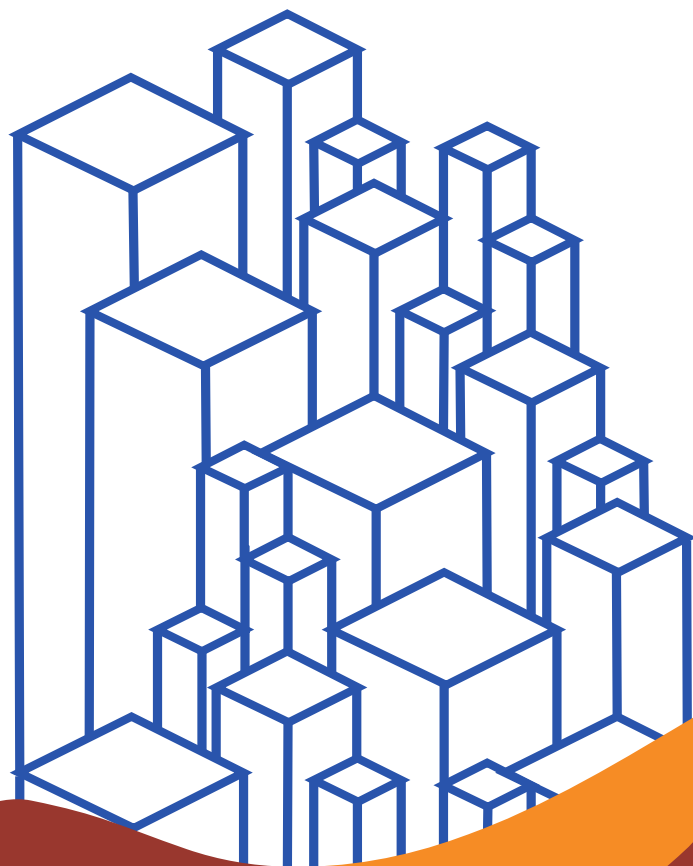




Media Information & Resource Pack



Swakopmund
2022



This Media Information Pack elaborates on key media activities and coverage opportunities for journalists and other media practitioners, and forms part of a focused marketing campaign aimed at leveraging the WorldSkills Africa Swakopmund 2022 (WSAS2022) event.

It aligns with the event's Marketing and Communications Master Activity Plan, approved by WorldSkills International, and which proposes an omni-channel marketing and advertising approach to communicate with target audiences across multiple digital and traditional channels.

Media Room

The WorldSkills Africa Swakopmund 2022 Media Room is located on the fifth floor in the Orange Executive Room. All journalists and media practitioners wishing to cover the event in person will be required to first report to the media room to complete a registration form, whereafter they will be accredited to cover the event, and other aspects thereof.

Daily operating hours are from 09:00 to 18:00, except for the days of the Opening Ceremony and the Closing ceremony, on the 28th of March 2022 and the 02nd of April 2022, respectively, when the media room will close at 21:00.

Our media room provides journalists and media practitioners with the latest information, images, downloads and relevant links, as far as the event is concerned. It offers a professional, yet relaxing environment for those wishing to access media content and resources, related to WorldSkills Africa Swakopmund 2022, and related events; including ceremonies, excursions and media conferences.

Furthermore, through a dedicated and fit-for-purpose cloud solution, the media room offers access to high resolution photographs and videos of all of our activities, which are to be uploaded on a daily basis.


Photos or videos downloaded through the cloud solution are to be credited with the following statement: *"Photos and footage by WorldSkills Africa. All rights reserved. Used by permission".*

Competition Categories

Construction & Building Technology	Refrigeration and Airconditioning Electrical Installations Joinery Plumbing and Heating Bricklaying Wall and Floor Tiling Water Technology
Manufacturing & Engineering Technology	Mechanical Engineering CAD Welding Mechatronics
Social & Personal Services	Restaurant Service Hairdressing Cooking
Creative Arts & Fashion	Fashion Technology
Information & Communications	Web Technologies
Transportation & Logistics	Automobile Technology



Countries

Namibia (NA)		Uganda (UG)	
Full WorldSkills Member 1 st WSI Competition – Sao Paulo 2015 Competing in 16 areas 17 Competitors, 16 Experts		Full WorldSkills Member 1 st WSI Competition – Kazan 2019 Competing in 4 areas 4 Competitors, 4 Experts	
South Africa (ZA)		Ghana (GH)	
Full WorldSkills Member 1 st WSI Competition – Amsterdam 1990 Competing in 14 areas 15 Competitors, 14 Experts		Full WorldSkills Member Yet to Compete at WSI Competing in 10 areas 10 Competitors, 11 Experts	
Zambia (ZM)		Ethiopia (ET)	
Full WorldSkills Member 1 st WSI Competition – Sao Paulo 2015 Competing in 3 areas 17 Competitors, 3 Experts		Non-WorldSkills Member Yet to Compete at WSI Competing in 10 areas 10 Competitors, 10 Experts	
Kenya (KE)		Madagascar (MG)	
Full WorldSkills Member Yet to Compete at WSI Competing in 11 areas 4 Competitors, 5 Experts		Non-WorldSkills Member Yet to Compete at WSI Competing in 6 areas 6 Competitors, 6 Experts	
Rwanda (RW)		Democratic Republic Congo (DRC)	
Non-WorldSkills Member Yet to Compete at WSI Competing in 4 areas 4 Competitors, 4 Experts		Non-WorldSkills Member Yet to Compete at WSI Competing in 9 areas 9 Competitors, 9 Experts	
Team Refugee (UN)			
Multinational Team Competing under UN Flag Competing in 9 areas 9 Competitors, 9 Experts			

Mascots



OSHO ORYX

Namibia's national animal.
Desert-adapted antelope. Striking long
horns and distinct coloration. A symbol
of elegance and pride.



WELLA WELWITSCHIA

Namibia's national plant. One of Earth's
oldest plants. Some specimens in the
Namib Desert estimated at 2,000 years
old. A symbol of resilience and strength.

WorldSkills Africa Swakopmund 2022 Fact Sheet

- **History:** Only the second event of its kind, following the inaugural WorldSkills Africa event staged in Kigali, Rwanda, in 2019
- **Date:** 28 March – 02 April 2022.
- **Venue:** MTC Dome, Swakopmund, Erongo Region, Republic of Namibia. Multi-functional, elite, international standard facility hosting large scale events, conferences and exhibitions.
- **Host City:** Swakopmund, 350 km west of Namibia's capital, Windhoek. A scenic holiday destination with its colonial architecture, oceanfront promenades, historical sights and excellent restaurants. A perfect base for exploring Namibia's coastline.
- **Participation:** Democratic Republic of Congo, Ethiopia, Ghana, Kenya, Uganda, Madagascar, Namibia, Rwanda, South Africa, Zambia, Team Refugees.
- **Objective:** Through profiling and leveraging technical and vocational careers and the importance of such skills, WorldSkills Africa Swakopmund 2022 is aimed at celebrating excellence and building a culture of skills by engaging in capacity building, infusing best practice and fostering cooperation.
- **Mascots:** Inspired by Namibia's Coat of Arms. Osho the Oryx, represents Namibia's fauna. Wella, the Welwitschia, represents Namibia's flora.
- **Skills Competition:** 100+ competitors competing in 16 skill areas.
- **Skills Exhibition:** 45+ stands, local and continental training institutions and industry exhibitors, coordinated and chaperoned school visits.
- **TVET Conference:** 300+ continental, international delegates. Theme: 'Promoting Skills Development in the 21st Century for Sustainable Economic Growth and African Ownership'. Virtual Access.
- **Target Audience:** Youth-in-school; young adults aged 17-25; parents and guardians; youth organizations, leaders and influencers; educators; training institutions.
- **Organizers:** Ministry of Higher Education, Technology and Innovation, supported by the Namibia Training Authority; and under the auspices of the African Union and WorldSkills International.
- **Strategic Partners:** European Union, German Federal Ministry of Economic Cooperation and Development and the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH.
- **COVID-19 Preparedness:** Given the unprecedented challenges brought about by COVID-19, gathering Africa's skills community in a safe and healthy environment is the main priority of the organizers. Strict adherence to health protocols. Onsite testing facilities.
- **Preparation:** Most competitors at WorldSkills Africa Swakopmund 2022 are using the event to prepare for WorldSkills Shanghai 2022, which takes place in China in September 2022.
- **Sponsorship:** Purposeful visibility is generated for the partners and sponsors of WorldSkills Africa Swakopmund 2022 through packages designed to help brands reap dividends from continental brand visibility, generated through a focused marketing campaign and at-event branding opportunities.



Live Broadcasts of Opening and Closing Ceremonies

The WorldSkills Africa Swakopmund 2022 Opening Ceremony on 28 March 2022, as well as the Closing Ceremony on 2 April 2022 are to be broadcast live on NBC1. Coverage for both events start at 18:00. (Time Zone: Central African Time (UTC +2)).

Journalists and media practitioners wishing to cover the two events are to be accommodated on the media room balcony on the fifth floor, from where they will have an unobstructed view of the main stage. No journalists, will be allowed on the guest floor for the duration of the two events.

Access:

1. Broadcast feeds for both events are to be streamed simultaneously on the WorldSkills Africa Swakopmund 2022 official social media account platforms. These are:
Facebook - <https://www.facebook.com/WorldSkillsAfrica/>, and
YouTube - <https://www.youtube.com/channel/UccVEwRtF8YyWY5wmGD7v1aw>
2. The live broadcasts of the two ceremonies are accessible to Namibian audiences via the NBC1 television broadcast channel. Subscriber viewers in countries forming part of the Southern Africa Development Community (SADC) will also be able to watch these live broadcasts on Multichoice's terrestrial DsTV platform on Channel 282.
3. For continental/international media houses, access to these broadcasts can be made available upon request via a Real Time Messaging Protocol (RTMP) feed, which is supplemented by a dedicated Cloud service (20 terabytes capacity), making it possible to share a high-quality feed with about 100 media houses/journalists, at any given time. Participating countries who have arranged for access to the RTMP feed should be able to relay this television feed via their national broadcasters to television audiences in their respective countries. Media houses and/or journalists interested in accessing the RTMP feed for this purpose, should contact the Namibia Training Authority's Communications Specialist, Jethro Kwenani at mobile, + 264 81215276, or email, jkwenani@nta.com.na
4. Further streaming access is also possible for paid subscribers through the NBC's Mobile Application 'NBC Plus', downloadable from both the Android and Apple app stores.

Live Daily Television Broadcasts

In partnership with the Namibian Broadcasting Corporation (NBC), WorldSkills Africa Swakopmund 2022 will feature three different daily television/streaming broadcast slots, as from 29 March 2022 to 01 April 2022. (Time Zone: Central African Time (UTC +2)):

- **09:00 – 10:00 - WSAS2022 Television Magazine Show**
- **12:00 – 13:00 - WSAS2022 Television News Bulletin**
- **18:00 – 19:00 - WSAS2022 Television Evening Talk Show**

As is the case with the live broadcasts of the Opening Ceremony and the Closing Ceremony, the daily broadcasts are accessible to Namibian audiences via the NBC1 television broadcast channel, as well. Similarly, continental and international audiences and media houses also have access to these broadcasts which can be made available upon request via a RTMP feed. Media houses and/or journalists interested in accessing the RTMP feed for this purpose, should contact the Namibia Training Authority's Communications Specialist, Jethro Kwenani at mobile, + 264 81215276, or email, jkwenani@nta.com.na

The live daily television broadcasts can also be accessed through the official WorldSkills Africa Swakopmund 2022 official social media account platforms, listed above; as well as through the 'NBC Plus' App. Subscriber viewers in countries forming part of the Southern Africa Development Community (SADC) will also be able to watch these live broadcasts on Multichoice's terrestrial DsTV platform on Channel 282.



Online International Conference Streaming

WorldSkills Africa Swakopmund 2022 includes an international Technical and Vocational Education and Training (TVET) Conference, scheduled to take place from 29 March 2022 to 01 April 2022, under the theme: 'Promoting Skills Development in the 21st Century for Sustainable Economic Growth and African Ownership'.

TVET experts are to engage conferencegoers by means of topical presentations, with an overarching purpose of generating knowledge, sharing experiences, benchmarking and innovation. Since the official event social media pages are to be used for streaming of the daily live television broadcasts already, the International TVET conference is to be streamed live on the official Facebook account of WorldSkills Namibia - <https://www.facebook.com/WorldSkillsNamibia/>

Interviews can be arranged with conference presenters and panelists. For coordination assistance, kindly contact Conference Accreditation Coordinator, Kristofina Junias at + 264 811487204, or kjunias@nta.com.na

Highlight Media Opportunities

Opening and Closing Ceremonies

The Opening Ceremony focus on the culture and passion embodied by competitors, experts and delegates and serves as an opportunity for Namibia as hosts to showcase local talent and to welcome and thank all visitors. The Closing Ceremony serves as a platform from which to hand over medals and awards to winners.

Skills Competition

Watch and engage more than 100 highly-skilled African competitors as they participate in 16 skills areas on the continental stage. Media must notify and source approval from the respective Country Team Leader, should they wish to interview a competitor from a particular country. Team leader contact details will be available at the media room.

One School One Country

This cultural exchange programme matches the participating country teams, one of which is a team of refugee competitors from several countries competing under the banner of the United Nations, with local primary schools in the Erongo Region. The official event takes place on 28 March 2022 at the Germina Shitaleni Multipurpose Centre in Swakopmund's Mondesa suburb, from 08:00 to 11:00.

Flag Relay Parade

Join the official event mascots, Osho and Wella on 27 March 2022, as they lead all participating country teams in a flag parade through the streets of Swakopmund. The parade kicks off at 09:00 from the Swakopmund Jetty along the main beach, proceeds through the main street and ends at the event venue.

Skills Exhibition

The exhibition is aimed at introducing learners to viable technical and vocational career options. Local and continental training institutions and industry role-players are to participate. This is not your typical career fair - our focus is on interactivity, simulation, virtual reality and demonstration. Feel free to profile our exhibitors and their exciting course offerings.

TVET Conference Opening Ceremony

Namibia's Minister of Higher Education, Technology and Innovation, Hon. Dr. Itah Kandjii-Murangi is to officiate at the opening of the event's international conference, which is to take place at the conference center, under the theme: 'Promoting Skills Development in the 21st Century for Sustainable Economic Growth and African Ownership'. The conference opening ceremony takes place at 09:00 on 29 March 2022.



One School One Country Participating Schools

Namibian competitors are to be divided into ten participating country groups paired with schools at Swakopmund, as well as the Junior Town Council for the 'One School One Country' event, scheduled to take place on Monday, 28 February 2022 at 08:00, at the Germina Shitaleni Multipurpose Centre, in Swakopmund's Mondesa suburb. As an avenue for cultural exchange, school learners are expected to do research ahead about their paired country ahead of the event and learn about that country's values, traditions and culture. Similarly, country teams are challenged to explore any of Namibia's indigenous cultures and languages.

Learners from all participating schools are also to visit WorldSkills Africa Swakopmund 2022 to learn more about technical and vocational career options. For specific enquiries about this activity, contact Katrina Newaka at mobile + 264 813007300, or email, knewaka@nta.com.na

1	Democratic Republic of Congo	Festus !Gonteb Primary School
2	Ethiopia	Tamariskia Primary School
3	Ghana	Atlantic Junior Secondary School
4	Kenya	John //Awaseb Primary School
5	Madagascar	Hanganeni Primary School
6	Rwanda	Namib Primary School
7	South Africa	Swakopmund Primary School
8	Uganda	Vrede Rede Primary School
9	Zambia	Westside Combined School
10	Team Refugees	Junior Town Council

Media Support Contacts and Enquiries

General (Events, venues, dates, programmes etc.)

Namibia Training Authority

Jethro Kwenani
Communications Specialist
Mobile: + 264 812152676
jkwenani@nta.com.na

WorldSkills Namibia

Katrina Newaka
TVET Advocacy Specialist
Mobile: + 264 813007300
knewaka@nta.com.na

WorldSkills Africa Swakopmund 2022 Marketing Committee

Mornay Louw
Chairperson
Mobile: + 264 811427351
mlouw@nta.com.na

Ministry of Higher Education Technology & Innovation

Selma Ngola
Public Relations Officer
Mobile: + 264 811244669
Public.Relations@mheti.gov.na

Technical (RTMP, Cloud access, streaming etc.)

Namibia Training Authority

Alpheus Akweendah
Manager: IT Services
Mobile: + 264 811608855
aakweendah@nta.com.na

Namibian Broadcasting Corporation

Leon Engelbrecht
Technical Director
Mobile: + 264 812313264
lengelbrecht@nbc.na



Partners and Sponsors

			Presented by:  MHETI Ministry of Higher Education, Technology and Innovation Republic of Namibia	Strategic Partners:  European Union  german cooperation DEUTSCHE ZUSAMMENARBEIT  Supported by giz
Organizers	 NAMIBIA TRAINING AUTHORITY	 worldskills Namibia	 African Union	 Municipality of Swakopmund
Platinum	 FESTO	 LINCOLN ELECTRIC THE WELDING EXPERTS®	 nbc	
Gold	 Bank Windhoek a member of Capricorn Group			
Silver	 Bank of Namibia	 GONDWANA COLLECTION NAMIBIA	 Standard Bank	
Bronze	 NIPDB	 NamPower	 DEB MARINE NAMIBIA	