world skills
SãoPaulo2015

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

WORLDSKILLS SÃO PAULO 2015

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

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

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

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

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

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

The Competition is also an opportunity for industrial and governmental leaders and experts to gather and exchange information on best practices in vocational education, inspiring young students to dedicate themselves to technical careers and prosper towards a better future.

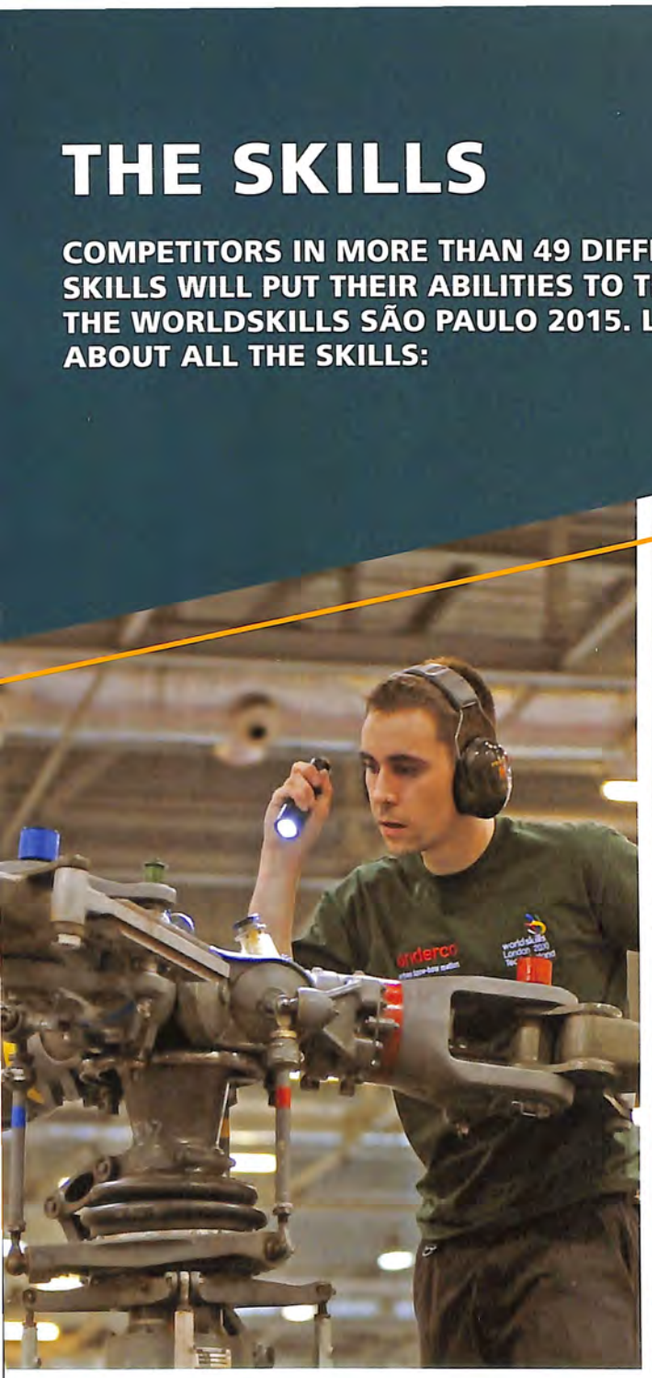
In 2015, the WorldSkills Competition will take place in Latin America for the first time.

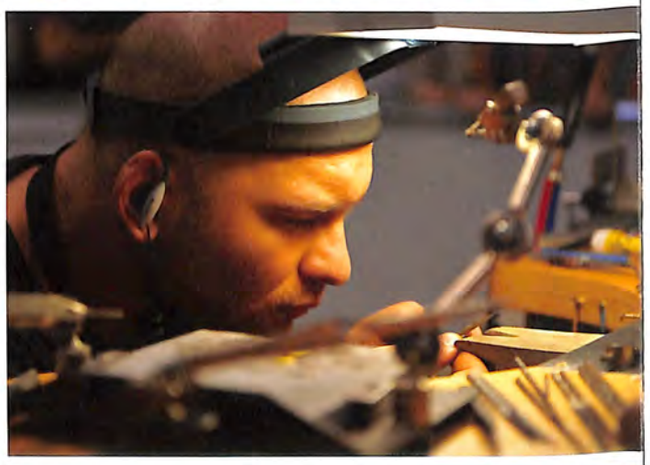
The 43rd edition will gather approximately 1,200 competitors/students from over 50 countries.

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

THE SKILLS

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





CONSTRUCTION AND BUILDING TECHNOLOGY

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

CREATIVE ARTS AND FASHION

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

INFORMATION AND COMMUNICATION TECHNOLOGY

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

TRANSPORTATION AND LOGISTICS

- Autobody Repair
- Aircraft Maintenance
- Car Painting
- Automobile Technology

MANUFACTURING AND ENGINEERING TECHNOLOGY

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

SOCIAL AND PERSONAL SERVICES

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

DEMONSTRATIONS

- Concrete Construction Work
- Bakery
- Industrial Mechanics Millwright
- Heavy Vehicle Maintenance

VISIT THE COMPETITION WEBSITE AND LEARN MORE ABOUT EACH SKILL:

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

SCENARIO

THE POWER OF THE BRAZILIAN MARKET

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

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

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

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

Professional education in Brazil

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

Percentage of young people in vocational courses

Brazil:	6,6%
France:	58%
Belgium:	51%
Ireland:	52%
Sweden:	44%

SÃO PAULO

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

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

Economy

- 11.4% Industry
- 39.4% Commerce
- 46.3% Services

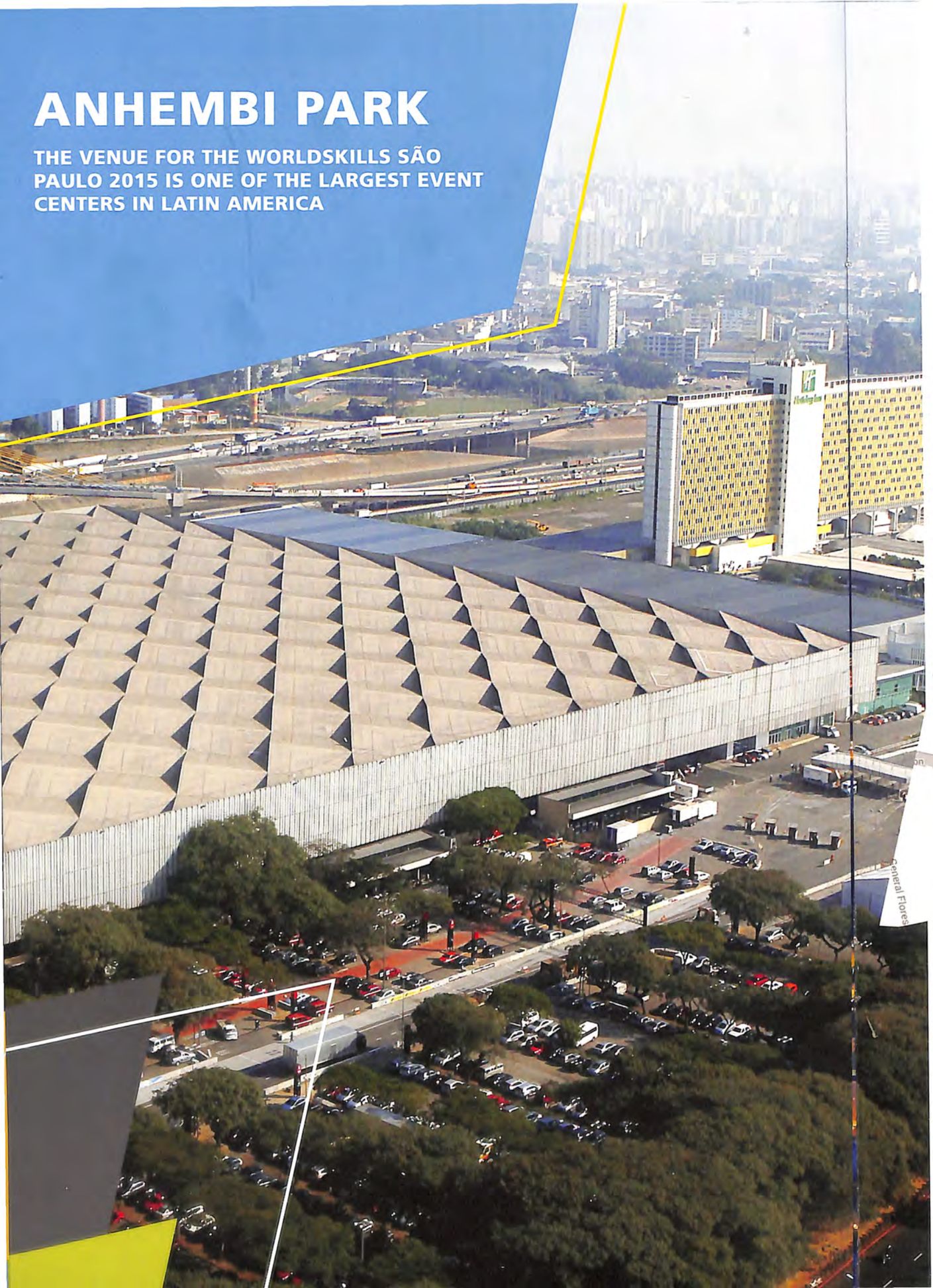
Tourism and service figures in São Paulo

- 280 movie theater rooms
- 90 cultural centres
- 180 theaters
- 110 museums
- 15,000 restaurants
- 42,000 hotel rooms

Responsible for 12% of the Brazilian economy

ANHEMBI PARK

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



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

Anhembi Park annually hosts more than one thousand events and receives 6 million people.

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

READ MORE:
www.anhembi.com.br

BROUGHT TO YOU BY SENAI

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

SENAI has 842 units installed in Brazil

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

BROUGHT TO YOU BY WORLDSKILLS

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

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

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

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

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

GLOBAL INDUSTRY PARTNERS – GIP

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

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SENAI
National Service for Industrial Training
Brazil

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