

Media Release

For Immediate Release

Samsung and WorldSkills Calgary 2009 Sign New Partnership

Samsung looks to WorldSkills Calgary 2009 for lucrative product demonstration and recruiting opportunities

June 4, 2009 (Seoul) - Samsung Electronics, a market leader and award-winning innovator in consumer electronics, and WorldSkills Calgary 2009 announced today a new agreement, naming Samsung as 'Global Founding Level Sponsor' of WorldSkills Calgary 2009. Samsung has also been appointed as the official equipment provider in the categories of all electronic product lines.

"We are delighted to sponsor WorldSkills Calgary 2009 to nurture the young and talented global workforce. Developing top-notch technologies and supporting the world's best talent has been one of Samsung's strategic priorities for a long time," said Ji Oh Song, executive vice president of Samsung Electronics Mechatronics & Manufacturing Technology Center.

The partnership with WorldSkills Calgary 2009 holds huge significance for the event Competitors and Samsung alike since the winners will be awarded with the opportunity to join Samsung as full-time employees.

Samsung Electronics plans to embark on various marketing activities. At the Competition in Calgary, Samsung will exhibit products and provide full-scale interactive programs that enable competitors in the event, spectators and media to engage with the latest technologies in LED TVs, digital cameras and mobile phones.

"Samsung is a global leader in the Technology industry and having them as a Founding Global Sponsor is extraordinarily beneficial to WorldSkills Calgary," says Richard Walker, President and CEO of WorldSkills Calgary 2009. "It is a great honor for WorldSkills Calgary 2009 to receive this kind of tangible support from Samsung. Their support for youth, education and technology is very much appreciated." WorldSkills Calgary recognizes this partnership as an opportunity to enhance its existing relationship with Samsung. Samsung is recognized as a global leader in innovative technology and the quality of their craftsmanship represents the quality of craftsmanship that will be demonstrated at WorldSkills Calgary 2009.

Samsung's commitment to WorldSkills Calgary 2009 reflects the company's broad investment in building a top-class talent pool which links to sustainable society. Moreover it embodies Samsung's corporate values of fair play and passion for innovative technology.

Global Founding



Founding



Government Partners



Legacy Partner



The 40th WorldSkills Competition is coming to Calgary, Alberta, Canada from September 1 – 7, 2009. The organizing committee, WorldSkills Calgary 2009, is leading the event coordination with support from WorldSkills International, Skills/Compétences Canada, and Skills Canada Alberta.