



# worldskills ASEAN Singapore2023

**OUR SKILLS, OUR FUTURE**

**SPONSORSHIP  
BROCHURE** 

**22-27 July 2023**

Suntec Singapore  
Convention & Exhibition Centre  
Levels 3, 4 & 6

# About WorldSkills ASEAN

WorldSkills ASEAN is the largest showcase of professional and technical skills in the ASEAN (The Association of Southeast Asian Nations) region and brings the objectives of the WorldSkills movement to Southeast Asia.

The skills competition was initiated by an agreement among ASEAN member countries in 1993. It aims to promote and raise skills standards in the ASEAN region to an international level, as well as to motivate youths to develop their skills and knowledge.

ASEAN member countries take turns to host the biennial WorldSkills ASEAN Competition.

The competitors represent the best skilled talents and are selected from national skills competitions in ASEAN member countries. They demonstrate highly skilled technical abilities both individually and collectively in their respective industries.

## Objectives of WorldSkills ASEAN

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To promote the development of quality vocational, technical and work values among youths and skilled professionals;

To foster cooperation in vocational and technical education and training between member countries;

To encourage close cooperation between governments, industry, unions and vocational training institutions; and

To provide a recognition for technical excellence and develop a new generation of highly skilled professionals.

# WorldSkills ASEAN Singapore 2023

For the first time, Singapore will be hosting the 13<sup>th</sup> WorldSkills ASEAN Competition in July 2023 at the Suntec Singapore Convention & Exhibition Centre physically and virtually.

The competition will see close to 300 top youth talents from the 10 ASEAN member countries competing in 22 skill areas.

Apart from the skills competition, WorldSkills ASEAN Singapore 2023 will also feature interactive and virtual activities to promote skills and a skilled career.



## Expected Turnout

Over 20,000 attendees, including competition participants, students, teachers, international representatives from education and government bodies, industry partners and members of the public.

What to Expect at

# WorldSkills ASEAN Singapore 2023



## Skills Competition

Watch close to 300 of the most talented ASEAN youths compete in 22 skill areas, with more than 1,000 delegates from ASEAN involved in the 3-day competition.



## Activities and Workshops

Pick up a new skill or learn more about different industries through interactive activities and workshops by industry and educators.



## Hybrid Event

The event will be held physically and virtually to extend reach to a wider audience.



## Expected Turnout



More than  
**20,000**  
Visitors  
Expected



More than  
**50**  
Industry  
Partners



Over  
**1,000**  
Competitors &  
Delegates

# 22 Areas of Competition

## Creative Arts & Fashion

- Fashion Technology
- Graphic Design Technology

## Info-comm Technology

- Information Network Cabling
- Internet-of-Things
- IT Network Systems Administration
- IT Software Solutions for Business
- Web Technologies

## Social & Personal Services

- Beauty Therapy
- Cooking
- Hairdressing
- Restaurant Service

## Engineering

- CNC Maintenance
- Electrical Installations
- Electronics
- Industrial Automation
- Industrial Control
- Mechanical Engineering CAD
- Mechatronics
- Mobile Robotics
- Refrigeration and Air-Conditioning

## Transport & Logistics

- Automobile Technology
- Rapid Transit Systems



# BE A SPONSOR

## Sponsorship Opportunities

SPONSORSHIP PACKAGES	QUANTUM
PRINCIPAL	\$100,000 AND ABOVE (CASH ONLY)
PLATINUM	\$40,000 AND ABOVE (CASH OR IN-KIND*)
GOLD	\$25,000 AND ABOVE (CASH OR IN-KIND*)
SILVER	\$5,000 AND ABOVE (CASH OR IN-KIND*)

\*The Sponsorship sub-committee will advise on how in-kind sponsorship items are valued.

# Sponsorship Benefits

BENEFITS FOR SPONSORS		PRINCIPAL	PLATINUM	GOLD	SILVER
COMPETITION SITE	<b>Sponsor's Booth</b> <i>subject to availability</i>	●	\$20k cash	* \$12.5k cash	
	Full-height panel decal				
	Logo on Suntec Big Picture Top Banner	●	●		
	Logo on Event T-Shirt	●			
	Logo on Main Gateways	●	●	●	
	Logo on Specific Skill Gateways	●	●	*	*
	Logo on Sponsor Acknowledgement Board located at 3 levels	●	●	●	●
	Overhanging Triangle Banner at Skill Areas	●			
Perimeter Boards	●	●	●	●	
OPENING & CLOSING CEREMONIES <sup>+</sup>	Invitation to Attend	2 reps	2 reps	1 reps	
	Invitation to VIP Reception	●	●		
	Special Mention (Emcee Script)	●			
	Logo on Stage Backdrop	●	●	●	
AWARD CEREMONIES <sup>+</sup>	Presentation of Memento & Certification of Appreciation	●	●	●	
WEBSITE	Company Profile and Link to Company Website	up to 100 words	up to 100 words	up to 100 words	
	Logo on Sponsors Acknowledgement Page	●	●	●	●
MEDIA	Logo on Newspaper Advertisement	*	*	*	
HANDBOOK	Logo on various collaterals <i>Opening &amp; Closing Program Booklet, Competition Handbook, Rules &amp; Procedures, Health &amp; Safety Handbook</i>	●	●	●	●
	Advertorial Page in Competition Handbook	●	●		
POST-EVENT	Framed Photograph	●	●	●	

\***Competition Site:** Sponsored Skills Only

\***Invitation to Ceremonies:** Further subject to prevailing COVID-19 SMMs in Jul 2023

**Media (approx logo heights):** Principal~25mm; Platinum~15mm; Gold~13mm

All Logos in above table refer to the Sponsor Company's Logo

Organised by



Ministry of Education  
SINGAPORE

SKILLS *future* SG



*Institute of Technical Education*

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For more information on  
sponsorship opportunities,  
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