

# **CYE - A success story for champions!**

Basel, 13 – 22 april 2012

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# Championships: What for?

VSEI Ideen verbinden  
USIE Idées branchées  
Idee in rete

Die Berufs-Meisterschaften  
2010 - 2012

regional  
national  
international  
**phänomenal**  
*electro - watt else?*

*Motivieren auch Sie Ihre Mitarbeiter  
zu Höchstleistungen!*

Verbinde Ideen - werde Stromprofil.  
www.vsei.ch - www.swiss-skills.ch

swiss skills  
competition

- Professional championships on national, european and global level:



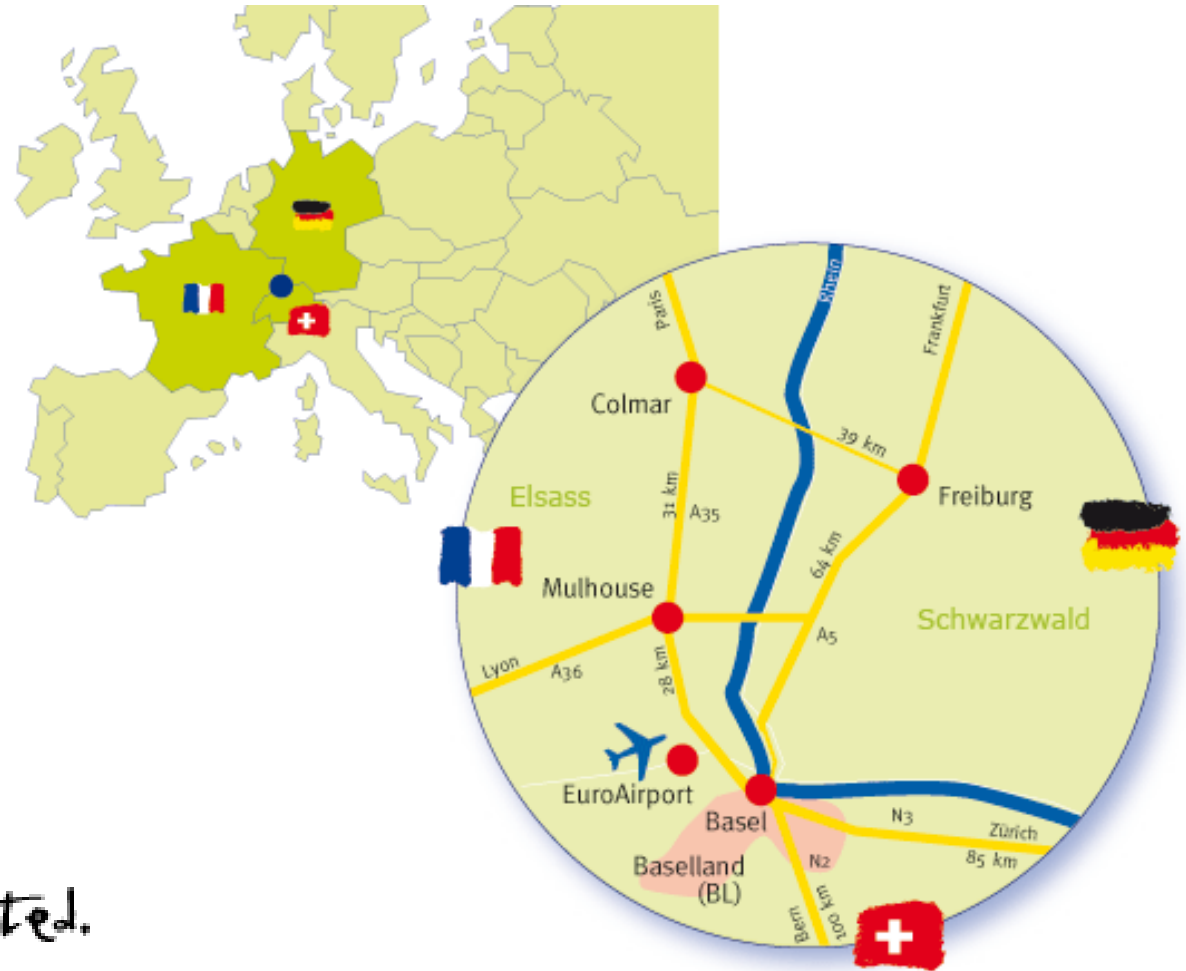
- Challenge for the best of the best
- Unique boost for very skilled electricians
- First class marketingplatform to promote vocational education & training

# Swiss championship for young electricians



- Zurich professional fair, november 2010
- 40'000 visitors: school classes, teachers, parents etc.
- 22 participants: 21 boys, 1 girl
- Promotion & communication, see [www.electrowattelse.ch](http://www.electrowattelse.ch)

# The Place: Basel – RegioTriRhena



**Basel** 

*Culture Unlimited.*

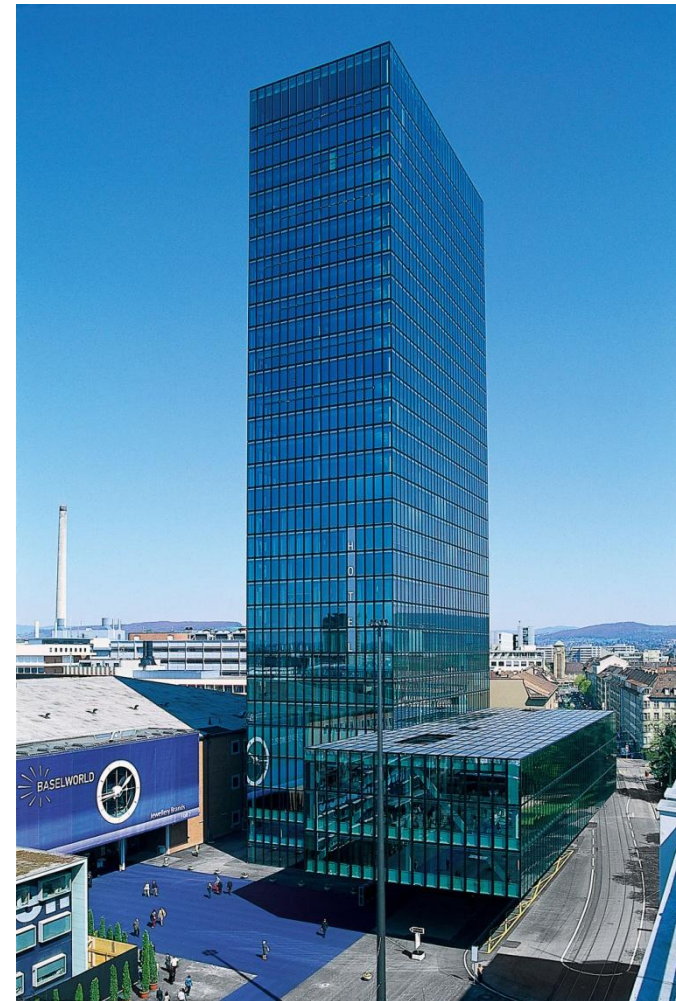
# The Location: Exhibition Center Basel



MCH Group is a leading international group specialised in live marketing



- popular public & customer fair with > 300'000 visitors
- special presentation of commerce, manufacturing and trade



# The Program

- 13.4.: Arrival & Check-in
- 14. – 16.4.: Competition & Galadinner
- 17.4.: Departure
- > 12 participants from AIE member associations
- Marketingplan based on Swiss competition 2010 (see [www.electrowattelse.ch](http://www.electrowattelse.ch))
- Live-links with Light + Building in Frankfurt, 15 – 20 april 2012, e.g. with ZVEH, KNX, others

# VSEI Connecting ideas – connecting people

Motivate your young electricians –

Attend the 2012 Competition for Young Electricians!

Basel / Switzerland, 13 – 22 april 2012

**Do you need further informations or any help? Please contact:**

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