



CHOOSE TO TAKE PART IN THE **BIGGEST**
VOCATIONAL TRAINING
COMPETITION IN THE WORLD

WORLD SKILLS SÃO PAULO 2015

**BRAZIL WILL BE THE STAGE OF THE
BIGGEST VOCATIONAL EDUCATION
AND SKILLS EXCELLENCE EVENT
IN THE WORLD**

**Students chosen
in national vocational
training competitions
in their countries
participate in
the WorldSkills
Competition.**

**WorldSkills São Paulo
2015: competitors from
over 50 countries take
on real challenges
related to 49 skills**



The purpose of the WorldSkills Competition is to emphasize the importance of vocational education to students, companies, governments, as well as to society, challenging youngsters all over the world to become skilled professional with exceptional chances in the job market.

The **WorldSkills Competition** takes place every two years and is the most important vocational education competition in the world. Represented by the best students in the national competition in their countries, competitors show individual and group technical abilities to carry out the specific tasks they are being trained in and will work in the future.

One of the most important legacies of the **WorldSkills Competition** is to grant visibility to vocational education, bringing it to the foreground as a relevant instrument of socioeconomic transformation.

The Competition is also an opportunity for industrial and governmental leaders and experts

to gather and exchange information on best practices in vocational education, inspiring young students to dedicate themselves to technical careers and prosper towards a better future.

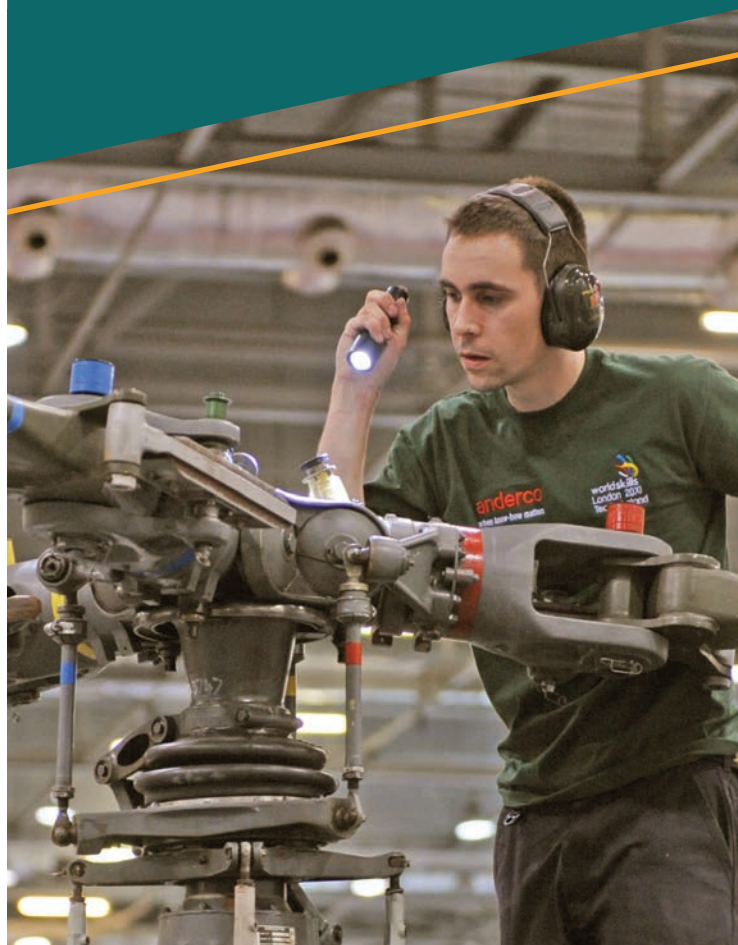
In 2015, the WorldSkills Competition will take place in Latin America for the first time.

The 43rd edition will gather approximately 1,200 competitors/students from over 50 countries.

In Brazil, the Competition will be organized by WorldSkills International together with the National Service for Industrial Training (SENAI), one of the five largest professional education institutions in the world.

THE SKILLS

COMPETITORS IN MORE THAN 49 DIFFERENT SKILLS WILL PUT THEIR ABILITIES TO TEST AT THE WORLDSKILLS SÃO PAULO 2015. LEARN ABOUT ALL THE SKILLS:





CONSTRUCTION AND BUILDING TECHNOLOGY

Wall and Floor Tiling
Architectural Stonemasonry
Carpentry
Bricklaying
Plumbing and Heating
Electrical Installations
Landscape Gardening
Cabinetmaking
Joinery
Painting and Decorating
Refrigeration and Air Conditioning
Plastering and Drywall Systems



CREATIVE ARTS AND FASHION

Graphic Design Technology
Floristry
Jewellery
Fashion Technology
Visual Merchandising/Window Dressing



INFORMATION AND COMMUNICATION TECHNOLOGY

Information Network Cabling
IT Network Systems Administration
Print Media Technology
IT Software Solutions for Business
Web Design



TRANSPORTATION AND LOGISTICS

Autobody Repair
Aircraft Maintenance
Car Painting
Automobile Technology



MANUFACTURING AND ENGINEERING TECHNOLOGY

Construction Metal Work
Mechanical Engineering Design – CAD
Industrial Control
Electronics
Plastic Die Engineering
CNC Milling
Manufacturing Team Challenge
Mechatronics
Prototype Modelling
Polymechanics/Automation
Mobile Robotics
Welding
CNC Turning



SOCIAL AND PERSONAL SERVICES

Hairdressing
Confectioner/Pastry Cook
Cooking
Health and Social Care
Restaurant Service
Beauty Therapy



DEMONSTRATIONS

Concrete Construction Work
Bakery
Industrial Mechanics Millwright
Heavy Vehicle Maintenance

VISIT THE COMPETITION WEBSITE AND LEARN MORE ABOUT EACH SKILL:

WWW.WORLDSKILLSSAOPAULO2015.COM/EN/COMPETITION/SKILLS/

SCENARIO

THE POWER OF THE
BRAZILIAN MARKET

Panoramic photo of Rio de Janeiro,
one of the main post cards in Brazil

Brazil is the land of diversity.
This decade the country is
open to the world. In 2014,
Brazil hosted the Fifa World
Cup, in 2015, the WorldSkills
Competition and, in 2016, the
Olympic Games.



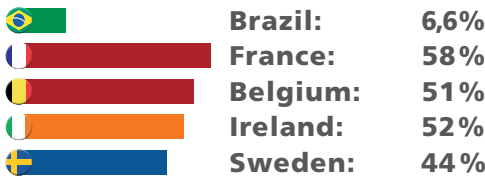
The seventh largest economy in the world, a solid financial system, the most diversified industry of Latin America and stable political institutions.

- Brazil has over **200 million** people and over **8,500** square kilometers in area.
- According to the International Monetary Fund (IMF), the Brazilian economy is the largest in Latin America and in the Sourthern Hemisphere.
- Total GDP (2013): **BRL 4.84 trillion** (EUR 1.61 trillion).
- Sixth largest vehicle manufacturer.
- Largest exporter of ethanol in the planet.
- The Brazilian industry relies on a large and diversified industrial park whose production ranges from consumer goods to state-of-the-art technology. The most important industries are the automobile, petrochemical, chemicals, food, non-ferrous minerals, soy, textile, clothing, steelmaking and mechanical.

Professional education in Brazil

- Data analysis of the 2012 Annual Social Information Statement (RAIS, Portuguese acronym) indicates the industry is the economic sector paying the highest wages to employees.
- Brazilian companies stand out as qualified competitor in several niches, such as in the aircraft, bus body, auto part, cement, steelmaking, and alcohol segments. Brazil is oil self-sufficient and a world leader in the production and research of alternative sources of energy.
- Brazil has great growth potential, considering that only **6.6%** of young Brazilians choose technical education, against **35%** on average in the **34** most developed nations.
- According to projections of the Industrial Labor Map in Brazil, by 2015, **7,2 million** people will be needed to fill the demands of industry.
- According to projections of the Industrial Labor Map in Brazil, the country will have to qualify **7.2 million** technical workers in medium qualification areas to work in industrial professions by 2015.
- Each year, SENAI offers about **150,000** opportunities in technical courses, **80,000** of which are offered on a tuition-free basis through a partnership with the Brazilian government in the National Program for Technical Access and Employment (Pronatec).

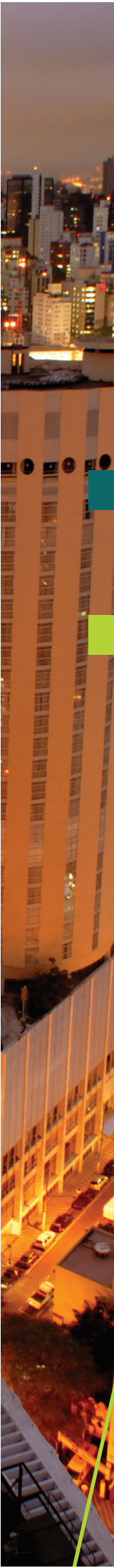
Percentage of young people in vocational courses



SÃO PAULO

THE WORLDSKILLS SÃO PAULO 2015
HOST-CITY HAS SMALL PIECES OF
BRAZIL AS WELL AS OF THE WORLD

Responsible
for 12%
of the
Brazilian
economy

- 
- The largest city in the Southern Hemisphere and one of the most populated cities in the world.
 - Over **11.8 million** people from all corners of Brazil and the world.
 - Responsible for **12%** of the Brazilian economy (IBGE, 2010).
 - São Paulo is the main business tourism destination in Brazil and the third one included in leisure trips, according to the Brazilian Institute of Tourism (Embratur).
 - More than **13.2 million** tourists visit the city every year.
 - The **11 million** people living in São Paulo and visitors can rely on a railway and subway network with over **330 kilometers**.

Economy

■ 11.4% Industry

■ 39.4% Commerce

■ 46.3% Services

Tourism and service figures in São Paulo

■ 280 movie theater rooms
■ 90 cultural centres

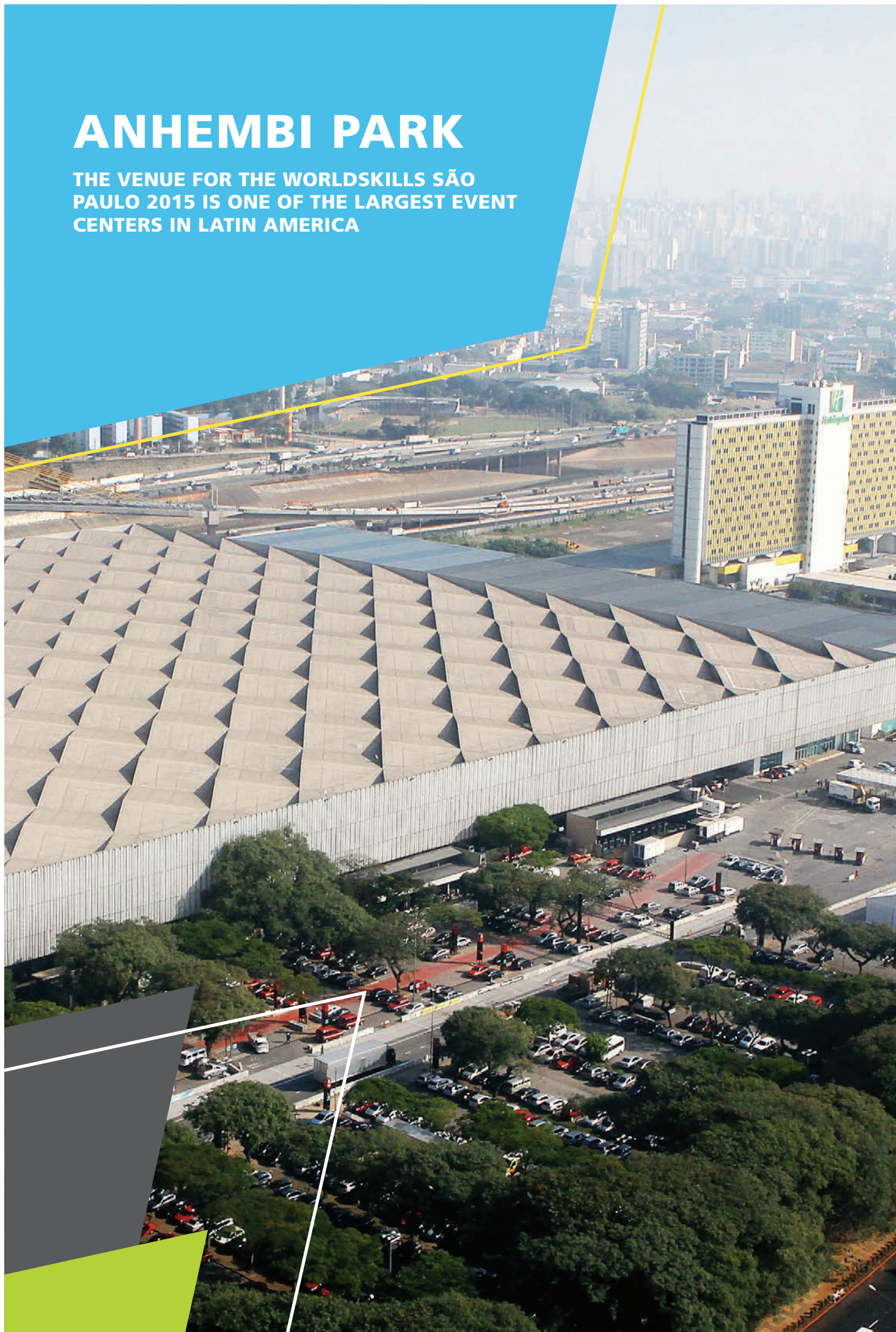
■ 180 theaters
■ 110 museums

■ 15,000 restaurants
■ 42,000 hotel rooms

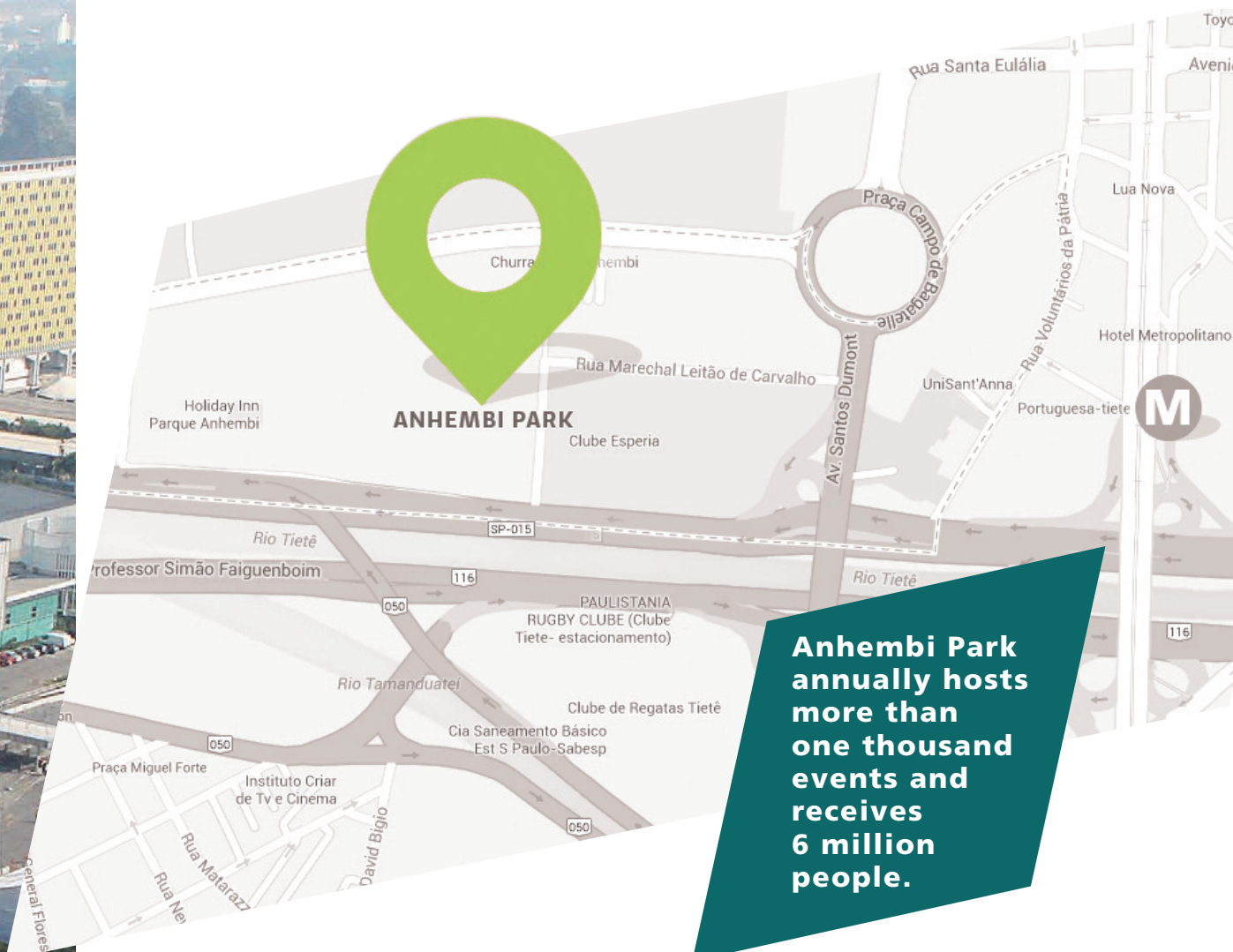


ANHEMBI PARK

THE VENUE FOR THE WORLDSKILLS SÃO PAULO 2015 IS ONE OF THE LARGEST EVENT CENTERS IN LATIN AMERICA



- Over **400,000 m²** of total area.
- Hosts more than **30%** of the main events taking place in Brazil and **55%** of the event in Southeast Brazil.
- The complex annually receives over **6 million** people in about one thousand events.



- Easily accessible by subway and provides easy access to the largest Latin American bus terminal.
- Close to hotels and to the city's main avenues.
- Located 7 km from the city center, 15 km from Congonhas Airport and 28 km from Guarulhos International Airport.



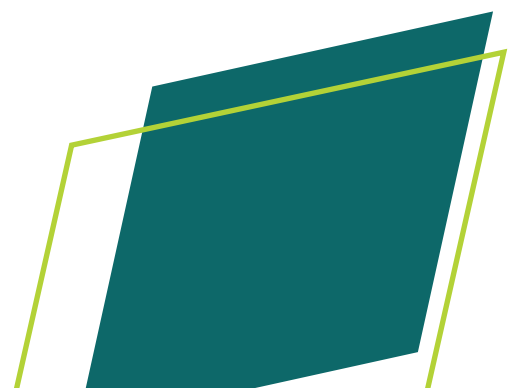
READ MORE:
www.anhembi.com.br

BROUGHT TO YOU BY SENAI

SENAI IS ONE OF THE FIVE LARGEST
PROFESSIONAL EDUCATION
INSTITUTIONS IN THE WORLD

SENAI has
842 units
installed
in Brazil

- **842 units** spread all throughout Brazil.
- During its **72 years**, SENAI has qualified over **61 million** professionals.
- Through a partnership with the National Program for Technical Access and Employment (Pronatec) more than **560** thousand enrolments have been recorded in 2013.
- The institution offers over **300** e-learning course options in more than **20** technological areas. Over **750** thousand people choose this learning modality in 2013.
- SENAI, SESI and IEL have over **75** international partnerships in **45** countries, such as the United States, Canada, Sweden, Angola, Cape Verde, and Guinea-Bissau. In 2013, ten professional education centers led by SENAI were operating in different countries in the world.
- WorldSkills Brazilian representative since 1981.
- In **16 participations**, it has already been awarded **68 medals** and **111 Medallion** for **Excellence**.



BROUGHT TO YOU BY WORLDSKILLS

A GLOBAL ORGANIZATION PROMOTING
EDUCATION, TRAINING AND SOCIAL,
TECHNICAL, AND PROFESSIONAL SERVICES

WorldSkills
represents more
than 49 skills in
72 member countries
and regions that are
helping to prepare
and train the labor
force and the talents
for the labor market.

Founded in 1950, WorldSkills International is a global organization promoting education and qualification in technical and social services. It represents more than **49 skills** in **72 member** countries and regions, and works with professional qualification schools, teachers and industries to help prepare the workforce and talents for future jobs.

WorldSkills works with competitor students, companies and educators to provide young people with the opportunity to compete and learn how to become the best in their skill.

From traditional areas to multidisciplinary technology vocations in different sectors of the industry, the organization is supported by Global Industry Partners, governments, volunteers, and educational institutions.

GLOBAL INDUSTRY PARTNERS – GIP

WorldSkills global partners involved individually in educational and qualification initiatives in several markets. They provide the organization with important feedback on what is necessary in terms of work skills. For Global Partners, economic health depends on a qualified workforce: there is no economy without trained workers.





Brought to you by



www.worldskillssaopaulo2015.com

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