



THE TILE
ASSOCIATION

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FOR IMMEDIATE RELEASE

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Going for Gold at WorldSkills 2011

The world's largest international skills competition comes to London next month, and the tile industry will be making its presence felt. Among the 43 Team UK Competitors is Northern Irish tiler Ian McMahon, who will be keen to add to the three gold medals he has won in the Northern Ireland SkillBuild competition. The Tile Association will also be present at the event, showing their support to Ian, and providing the 150,000 visitors expected to attend the event with a taste of tiling in TTA's 'Have a Go' area.

Held at ExCel London from 5th-8th October, WorldSkills London 2011 will see hundreds of Competitors from over 55 member countries/regions competing for gold across 46 skills competitions. In addition to the Wall and Floor Tiling category, the event will feature a range of vocational skills from construction and building to creative arts and fashion.

Team UK representative Ian McMahon is seeking to make his family and country proud by taking home the gold medal in wall and floor tiling. Following his previous success in the regional SkillBuild event, few would bet against him. However, the road to WorldSkills has certainly not been an easy one. His journey began back in 2008 when he won his first gold medal at the NI Skillbuild, followed by two more in 2009 and 2010. Following his bronze medal at the 2010 UK Skillbuild, Ian was selected from over 1500 candidate to become one of the members of Squad UK. After completing a demanding training scheme which involved travelling across the UK and Europe, Ian's selection to Team UK was announced by UK Skills Minister John Hayes in July.

Following his selection Ian paid tribute to the other Squad UK members and spoke of his feeling leading up to the event. "My involvement in this has really boosted my confidence and enhanced my technical abilities. I'm looking forward to the competition although I've a lot more work ahead of me". Alongside the four exciting days of competition, WorldSkills London 2011 will also offer a unique chance to get inspired and learn more about the career opportunities that are out there.

The Tile Association will be one of more than 100 organisations across the UK delivering skills related performances and demonstration providing a showcase of talent to entertain and educate visitors from across the UK and abroad.

Speaking ahead of the event TTA Technical Committee member Bob Howard, Managing Director of Wilson & Wylie Contracts Ltd, commented:

“World Skills is an excellent opportunity for The Tile Association to not only show support for our representative, but also to showcase the high level of professionalism and technical standards of TTA members, and promote tiling as both a growing industry and promising vocation.”

Taking place every two years, WorldSkills London 2011 will be the 41st WorldSkills competition. It is hoped that the event will act as a catalyst to spark the ambitions not just of competitors but of people across the country. Visitors will discover how skills shape our world, get the chance to ‘Have a Go’ at a wide range of skills activities, and have an opportunity to talk to experts about future career options and opportunities.

Aidan Jones, Executive Director of WorldSkills 2011 is encouraging everyone to get involved in the event:

“WorldSkills London 2011 is a fantastic opportunity to see highly skilled young people competing to be the best in their chosen field. There is no better way to discover a new passion or hidden talent than to visit the event and ‘Have a Go’. With 46 skills area represented under one roof, the event will have something to interest everyone.”

For more information on WorldSkills London 2011 visit: www.worldskillslondon2011.com

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NOTES TO EDITORS

The Tile Association represents all aspects of the wall and floor tile industry in the UK, from manufacture to installation. It is dedicated to the advancement of all sectors of the tile industry and delivers real advantages to its members and their customers. It is committed to raising standards of product, installation, sales, training and promotion across the industry.

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