

CONFERENCE PROGRAMME

*General Schedule
11-16 August 2015
Anhembi Park
São Paulo*

Co-Organizer

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Imagens meramente ilustrativas. (*) Disponível apenas no Galaxy S6 Edge. (**) Em relação ao Galaxy S5. (***) Estimativa realizada em aparelho com configuração de fábrica, utilizando carregador que acompanha o produto e utilizando diversas funções, não cumulativas, de recebimento de notificação, conversação, reprodução de áudio e utilização de aplicativos. O tempo de carregamento e uso poderá variar de acordo com as condições do ambiente e da rede, bem como de acordo com as configurações do produto e dos programas, dentre outros fatores.



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2. CONFERENCE PROGRAMME

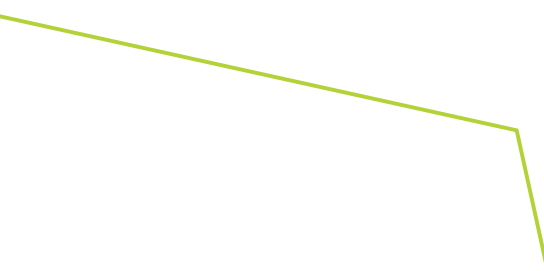
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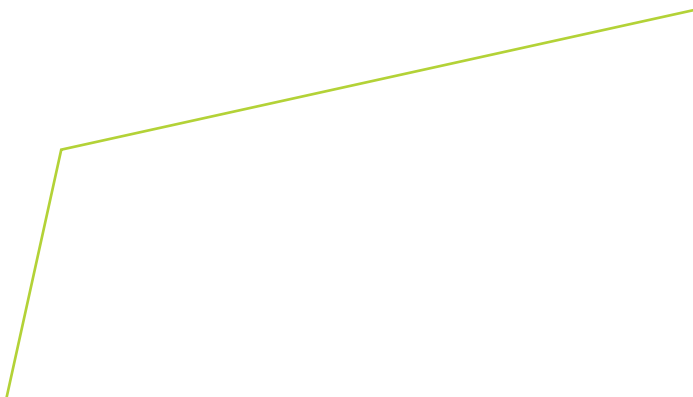


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CONSELHO NACIONAL DO SESI:

PARCEIRO NA DEFESA DO INTERESSE QUE É DE TODOS

O Conselho Nacional do Sesi, instância decisória máxima do Sesi, reúne representantes das categorias econômicas da Indústria, do Sistema Indústria, dos trabalhadores e do governo.

Como o próprio nome sugere, sua função é apontar caminhos, avaliar atividades desenvolvidas, aprovar orçamentos e contas e contribuir para que o Departamento Nacional e os Departamentos Regionais do Sesi cumpram sua missão com eficácia.

Ao desempenhar um papel de tamanha relevância e responsabilidade, o Conselho Nacional do Sesi se coloca como parceiro do Sistema Indústria, atuando em defesa dos interesses comuns que unem trabalhadores, indústria, governo e sociedade.



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"Stanley Black & Decker is proud to support WorldSkills as a Global Premium Partner. We believe the WorldSkills organization is encouraging growth in high-value vocational trades and preparing our future global workforce in a way that no other organization today is equipped to do, and we look forward to continued support of WorldSkills and its competitor teams in the future."

John F. Lundgren

Chairman and CEO
Stanley Black & Decker, Inc.



**CHOOSE
THE FUTURE**

WELCOME



SIMON BARTLEY

President WorldSkills

Welcome to the WorldSkills São Paulo 2015 Conference Programme. The WorldSkills movement would not sustain - nor, more importantly, accelerate - its positive impact without you. We need you to inform, inspire, and collaborate with to keep the world working and to improve the future for our economies and communities.

I welcome you to the Conference Programme by extending an invitation for a specific outcome. Already, each of you is recognized as a leader in the WorldSkills movement. Together we are a brain trust, an influential group, and a powerful body to affect positive change in the world of skills. My invitation to you is more personal, and perhaps more taxing.

As leaders, I invite each of you to take on the role of mentor, of change-maker, and of decision-maker in your own sphere of leadership. I invite you to take the time to learn from the Conferences and also to walk the floor of the Competition.

You are today's leaders, influencers, and decision-makers in skills education and careers. What is your legacy for tomorrow? I believe it is here. There are over 1,200 Competitors from more than 60 countries and regions working with passion to demonstrate excellence.

We are one WorldSkills community - each of us positively improving economies, communities, and opportunities. Find ways to watch these young people; talk with them and the Experts who guide them; encourage and celebrate their achievement; commit to helping lead them to their own leadership path.

The reputation and achievement you represent fuels discussion, cooperation, and conversation. Let us agree that we will take that spirit, effort, and impact with us in São Paulo. Give them your treasure; they are our hope. Together we will improve our world with the power of skills.

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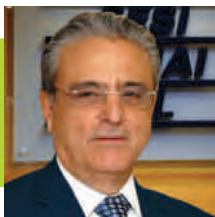
[IndustriasRomiSA](https://www.youtube.com/IndustriasRomiSA)



[@industriasromi](https://www.instagram.com/industriasromi)



[@industriasromi](https://twitter.com/industriasromi)



ROBSON BRAGA DE ANDRADE

CNI President

SENAI National Council President

SESI National Department Director

The Conference Programme's overall topic this year is very special and top-level. "Inspiring Skills Excellence and Development" is the overall topic. We will have meetings between the best and most respected leaders and organizations dedicated to the promotion of vocational education, skills and their importance for cultural and social transformation.

The Conference Programme will be the WorldSkills São Paulo 2015 highlight, and aims to be the most complete ever, with diverse and exciting meetings and debates that connect leading authorities in the world during a week of vocational education promotion.

This time the Competition is organized by CNI, SENAI and WorldSkills International and the team is entirely dedicated to making vocational education practices around the world interconnected through this programme, so that all of the organizations have mutual benefits. I would like to welcome everyone who purchased this Conference Programme package and hope everyone benefits from the knowledge and connections created through the topics discussed.

Welcome!

EDUCAÇÃO EMPREENDEDORA SEBRAE

CONHEÇA AS SOLUÇÕES DO PROGRAMA NACIONAL DE EDUCAÇÃO EMPREENDEDORA DO SEBRAE:

ENSINO FUNDAMENTAL

JOVENS EMPREENDEDORES PRIMEIROS PASSOS (JEPP)

A partir de histórias, instiga os estudantes a desenvolver o comportamento empreendedor e a vivenciar as etapas de um plano de negócios.

ENSINO MÉDIO

DESPERTAR

Aborda uma visão ampla do empreendedorismo, incentivando a cooperação, a cidadania e a ética.

FORMAÇÃO DE JOVENS EMPREENDEDORES (FJE)

Estimula o comportamento empreendedor, instigando o protagonismo juvenil e preparando os estudantes para o mundo do trabalho.

CRESCENDO E EMPREENDENDO

Apresenta o universo do empreendedorismo por meio de encontros vivenciais e orienta a identificação de oportunidades.

ENSINO TÉCNICO E PROFISSIONAL

PRONATEC EMPREENDEDOR

Apresenta o empreendedorismo como possibilidade de inserção profissional no mundo do trabalho.

ENSINO SUPERIOR

DESAFIO UNIVERSITÁRIO EMPREENDEDOR (DUE)

Uma abordagem inovadora que utiliza a competição para falar de empreendedorismo aos estudantes universitários através de jogos on-line e simuladores de empresa.

DISCIPLINA DE EMPREENDEDORISMO

Estimula o comportamento de quem faz acontecer, busca oportunidades e desenvolve ações voltadas a resultados.

EMPREENDEDORISMO EM DOIS TEMPOS

Sensibiliza os estudantes quanto ao empreendedorismo social, empresarial e corporativo.

MEET THE SOLUTIONS OF SEBRAE NATIONAL ENTREPRENEURIAL EDUCATION PROGRAM

ELEMENTARY SCHOOL

Young Entrepreneurs First Steps (JEPP) – Using stories, urges students to develop entrepreneurial behavior and to experience the stages of a business plan.

HIGH SCHOOL

Awaking to Entrepreneurship Program – It addresses a broad vision of entrepreneurship by encouraging cooperation, citizenship and ethics.

Training of Young Entrepreneurs (FJE) – It encourages entrepreneurial behavior, urging youth participation and preparing students for the world of work.

Growing and Undertaking – It presents the world of entrepreneurship through experiential meetings and guides the identification of opportunities.

TECHNICAL AND PROFESSIONAL EDUCATION

Pronatec Entrepreneur – It presents entrepreneurship as a possibility of professional integration in the labor market.

HIGHER EDUCATION

University Entrepreneur Challenge (DUE) – An innovative approach that uses the competition to speak of entrepreneurship to college students through online games and business simulations.

Discipline of Entrepreneurship – It stimulates the behavior of those who makes it happen, seeks opportunities and develops actions to results.

Entrepreneurship in Two Steps – It sensitizes students about the social, business and corporate entrepreneurship.



RENATO JANINE RIBEIRO

Minister of Education, Brazil

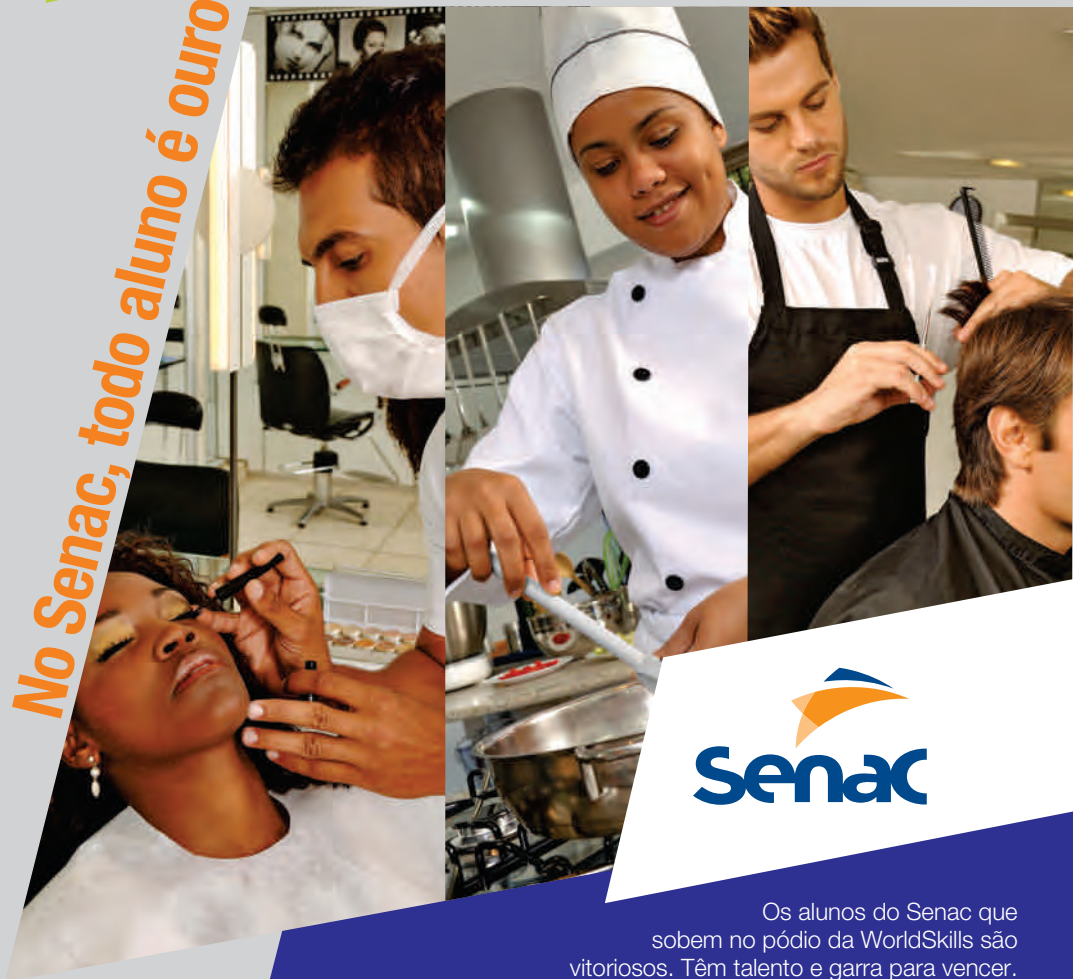
On behalf of WorldSkills São Paulo 2015, I welcome you to an exciting week. This year's Conference Programme was developed to bring together prominent world leaders and Technical and Vocational Education and Training (TVET) research institutions from private, public, and international organizations. A series of first-class events was inspired by the city of São Paulo, the Brazilian industrial centre and economic hub, leading to the main theme: "Inspiring Skills Excellence and Development". Inspired by this, the International Ministers Conference will certainly drive TVET ahead.

Recently, Brazil has invested heavily in expanding vocational and technological education opportunities through the National Programme for Access to Technical Training and Employment (Pronatec), one of the greatest professional education programmes in the world. With this focus, Brazil will host the greatest professional education and skills excellence Competition in the world, the WorldSkills Competition.

I am grateful to be part of this opportunity to exchange experiences with such unique guests and experts from more than 60 countries related to 50 skills. I am also grateful that the Conference Programme is an opportunity to exchange best practices and policy development with government and industry leaders together with educational experts, improving and promoting TVET.

We are delighted to have you here to participate with and contribute to the 43rd WorldSkills Competition organized by WorldSkills International and SENAI (National Service for Industrial Training). Thank you for coming! The fact that many of you have travelled long distances is a clear sign to us about how important TVET is, which has motivated us to make this Conference Programme the best ever.

No Senac, todo aluno é ouro



Os alunos do Senac que sobem no pódio da WorldSkills são vitoriosos. Têm talento e garra para vencer.

Mas, para nós, todos os alunos do Senac valem ouro. É vencedor quem investe em educação profissional para alcançar seus sonhos. Quem estuda pelo Programa Senac de Gratuidade, aprende com a tecnologia de ponta das nossas empresas pedagógicas ou escolhe nossos cursos de educação a distância para aprimorar seus conhecimentos e conseguir seu lugar no mercado de trabalho.

Carregamos no peito mais de 58 milhões de medalhas de ouro, dos brasileiros que passaram pelo Senac nesses quase 70 anos de atuação voltada a educar para o trabalho no Setor do Comércio de Bens, Serviços e Turismo.



Senac. O ensino do futuro do mundo.

www.senac.br | facebook.com/senacbrasil | twitter.com/senacbrasil



RAFAEL LUCCHESI

*General Director at the National Department in SENAI
Education and Technology Director at CNI
Director Superintendent at SESI National Department*

Vocational education and technical training are key to individual professional success and prosperity for future generations. It also contributes significantly to reducing unemployment rates among youth and promotes economy development. This is the kick off to a promising career and creates various perspectives for professional opportunities.

In order to promote vocational education, exchanging experiences between different educational systems and cultures is essential. The WorldSkills São Paulo 2015 Conference Programme will be an excellent forum for this kind of experience exchange, bringing together vocational education experts from around the world.

From 11-16 August, industry leaders, government and education partners will gather to discuss trends, new technologies and innovative public policies in the vocational education scope as well as initiatives to promote technical and vocational education.

I suggest everyone venture out to explore each of the WorldSkills São Paulo 2015 skills and expand their knowledge regarding in regards to the skill areas.

I am sure that our Conference Programme will be a success providing a significant legacy for vocational education in the world!



DAVID HOEY

CEO WorldSkills International

Welcome to one of the most distinctive aspects of a WorldSkills Competition: The Conference Programme. It is my pleasure to greet all of you joining WorldSkills São Paulo 2015 - where leaders, policy-makers, and decision-makers in the area of vocational, education, training, and skills excellence will gather together, face to face, under one roof.

We are purposeful about taking this opportunity to share information and best practice, and to develop ways to collaborate in synergistic efforts to improve our world with the power of skills.

The WorldSkills movement is more than 60 years old, and has touched millions of people over these years. Yet, as an organization, WorldSkills is relatively unknown.

We want to remedy this, and fully realize that we can only do this as a collaborator with all who share our vision of inspiring skills excellence and development and are driving improvement in economies and societies through collective effort around the globe.

Through this catalytic Conference Programme developed with our WorldSkills Member in Brazil, SENAI, we have designed a high-level opportunity to visit Brazilian educational institutions and industry; to learn about and share trends in technologies, innovation, and international cooperation and development; and to work together to power up our respective networks for the greater good of using skills to drive economic and social wellbeing.

We anticipate that the result of this Conference will be that together we brainstorm, develop, and initiate programs, delivered through our respective and collaborative networks, which inspire the next generation of skilled and innovative global citizens. Thank you for joining us.

1. GENERAL INFORMATION

1.1 Get to know São Paulo

The city is located in the southeast region of Brazil and has 11.8 million inhabitants (IBGE, 2014). Last year, São Paulo welcomed 15.08 million visitors, and 51% of these people were in the city mainly for business purposes.

Essential to business in the entire country, São Paulo is the financial and economic capital of Brazil, not only due to its market, but also because of the large service network, the best research and study centres, and the most skilled professionals, in addition, it has a variety of culinary options, including international cuisine, with 15,000 restaurants and 20,000 bars.

Education and Communication: São Paulo has 249 technical schools, 29 universities, 7,023 elementary and basic education institutions, the Latin American Information Technology centre, the largest circulation national newspapers, 607 magazines, 42 radio stations, 11 TV stations, and 6 cable TV providers.

Industry, economy and finances: São Paulo is home to 50,800 industries, 38 of the 100 largest private national capital companies, 63% of the international groups located in Brazil, 1,900 bank branches belonging to 17 of the 20 largest banks, 40 international chambers of commerce and business, and the largest stock exchange in South America.

Services and Infrastructure: The city offers more than 400 hotels with approximately 42,000 rooms available for booking, 576 travel agencies, about 86,000 rental cars, 34,000 taxis, 15,000 urban buses, the largest fleet of helicopters in the world (411), 49 airlines in operation, 2,500 health service facilities, and 45,000 military and civil policemen.

Culture, commerce, leisure, and entertainment: This bustling metropolis features 282 cinemas, 164 theatres, 39 cultural centres, 146 libraries, 53 shopping malls, 240,000 stores, 103 parks and green spaces, 11 show venues with more than 300 seats, 10 football stadiums, plus other facilities that make the city even more prepared to receive a variety of audiences.

São Paulo, an iconic city, stands out for its innovative and creative characteristics. It is also a contrasting environment, made up of "concrete jungles" with large buildings and plenty of green nature spaces - with 300,000 km² of vegetation. Each region in this cosmopolitan city has its own unique identity. We hope you enjoy it and feel welcome!

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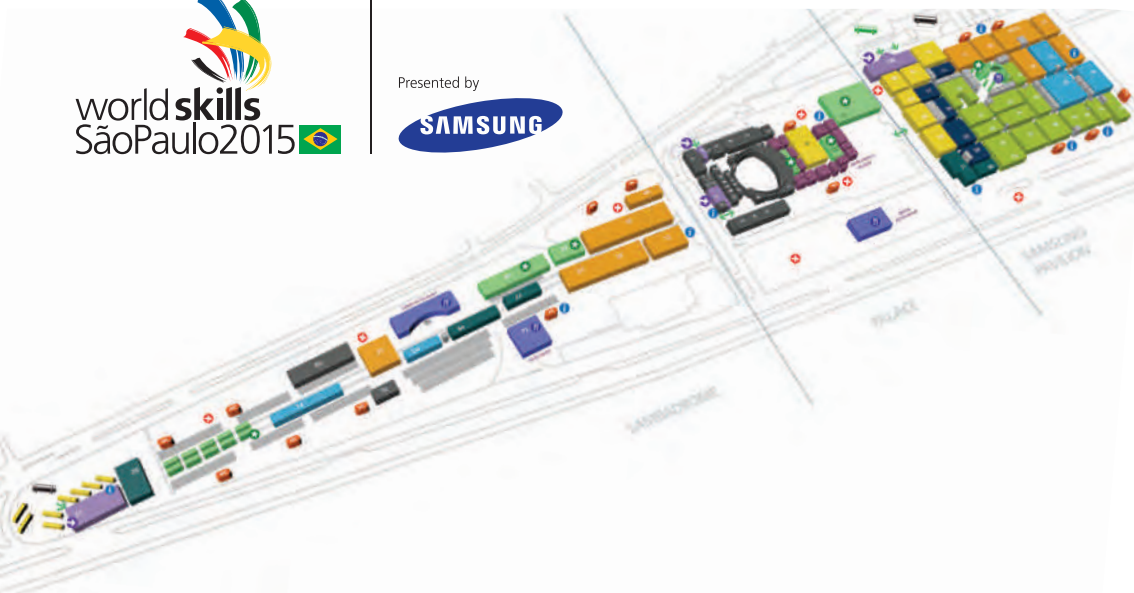


Efficiency, easy to use and first-class quality, besides the range and color matching for solid colors, metallic and pearls which enable an exceptional finish. The excellent Glasurit reputation is the recognition of the market to provide high quality products and services, such as the water-based line 90 and the high solid line 55.

ANHEMBI PARK



Presented by



SECTORS

- Information and Communication Technology
- Creative Arts and Fashion
- Construction and Building Technology
- Transport and Logistics
- Manufacturing and Engineering Technology
- Social and Personal Services

LEGEND

- ➔ Accreditation
- 🚌 Bus Station
- ➔ Entrance
- 🚗 Free Transportation
- ★ Highlights
- ℹ Information
- ⛑ Medical Station
- 🍽 Restaurants / Food Court
- 🚻 WC
- Sponsors
- WorldSkills Village

ANHEMBI PARK

WorldSkills São Paulo 2015 will occupy the entire Anhembi Park, the largest exhibition centre in Latin America with a total 400,000 m², with 213,000 m² used for the Competition, including the Samsung Pavilion, Sambadrome, and Convention Palace. This will be the first time in Anhembi's history, that a single event occupies all three areas at the same time.



OVERVIEW

Sambadrome



SAMBADROME

Construction and Building Technology

- 8 Architectural Stonemasonry
- 12 Wall and Floor Tiling
- 20 Bricklaying
- 21 Plastering and Drywall Systems
- 37 Landscape Gardening
- D1 Concrete Construction Work

Transport and Logistics

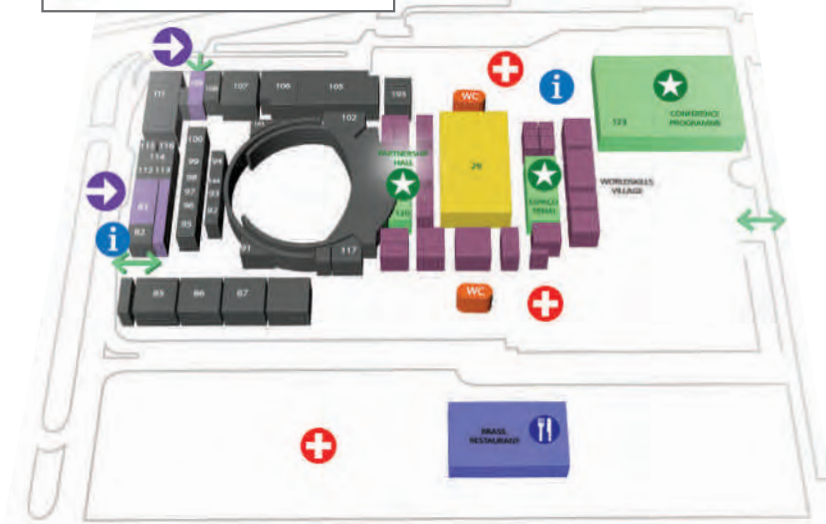
- 14 Aircraft Maintenance
- D4 Heavy Vehicle Maintenance

Creative Arts and Fashion

- 27 Jewellery
- 28 Floristry
- 44 Visual Merchandising and Window Dressing

Special Areas

- ➔ 51 Reception
- 60 Volunteering
- 61 Samba Restaurant
- 64 Competitors Lounge
- 67 SESI-FLL Robotic Festival
- 71 Food Court
- 76 Sustainability
- SENAI Mobile Units



29 Hairdressing

- 102 WorldSkills Abu Dhabi 2017
105 CNI President
106 Government and Ministries VIP Lounge
107 Conference Auditorium 8
108 Luggage Room
109 VIP Accreditation
111 Conference Auditorium 9
112 Customer Service
113 WSI Member Support
114 Meeting Room 1
115 Meeting Room 2
116 Meeting Room 3
117 Meeting Room 4
120 Partnership Hall
123 Conference Programme
194 SENAI Executive Office
Brasil Restaurant
Espaço SENAI



OVERVIEW

Samsung Pavilion



SAMSUNG PAVILION

Manufacturing and Engineering Technology

- 1 Polymechanics and Automation
- 3 Manufacturing Team Challenge
- 4 Mechatronics
- 5 Mechanical Engineering Design – CAD
- 6 CNC Turning
- 7 CNC Milling
- 10 Welding
- 16 Electronics
- 19 Industrial Control
- 23 Mobile Robotics
- 42 Construction Metal Work
- 43 Plastic Die Engineering
- 45 Prototype Modelling
- 46 Sheet Metal Technology
- D3 Industrial Mechanics Millwright

Creative Arts and Fashion

- 31 Fashion Technology
- 40 Graphic Design Technology

Information and Communication Technology

- 2 Information Network Cabling
- 9 IT Software Solutions for Business
- 11 Print Media Technology
- 17 Web Design
- 39 IT Network Systems Administration

Construction and Building Technology

- 15 Plumbing and Heating
- 18 Electrical Installations
- 22 Painting and Decorating
- 24 Cabinetmaking
- 25 Joinery
- 26 Carpentry
- 38 Refrigerating and Air Conditioning

Transport and Logistics

- 13 Autobody Repair
- 33 Automobile Technology
- 36 Car Painting

Social and Personal Services

- 30 Beauty Therapy
- 32 Pâtisserie and Confectionery
- 34 Cooking
- 35 Restaurant Service
- 41 Health and Social Care
- D2 Bakery

Special Areas

- ➔ 138 Accreditation
- ★ 175 Cyber
- ⓘ Cyber Food Court

2. CONFERENCE PROGRAMME

2.1 General presentation

The WorldSkills São Paulo 2015 Conference Programme's overall theme is "Inspiring Skills Excellence and Development", and from 11 to 16 August, industry leaders, government, and educational partners will gather to discuss trends, new technologies, and innovative public policies related to vocational education and skills excellence, as well as initiatives to promote technical and vocational education.

When: 11-16 August 2015

Who will participate: Government and industry leaders, international agencies, unions, and education associations. Approximately 800 participants are expected per day.

Where: Elis Regina Auditorium - Convention Palace, Anhembi Park 12, 14, 15 August, Jequitibá Room - Holiday Inn Hotel (WorldSkills Leaders Forum, 13 August)

Access on 11, 12, 14 and 15 August (C-1, C1, C3 and C4): Main entrance of the Convention Palace (Accreditation Centre) - Av. Olavo Fontoura, 1209.

Access on 13 August (C2): Holiday Inn Hotel - Rua Professor Milton Rodriguez, 100, on the right side of the main Lobby.

Access on 16 August (C+1): Main entrance of the Elis Regina Auditorium, access through the main gate of the Anhembi Park - Av. Olavo Fontoura, 1209.

Elis Regina Conference Lounge: As an extra service for accredited Conference Programme participants, please enjoy the Elis Regina Conference Lounge, where you will find light snacks and beverages throughout the day. Open from 08:30 to 17:30, 12-15 August.

Accreditation: The accreditation centre for Conference Programme participants is located in the Convention Palace. Participants may obtain their accreditation badges by presenting an identification document (ID/Passport) and payment confirmation. Additional Conference Programme bundles may be purchased at this location, pending availability. The accreditation centre in the Convention Palace will be open from 5 August (C-6) from 07:00 -20:00, to 15 August (C4) until 20:00.

Access to the Conference sessions, Conference Lounge, external visits, and evening activity schedule will only be available to accredited Conference Programme participants.

Conference Programme Support Team: WorldSkills São Paulo 2015 and WorldSkills International Conference teams will be at the Accreditation Centre at the main entrance in the Convention Palace. Our support team will be available at the Elis Regina Conference Lounge Information Desk during opening hours (08:30-17:30).

Access to the Camaúê Restaurant - Holiday Inn Hotel: Each Conference Programme participant will receive vouchers for lunch for their accredited Conference days, which will be delivered together with the accreditation badge at the Accreditation Centre.

The vouchers will have the dates printed and must be presented to the hotel team in order to access the restaurant. These vouchers cannot be reprinted if they are lost.

Simultaneous Translation Services: During the Conference Programme there will be simultaneous English-Portuguese interpreting services available. In order to pick up a headset, an identification document or business card will be requested and returned as soon as the equipment is returned. Please be careful while using the headsets to avoid any damages.

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CONFERENCE PROGRAMME

	TUE. 11 AUG. (C-1)	WED. 12 AUG. (C1)	THUR. 13 AUG. (C2)	FRI. 14 AUG. (C3)	SAT. 15 AUG. (C4)	SUN. 16 AUG. (C+1)
Competition events	Opening Ceremony	Day 1 of Competition	Day 2 of Competition	Day 3 of Competition	Day 4 of Competition	Closing Ceremony
Daily theme	SENAI and Industry excellence	Future trends	Exploring skills excellence	Global policies and innovation	Skills development initiatives	Explore São Paulo
Morning programme		Skills for sustainable development post-2015	WorldSkills Leaders Forum – a strategic look at industry's innovative training solutions	International Ministers Conference – 21st century initiatives to foster technical and vocational education	Seminars on countries approaches to skills excellence and development	
Afternoon programme (pick one of the options)	Industry and SENAI schools technical visits	Prospective methodologies for skills development – hosted by ILO	Guided VIP tour of the Competition	A glimpse at industries future skills and technologies – hosted by Global Partners	Guided tour of São Paulo City	
Alternative options for afternoon		Guided tour of Competition Restaurant Service guest Additional Industry or education study visit (based on demand)		Guided tour of Competition Restaurant Service guest Additional Industry or education study visit (based on demand)		
Evening programme		An evening with UNEVOC – network and reception				
Cost per day*	USD 70	USD 180	USD 150	USD 100	USD 100	USD 120
Additional items included in cost per day	Industry and education visit transfers Lunch	Coffee Break Lunch at Holiday Inn Networking Lounge Access	Coffee Break WSLF Lunch Networking Lounge Access	Coffee Break Lunch at Holiday Inn Networking Lounge Access	Coffee Break Lunch at Holiday Inn Networking Lounge Access	Lunch
	There will be an additional general registration fee of USD 130 that is a one-time payment for the Conference Days on C1-C4.					

*These prices are for the Conference programme components only. They do not include accommodations and transfers.

2.2 Daily schedule

11 August 2015: SENAI and Industry Excellence

	Event	Organizer	Times
All day session	SENAI and Industry Excellence tours	WorldSkills São Paulo 2015	08:00-17:00

During the Technical Visits to Industry and SENAI schools, participants will choose to visit an industry and school pair related to a specific market segment. The following industry sectors are available: automotive, textile, metal mechanics, tires, hydropower, welding, food, and hygiene and beauty. All Industry and SENAI schools are located in São Paulo or neighbouring cities. Through these tours, participants will experience the SENAI educational structure, as well as courses related to the sectors involved.

Each group will have a maximum of 20 participants and a specialized team will welcome and guide participants throughout the entire tour.

Some presentations will be conducted in English and others in Portuguese, translation will be provided for all tours.

Departure Location: Main entrance - Elis Regina Auditorium (Anhembi Convention Palace)

Schedule: Departure at 08:00 - Arrive 20 minutes before to pick up accreditation badges at the Accreditation Centre in the Convention Palace. Our team will guide groups to their specific busses.

Duration: Nine hours with a lunch break

Food Service: Lunch will be provided as part of the tour.

Guidelines: Participants must carry their accreditation badge throughout the tour.

It is recommended to wear comfortable clothes, pants, and low and closed-toe shoes. Participants must respect the safety rules at each location. This activity involves a lot of walking and exposure to industrial environments.

12 August 2015: Future Trends

Day at a glance:

	Event	Organizer	Times
Morning session	Skills, Sustainability, and the Post-2015 Development Agenda	Inter-Agency Group on Technical and Vocational Education and Training	09:00-11:30
Afternoon session	Prospective Methodologies for Skills Development	SENAI/ILO-CINTERFOR	13:00-17:00
Evening session	Understanding the UNEVOC Network: A Networking Evening	UNEVOC	18:00-20:00

MORNING SESSION

SKILLS, SUSTAINABILITY, AND THE POST-2015 DEVELOPMENT AGENDA

Hosted by: Inter-Agency Group on Technical and Vocational Education and Training

Location: Elis Regina Auditorium - Convention Palace

Capacity: 800 participants

Description: Representatives from international agencies and organizations active in the field of skills development will come together to discuss future international cooperation and development.

The panel will address four main dimensions: why skills for work and entrepreneurship are important to the post-2015 agenda; what are the key inter-relationships between skills and key development sectors (as represented by the other 16 Sustainable Development Goals proposed by the Open Working Group at the UN); which skills development strategies, policies and programmes, and what forms of work-based learning, including apprenticeships, are most effective in addressing the economic, social, environmental, and political priorities of the new sustainable development agenda.

Drawing on the experience of members of the Inter-Agency Group on Technical and Vocational Education and Training, this panel discussion will offer insight into best practices around the world and provide an opportunity to exchange ideas.

Audience: Leaders in education, government, and industry from around the world

Session format: Keynote followed by a panel

Conference language: English

Simultaneous Translation: Available EN-PT, PT-EN, ES-EN, ES-PT

Ticketed event

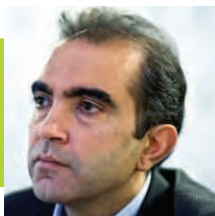
Session begins at: 09:00

Coffee Break (approximate): 10:00-10:30

Session ends at: 11:30

Snacks and coffee available at the Elis Regina Conference Lounge throughout the day

Keynote Speaker



BORHENE CHAKROUN

Section Chief, UNESCO

Borhene Chakroun is an engineer and has a PhD in Education Sciences from Bourgogne University in France. His academic work focuses on the recognition and validation of prior learning.

He has also worked as short-term consultant for the European Union, World Bank and other international organizations before coming to the European Training Foundation (ETF) in 2001.

He is now Head of the section in charge of TVET at UNESCO and is leading the implementation of the UNESCO TVET strategy adopted in 2009.

He coordinated the organization of the Third International Congress on TVET in Shanghai in 2012. Much of his most recent work focuses on global trends in reforming TVET systems.

PANELLISTS



DEBORAH ROSEVEARE

Head, Skills beyond School Division, Directorate for Education and Skills, OECD

Ms Deborah Roseveare is responsible for the Skills beyond School Division. Her responsibilities span the PIAAC Survey of Adult Skills, policy analysis and advice on more effective vocational education and training and higher education, working with countries to build more effective skills systems at national and local levels and the OECD Skills Outlook.

As Head of the Education and Training Policy Division between 2007 and 2011, she provided policy analysis and advice to help governments develop and implement more effective policies across all levels of education and training.



NORBERT SCHÖBEL

Team Leader, European Commission

Norbert Schöbel, studied both political sciences and business management. In July 2011, he joined the Directorate-General for Employment, Social Affairs and Inclusion where he coordinated the work of sectoral social dialogue at EU level.

Since July 2014, he has been in charge of work-based learning and apprenticeships and recently became Team Leader “Skills for the Young”, which also includes the work related to the “European Alliance for Apprenticeships”.



SHYAMAL MAJUMDAR

Head of UNESCO-UNEVOC

Mr Shyamal Majumdar has been the Head of the UNESCO-UNEVOC International Centre for Technical and Vocational Education and Training since 2011. He has worked in the field of TVET for over 20 years as Director General of Colombo Plan Staff College for Technician Education (CPSC) in Manila (2007- 2011); Professor and Head of the Computer Science and Engineering Department at the National Institute of Technical Teachers Training and Research (NITTTR) in Kolkata, India; Faculty Member of CPSC.

He has been engaged as expert in TVET in various capacities through his work in UNESCO Offices in Bangkok, Beijing, and Cairo, GTZ and INWEnt the Food and Agriculture Organization (FAO), the Asian Development Bank (ADB) and the Asian Development Bank Institute (ADBI), as well as the World Bank.

His areas of expertise are TVET, technical teachers training, Information and communication technology (ICT), total quality management (TQM), greening TVET, and qualifications frameworks towards quality assurance in TVET.



PROF. DR. REINHOLD WEISS

Deputy President and Head of Research of the Federal Institute for Vocational Education and Training - BIBB

Studies of economics, economic and social history, economic and business education theory, and vocational education theory at the University of Cologne; doctorate at the University of Cologne; honorary professor for vocational education theory at the University of Duisburg - Essen; working at the Cologne-based Institut der deutschen Wirtschaft ("IW") as deputy head of the Education Policy and Labour Market Policy research department and member of the Managing Board; appointed as Deputy President and Head of Research of the Federal Institute for Vocational Education and Training ("BIBB") in 2005; research is focused on initial and continuing vocational training, company training and personal development, labour market and economics of education.

AFTERNOON SESSION

PROSPECTIVE METHODOLOGIES FOR SKILLS DEVELOPMENT

Hosted by: SENAI/ILO-CINTERFOR

Location: Elis Regina Auditorium - Convention Palace

Capacity: 800 participants

Description: The education systems around the world face various problems of imbalances between supplying vocational training and the demand for skills derived from the production system.

There are several reasons such as the gap between academic curricula and the demands of industry and the difficulty of vocational training institutions to attract qualified students.

Part of the imbalances elapse from the vocational training institutions' difficulties to anticipate the demand for qualifications, since the processes of designing a course with new skills, training students, and inserting them into the labour market can take a long time.

The purpose of this session is to encourage the exchange of experiences between the institutions that are applying forecast methods and prospective foresight to anticipate demands for qualifications.

Audience: Leaders in education, government and industry from around the world

Session Format:

Panel 1: International Experiences

Panel 2: SENAI's Experiences

Panel 3: Experiences of Latin America and the Caribbean institutions that have been using SENAI's Prospecting Model

Conference language: English, Portuguese and Spanish

Simultaneous Translation: Available EN-PT, PT-EN, ES-EN, ES-PT

Ticketed event

Session begins at: 13:00

Session ends at: 17:00

No official coffee break - Snacks and coffee available at the Elis Regina Conference Lounge throughout the day.

PANELLISTS

BORHENE CHAKROUN

Section Chief, UNESCO

Borhene Chakroun is an engineer and has a PhD in Education Sciences from Bourgogne University in France. His academic work focuses on the recognition and validation of prior learning.

He has also worked as short-term consultant for the EU, World Bank and other international organizations before coming to the European Training Foundation (ETF) in 2001.

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Much of his most recent work focuses on global trends in reforming TVET systems.

KONSTANTINOS POULIAKAS

*Expert on Skills and Labour Markets at the European
Centre for the Development of Vocational Training (CEDEFOP).*

Konstantinos Pouliakas is an Expert in Education and Training at the European Centre for the Development of Vocational Training (CEDEFOP) and Honorary Lecturer at the University of Aberdeen Business School. He is the main project manager of CEDEFOP's skill mismatch agenda, while he also works on issues related to skills anticipation and skills obsolescence.

A graduate of St. Antony's College, University of Oxford, he completed his PhD studies as part of the Scottish Graduate Program in Economics in 2007, under a fully-funded EU Fellowship.

He has held positions as a Research Fellow at the University of Aberdeen, and as an Invited Lecturer at the University of Cyprus. He has also acted as a Research Intern at the Bank of Greece and HM Treasury.

LUIZ ANTONIO CRUZ CARUSO

Executive Manager for Studies and Forecasts at SENAI

Economist, holds a PhD in Science, Public Policies, and Development Strategies from the University of Rio de Janeiro; He also holds a Master's Degree in Industrial and Technology Economy and completed an Education and Work Economy post-graduation programme. He is currently an Executive Manager at the National Confederation of Industry Unit for Foresight Studies. He has been working with research planning and evaluation for 40 years.

DAVID KUPFER

Economist Federal University of Rio de Janeiro

David Kupfer, holds a PhD in Economics/UFRJ and is an Associate Professor at the Economy Institute in the Federal University of Rio de Janeiro (IE/UFRJ), where he coordinates the Research Group on Industry and Competitiveness (GIC).

He worked as an advisor for the President of the BNDES from November 2011 to March 2015. He coordinated the "Brazilian Industry Competitiveness Study" (1992-94), the "Integrated Industrial Chain Competitiveness Study" (2002) and was the General Coordinator for the "PIB Project- Investment Perspectives in Brasil " (2008-2010), among other research activities.

He received the ABDI Award for Industrial Policy, in the Academia category in 2006 and an honourable mention in the OEB Economist of the Year Award in 2014. He is also the editor for the REC - Journal of Contemporary Economics published by IE/ UFRJ, and a member of the Economic Council at FIESP and also writes for the Valor Econômico newspaper, among other activities.

PAULO BASTOS TIGRE

Federal University of Rio de Janeiro

Industrial economics and technology researcher for over 30 years, working with information and communication technology, technological foresights, Science and Technology policies, industrial organization and economic development. He is currently a professor at the Economics Institute at UFRJ.

His academic background includes a PhD in Science and Technology Policy (SPRU, University of Sussex), a Master's in production engineering (COPPE-UFRJ) and a BSc in Economics (UFRJ).

He works as a consultant for international and national organizations on topics related to innovation and public policy.

MARCELLO PIO

SENAI Specialist, Foresight Model

Industrial Development Specialist at CNI (National Confederation of Industry) in Brasilia, Brazil.

Expertise in technological observatory and prospective actions (future studies), developing technical and organizational prospective studies, vocational education, and occupational changes, technology and innovation indicators for industrial sectors, building perspective scenarios, and applying general prospective tools, to identify occupational and educational impacts in order to update vocational training and services according to the needs of Brazilian industries.

PhD in Chemical and Biochemical Process Technology and a Master's Degree in Chemical and Biochemical Process Technology. He worked as a teacher for the Euro-American University Centre.

AFONSO FLEURY

University of São Paulo

Professor at the University of São Paulo. His career was developed in the Department of Production Engineering, where he created the Work, Technology and Organization department.

He is Head of the Department and President at the “Fundação Vanzolini”. He developed studies and projects with the International Labour Organization, the United Nations University, UNDP/UNCTAD, among others.

His main research and publication topics include work organization, technology and engineering management, managing global operations and internationalization of companies in emerging countries.

He was a member of the Advisory Committees at the CAPES and CNPQ (National Counsel of Technological and Scientific Development).

MATÍAS BARROETAVEÑA

*Employment Secretary in the Ministry of Labor
and Social Security - Argentina*

Bachelor in political science (University of Buenos Aires). Master in public policy (UNSAM) and Master in Public Policy and Development Management (Georgetown University - Washington, USA).

Since 1997, he has directed the Urban Observatory Institute dedicated to research in Buenos Aires. He has taught political sciences and public administration at the University of Buenos Aires, University of Lomas de Zamora and Universidad Austral.

He has written many publications on State and Public Administration. He also had a public position as President for the Buenos Aires municipal auditing office.

He has worked as a legislative adviser for CABA and the directory for public service entities in Buenos Aires.

EVENING PROGRAMME

UNDERSTANDING THE UNEVOC NETWORK: A NETWORKING EVENING

Location: Partnership Hall - Convention Palace

Session begins at: 18:00

Session ends at: 20:00

Access will only be given to accredited Conference Programme participants

Would you like to get introduced, make short pitches to discover similarities, identify common challenges, explore synergies, and build partnerships with UNEVOC Centres in Asia and the Pacific, Africa, Arab, Latin America and the Caribbean, and Europe and North America, UNESCO's five regions? Do you have an idea for a project and are you looking for UNEVOC Centres to partner with? Then this reception is especially for you to create contacts and exchange ideas through a semi structured informal gathering.

This reception aims to create an open space for networking among participants around five main discussions with the Private Sector, NGO, Government representatives, and UNEVOC Centres across regions.

Please bring plenty of business cards, brochures, or short hand-outs (in English) about your companies or organizations and be ready for the experience.



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13 August 2015: Exploring Skills Excellence

Day at a glance:

	Event	Organizer	Times
Morning session	WorldSkills Leaders Forum - the Future of Skills Development and Excellence	WorldSkills	09:00-13:15
Afternoon session - option 1	VIP guided tour of the WorldSkills Competition	WorldSkills	13:30-15:30
Afternoon session - option 2	Brazil-Africa Skills Development Exchange Workshop	SENAI/World Bank	14:00-17:00

MORNING SESSION

WORLDSKILLS LEADERS FORUM - THE FUTURE OF SKILLS DEVELOPMENT AND EXCELLENCE

Hosted by: WorldSkills

Location: Jequitibá Room - Holiday Inn Hotel

Capacity: 500 participants

Description: Our society is evolving at a rapid rate. Processes are changing, tools are improving, and many industries are becoming obsolete.

To sustain success, organizations and workers must constantly seek to innovate. Join world-class futurist and expert on innovation and trends, Jim Carroll, as he explores the possibilities to improve our world with the power of skills.

This presentation will be followed by a panel of WorldSkills Champions who will offer their insight by responding to Jim Carroll's presentation.

Audience: Leaders in industry, government, education, and organizations, WorldSkills Members, sponsors and partners.

Session Format: Keynote presentation followed by a panel of WorldSkills Champions

Conference language: English

Simultaneous Translation: Available EN-PT

Ticketed event

Welcome reception starts at 08:30 at the Jequitibá entrance hall

Session begins at: 09:00

Lunch: 12:00

Session ends at: 13:15

No official coffee break - snacks and coffee available at the Jequitibá entrance hall until lunch is served.

EMCEE AND MODERATOR



STEPHANIE MCGOVERN

BBC Journalist

Award winning business presenter, Steph McGovern has been working in financial journalism for over 10 years and has been part of the BBC Breakfast family for the last two.

Steph travels all over the UK to cover economic and business news for the BBC and since joining Breakfast has broadcast live from over 200 businesses.

Whether she's talking to workers in factories or interviewing FTSE 100 Chief Executives in the studio, Steph makes it her mission to find out what's going on in the real economy. Along with her daily news duties, Steph is also involved in BBC community projects, such as BBC School Report.

She is a school governor in Teesside and regularly runs workshops for schoolchildren around the north east. And when she's not talking money or media, Steph is a former champion Irish dancer and still keeps her foot in, often attending international competitions, where she helps to coach dancers.

KEYNOTE SPEAKER



JIM CARROLL

Futurist, Trends, and Innovation Expert

Jim Carroll is one of the world's leading international futurists, trends, and innovation experts. He is known for providing strategic guidance and insight to some of the most prestigious organizations in the world for over twenty years.

Jim is recognized as a "thought-leader" and authority on: global trends, rapid business model change, business transformation in a period of economic uncertainty, and the necessity for fast-paced innovation.

During his presentations, he wakes people up to the trends that will affect them, and challenges them to cope with a world that continues to witness constant and dramatic change.

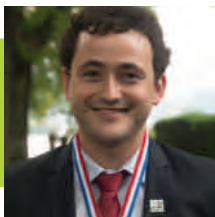
WORLDSKILLS CHAMPION PANELLISTS



LUCQ POST

Landscape Gardener, Netherlands

Lucq Post has a passion for creating environments. He studied landscape gardening and was thrilled to represent the Netherlands in the Landscape Gardening competition at WorldSkills Leipzig 2013. Following his WorldSkills experience, Lucq pursued further education in Environmental Studies. His passion for creating environments and studying their impact on the environment led Lucq to start his own landscape gardening business. Lucq is an active member of the Skills Netherlands Alumni and a Member of the WorldSkills Champions Trust, where he brings passion, ideas, and humour to every situation.



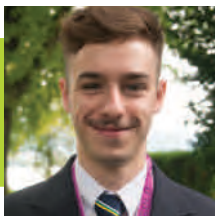
VICTOR SIMON

Mechanical Engineer, France

From a young age, Victor Simon has been intrigued by machines that are able to operate on their own. They could be model trains or cars, but they all interested him and he needed to see how they were constructed and worked.

The machines have become a resource library for his future designs. Victor has competed in numerous regional and National competitions in France as well as competing at WorldSkills Leipzig 2013 in Manufacturing Team Challenge.

Victor maintains an active role in the WorldSkills community as a member of the France Alumni, member of the WorldSkills Champions Trust and he also coaches future robotics and mechatronics Competitors.



RICARDO VIVIAN

Graphic Designer, Brazil

Ricardo Vivian was a Competitor at the 42nd WorldSkills Competition in Leipzig, Germany in 2013. He competed in Graphic Design Technology and was awarded the gold medal. At the end of 2013, Ricardo decided to move to Sydney, Australia to help improve his English. He began working as an Art Director in a publishing house where he was responsible for the design of two magazines.

Ricardo has found that common interests and goals can help join people from different cultures together. A good example is the WorldSkills Champions Trust project that he has been collaborating on.

This project gives him the opportunity to work with top professionals from different areas, cultures, and countries.



KATIE WRIGHT

Beauty Therapist, United Kingdom

Katie Wright has been involved in WorldSkills since 2009 on both a National and International level. She has competed in regional and national competitions in Beauty Therapy.

Katie Wright earned her spot to represent Team UK at WorldSkills Leipzig 2013 and received a Medallion for Excellence. Katie currently works at a beauty salon in Cambridge, UK. She runs a training academy in eyelash extensions, and she stays actively involved as a judge, trainer, mentor for WorldSkills UK Competitions, and is a member of the WorldSkills Champions Trust.



MUHAMMAD SUFYAN ZAINALABIDIN

Mechanical Engineer, Singapore

Sufyan participated in the 39th WorldSkills Competition held in Shizuoka, Japan in November 2007. He became the first Singaporean to strike gold in the skill competition of Mechanical Engineering Design - CAD (Computer-Aided Drawing).

Sufyan has completed a BSc in Mechanical Engineering at Nanyang Technological University of Singapore. Sufyan was selected to help pioneer the WorldSkills Champions Trust (WSCT) initiative.

Sufyan hopes that with the WorldSkills Champions Trust, Champions become more actively engaged beyond the Competition, creating a sustainable future with continuous knowledge sharing and skills.

AFTERNOON SESSION

GUIDED VIP TOUR OF THE COMPETITION

This Guided VIP Tour of the Competition has been designed for WorldSkills Leaders Forum participants to ensure they have an enhanced and unique experience. Through a planned itinerary through the six sectors in the Competition, we intend to promote a better understanding of the WorldSkills Competition and skills.

- *Schedule: 14:00*
- *Groups of 20*
- *Duration: 2 hours*
- *Meeting point: Jequitibá Hall - Holiday Inn Hotel*

Additional tours are available on the afternoons of 12 and 14 August, more information on the Alternative Options for Afternoon session.

BRAZIL-AFRICA SKILLS DEVELOPMENT EXCHANGE WORKSHOP

Hosted by: SENAI/World Bank

Location: Elis Regina Auditorium - Convention Palace

Capacity: 800 participants

Description: *In order to reap the full benefits of economic growth, sub-Saharan African (SSA) countries need to curb unemployment and reduce poverty, which will in turn result in an increased consumer base that will support further growth.*

All SSA countries have institutions in place to provide technical and vocational education and training (TVET), operating in a variety of organizational setups and there is broad consensus that most national TVET systems can be improved through targeted policies.

SENAI is Brazil's largest TVET institution and one of the largest in the world. SENAI exchanges TVET expertise with analogous institutions in the African continent.

Audience: *Representatives from African countries and anyone interested in learning about the World Bank concept*

Session Format: *Workshops - Discussion Group*

Conference language: *English and Portuguese*

Simultaneous Translation: *Available EN-PT and PT-EN*

Ticketed event

Session begins at: *14:00*

Session ends at: *17:00*

No official coffee break - snacks and coffee available at the Elis Regina Conference Lounge throughout the day.

SPEAKERS

FELIPE MORGADO

*Executive Manager for technical and technological education
at SENAI's headquarters in Brasília*

Morgado has a career in education, planning, budgeting, and management, with experience in non-profit organizations, education institutions, and managing large federal government programmes. He holds a bachelor's degree in Management from the Brasília Catholic University, an MBA in Financial Control and Finances, and a graduate degree in project management by the Getulio Vargas Foundation.

FERNANDO JOSÉ MARRONI DE ABREU

Director General of the Brazilian Cooperation Agency (ABC)

Fernando José Marroni de Abreu was Brazil's Ambassador to Jordan and Brazil's alternate representative at FAO before assuming the post of ABC's Director General. ABC functions under the Ministry of External Relations of the Brazilian government and is in charge of all international technical cooperation involving Brazil and other countries.

MARCELO FERES

*Secretary of Professional and Technological Education at the
Ministry of Education*

Marcelo Feres graduated from the Faculdade de Filosofia de Campos with a bachelor degree in Mathematics and holds Master degree in software engineering from the Vrije Univesiteit Brussel, Belgium, and from the École des Mines de Nantes, France. Mr. Feres has served the Ministry of Education since 2008, in positions that include that of Director of Integration of Professional and Technological Networks.

14 August 2015: Global Policies and Innovation

Day at a glance:

	Event	Organizer	Times
Morning session	International Ministers Conference - 21st century initiatives to foster technical and vocational education	Brazilian Ministry of Education and WorldSkills São Paulo 2015	09:00-12:00
Afternoon session - option 1	Creating a Joint Vision on Skills Development	BRICS	14:00-17:00
Afternoon session - option 2	A Glimpse at Industry's Future Skills and Technologies	WorldSkills International Global Partners	14:00-17:00

MORNING SESSION

International Ministers Conference - 21st century initiatives to foster technical and vocational education

Hosted by: Brazilian Ministry of Education and WorldSkills São Paulo 2015

Location: Elis Regina Auditorium - Convention Palace

Capacity: 800 participants

Description: Recognizing the potential of technical and vocational education and training (TVET) in supporting rapid demographic and technological changes, countries are prioritizing TVET and more broadly skills development as a key strategy to address youth unemployment and sustainable development.

Central to the skills development agenda beyond 2015 is to ensure that all young people and adults have equitable access to learning opportunities and possess skills, knowledge, and competencies that are recognized and relevant for work and further professional and personal development.

This forum will expand the debate by looking beyond 2015 education goals and the future agenda for TVET. Experiences from Brazil, South Korea, Russia, Germany, Colombia, and the Netherlands will facilitate global dialogue on repositioning TVET in the post-2015 education context and development agenda.

Audience: Ministries of Education, Labour, and Skills, Educational institutes, Governmental bodies, Industry Organizations and WorldSkills Members

Session format:

Panel 1: Making youth employable

Panel 2: Achieving development and competitiveness

Conference language: English and Portuguese

Simultaneous Translation: Available EN-PT and PT-EN

Ticketed event

Session begins at: 09:00

Session ends at: 12:00

No official coffee break - snacks and coffee available at the Elis Regina Conference Lounge throughout the day.

AFTERNOON SESSIONS - OPTION 1

CREATING A JOINT VISION ON SKILLS DEVELOPMENT

Hosted by: SENAI/BRICS (Brazil, Russia, India, China and South Africa)

Location: Elis Regina Auditorium - Convention Palace

Capacity: 800 participants

Description: In recent years, Brazil, the Russian Federation, India, China, and South Africa - BRICS - have transformed the world map of education, bringing millions people into schools, establishing centres of world-class learning, driving innovation, and sharing expertise and knowledge.

During the sixth annual BRICS Summit, held in Fortaleza, Brazil, in July 2014, BRICS leaders affirmed the strategic importance of education for sustainable development and inclusive economic growth.

They also pledged to strengthen cooperation among them. The seminar aims to create a common vision for the future of skills development in its countries.

Audience: Leaders in education, government and industry from around the world

Session Format: Speaker followed by a panel

Conference language: English

Simultaneous Translation: Available EN-PT

Ticketed event

Session begins at: 14:00

Session ends at: 17:00

No official coffee break - snacks and coffee available at the Elis Regina Conference Lounge throughout the day

SPEAKERS

SUSANA CARRILLO

Senior Specialist at the World Bank

Susana is the Senior Specialist at the World Bank and Senior International Development Executive with multidisciplinary experience working across sectors and practices. Before joining the World Bank, she worked for the United Nations Development Program in West Africa, Central America, and New York on socio-economic development and inclusive growth. She has a Master's Degree in International Development from the Graduate Institute of International and Development Studies, Geneva and a Master's Degree in International Development and Public Policy from the Fletcher School of Law and Diplomacy, Tufts University.

PAVEL LUKSHA

Professor of Practice at SKOLKOVO Moscow School of Management

Member of Expert Council of the Agency for Strategic Initiatives, co-founder of Russian Research and Development Directors Club. Expertise in education and mentoring of technological start-ups and executive teams focused on research and development and innovation.

Leader of Education 2030, Skills 2030, and NeuroWeb Foresight projects, author of Future Agendas for Global Education and Navigator through Jobs of the Future, and creator of Rapid Foresight methodology.

Co-leader of RF Group, a think-and-do tank in education. In 2012 and 2013, Luksha co-founded and directed a Russian Foresight Fleet programme (largest future-awareness education project in the world). Research in evolutionary economics, information theory, and systems thinking.

MARCELLO PIO

*Industrial Development Specialist at CNI (National Confederation of Industry)
in Brasília, Brazil*

Expertise in technological observatory and prospective actions (future studies), developing technical and organizational prospective studies, vocational education and occupational changes, technology and innovation indicators for industrial sectors, building perspective scenarios and applying general prospective tools, to identify occupational and educational impacts in order to update vocational training and services according to the needs of Brazilian industries.

He holds a PhD in Chemical and Biochemical Process Technology and a Master's degree in Chemical and Biochemical Process Technology. He worked as a teacher at the Euro-American University Centre.

AFTERNOON SESSIONS - OPTION 2

A GLIMPSE AT INDUSTRY'S FUTURE SKILLS AND TECHNOLOGIES

Hosted by: WorldSkills International Global Partners

Location: Auditorium 9 - Convention Palace

Capacity: 284 participants

Description: WorldSkills provides a unique opportunity for young skilled professionals, industry experts, governmental bodies, and educational institutions to network with leading skills related organizations.

This group of organizations, known as WorldSkills Global Partners, offer support and opportunities to the WorldSkills network.

Join them during the WorldSkills Conference Programme 2015 as they offer a glimpse into the future of their industry and organizational activities.

Session topics will include bridging the skills gap, skills related activities for youth, the future of work and new models for education.

For full speaker bios please visit the website:

www.worldskillssaopaulo2015.com/en/events/conference/

SPEAKERS



DR GAYLE SCHUELLER

3M's Vice President of Global Sustainability

3M: FUTURE SKILLS AND TECHNOLOGIES - OFFERING AN INNOVATIVE AND SUSTAINABLE APPROACH

3M is an organization that continually innovates. However, developing innovative products is one thing. Developing innovative products and solutions that help industry meet or exceed legislative environmental and social targets is another.

Through a series of videos, strong graphics and passionate words, 3M will illustrate their commitment to supporting skills development through their 'every life' ambition.



DAVID LANDON

*Manager of Welding Engineering for
Vermeer Corporation*

AWS: BRIDGING THE SKILL GAP

In the USA, AWS (American Welding Society) is doing several things to address this, such as SENSE, AWS Learning, WeldEd, Boy Scout Merit Badge, Girl Scouts, Careers in Welding trailer, Ironman comic book, Careers in Welding.com, JobsinWelding.com, Women in Welding, WeldLink, and of course scholarships! Our goal with WorldSkills is to take this to a global effort.



PEGGY SNYDER

Director Strategic Partners and Initiatives

AUTODESK: THE POWER BEHIND A NEW LOOK AT SKILLS

Through the power of the cloud, students are able to design, simulate, and analyse like never before.

With cutting edge 3D software, digital design tools, project based learning materials, and 3D printing technology from Autodesk, students can bring these ideas to life through real-world projects.

The initiative, "A New Look at Skills", will be part of the WorldSkills São Paulo visitor experience. This initiative is a collaborative project between Autodesk, SENAI, and the WorldSkills Foundation that showcases the full potential of digital design software. "A New Look at Skills" brings a wide range of skills to life and demonstrates how digital design tools can be used to support a paradigm shift across education pedagogy.



RICARDO SANTOS

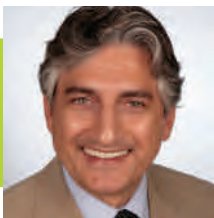
Business Development Lead for Brazil and South America - Education Market

CISCO: THE FUTURE OF WORK. CREATING GLOBAL PROBLEM SOLVERS WITH THE SKILLS TO THRIVE

The growth in connections between people, process, data, and things - the Internet of Everything - is creating unprecedented opportunities for people and businesses.

At the same time, the rapid pace of change driven by digital convergence is challenging all of us in shaping our economic future. Our society is experiencing a rise of an underutilized workforce, a shortage of technical talent and new requirements of expertise in making the transition to the digital economy.

At Cisco, we believe that a solid STEM foundation along with critical thinking, collaboration, and problem solving skills, is essential for youth to succeed in the digital economy.



DR. NADER IMANI

CEO, Festo Didactic Inc., Festo Didactic Ltd, Head of Global Education Festo Didactic GmbH & Co.KG

FESTO: AQUATRONICS, A REFLECTION OF GREEN INDUSTRIAL SKILLS TO SUSTAIN DEVELOPMENT OF URBAN REGIONS

For the first time of history, more than half of the world's population live in cities and the trend of urbanization is growing. The increasing consumption of fresh water and the demand for recycling of wastewater create opportunities to implement new education programs while producing jobs in the field of water technology.

Aquatronics aims to combine the largest common denominator of professions and specialities related to water and wastewater into one profession, which serves as the basis for further specialized use of water in human life. Employment of aquatronic technicians will help urban regions to contribute towards Millennium Development Goals Post 2015 and offer citizens to have access to drinking water.

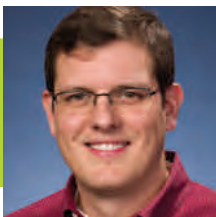


LEAH FRIBERG

Global Education and Public Affairs Manager, Fluke Corporation

FLUKE: EVOLUTION IN THE WORKFORCE

Join Leah Friberg, Global Education and Public Affairs Manager with Fluke Corporation, as she discusses the profile of the next generation of workers, skills needed in the changing workforce, and the use of technology in the workforce.



DR JASON SCALES

Manager, Educational Services for the Lincoln Electric Company

LINCOLN ELECTRIC: A NEW MODEL FOR WELDING EDUCATION

The welding industry today is being challenged with a high demand for workers with the appropriate skills coupled with a surge in technology that is challenging the education system.

Many new technologies have been developed to decrease the amount of training time and increase comprehension of students. Additionally, the welding market has matured in some regions of the world burdening the education and training programs more.

In this session, we will examine the technologies currently available and discuss ways to successfully integrate them into a welding education program.

By examining how these technologies are used and how curriculum is developed there are ways to meet these challenges.



PATRICK ATKINSON

Global Marketing Manager

SAINT-GOBAIN: VIRTUAL REALITY AS A TRAINING TOOL

Saint-Gobain, as part of its leadership position, has for many years provided installer training both in their training centers around the world and on construction sites. This training can be slow, capital and labour intensive and the results are often not measurable.

As the shortage of construction skills across the world becomes more critical the need for practical training has increased especially in fast growth markets. Over the past 18 months, Saint-Gobain has embraced the world of virtual reality in their drywall business and this presentation demonstrates these results, how virtual reality is changing the face of practical training, and discusses how this can be integrated in to VET programmes.



DR JI OH SONG

*Secretary General of Samsung Skills, Senior
Advisor and EVP of Samsung Electronics*

SAMSUNG: SAMSUNG'S SKILLS, RELATED ACTIVITIES FOR YOUTH

Samsung has been consistently supporting youth to fulfil their dreams and hopes through skills excellence since 2007. For that, Samsung has committed to skills-related activities supporting the VET community.

These are focused on six areas including sponsoring the WorldSkills Competition and Korea National Skills Competition, hiring young skilled professionals, training Competitors at its three Skills Training Centres, hosting Samsung Skills Competitions for skilled employees, co-working for Samsung's skills-related CSV activities with stakeholders, and networking with global WSI community for skills excellence. Samsung would like to share how the work with skilled youth has been performed including the cooperative skills-related CSV projects at the Forum.



ROLAND SCHEUERER

*Head of Siemens Automation Cooperates
with Education (SCE)*

SIEMENS: COOPERATING WITH SIEMENS TO BUILD A HIGH-POWERED VOCATIONAL AND PRACTICE ORIENTED EDUCATION SYSTEM - BASED ON THE GERMAN EDUCATION MODEL

Siemens AG (Berlin and Munich), established in 1864, is a global leader in electronics and electrical engineering. Through the extensive Siemens Automation Cooperates with Education (SCE) project, training institutes worldwide are profiting from our know-how and broad-based offers. As a Global Industry Partner, we join forces with WorldSkills International to enhance the quality of vocational training worldwide. The German education model, based on the concept of vocational excellence is a model worthwhile to explore and to start discussions on how to share it. Let us improve the education reality of millions of individuals around the globe, and with that, their standard of living.

Audience: *Industry leaders, WorldSkills Members, Educational institutes and Government representatives.*

Session format: *Brief presentations by eleven international corporations followed by a questions and answers period*

Conference language: *English and Portuguese*

Simultaneous Translation: *Available EN-PT and PT-EN*

Ticketed event

Session begins at: 14:00

Coffee Break (approximate): 15:15-15:45

Session ends at: 17:00

Snacks and coffee available at the Elis Regina Conference Lounge throughout the day

15 August 2015: Skills Development Initiatives

Day at a glance:

	Event	Organizer	Times
Morning session	Seminars on Countries Approaches to Skills Excellence and Development	WorldSkills International	09:00-12:40

MORNING SESSION

SEMINARS ON COUNTRIES APPROACHES TO SKILLS EXCELLENCE AND DEVELOPMENT

Hosted by: WorldSkills International in collaboration with United Kingdom, Switzerland, Finland, and Hong Kong.

Location: Elis Regina Auditorium - Convention Palace

Capacity: 800 participants

For full speaker bios please visit the website:

www.worldskillssaopaulo2015.com/en/events/conference/

Session 1: United Kingdom - WorldSkills London 2011 Legacy and beyond

Description: Following WorldSkills London 2011, the UK supported a series of skills competition development projects aimed especially at improving the profile and uptake of vocational skills training and raising standards.

This session will explain how the UK has used the projects to identify and develop the many benefits which participation in skills competitions bring, for individuals, for businesses, for education institutions and for the wider economy.

The projects have been conducted by experts with excellent knowledge of skills competitions, including Oxford University and the national Association of Colleges and combine rigorous research with practical application.

Session 1 speakers:



DR. SUSAN JAMES RELLY

Deputy Director of the Skills, Knowledge and Organisational Performance (SKOPE) research centre

CHRISTINE DOUBLEDAY

Interim Director of Education and Development



SESSION 2: AUTOMOTIVE TRAINING FOR SMALL AND MEDIUM ENTERPRISES (SMES) IN HONG KONG

Description: *The presentation will highlight the practical skills training services provided by the Pro-Act Training and Development Centre (automobile) and how the Centre can help meet various industry-specific needs of SMEs in Hong Kong.*

The topic will be further illustrated with recent craftsman training services offered to the automobile industry, supporting practitioners' lifelong professional development, and leading to "Mastery for Success", which in turn helps satisfy the industry workforce requirements and sharpen competitiveness of the SMEs in Hong Kong.

Session 2 speaker:

ALAN TANG

*Project Manager (Engineering Discipline),
Vocational Training Council*



Session 3: Switzerland - Future international challenges in technical and professional education and training (VPET)

Description: *What do we know? What should we expect? What could we share? The seminar's goal is not only to identify general future challenges in vocational and professional education and training (VPET) for learners, companies, and society.*

After presenting the Swiss perspective on international trends, challenges, and possible solutions in VPET, participants are also invited to share their expectations and country specific views.

By discussing good practices and innovative measures, this seminar will inspire you to rethink one's point of view and to foster the international dialogue on promising concepts to meet different future challenges in VPET. Do not only copy and paste successful models, transfer the spirit!

Session 3 speakers:



DR. THERESE STEFFEN GERBER

Head of the Division "Cooperation in Education" at the Swiss State Secretariat for Education, Research and Innovation (SERI)

JEAN-PASCAL LÜTHI

Vice-director and Head of the Division "Upper-Secondary Education" at the Swiss State Secretariat for Education, Research and Innovation (SERI)



SESSION 4: FINLAND - UTILIZING SKILLS COMPETITIONS IN DEVELOPING TECHNICAL AND VOCATIONAL EDUCATION AND TRAINING TO MEET FUTURE CHALLENGES

Description: Finland has a long history in utilizing skills competitions to develop VET. The achieved results are mainly based on a comprehensive and integrated approach: skills competitions are linked with the processes of VET on all levels, from VET policy level to vocational colleges. This approach also requires continuous dialogue with all the stakeholders involved.

As the exchange of practices and ideas is extremely important, this session has been constructed based on dialogue. In addition to the two main speakers, there are two commentators representing the Finnish industry and VET organizers. The audience is also encouraged to share their own experience.

Session 4 speakers:



MIKA TAMMILEHTO

PhD - Director of Vocational Education and Training,
Ministry of Education and Culture

SEIJA MAHLAMÄKI-KULTANEN

Dean in the school of professional
Teacher Education in Häme University of Applied
Sciences, HAMK



Audience: Members, stakeholders, partners, educational institutes, governmental bodies, and industry organizations

Session format: Four 45 minute seminars

Conference language: English

Simultaneous Translation: Available EN-PT

Ticketed event

Session 1: 09:00-9:45

Session 2: 09:50-10:35

Coffee Break (approximate): 10:35-11:05

Session 3: 11:05-11:50

Session 4: 11:55-12:40

Snacks and coffee available at the Elis Regina Conference Lounge throughout the day.

16 August 2015 Explore São Paulo - City Tour

Day at a glance:

	Event	Organizer	Times
Morning session	São Paulo City Hour	WorldSkills São Paulo 2015	09:00-15:00

Enjoy a city tour through São Paulo where Conference Programme participants

will get the chance to know more about the city considered the major financial, corporate, and commercial centre in South America.

This tour includes understanding a bit more about the history of the city of São Paulo during four hours, visiting important sites in São Paulo such as: Historical Center - Sé Cathedral, Pátio do Colégio, São Bento Monastery, Martinelli Building, Altino Arantes Building (Banespa Building), Anhangabaú Valley, Municipal Theatre, Viaduto do Chá, and then the Luz Station, Luz Park, Pinacoteca, Municipal Market, Paulista Avenue, Ibirapuera Park and finally a two hour lunch break at the Fogo de Chão traditional steakhouse.

Departure Location: Main entrance - Elis Regina Auditorium (Convention Palace)

Schedule: Departure at 09:00 - Arrive 20 minutes before to pick up accreditation badges at the Elis Regina Conference Lounge - Information Desk. Our team will guide groups to their specific busses.

Duration: Four hours, with a lunch break

Food Service: Lunch will be provided as part of the tour.

The city tour will be conducted in English

Guidelines: Participants must carry their accreditation badge with them at all times during the tour.

3. ALTERNATIVE OPTIONS FOR THE AFTERNOON

3.1 Guided tour of the Competition

The Guided Tour is designed to ensure participants have an enhanced and unique experience of the Competition. Through a planned itinerary in the six sectors of the Competition, the main objective is to promote a better understanding about the WorldSkills Competition and movement.

Date: 12, 14 and 15 August (C1, C3 and C4)

Duration: Two hours

Schedule: Departures beginning at 14:00 (on demand basis) Groups of 20 people

Meeting point: Visitor Lounge - Convention Palace

To arrange a tour please see one of the tour guides in the Visitor Lounge or contact Alex Musial, alex.musial@worldskills.org.

3.2 Restaurant service for guests

Get ready to be part of the Competition! One of the 50 skills, Restaurant Service, needs real people to participate in the competition.

Restaurant Service Competitors are required to demonstrate excellent skills in food and drink service, preparing food in front of customers, mixing international drinks, and tending bars.

This skill competition offers a unique opportunity for visitors to have a hands-on experience during WorldSkills São Paulo 2015. Each Restaurant Service Competitor must participate in four dining categories: Casual Dining, Fine Dining, Banquet Dining, and Bar Service.

If you are interested in learning more or participating in the Restaurant Service competition, please contact Alex Musial, alex.musial@worldskills.org.

Date: 12-15 August

3.3 Industry or SENAI school technical visit

During the Technical Visits to Industries or SENAI Schools, scheduled for the afternoons on 12 and 14 August (C1 and C3), participants can choose to visit an industry or school.

The list with the technical visit information will be available at the Information Desk in the Elis Regina Conference Lounge, where interested participants must book their participation in advance, in order to participate in the visit.

The groups will have up to 20 people and a specialized team will welcome and guide participants during the activity.

Some presentations will be conducted in English and others in Portuguese, translation will be provided for all tours.

Departure Location: Main entrance - Elis Regina Auditorium (Convention Palace)

Schedule: Departure at 13:00 - Arrive 20 minutes before so that our team can direct the groups to their busses.

Duration: Four hours

Guidelines: Participants must carry their accreditation badge with them throughout the tour. It is recommended to wear comfortable clothes, pants, and low closed-toe shoes. Participants must respect the safety rules at each location. This activity involves a lot of walking and exposure to industrial environments.

4. SAFETY AND EMERGENCY PROCEDURES

Purpose

The purpose of these procedures is to ensure, as much as possible, the safety, health, and well-being of the participants, workers, students, and visitors during WorldSkills São Paulo 2015.

In order to comply with the relevant Brazilian legislation, the WorldSkills Health, Safety, and Environmental policy and guidelines were prepared and distributed, and all of the spaces have emergency alert systems installed. An Emergency Control Team is organized and trained to help out with possible occurrences.

Security

Access and circulation areas in different event spaces will be monitored through internal circuit monitoring. The recorded images are confidential and will be stored for future procedures.

Medical service

In order to assist all of the WorldSkills São Paulo 2015 participants, we will have seven advanced medical assistance points in the venue, distributed in strategic positions as shown in the specific map in this handbook. There will always be ambulances for quick assistance, with mobile intensive care units and four basic support units, during the Competition's official operating hours at the Competition venue, as well as in the hotels in which participants on packages are staying.

In addition to the ambulances, we will have a large team of civil firefighter-rescuers, trained to provide first aid and rescue services. These firefighters will be positioned in strategic locations, according to the event risk maps.

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Emergency measures

The WorldSkills São Paulo 2015 Competition Organizer guarantees that there are emergency plans and measures in place throughout the entire Competition venue. During the event, our emergency control team will take on the necessary safety precautions in the following situations:

1. Organize a rescue chain for cases where there are injuries or accidents;
2. Chemical/spill/gas leak contamination;
3. Alarm and Emergency Plan.

5. WHO IS WHO

5.1 WorldSkills São Paulo 2015 Executive Committee

Frederico Lamego - CEO

Osvaldo Borges - Deputy CEO

Gustavo Rosa - Development Manager

Gustavo Leal - SENAI Operations Director

Rafael Lucchesi - SENAI General Director

Marcos Gamboa - Operations Manager

Paulo Colaço - Financial Manager

5.2 WorldSkills International Board of Directors

Simon Bartley (UK)	<i>President</i>
Jos de Goey (NL)	<i>Vice President for Strategic Affairs</i>
Stefan Praschl (AT)	<i>Vice President for Technical Affairs</i>
Roberto Spada (BR)	<i>Vice President for Special Affairs</i>
San-Quei Lin (TW)	<i>Vice Chair of the Strategy Committee</i>
Michael Fung (HK)	<i>Vice Chair of the Technical Committee</i>
Terry Cooke (CA)	<i>Treasurer</i>
Rafael Lucchesi (BR)	<i>Ex officio WorldSkills São Paulo 2015 Ali</i>
Ali Al Marzouqi (AE)	<i>Ex officio WorldSkills Abu Dhabi 2017</i>

5.3 WorldSkills Secretariat

NAME	Organization	POSITION
David Hoey	WorldSkills International	Chief Executive Officer
Sarah Rogers		Executive Assistant to the CEO
Katherine Pilcher		Finance and Logistics Manager
Michelle Bussey		Communications, Marketing, and Special Events Director
Laura London		Communications Manager
Alex Musial		Conference and Projects Manager
Jane Stokie		Technical Director
Luise Kühnel		Technical Assistant
Alexander Amiri		Sponsorship and Partnership Director
John Cox		Information Systems Senior Manager
Adam Walsh		Senior Software Developer
Joni Aaltonen		Senior Web Developer
Fabian Vogler		Digital Media Developer
Ellen Coppens		Member Services Liaison
Sean Kearney	WorldSkills Foundation	Project developer
Grace Lung		Project developer
Nuria Portland		Secretary

6. SPECIAL THANKS

6.1 To the volunteers

Our extra special thanks go to the 800 volunteers who chose to donate their time, efforts and talent for more than a week to ensure that all of the participants and visitors are cared for and receive the necessary support.

Saying “thank you” is not enough to express the joy and satisfaction we feel to have them helping us throughout the event. After all, it is a 212,000 m² area with approximately 200,000 visitors, and this great experience will only be possible with help from so many volunteers.

WorldSkills São Paulo 2015 volunteers chose the mission of contributing to the development of vocational education in Brazil and the world. In practical terms, this was represented through the support they provided to Competitors from all Delegations, helping with language differences in order to not hinder communication; organizing photos and videos; helping to guide the flow of people in the restaurants; and helping to conduct public visits and support activities in the skill Competitions. The goal is to have a volunteer available whenever someone needs help.

All volunteers are aware that volunteering is the best way both to help others and to help themselves. Volunteering is a great learning experience, a fulfilling way to spend time, and a clear example of social responsibility.

We are sure that the participation certificates delivered to our volunteers will be more than celebrated, because besides being an integral part of the event, volunteers know that they performed an amazing and valuable job!

6.2 To partners

WorldSkills São Paulo 2015 is pleased to collaborate with major partners for the 43rd WorldSkills Competition, the greatest vocational education and skills excellence Competition in the world, held in Latin America for the first time. The Competition was made possible by a strong partnership between the National Service for Industrial Training (SENAI) and WorldSkills International, and both entities sincerely thank all of you for your attention and support as co-organizers, partners, and sponsors.

We would like to begin by thanking our co-organizer partner from the Industry System, SESI (Industrial Social Service), for collaborating in organizing the Competition, not only financially but also by providing expertise and sharing skilled labour with SENAI. Other essential partners helping to build the select team of Competition Organizer employees were the 27 regional SENAI divisions, which provided the Workshop Managers and Workshop Sector Managers for all of the skills, and supported us with employees for the technical and service departments. We would also like to thank our government and institutional partners. Our

partnership with all three-government levels and especially with the Ministry of Education, the Chief of Staff Office (Casa Civil), and the International and Federative Affairs Department in São Paulo was essential to connect with strategic stakeholders and make this Competition feasible. Conselho do Sesi, Sebrae (Brazilian Micro and Small Business Support Service), and SENAC (National Service for Industrial Training) are institutional partners that work together to coordinate actions that promote Brazilian Vocational education.

Special thanks to our national and international sponsors. Support from these companies made the Competition and side events possible and added expertise, perspective, and innovation to all we experienced.

Thanks to all of these well-orchestrated commitments. We are proud to launch WorldSkills São Paulo 2015, believing in the success of this week dedicated to promoting Vocational Skills Education!

6.3 To WorldSkills São Paulo 2015 Sponsors and Global Partners

WorldSkills International and WorldSkills São Paulo 2015 are honoured to receive support from the WorldSkills Global Partners. We thank Samsung, the official Overall Event Presenter, Stanley Black & Decker, 3M, AWS (American Welding Society), Autodesk, Cisco, Festo, Fluke, Lincoln Electric, Saint-Gobain, and Siemens. As Global Partners, these renowned companies are already individually involved in education and training initiatives in various markets around the world. Associating these organizations with the WorldSkills mission is gratifying, and it is certainly very important in making the WorldSkills Competition possible.

Surely, this contribution adds value to all stakeholders involved, as it provides an opportunity for entities to talk directly to each other, adopt best practices to promote education, encourage vocational skills education globally, and increase skilled labour in industry. At the same time, the Competition gives these partners the opportunity to develop avenues of collaboration that sustain the success of the Competition and ensure we realize our vision.

Besides Global Partners, it is also very important to highlight the presence and interest of participating Brazilian and international companies. The support and contribution that these organizations and institutions provide will significantly affect the skill competitions, the tools used by Competitors, and the specific services available to make the Competition possible. These partnerships encourage our collective success.

Publishing information

Graphic Design: LOWFAT

Content: WorldSkills São Paulo 2015 Competition Organizer



WorldSkills São Paulo 2015 will have two types of garbage collectors:
RECYCLABLE (paper, plastic, tetrapak and other materials);

NON-RECYCLABLE (WASTE): (napkins, Styrofoam, food scraps, aluminum foil).
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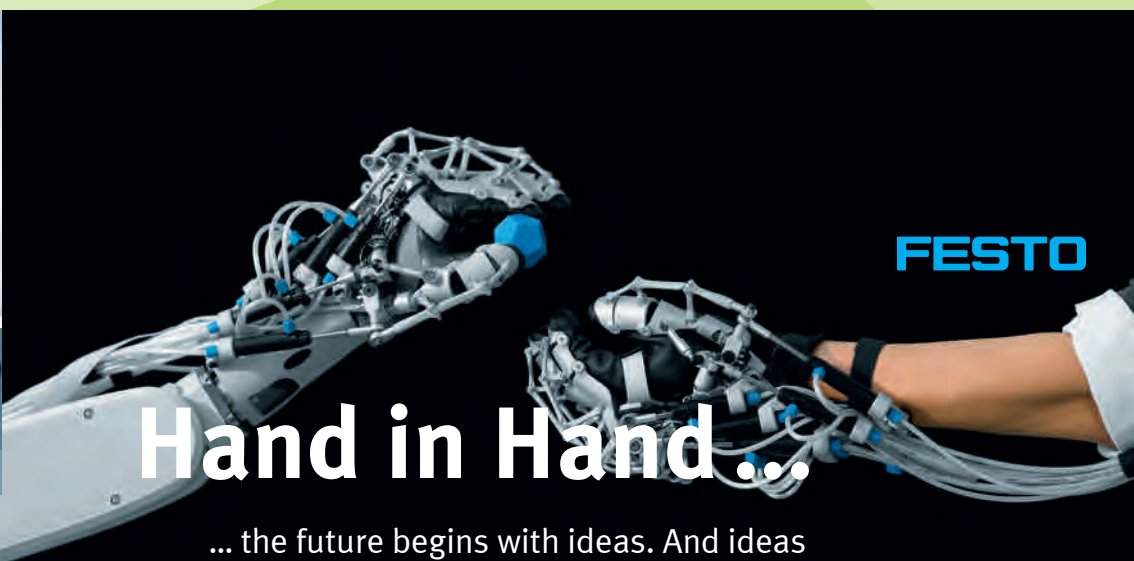


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