



world **skills**
São Paulo 2015 

**CHOOSE TO BE PART OF THE
BIGGEST COMPETITION
OF VOCATIONAL TRAINING
IN THE WORLD**



PRESENTATION

Historically, education and labour are directly linked. They are two pillars in society that serve as the centre for social and economic development of a community, a city, a state and a country. However, it is not an easy or simple path and it is necessary to offer education and labour in a broad, sustainable and qualified way. It is crucial that we have continued commitment from society and government to provide a stable and safe future for all.

Nowadays Brazil is in a special and rare moment of its history. Brazil is the seventh largest economy in the world; it has a stable financial system and a very diverse industrial sector. The purchasing power of Brazilian citizens is increasing, the economy is heating up and there is great determination in the citizens, who represent the working class, to rise socially and to improve their living standards and that of their families.

Nevertheless, some sectors of the economy find themselves lacking a qualified labour force, which in turn restrains the efficient production capacity of the country. There is a strong demand for a labour force, especially the youth, that today is technically inadequate. A study of the Organisation for Economic Co-operation and Development (OECD) shows that almost half of the unemployed in Brazil are less than 24 years old.

**The National
Service for
Industrial Training
(SENAI) surpassed
the mark of 61
million registrations
in its courses**

This report also identifies that one of the biggest reasons for this gap in the labour market is the limited number of learning programmes offered in Brazil. And it is in this scenario that **professional education becomes one of the greatest tools for growth in the country.**

In 2013, the National Service for Industrial Training (SENAI) registered **2.8 million new students in its 817 institutions throughout the national territory**, surpassing the mark of **61 million registrations** over its entire history.

By choosing professional education, youth will almost be guaranteed a job. According to studies, more than 70% of SENAI ex-students of vocational courses manage to get a job in the first year after their graduation. But this number can still improve, given that only 6.6% of the young Brazilians choose these courses.

To discover a profession, to be acknowledged by it, to improve one's life conditions and those of the community and to emerge from critical social situations, are only some of the benefits promoted by the professional education.

WorldSkills São Paulo 2015

11-16 August 2015

Anhembi Park, São Paulo, Brazil

To promote the exchange of experiences, the stimulation, the platform of knowledge as a network of relationships among professionals, aiming at the excellency of professional education, Brazil will be the stage of the **WorldSkills Competition** in 2015.

Competitors from more than 60 countries and regions from the Americas, Africa, Asia, South Pacific and Europe will face real tasks and challenges in the professions for which they are preparing and studying for. Tasks should be accomplished within international quality patterns. The 43rd WorldSkills Competition will take place between 11-16 August 2015, in Anhembi Park, in São Paulo with more than 1,000 Competitors expected to participate.

With this kind of initiative, it is possible to position the professional education in such a way in order to raise awareness of the social and political leaders about the importance of including it in the agenda of priorities of Brazil. In addition to proving its importance as an instrument of socio-economic transformation it will also be an opportunity to raise the competitiveness of Brazilian industry.



WORLDSKILLS SÃO PAULO 2015

**Brazil will be the stage of the biggest
Vocational Education and skills
excellence event in the world**



Bird's - eyeview of Anhembi

The **WorldSkills Competition** occurs every two years and is the biggest Vocational Education and skills excellence event in the world. **The Competitors** represent the best of their peers and are selected from national skills competitions in WorldSkill's Member countries and regions. They will **demonstrate technical abilities both, individually and collectively**, to execute specific tasks for which they study and will perform in the future.

One of the main legacies of the **WorldSkills Competitions** is to give visibility and importance to professional education, **as one of the true tools of socioeconomic transformation.**

The Competition also provides the opportunity to exchange information and best practices on professional education amongst leaders in industry, government and education. New ideas and processes inspire school-aged youth to dedicate themselves to technical and technological careers and ascend to a better future.

In 2015, the WorldSkills Competition will take place for the first time in South America. The 43rd WorldSkills Competition will occur in São Paulo and it is expected to surpass the record numbers established in Leipzig, Germany, in 2013 – which saw nearly 1,000 Competitors from 53 countries/regions in 46 skills.

The organization of the Competition in Brazil will be under the responsibility of the National Service for Industrial Training (SENAI), one of the top five professional education complexes of the world.

The WorldSkills Competition highlights the importance of professional education and training to students, industries, governments and societies, challenging young students worldwide to become qualified professionals with rewarding job prospects

The best young professionals are selected from Member countries/regions national competitions to participate in the WorldSkills Competition

WorldSkills São Paulo 2015: Competitors from more than 60 countries and regions will compete in real life challenges in more than 45 different skills

THE SKILLS

Competitors in more than 45 different skills will put their abilities to test at the WorldSkills Competition in São Paulo, 2015. Get to know them all:

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
Merchandising/Window Dressing

INFORMATION AND COMMUNICATION TECHNOLOGY

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



MANUFACTURING AND ENGINEERING TECHNOLOGY

Sheet Metal Technology
Construction Metal Work
Mechanical Engineering Design - CAD
Industrial Control
Electronics
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



TRANSPORTATION AND LOGISTICS

Autobody Repair
Aircraft Maintenance
Car Painting
Automobile Technology

**Access our official website to learn
about the skills in details.
www.worldskillssaopaulo2015.com**





ANHEMBI PARK

The place that will host WorldSkills Competition São Paulo 2015 is one of the biggest event centers in Latin America

With more than **400,000 m2 of total area**, Anhembi hosts more than **30% of the main events that take place in Brazil** and 55% of the events in the Southeastern region of the country. The complex receives yearly more than **six million people in more than one thousand events** including congresses, expositions, sports and cultural events of all sizes and modalities. During Carnival, the samba school parades of São Paulo happen in the Sambodromo of Anhembi, whose architectural design is signed by the Brazilian architect Oscar Niemeyer (1907-2012).

Anhembi hosts more than one thousand events and six million people per year

The exposition center is only 7 km away from downtown, 14 km from Congonhas Airport and 38 km from Guarulhos International Airport. It has easy access by metro, is very close to hotels and main expressways of the city. There is also a parking lot with capacity for 8,000 vehicles.



IMPLEMENTATION

SENAI

SENAI is one of the five largest complexes of professional education of the world

Responsible for the organization of **WorldSkills São Paulo 2015**, the National Service for Industrial Training (SENAI) is one of the five largest professional education complexes in the world and the largest in Latin America. There are 817 units distributed throughout Brazil. During its **72 years of experience, it has qualified more than 61 million professionals**.

In 2013, it surpassed the mark of 753,000 registrations in distance courses. SENAI is the main partner of the Government of Brazil in the National Program of Technical Education and Employment.

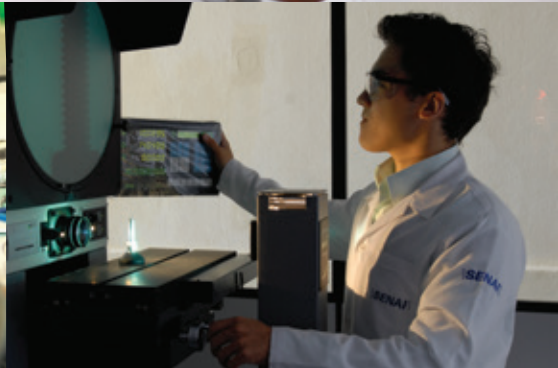
SENAI is part of the Industrial System, together with the Brazilian National Confederation of Industry (CNI), the Social Service for Industry (SESI) and the Euvaldo Lodi Institute (IEL). Its courses, offered all over Brazil, cover from the initial and continuing formation to the technical level, graduation and technological postgraduate education.

**SENAI has 817
units installed
in Brazil**

Brazilian Representative in WorldSkills

Since 1981, Brazil has been represented in WorldSkills by SENAI. During this period, it has accumulated **55 medals** and **77 Medallions for Excellence**. To get to the international level of competition, the students of SENAI and SENAC pass through interschool, State and National competitions. The first and second places then complete one final test. The winner is the Brazilian finalist and representative in the respective editions of the WorldSkills Competition.

Abroad, SENAI maintains 75 international partners in 45 countries, such as the United States, Canada, Sweden, Angola, Cape Verde and Guinea-Bissau. In 2013, ten professional formation centers led by SENAI were functioning in different countries of the world.





IMPLEMENTATION

WorldSkills

WorldSkills is the global hub for skills excellence and development, raising the profile and recognition of skilled professionals, and showcasing how important skills are in achieving economic growth and personal success

**WorldSkills has
68 Member-countries
and regions that are
helping to prepare
and train the labor
force and the
talents for the
labour market**

**WorldSkills
challenges young
people all over the
world to become the
best in their skill
of choice**

WorldSkills highlights the importance of skills education and training for students, industries, governments and societies by challenging young people around the world to become the best in the skill of their choice

From traditional sectors to multidisciplinary technology skills in the various industry and services sectors, the organization has the support of Global Industry Partners, governments, volunteers and educational institutions.

GLOBAL INDUSTRY PARTNERS – GIP

See WorldSkills as a portal into the world that is establishing a value for skills as the global currency and building the international skilled workforce

For the Global Industry Partners, they know the health of the economy depends on the skilled labor force. There is no economy without skilled workers

How it all started

The idea of a skills competition was born in 1946, when Jose Antonio Elola-Olaso, director-general of the Spanish Youth Organization, had an idea. To supply the demand of the experienced workers, it was necessary to convince the youth and their parents, teachers and possible employers that the **future depended of an effective system of vocational training**.

In 1947, the first national competition took place in Spain, with 4,000 apprentices from local workshops. The next step was to expand the activities. Given the similarities in language, culture and history, the Latin American countries were invited to a first international competition. Despite the rejection of most countries, Portugal expressed interest. In 1950, history was made, when 12 young workers from Portugal and Spain participated in the first Iberian Competition, hence WorldSkills was born.

Since then, **WorldSkills** has continued to expand its activities and performance. In 1958, the competition took place for the first time outside Spain, in Brussels, Belgium. The 19th Competition in 1970, marked the first time the event took place outside of Europe in Tokyo, Japan.

And now, São Paulo will proudly host the 43rd **WorldSkills** Competition, the first time the event has been held in Latin America.



WorldSkills Leipzig 2013

SCENARIO

The Brazilian Market Power

Brazil impresses the world not only for the size of its territory and its beauty, but also for its extended ethnical and cultural diversity due to the result of various migratory fluxes throughout its history resulting in a rich, varied and welcoming country.

The seventh largest economy in the world, a solid financial system, the most diversified industry of Latin America and stable political institutions are just a few more of its attributes.

The Brazilian GDP is composed by the service sector (67%), industry (27.5%) and agriculture and livestock (5.5%). **The Brazilian industry is the second largest in the Americas** and is fairly diversified containing petrochemical, steel and vehicles, even airplane and consumable goods.

The Brazilian labor force is estimated to contain more than **100 million** people, of which **71% are located in the service sector**. In the agriculture area, only **sugarcane and soy** are responsible for more than **10% of the Brazilian exports**.

The strength of the Brazilian industry

**Largest
exporter of
ethanol in
the planet**

**Sixth largest
producer of
vehicles**

**13th largest
producer of
scientific
publications**

Brazilians also have the knowledge and the desire to open their own business. In 2011, a survey of the Global Entrepreneurship Monitor showed that 27 million Brazilians between 18 and 64 years old are opening or maintaining their own business and more than 37 million jobs in the country are linked to businesses with up to ten employees.

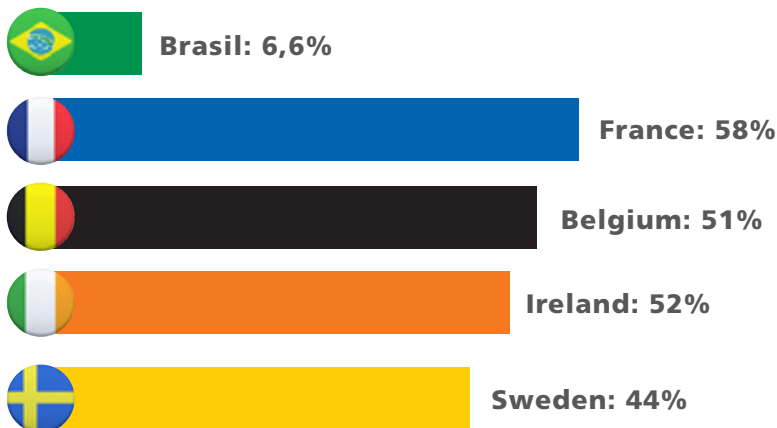


Brazil is the land of diversity and this is the decade that it is open to the world. In 2014, it will host the FIFA World Cup, in 2015 the 43rd WorldSkills Competition and in 2016, the Olympic Summer Games

The investments to turn Brazil into a more productive and efficient country are increasing. This is especially evident in education which is seen as a major factor to stimulate the competitiveness in the country, as indicated in the survey of the National Industry Confederation of 2013.

Related to professional education, there is still plenty of space for growth. According to the last OECD survey, only 6.6% of young Brazilians chose vocational courses versus those in other countries such as France where this number reaches 58%, in Belgium 51%, in Ireland 52% and in Sweden 44%. It is through strong investments in education, innovation and technology that the country has guaranteed a greater insertion in the world scenario. **WorldSkills São Paulo 2015 will help to solidify the strength of professional education in the transformation for a new Brazil!**

Percentage of young people in vocational courses



SÃO PAULO

The host-city of the WorldSkills Competition includes little pieces from all areas of Brazil and of the world

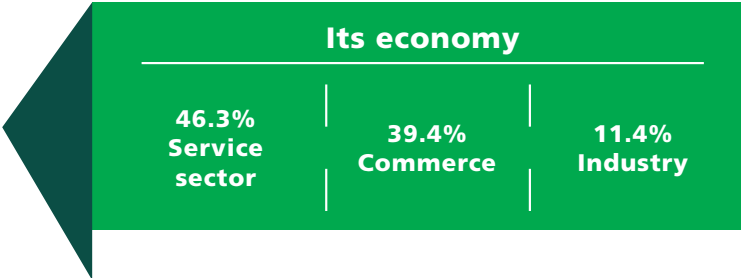
São Paulo has more than 250 vocational schools, from which 22 are from SENAI

Responsible for 12% of the Brazilian economy

São Paulo doesn't stop. The largest city of the country is a faithful portrait of the history of its people and its multinational culture. There are more than 11.8 million inhabitants, from all corners of Brazil and the world.

The city and its metropolitan region contain a large number of industries, with a diverse production range. In the education area there are approximately 250 technical schools, of which 22 are from SENAI. In addition, over 530 institutions are for children education, over 1.580 for High School and approximately 200 for Higher Education.

The city of São Paulo is the main financial center of South America. It hosts one of the largest stock markets in the world, is responsible for 12% of the country's economy and is the fourth largest city in the world to receive investments. Alone, São Paulo would be the 36th largest economy in the world.





Sao Paulo Museum of Art (MASP)

Monument to the Bandeirantes

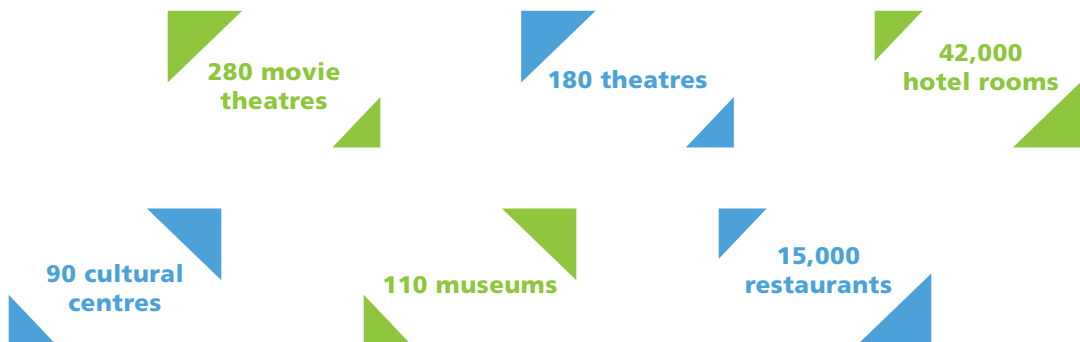


São Paulo is also a destination for tourists from Brazil as well as the rest of the world, who come to experience the intense cultural and nightlife of the city. In 2013, the city was acknowledged by the Travellers' Choice (TripAdvisor) as one of the best destinations in South America. Since 1997, the city is also acknowledged as the gastronomy capital of the world, a reference to the high number of international restaurants present in one city.

With numerous attractions, some highlights include Paulista Avenue, the Portuguese Language Museum, the São Paulo Art Museum (MASP) and Ibirapuera Park. These very popular places host more than **13.2 million tourists that visit the city every year**. Major events that take place in the metropolis include International Biennial of Art, Formula 1 Grand Prix of Brazil, International Automobile Trade Show and São Paulo Fashion Week are just a few examples.

The **transportation system of São Paulo** is composed by bus, train and metro, and they transport almost **11 million people per day**. São Paulo also has two major airports: the International Airport of Guarulhos and the Airport of Congonhas. **Together, they were responsible for the transportation of more than 53 million passengers in 2013, according to Infraero data.**

Tourism numbers in São Paulo



VISIT BRAZIL

From the vivid night life of São Paulo to the calm beaches of the Northeast, Brazil is your next tourism destination

Two of world best beaches are located in Brazil, according to TripAdvisor

Brazil is rich in natural beauty and incredible destinations for any time of year. The vast territory and influence of native people and immigrants from different parts of the world resulted in a country of enormous cultural and ethnic diversity. These ingredients are reflected in the behaviour of Brazilians: a creative and friendly people.

A destination for more than six million foreign visitors in 2013, Brazil was appointed the best tourist destination in the world for 2014 by the travel guide Lonely Planet, and TripAdvisor chose Rio de Janeiro among the top-20 places to go. In the Best Beaches category, two of them are Brazilian: Baia do Sancho, in Fernando de Noronha, Pernambuco and Praia Lopes Mendes, in Ilha Grande, Rio de Janeiro.



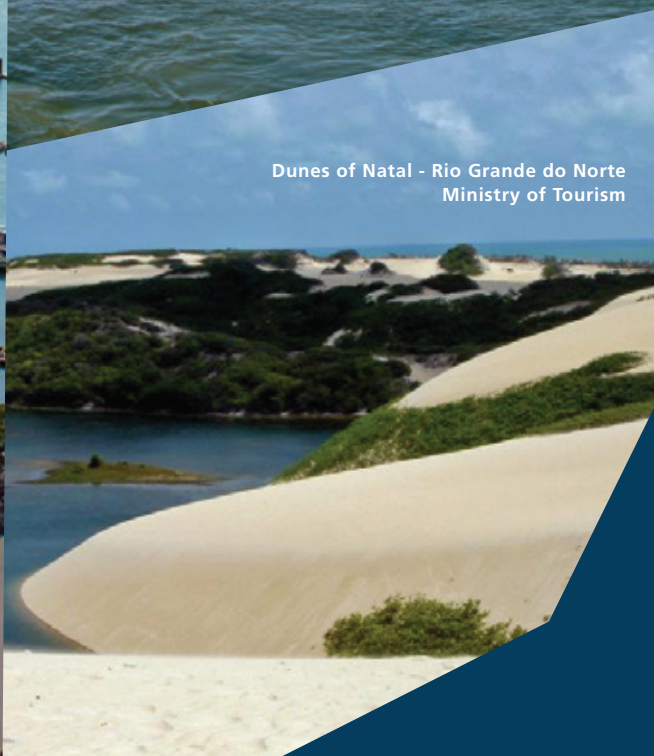


Lacerda Lift
Salvador - Bahia
Ministry of Tourism

Florianópolis – Santa Catarina
Ministry of Tourism



Dunes of Natal - Rio Grande do Norte
Ministry of Tourism



Iguazu Falls - Danilo Prudêncio - Creative Commons



Arts and Crafts from Northeastern Brazil
Ministry of Tourism

Oscar Niemeyer Museum – Curitiba – Paraná
Ministry of Tourism



The year of 2014 is marked by the country's hosting of the FIFA World Cup. In 2015, it will host, for the first time, the global competition for professional skills education and training – the 43rd WorldSkills Competition, and in 2016, it will again be in the spotlight for major events when Rio de Janeiro will host the Olympic Summer Games.

The largest country in Latin America and the fifth largest by land area in the world, Brazil extends 8.5 million square kilometres, covering a huge range of climates and biomes. There are more than 7,300 kilometres of coastline, famous for beautiful beaches that stand out among the great routes of world tourism. The coastal strip has reefs, mangroves and dunes, along with paradisiacal scenery and famous warm water beaches.

The country's inland also boasts beautiful landscapes formed by waterfalls, rivers and natural aquariums, with a series of routes with hiking trails, rapids, river beaches, fishing and boating. Surrounded by these wildlife sanctuaries are modern cities rich in attractions such as museums, historical monuments, craftwork, music, dance, cuisine, arts and audiovisual.

All five Brazilian regions can be reached via international flights and the huge investment in infrastructure and airports aims to welcome both national and foreign tourists.



Brought to you by



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