

## International media spotlight on skilled workers: 250 journalists registered for European Skills Championships

From RTL Belgium to Russia Today: more than 250 national and international journalists have gained accreditation for the EuroSkills vocational championships, which is being held in Austria for the first time from 22 to 26 September. Over a quarter of the media representatives registered so far are from Russia. The journalists will make their way to the competition venues at the Stadthalle Graz (civic centre) and the “Schwarzl Freizeitzentrum” lakeside leisure and event centre to report on the performances of the 400 young, skilled workers from 23 countries.

The eyes of the world will soon be on EuroSkills, the event showcasing outstanding performances in vocational skills. So far, more than 250 journalists from Austria and abroad have registered for the European Skills Championships. All over Europe, and even in parts of northern Asia, over 100 different newspapers, radio stations and TV channels will be reporting on the 400 competitors in 48 skills and trades. “Austria will become an international media showcase for young, highly trained, skilled workers,” says Supervisory Chairman of EuroSkills and president of the Styrian Economic Chamber, Josef Herk. “News coverage, on a European scale at least, greatly helps to enhance the status of vocational education and training,” he says, and stresses: “The outstanding, high-level achievements of the skilled workers from Austria and other countries clearly deserve such media interest.”

### 60 media representatives from Russia

The largest media delegation comes from Russia, with no fewer than 60 journalists from media channels including Russia Today, NTV and Rossiya 24 registering for the event –reflecting the value that Russia places on vocational competitions. Another country displaying major media interest in the European Skills Championships is the “Grande Nation”, with 25 journalists from France having gained accreditation for the event. There are also 18 registrations from Germany so far, and 12 from Belgium. Media coverage of the European Skills Championships will also be relayed to European countries such as Luxembourg, Estonia, Poland, Portugal, Spain, Denmark and many others. Even the guest nation for the championships, Thailand, is planning to send a newspaper reporter.

### High level of national interest

Of course, the amount of interest in Austria at national and regional level is tremendous. More than 100 media representatives from Austria are currently planning to report on-site from the international competitions. “The huge media interest is both a mandate and an affirmation,” say Angelika Ledineg and Harald del Negro, managing directors of EuroSkills GmbH. “We have done our very best to prepare for this event and are looking forward to seeing the national and international reports.”

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