieved unprecedented success in terms of participants, and global exposure, the Marketing and Communications team devised a marketing and promotional strategy 6 months prior to the event. This encompassed a plan for activities spanning in the pre-event, during- event and post- event phases.

The Marketing and Communications strategy focused on target audiences across 6 categories, including participants from member countries of WorldSkills Asia, ACTVET's educational system (including schools and institutions), sponsors, industry and educational partners, media publications, government, and the public at large.



MEMBERS Member Countries of Worldskills Asia ٢



# **Key Messages**

Tailored marketing plans were developed for each audience, aligning with the following key messages, branding and promotional materials

# **N1**

### "Abu Dhabi Welcomes the World"

Crafted to present Abu Dhabi as a welcoming host city and a hub for international events.

# 02

### "Asia's Biggest Skills **Excellence Event**"

Emphasizing WorldSkills Asia as the foremost technical and vocational education and skills excellence event in



### "Skills Shape Our World"

A message designed to inspire young individuals to cultivate a passion for skills development and strive for excellence.



Two taglines were crafted to instil the essence of the key messages into a concise, memorable message and aids in recognizing and recalling the event swiftly.

The two taglines, primary: "Improving our world with the power of skills," and the secondary: "The biggest skills competition in Asia." were displayed throughout the branding avenues.



# **Our Marketing Approach**

In promoting the WorldSkills Asia Abu Dhabi 2023 event, our approach was comprehensive and multifaceted, incorporating a marketing mix of both digital and offline channels.

Our approach included creating a comprehensive marketing plan, which involved launching a dynamic and informative website, providing visitors with a centralized hub for event details and updates. We maximized outreach by harnessing the power of traditional media through press releases and television news, ensuring a wide audience reach. Additionally, we implemented targeted email marketing and SMS campaigns, leveraged the influence of social media platforms to engage audiences, create a buzz, and foster community interaction. Outdoor promotions further amplified our presence, ensuring that our promotional efforts spanned various channels to captivate diverse audiences and generate widespread excitement for this prestigious event.

- Digital promotions
- Content creations
- Co-promotions
- TV / Radio presence
- News
- Websites •
- E-mailers
- Free Workshops
- Media Collaborations
- Social Media Organic Posts + Influencers
- Screens Promotions
- SMS
- Outdoor Branding
- Advertising

# **Promotional Content**

### **Promotional Video**

A comprehensive promotional video production process unfolded, encompassing script development, storyboarding, video filming, and voice-over recording, spanning a period of two months. The video effectively portrayed the key messages by through a compelling storyline. It began by showcasing the journey from Emirati forefathers utilizing their unique skills, such as pearl diving, to the picturesque and developed landscape of the UAE, extending to the recent space mission, underscoring that through skill development, individuals can actively contribute to the sustainable development of the nation.

The video not only provided a historical context but also offered a glimpse into the diverse array of skills featured in the competition, providing attendees with an anticipation of what awaited them in the vibrant city of Abu Dhabi.

To amplify its reach, the video was strategically promoted through various channels, including social media platforms, media collaborations, engagement with social influencers, and other promotional avenues.



### **Promotional Campaigns**

To promote WorldSkills Asia Abu Dhabi 202 marketing and communications team create and executed creative promotional campaid encompassing various key elements, includi

Patronage Announcement: An official revel of the patronage, establishing a sense of pr and support for the event.

Brand Message Campaigns: Thoughtfully cu campaigns focusing on core brand messages taglines.

Event Details and Announcement Posts: Informative posts disseminating crucial ever details, ensuring that the audience is wellinformed and anticipating the unfolding of the event.



23, ed gns ing:	Countdown Campaigns: Dynamic countdown initiatives building excitement and anticipation as the event date approached, fostering a sense of urgency and enthusiasm among the audience.
lation restige urated	Promotional Video Posts: Engaging video content strategically shared across platforms to visually captivate the audience and generate interest in the upcoming event.
nt	This comprehensive approach to promotional activities helped to create a multifaceted and impactful campaign, engaging the audience at various levels and stages leading up to the event.

# **Branding at the Event Venue**

The event's branding was carefully crafted in alignment with the designated brand colours. Each skill was associated with a distinctive icon representing its nature, and a specific colour was assigned for easy identification.

The branding at the event included a blend of digital and printed artworks. Digital content involved a combination of videos, images, and brand messages. The pictures chosen for the branding aimed to showcase the cultural diversity and array of skills showcased in the competition. Additionally, sponsor logos, including lock-up logos, were thoughtfully positioned to ensure optimal visibility and acknowledgment of their support. At the entrance, country flags were prominently displayed, serving as a visual representation of the widespread support and active participation garnered during the competition.

This comprehensive approach to branding successfully conveyed the event's identity, values, and international scope through a thoughtfully curated combination of visuals, colours, and messaging.

The event's branding comprised various elements strategically placed throughout the venue:





### **Inside the Competition Area:**

- Banners on skill area panels
- Hanging banners positioned above skill areas
- Arch at skill area entrances and exits
- Try-a-skill areas



### **Gala Dinner:**

• Branded flags

### Main Event Venue:

- Arch at the main entrance
- Information desk
- ACTVET booth
- Directional signages
- Flags
- Digital screens positioned at various locations inside ADNEC
- Media centre



### **Opening and Closing Ceremony Hall:**

- Branding on the stage and podium
- Branding at the entrance
- Content displayed on screens



# **Outdoor Branding**

### **ADNEC Bridge Banner and Screen**

A bridge banner and screen were strategically chosen near the venue to amplify the awareness for a period two weeks prior to the event.

### Malls and Waterfront

Digital screens strategically positioned in the two of the busiest malls and a waterfront and leisure destination were utilized to maximize event visibility. The campaign was promoted for a duration of 2 weeks leading up to the event.

### At Galleria Mall

The Galleria Mall, situated in Al Maryah Island, is Abu Dhabi's leading lifestyle destination, offering unrivalled shopping, dining, and entertainment with over 400 stores, including 100 food and beverage outlets, 70 brands and luxury collection houses and a world-class family entertainment offer for all ages.

Our campaign included 81 Indoor screens located at VIP main entrance, Zuma, Coya and ADGM entrances, digital concourse across the mall, screens with vertical orientation, column screens, retail directory totems, elevator lobby, pillar screens, lectern orientation points, elevator directory totems, valet parking, and other key areas within Galleria Mall.

### At Yas Mall

Yas Mall, located at the heart of the iconic Yas Island, offers an incredible shopping, dining and entertainment experience for residents and tourists alike, all under one roof.

The largest screen, the Townsquare 3D screen, positioned prominently at Yas Mall, was specifically chosen to showcase promotional digital content due to its impactful location.









### At Al Qana

Situated along the stunning Rabdan Canal, Al Qana is a vibrant entertainment and leisure destination with spectacular waterfront views in the heart of Abu Dhabi. Offering a unique collection of attractions including waterside eateries, cinema experiences, Middle east's largest aquarium, a yacht marina, first-of- its-kind fitness and wellness facility, retail boutiques, coffee shops, restaurants, virtual reality & sports arena and landscaped community spaces to encourage social interaction.

Our outdoor campaign at Al Qana included a network of 8 double sided totems strategically positioned to cover all areas of Al Qana as well as a "Curve Screen", one of the largest 3D screens in Abu Dhabi. The campaign ran for over 2 weeks leading up to the event.

### **ADNOC Petrol Stations**

46 Digital screens were selected across ADNOC Petrol stations in Abu Dhabi These petrol stations are visited by more than 7 million people every month and stay at the petrol station for average duration of approximately 10 minutes. The promotional campaign ran for over 2 weeks leading up to the event.

# Visitor Engagement at the **Event**

### WorldSkills Asia Logo Cut-out

The WorldSkills Asia Logo Cut-out served as a focal point for engagement, enticing both competitors and visitors to capture photos and create memories of their participation in the competition.

### Augmented Reality (AR) Photobooth

Augmented reality (AR) photobooth was positioned at the main event entrance, offering an entertaining engagement spot, particularly for students and participants. It provided them with the opportunity to capture images portraying themselves as robots, medical professionals, or skilled experts.









# **Social Media**

The social media strategy for WorldSkills Abu Dhabi 2023 went beyond mere presence, showcasing a nuanced approach with two distinct accounts - the WorldSkills Asia organization and ACTVET across various social media platforms.

This dual-account strategy was not only about continuity but also about precision, employing different posting strategies to deliver a unified message to diverse audiences on a global scale.

Both accounts were meticulously managed with tailored posting strategies designed to resonate with their specific audiences. The WorldSkills Asia organization's social media accounts focused on delivering content targeting all member countries and the international participants. Simultaneously, for ACTVET's social media accounts, a localized approach was adopted, engaging with the community, and providing insights into the unique aspects of hosting the event in Abu Dhabi. The dual-strategy approach enabled a targeted engagement.

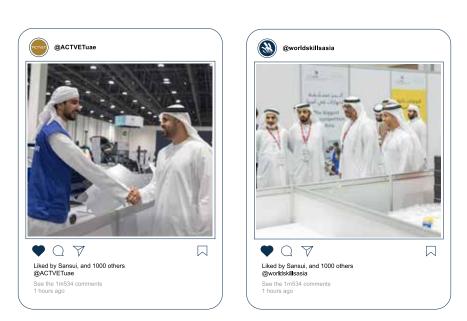
WorldSkills Asia's accounts, with a global outlook, reached a diverse international audience meanwhile ACTVET's accounts connected more intimately with the local community, garnering substantial regional engagement, which together led to reach of 1,867,002 impressions which validates the success of the dual-strategy approach.

The WorldSkills Asia organisation social media accounts included: Facebook, Twitter, Instagram whereas ACTVET's social media accounts included: Facebook, Twitter, Instagram, Telegram channel, Snapchat, and YouTube.

The content was crafted to convey key messages through multiple campaigns on both the accounts, sharing essential details about the event, focussing on international participants, showcasing the global camaraderie, variety of skills, and spotlighting Abu Dhabi's hospitality. This involved a collective sum of 1147 posts on both accounts, including images, videos, and stories, leading to the acquisition of new followers —1500+ on ACTVET's accounts and 500+ on WorldSkills Asia's accounts.

During the event, we experienced active engagement on our social media platforms from participants worldwide. The live broadcast of the opening and closing ceremonies garnered a total of 10,766 views, with the highest viewership coming from the UAE, Chinese Taipei, Malaysia, India, and Europe.







# 1,867,002 Impressions 10,000 Virtual Attendees



# **Collaboration with Influential Accounts:** A Global Spotlight

In our pursuit of extending the reach of WorldSkills Abu Dhabi 2023, we strategically partnered with well-known official accounts, amplifying the event's visibility across diverse platforms. One of the leading accounts in UAE and representing the Abu Dhabi government is @ admediaoffice with more than 700,000 followers across all social media channels. The media office contributed to the event by generating unique content and capturing the competition's ambiance through various social media tools. Additionally, they provided event coverage, disseminated press releases, and news to both local and international publications, extended invitations to government entities, and actively encouraged their attendance at the event.

The event was also promoted through a media and news platform UAE Barg (@uae\_barg\_en), achieving a total of 41,573 views and a reach of 25,790 through Instagram posts. Additionally, Barg's Instagram story coverage garnered 95,256 views, reaching 98,256 and accumulating a total of 98,256 impressions.

Furthermore, our partnerships involved active participation with notable organizations like WorldSkills International, whose official accounts reached a global audience in the millions thereby promoting a sense of worldwide community, UNESCO – UNEVOC, and local government entities, serving a unique avenue for targeting our audiences.

Another key factor in creating the social buzz was inviting social media influencers, where they shared the promo video with their followers and covered the event, congratulating the winners. Notably, both Master of Ceremonies for appointed to host the Opening and Closing Cermonies were social media influencers and content creators. They took their viewers behind the scenes, showcasing rehearsal and preparation, a smart move to captivate the audience's attention.

Additionally, to add to the social buzz, we involved over 30 participating countries by providing them with a media toolkit, comprising promo videos, pictures, event profiles, information about Abu Dhabi, key social media accounts, and event hashtags.

## **News everywhere**

PR and news coverage played a crucial role in highlighting this international event. ACTVET entered into a Memorandum of Understanding (MOU) with EMIRATES NEWS AGENCY - WAM, designating them as the primary media partner for the event. WAM played a crucial role in promoting the event not only within the UAE but globally. This involved the dissemination of 84 press releases translated into 18 languages, along with the sharing of 95 pictures and 6 main videos, encompassing interviews and general information, across 7 countries.

The news publications utilized various platforms, including print newspapers, and digital channels such as websites and social media, as well as WhatsApp, to circulate news and content related to the event. Industry-specific publications also featured the event in dedicated articles and posts, ensuring that the buzz surrounding WorldSkills Abu Dhabi 2023 reverberated not only within the competition's ecosystem but also among broader audience.

The media coverage included major television and news outlets, Oloum Al Dar, a leading media house, had 4 extensive coverages on Abu Dhabi TV, reaching an impressive audience of 650,000

84 press releases translated into 18 languages, along with the sharing of 95 pictures and 6 main videos, encompassing interviews and general information, across 7 countries

viewers. The momentum continued with Emirates TV, where a single coverage captured the attention of 120,000 viewers. Arabia TV provided coverage that resonated with a staggering 2,000,000 viewers, while SAUDIA TV added another 200,000 to the growing audience.

Al Etihad News contributed significantly with 8 news coverages, collectively reaching 150,000 subscribers. Meanwhile, Al Khaleej News, Al Bayan News, Al Watan News, and Al Fajer News each played their part, accumulating 5, 3, 3, and 3 news coverages, respectively, and reaching a combined audience of 930,000. The media coverage culminated with a total of over 4 million subscribers across various platforms.

# **Special Thanks to Sponsors**





# Sponsorship

The WorldSkills Asia Abu Dhabi 2023 sponsorship comprised of financial contributions, value in-kind support, and the leasing of exhibition areas. Sponsors showcased their state-of-the-art technologies at designated "Try- a- skill" areas corresponding to their sponsored skill. A total of 41 sponsors from various industries, educational institutions and media actively participated in the competition.

# **Special Thanks**

Our sponsors played an integral role in making WorldSkills Asia Abu Dhabi 2023 a resounding success in creating a dynamic platform for skills development and enriching the overall experience for participants and visitors.

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# WORLDSKILLS ASIA ABU DHABI 2023 WINNERS (Official Skills)

MECHANICAL ENGINEERING CAD		
NAME	MEMBER	AWARD
Park Jeonghoon	Korea	GOLD
Liu, Guan-Wei	Chinese Taipei	SILVER
Noura Ali Mohamed Qusoum Alnaqbi	United Arab Emirates	BRONZE
Hamdani Maftuh Rohman	Indonesia	Medallion For Excellence
AUTOMOBILE TECHNOLOGY		
NAME	MEMBER	AWARD
Ahmed Saleh Ahmed Mohamed Basahel	United Arab Emirates	GOLD
Wu, Chen-An	Chinese Taipei	SILVER
Sugiarto	Indonesia	BRONZE
Kaito Murakami	Japan	Medallion For Excellence
HAIRDRESSING		
NAME	MEMBER	AWARD
Muhammad Nasran Bin Ahmad	Malaysia	GOLD
Sitthiphon Phasahnga	Thailand	GOLD
Haung, Mao-Chun	Chinese Taipei	BRONZE
IT NETWORK SYSTEMS ADMINISTRATION		
NAME	MEMBER	AWARD
Favian Ahza Putra Sobar	Indonesia	GOLD
Hsueh, Hung-Hsiang	Chinese Taipei	SILVER
Souta Kimura	Japan	BRONZE
Seyed Armin Taheri	Iran	Medallion For Excellence
Jose Darylle Tolentino	Philippines	Medallion For Excellence
REFRIGERATION AND AIR CONDITIONING		
NAME	MEMBER	AWARD
Chen, Sz-Yuan	Chinese Taipei	GOLD
M Sihlahul Mukmin	Indonesia	SILVER
Jung Wonwoo	Korea	BRONZE

# WORLDSKILLS ASIA ABU DHABI 2023 WINNERS (Official Skills)

Hatsanai Boonkaewkong	Thailand	Medallion For Excellence
Muhammad Habibullah Bin Mohd. Yusuff	Malaysia	Medallion For Excellence
GRAPHIC DESIGN TECHNOLOGY		
NAME	MEMBER	AWARD
Kim Chaehwan	Korea	GOLD
Ana Claire Hernandez	Philippines	SILVER
Liao, Jian-Kai	Chinese Taipei	SILVER
Paphatchaya Phirakonworatham	Thailand	Medallion For Excellence
Maitha Yousef Mohammed Abdulla Khamis Alhosani	United Arab Emirates	Medallion For Excellence
INDUSTRIAL CONTROL		
NAME	MEMBER	AWARD
Jang Wonhyeong	Korea	GOLD
Reho Kurnia	Indonesia	SILVER
Chen, Yi-Zhi	Chinese Taipei	BRONZE
ELECTRICAL INSTALLATIONS		
NAME	MEMBER	AWARD
Ling, Chih-Lung	Chinese Taipei	GOLD
Muhaimin Iskandar Bin Zaidi	Malaysia	SILVER
Hussain Abdalla Hussain Nasir Abboudi	United Arab Emirates	BRONZE
Cristian Lazarus Asanza	Philippines	Medallion For Excellence
FASHION TECHNOLOGY		
NAME	MEMBER	AWARD
Sun, Ching	Chinese Taipei	GOLD
Kang Taeseok	Korea	SILVER
Tutik Masruroh	Indonesia	BRONZE

Hatsanai Boonkaewkong	Thailand	Medallion For Excellence
Muhammad Habibullah Bin Mohd. Yusuff	Malaysia	Medallion For Excellence
GRAPHIC DESIGN TECHNOLOGY		
NAME	MEMBER	AWARD
Kim Chaehwan	Korea	GOLD
Ana Claire Hernandez	Philippines	SILVER
Liao, Jian-Kai	Chinese Taipei	SILVER
Paphatchaya Phirakonworatham	Thailand	Medallion For Excellence
Maitha Yousef Mohammed Abdulla Khamis Alhosani	United Arab Emirates	Medallion For Excellence
INDUSTRIAL CONTROL		
NAME	MEMBER	AWARD
Jang Wonhyeong	Korea	GOLD
Reho Kurnia	Indonesia	SILVER
Chen, Yi-Zhi	Chinese Taipei	BRONZE
ELECTRICAL INSTALLATIONS		
NAME	MEMBER	AWARD
Ling, Chih-Lung	Chinese Taipei	GOLD
Muhaimin Iskandar Bin Zaidi	Malaysia	SILVER
Hussain Abdalla Hussain Nasir Abboudi	United Arab Emirates	BRONZE
Cristian Lazarus Asanza	Philippines	Medallion For Excellence
FASHION TECHNOLOGY		
NAME	MEMBER	AWARD
Sun, Ching	Chinese Taipei	GOLD
Kang Taeseok	Korea	SILVER
Tutik Masruroh	Indonesia	BRONZE

Hatsanai Boonkaewkong	Thailand	Medallion For Excellence
Muhammad Habibullah Bin Mohd. Yusuff	Malaysia	Medallion For Excellence
GRAPHIC DESIGN TECHNOLOGY		
NAME	MEMBER	AWARD
Kim Chaehwan	Korea	GOLD
Ana Claire Hernandez	Philippines	SILVER
Liao, Jian-Kai	Chinese Taipei	SILVER
Paphatchaya Phirakonworatham	Thailand	Medallion For Excellence
Maitha Yousef Mohammed Abdulla Khamis Alhosani	United Arab Emirates	Medallion For Excellence
INDUSTRIAL CONTROL		
NAME	MEMBER	AWARD
Jang Wonhyeong	Korea	GOLD
Reho Kurnia	Indonesia	SILVER
Chen, Yi-Zhi	Chinese Taipei	BRONZE
ELECTRICAL INSTALLATIONS		
NAME	MEMBER	AWARD
Ling, Chih-Lung	Chinese Taipei	GOLD
Muhaimin Iskandar Bin Zaidi	Malaysia	SILVER
Hussain Abdalla Hussain Nasir Abboudi	United Arab Emirates	BRONZE
Cristian Lazarus Asanza	Philippines	Medallion For Excellence
FASHION TECHNOLOGY		
NAME	MEMBER	AWARD
Sun, Ching	Chinese Taipei	GOLD
Kang Taeseok	Korea	SILVER
Tutik Masruroh	Indonesia	BRONZE

# WORLDSKILLS ASIA ABU DHABI 2023 WINNERS (Official Skills)

WEB TECHNOLOGIES		
NAME	MEMBER	AWARD
Ahmad Irfan Maulana	Indonesia	GOLD
Fu, Yong-Jie	Chinese Taipei	SILVER
Natanan Paenoi	Thailand	BRONZE
IT SOFTWARE SOLUTIONS FOR BUSINESS		
NAME	MEMBER	AWARD
Lai, Wei-Cheng	Chinese Taipei	GOLD
Gavriel Satrio Widjaya	Indonesia	SILVER
Stephen Sim Shan Siong	Malaysia	BRONZE
Shoma Kobayashi	Japan	Medallion For Excellence
Seo Jaemin	Korea	Medallion For Excellence
WELDING		
NAME	MEMBER	AWARD
Lee Sanghyeok	Korea	GOLD
Sittichai Chaiwisad	Thailand	SILVER
Huang, Hung-Hsun	Chinese Taipei	BRONZE
Rouda Fahed Mohamed Saeed Alkaabi	United Arab Emirates	Medallion For Excellence
Fayzullaev Asliddin Abdurakhim Ugli	Uzbekistan	Medallion For Excellence
AUTONOMOUS MOBILE ROBOTICS		
NAME	MEMBER	AWARD
Hanadi Saleh Aljeaidi / Yahya Mubarak Alzaabi	United Arab Emirates	GOLD
Luka Chanakan Bond / Pakkaphol Preechawana	Thailand	SILVER
Chiang, Yuan-Chen / Wu, Ming-Che	Chinese Taipei	BRONZE
ELECTRONICS		
NAME	MEMBER	AWARD
Fikhi Akmal	Indonesia	GOLD
Lim Hanse	Korea	SILVER

# WORLDSKILLS ASIA ABU DHABI 2023 WINNERS (Official Skills)

BRICKLAYING
NAME
Liu, Yan-Ting
Ahmad Muizuddin Bin Mohd Razi
CAR PAINTING
NAME
Ibraheem Ahmed Bathaqaili
Chen, Hui-Shan
PLASTERING AND DRYWALL SYSTEMS
NAME
Dai, Jia-Jun
Park Hyunmin

### PAINTING AND DECORATING

NAME

Lee, Chun-Chen

### **CNC TURNING**

NAME Saif Rashed Alhefeiti

### HEALTH AND SOCIAL CARE

NAME Fatima Mohamed Alhameli

Lai, Hsin-Yi

MEMBER	AWARD
Chinese Taipei	GOLD
Malaysia	Medallion For Excellence
MEMBER	AWARD
United Arab Emirates	GOLD
Chinese Taipei	Medallion For Excellence
MEMBER	AWARD
Chinese Taipei	GOLD
Korea	Medallion For Excellence
MEMBER	AWARD
Chinese Taipei	GOLD
MEMBER	AWARD
 United Arab Emirates	GOLD
MEMBER	AWARD
United Arab Emirates	GOLD
Chinese Taipei	SILVER



# Worldskills Asia Abu Dhabi 2023 Winners (Junior Skills)

MECHANICAL ENGINEERING CAD FOR JUNIOR		
NAME	MEMBER	AWARD
Alreem Rashid Humaid Rashid Alsuwaidi	United Arab Emirates	GOLD
Shen, Yi-Ling	Chinese Taipei	Medallion For Excellence
ELECTRONICS FOR JUNIOR		
NAME	MEMBER	AWARD
Ahmed Yousif Al Ali	United Arab Emirates	GOLD
Jiang, Chih-Chung	Chinese Taipei	Medallion For Excellence
IT SOFTWARE SOLUTIONS FOR BUSINESS FOR JU	JNIOR	
NAME	MEMBER	AWARD
Peng, Yen-Fu	Chinese Taipei	GOLD
AUTONOMOUS MOBILE ROBOTICS FOR JUNIOF	ł	
NAME	MEMBER	AWARD
Lin, Jia-You / Lu, Chia-Cheng	Chinese Taipei	GOLD
Ahmed Saeed Mohamed Aldoubi Almaazmi /	United Arab Emirates	Medallion For Excellence
Mustafa Jamal Haji Mohamed Aljasmi		
GRAPHIC DESIGN TECHNOLOGY FOR JUNIOR		
NAME	MEMBER	AWARD
Wu, Yin-Zhi	Chinese Taipei	GOLD
ELECTRICAL INSTALLATIONS FOR JUNIOR		
NAME	MEMBER	AWARD
Hsu, You-Wei	Chinese Taipei	GOLD
Metha Sultan Alyaarbi	United Arab Emirates	Medallion For Excellence
WEB TECHNOLOGIES FOR JUNIOR		
NAME	MEMBER	AWARD
Fan, Ting-Wei	Chinese Taipei	GOLD

# Worldskills Asia Abu Dhabi 2023 **Winners Best of Nation Awardees**

NAME	MEMBER	SKILL
Ahmed Saleh Ahmed Mohamed Basahel	United Arab Emirates	Automobile Technology
Hafiz Huseynov	Azerbaijan	Web Technologies
Muhammad Airul Haziq Bin Haji Metussin	Brunei Darussalam	Refrigeration and Air Conditioning
Ahmad Irfan Maulana	Indonesia	Web Technologies
Seyed Armin Taheri	Iran	IT Network Systems Administration
Souta Kimura	Japan	IT Network Systems Administration
Lee Sanghyeok	Korea	Welding
Muhammad Nasran Bin Ahmad	Malaysia	Hairdressing
Mohammed Marhoon Musabah Al-Rahbi	Oman	Refrigeration and Air Conditioning
Ana Claire Hernandez	Philippines	Graphic Design Technology
Abdulrahman Saleh B Bahhah	Saudi Arabia	Electrical Installations
Sitthiphon Phasahnga	Thailand	Hairdressing
Dai, Jia-Jun	Chinese Taipei	Plastering and Drywall Systems
Adizov Akobir Azamatovich	Uzbekistan	Plastering and Drywall Systems

# WORLDSKILLS ASIA ABU DHABI 2023 **ABU DHABI AWARD**

NAME Ahmed Saleh Ahmed Mohamed Basahel

MEMBER	Award
United Arab Emirates	Abu Dhabi Award







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