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PRESS HANDBOOK

Information Package
11-16 August 2015
Anhembi Park
São Paulo

Co-Organizer



Iniciativa da CNI - Confederação
Nacional da Indústria

Brought to you by



Iniciativa da CNI - Confederação
Nacional da Indústria

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Galaxy S6



Galaxy S6 edge



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DE MANAUS**



CONHEÇA A AMAZÔNIA

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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**CHOOSE
THE FUTURE**

WELCOME



Simon Bartley
President WorldSkills

WorldSkills has a significant story to tell, and here at WorldSkills São Paulo 2015 there are a thousand more just waiting to be heard.

I welcome you, representatives from the press. At the same time, I challenge you to leave without the conviction that this is important and a commitment to write, broadcast, film, or tweet about what you see and learn during your time with us.

To be sure, there are impressive facts attached to this event. This is the first time a WorldSkills Competition has been held in Latin America, and it is the largest in WorldSkills history.

There are a record number of over 1,200 young Competitors representing teams from over 60 countries and regions, supported by approximately 15,000 professionals and 800 volunteers.

The energy and focus of these participants will be sustained with 90,000 meals over the days they are here - approximately 63 tonnes of food.

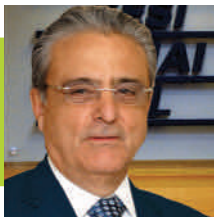
We expect to see 200,000 visitors come through the doors at Anhembi Park. Impressive is an understatement when it comes to describing the experience that awaits you.

More important than these facts are the people you have the opportunity to meet.

There are young people from different cultures, speaking different languages, aspiring to different careers - all united through the firm belief that they can contribute to their community and will improve our world through the power of skills.

There are Experts who keep our world working today at the same time they contribute to developing the skilled professionals of tomorrow.

It will be my pleasure to meet with you and help you uncover and report great stories; it will be your talent that takes them to the world. Again, welcome to WorldSkills São Paulo 2015.



ROBSON BRAGA DE ANDRADE

*CNI President
SENAI National Council President
SESI National Department Director*

CNI, National Confederation of Industry, is honoured to welcome you to the 43rd WorldSkills Competition, held in Latin America for the first time.

During WorldSkills São Paulo 2015, Brazil will welcome the best young professionals competing in 50 different skills, from over 60 countries and regions, in order to develop and promote industry around the world.

Industry is responsible for 23.4% of the Brazilian GDP and generates more than 12 million jobs in the entire country, playing a very important social and economic role in Brazil. São Paulo is our financial and economic capital, with 50,800 industries.

CNI, an entity that promotes research, innovation, and technological development for industry, believes that initiatives like WorldSkills São Paulo 2015 are excellent opportunities to invest in Brazil's vocational education system and increase competitiveness and labour qualification in Brazil, as well as boost sustainable development and create a positive business environment.

We are already the seventh largest economy in the world, with a huge and varied industrial park, ranging from the production of consumer goods to cutting-edge technology, but we still have progress to be made and lots to learn about regarding vocational education, with a promising future ahead.

CNI, SENAI, and WorldSkills International, have decided to join forces to make this Competition a success, which will bring an immeasurable legacy to the Brazilian and global industry. Ensuring competitiveness is essential to continue promoting sustainable growth.

As the largest Brazilian industry entity – with almost 700,000 companies - we hope that all visitors have a wonderful Competition, filled with learning, new experiences, and productive exchanges.

Welcome!



David Hoey
CEO WorldSkills International

Welcome to the 43rd WorldSkills Competition in São Paulo, Brazil! I believe that as representatives of press from Brazil and around the world you will find your time here exciting, well spent, and absolutely news worthy.

WorldSkills and the WorldSkills São Paulo 2015 Competition Organizer have been working tirelessly and in close cooperation to prepare. I invite you to share in the results of our efforts.

The organization it takes to realize an event of this size is staggering. With over 1,200 Competitors representing over 60 countries and regions participating in 50 skills from trade, technology and service-oriented careers this is the largest WorldSkills Competition in history.

All this takes place utilizing 213,000 m² of Anhembi Park - the first time this entire complex has been used for a single event. On site, leaders in industry, education, and government connect and network with one another.

The One School One Country programme connects Competitors and young students in São Paulo schools for a total of 10,000 fine minds on skills.

A new digital platform incorporates virtual tours and information, and innovative social media gives you and the public access to learn and engage worldwide.

Whether your interest is in learning the history and vision of WorldSkills, trends in professional education and their impact on economies and societies, or technology - there is a wealth of information and a community of Competitors, Experts, Delegates, sponsors, and supporters willing to share their knowledge, passion, and personal stories with you.

I am available to personally welcome and meet with you. I thank you in advance for helping us shine a light on the ways in which the WorldSkills movement is improving our world with the power of skills.



RAFAEL LUCCHESI

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

Welcome to WorldSkills São Paulo 2015! I am pleased to welcome you all to our city for the 43rd WorldSkills Competition, the greatest vocational education and skills excellence Competition in the world, hosted in Latin America for the first time.

The National Service for Industrial learning – SENAI, one of the five greatest professional education complexes in the world and the largest in Latin America has been working for over 70 years to enhance the quality of vocational education in Brazil according to the country's industrial needs, by investing in training and professional competitiveness, providing 150,000 opportunities for technical courses every year.

According to recent research, 72% of professionals who have completed technical courses are employed in the next year after graduating. Among the economic sectors in the country, industry pays the highest salaries to its employees.

Vocational education provides various opportunities and possibilities for young professionals and has a very important role in building and promoting citizenship. As a result, professionals that are more qualified and specialized provide significant improvements for the country as a whole, in regards to employability, competitiveness, productivity, and sustainable development. In Brazil, there are 249 technical schools in various States and regions.

I would like to thank SENAI, WorldSkills International, and everyone else who has contributed to the success of WorldSkills São Paulo 2015.

We are sure that WorldSkills São Paulo 2015 will be an unforgettable event for vocational education in Brazil and in the world. We will present inspirational and success stories, which will help young professionals and adults as they choose professional training options as a foundation for a promising future.

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Santa Bárbara d'Oeste - SP

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LARGEST PROFESSIONAL
EDUCATION EVENT IN THE WORLD.



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CNC LATHES



TURNING
CENTERS



MACHINING
CENTERS



VERTICAL CNC
LATHES



www.romi.com



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



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



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São Paulo 2015

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DEWALT

"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.

ABOUT WORLDSKILLS SÃO PAULO 2015

From 11 to 16 August 2015, São Paulo will host the 43rd WorldSkills Competition, held in Latin America for the first time, at Anhembi Park.

Over **1,200 Competitors** from more than **60 countries and regions** are expected to participate. They will compete in **50 different skills** related to trades, technologies, and service-oriented careers, facing real-life challenges that must be completed according to international quality standards, demonstrating individual and collective abilities. Over **200,000 visitors** are expected throughout the course of the event.

Brazil's opportunity to host such a complex event certainly demonstrates the importance of vocational education and training - not only for key stakeholders in the Brazilian national market, but also globally, at a high corporate and government level.

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.

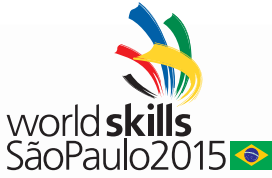


SESI
Conselho Nacional

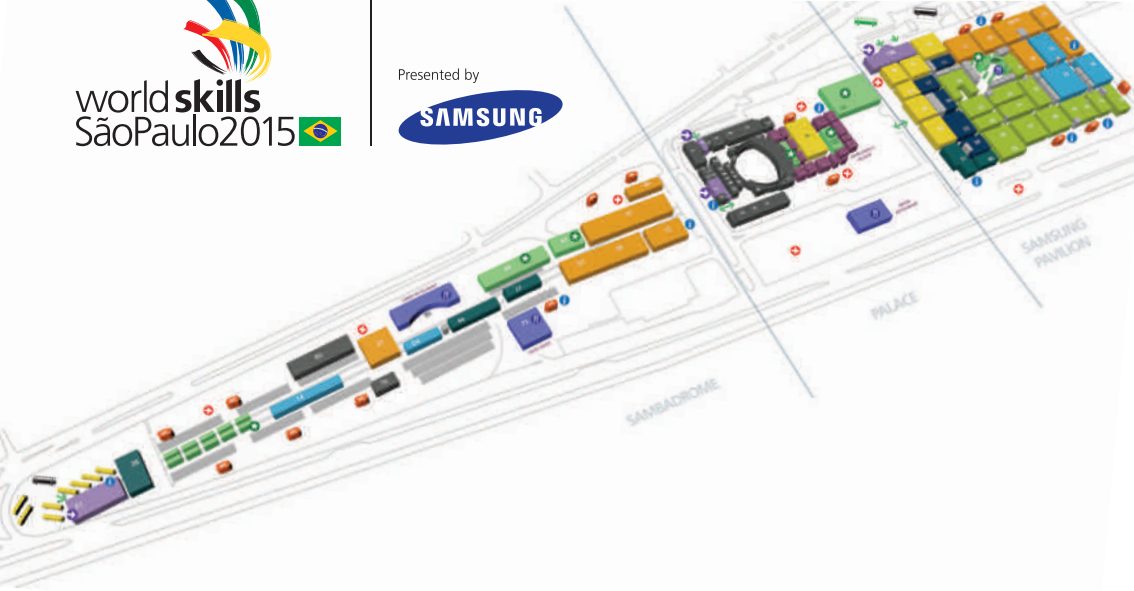


Conheça o Conselho Nacional do Sesi no site
www.conselhonacionaldosesi.org.br
e nas redes [facebook.com/CNSESI](https://www.facebook.com/CNSESI) | twitter.com/CNsesi

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 centres in Latin America, with a total 400,000 m² area, 213,000 m² of which will be 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

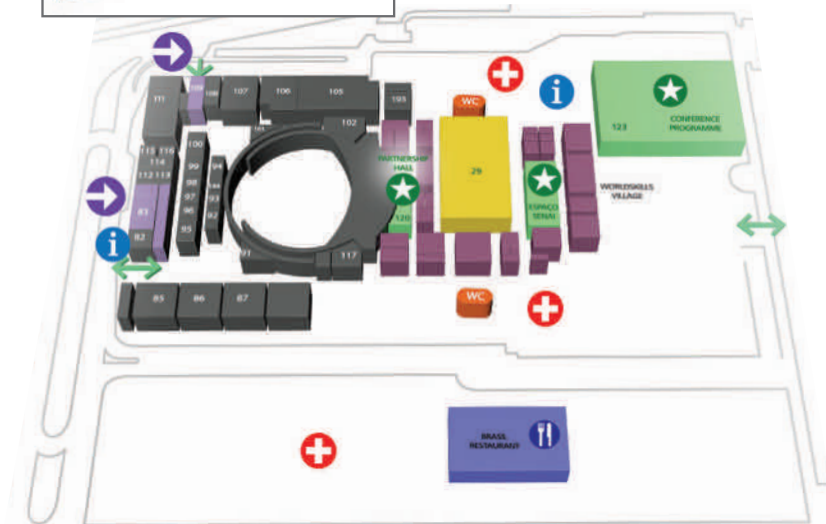
- 27 Jewellery
- 28 Floristry
- 44 Visual Merchandising and Window Dressing

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



OVERVIEW Palace



PALACE

Social and Personal Services

29 Hairdressing

Palace Areas

- 82 - Information Centre
- ➔ 83 Accreditation (Press / Conference)
- 85 Press Centre
- 86 WorldSkills MarCom and Official Photography
- 87 WSTV
- 91 WorldSkills MarCom Storage
- 92 WSI Sponsorship and Partnership Office
- 93 WSSP 2015 Sponsorship Office
- 94 WorldSkills Foundation
- 95 Press Briefing Room
- 97 WSI CEO
- 98 WSSP2015 Executive Committee
- 99 SENAI Directors Office
- 100 VIP Authorities Room
- 101 WorldSkills São Paulo 2015 Events Office
- 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

OPENING AND CLOSING CEREMONIES

OPENING CEREMONY

Date: Tuesday, 11 August 2015

Location: Ibirapuera “Geraldo José de Almeida” Gymnasium.
Rua Manoel da Nóbrega, No. 1361

Time: 19:00-21:30

CLOSING CEREMONY

Date: Sunday, 16 August 2015

Location: Ibirapuera “Geraldo José de Almeida” Gymnasium.
Rua Manoel da Nóbrega, No. 1361

Time: 17:00-20:00

For more information about the Opening and Closing Ceremonies, please consult the Competition Handbook, provided as part of your accreditation package.

ESSENTIAL INFORMATION FOR YOUR PRESS PITCH!

Visitor Experience

During the four Competition days, visitors will be presented with various interaction opportunities, providing contact with different skills in a fun and dynamic manner, such as:

Cyber

Cyber is a 500 m² area, including a food court with many food trucks, a climbing wall, interactive displays, various educational games, and spots for resting and reading.

Knowledge Spot

Located at each of the skill areas, the Knowledge Spot is where visitors can experience interactive activities that provide information about the various skills and a look into what the Competitors are actually creating.

“A New Look At Skills” will be presented at the Knowledge Spots, sharing unique insights about the work developed by Competitors and the specialized techniques used. This is an collaborative project involving SENAI/Senac, Autodesk and the WorldSkills Foundation.

Teachers and students from SENAI/SENAC will act as Ambassadors, guiding visitors by using traditional tools, 3D simulations, and videos that explain the skill and professions related to each one.

WorldSkills Connect

www.worldskillsconnect.com

WorldSkills Connect is an online tool for people at WorldSkills São Paulo 2015 to find other people with similar interests and arrange to meet. It is an essential tool to enhance your networking opportunities.

WorldSkills App

WorldSkills Experience is the official mobile app for getting the most out of attending the 43rd WorldSkills Competition. Find out about the skills, the Competitors, the venue map, where to get more information about careers, and much more! www.worldskills.org/app

Virtual Tour

The virtual tour will be an important part of the WorldSkills São Paulo 2015 Digital Platform, providing a great opportunity for those who are not present at the Competition to experience it as “virtual visitors”. Internet users will have the opportunity to navigate Anhembi Park through a 3D simulation, which will also provide information about the Competitors, skills, SENAI courses related to the skill, and data about the Brazilian labour market. Users can access two sections: “Event News”, with coverage during the Competition, and “Live” which will have people with cameras onsite ready to engage and interact with online users in order to help them see different aspects of the event. www.worldskills-experience.com

WorldSkills Village

WorldSkills São Paulo 2015 will feature multiple areas and activities to promote interaction and connections among visitors and Competition stakeholders.

One of these areas will be the WorldSkills Village, a space in which sponsors, partners, leaders, WorldSkills Member countries and regions, and international guests can meet and learn about different cultures, innovations and businesses, and possibly create new connections and partnerships.

The WorldSkills Village will be located in the Convention Palace, and is a space for networking and exchanging information.

The exhibitions will promote activities, products, and services that will attract visitors and enable them to quickly and easily understand how they support innovation and preparation of future skilled professionals.

WorldSkills Conference Programme

The WorldSkills Conference Programme is designed to provide an opportunity to exchange best practices, learn from world-class specialists in skills development, and enable networking among industry, government, and education leaders promoting vocational education and training as a socioeconomic transformation tool.

The Programme provides an exclusive opportunity to connect with leaders and decision-makers.

For more information please visit: www.worldskillsconference.com

SIDE EVENTS THAT ARE BEING HELD IN CONJUNCTION WITH THE WORLDSKILLS COMPETITION

SESI-FLL Robotics Festival

SESI, the official FLL Robotics Tournament representative in Brazil, will organize a demonstration project. The SESI-FLL Robotics Festival will involve more than 600 competitors that must solve real-world challenges: planning, designing, building and programming robots with LEGO® MINDSTORMS® technology. This competition encourages 9-16 year olds to develop science and technology skills and expertise.

SENAI Mobile Units

The Mobile Units are a product of SENAI and used throughout Brazil. They offer basic short-duration continuing training workshops and courses, providing vocational education opportunities for municipalities and regions where there are no SENAI/SESI schools.

The mobile units have all of the necessary infrastructure and quality for workshops, laboratories, and classrooms in actual schools, and are used to develop activities and programmes requested by interested companies or entities.

Brasil Fashion

Brasil Fashion is organized by SENAI, and brings together designers, models, and internationally renowned Brazilian specialists to discuss the importance of the apparel and clothing industries in Brazil, highlighting the strategic role of vocational education and training in the national fashion market.

This event is happening on 13 August from 15:00-19:00 at Convention Palace (Auditorium Celso Furtado).

SERVICES AVAILABLE - ANHEMBI PARK

Accreditation

All press professionals must register for press accreditation in order to access the event and Press Centre. This can be done online <http://media.worldskills.org> or onsite.

The accreditation centre at the Convention Palace is scheduled to open on 5 August (C-6) and operating hours will be from 07:00-20:00.

Press professionals that registered through the website may pick up their official badges from 5 August. Please note that the press will not be permitted throughout the venue until 12 August (C1).

Professionals must always wear their badges, and they must be visible.

The accreditation badge will provide access to the Anhembi Park; however, it does not guarantee access to WorldSkills São Paulo 2015 external events.

EDUCAÇÃO
EMPREENDEDORA
SEBRAE

PROGRAMA NACIONAL DE EDUCAÇÃO EMPREENDEDORA (PNEE)

Conteúdos de empreendedorismo promovem a cultura empreendedora, gerando reflexão sobre projeto de vida e carreira e desenvolvendo competências para que o estudante seja ou faça parte de um negócio. Com o objetivo de consolidar a cultura empreendedora na educação, apresentamos o Programa Nacional de Educação Empreendedora. Uma iniciativa do SEBRAE junto às instituições parceiras, nos diferentes níveis de ensino:

- Fundamental: Jovens Empreendedores Primeiros Passos (JEPP)
- Médio: Despertar; Formação de Jovens Empreendedores (FJE); Crescendo e Empreendendo
- Técnico e Profissional: Pronatec Empreendedor
- Superior: Desafio Universitário Empreendedor (DUE); Disciplina de Empreendedorismo; Empreendedorismo em Dois Tempos.

Conheça nossas soluções acessando www.pnee.sebrae.com.br

NATIONAL ENTREPRENEURIAL EDUCATION PROGRAM – PNEE

Entrepreneurship contents promote entrepreneurial culture, generating reflection on life plan and career and developing skills so that the student is or take part of a business.

In order to consolidate the entrepreneurial culture in education, we present the National Program for Entrepreneurial Education. A SEBRAE initiative with partner institutions at different levels of education:

- Elementary School: Young Entrepreneurs First Steps (JEPP)
- High School: Awaking to Entrepreneurship Program; Training of Young Entrepreneurs (FJE); Growing and Undertaking Program
- Technical and Professional Education: Pronatec Entrepreneur
- Higher Education: University Entrepreneur Challenge (DUE); Discipline of Entrepreneurship; Entrepreneurship in Two Steps.

Learn about our solutions by visiting
www.pnee.sebrae.com.br



Important information:

- *Press will be allowed to access the following areas during the public viewing times: Samsung Pavilion, public areas in the Convention Palace and Sambadrome, and the Press Centre;*
- *Interviews and photos/video with official spokespeople and other VIPs should be scheduled in advance of the event through the WorldSkills Press Team. Any request during the Competition should be made through the Press Centre;*
- *Interviews with Competitors should be requested through the Team Leaders of the respective country or regions, and will be made possible at the sole discretion of the Team Leaders;*
- *Any changes in the event schedule will be updated and confirmed at the Press Centre;*
- *All of the official material (general information, press releases, photos, videos and contacts, among others) will be available on the website (<http://media.worldskills.org>).*

“Sneak Peek” Press Tour

On 10 August 2015, there will be a “Sneak Peek” press tour at the Competition venue between 12:30-14:30.

- *Press will be allowed to take photos and videos quickly as we tour the halls; however, they will not be permitted to stop at any of the skill areas, nor conduct any interviews with Competitors, Experts, or personnel;*
- *The tour group will be divided into smaller groups, and will be accompanied by volunteers who will ensure the groups stay together;*
- *Explanations throughout the tour will be given in English and Portuguese.*

Press Centre

The Press Centre is located at the Convention Palace, on the access road to the Sambadrome.

This will be the authorized workplace for all press covering the event.

Press Centre Opening Hours

Please note that the Press Centre at Anhembi Park will remain open late on both the Opening Ceremony and Closing Ceremony nights.

C-2	C-1	C1	C2	C3	C4	C+1	C+2
Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Monday
10/08	11/08	12/08	13/08	14/08	15/08	16/08	17/08
12h 20h	8h 2h (12/08)	8h 20h	8h 20h	8h 20h	8h 20h	8h 3h (17/08)	8h 14h

Infrastructure at the Press Centre:

- *Light snacks and non-alcoholic beverages available throughout the entire day;*
- *Lockers available;*
- *Shelves for official Competition promotional materials and press kits;*
- *Work desks with internet access;*
- *Comfortable seating;*
- *Full time Communications team available to answer questions, suggest interview sources, and provide general press support;*
- *TVs showing footage of the Competition;*
- *Color laser printer.*

Press Briefing Room

Conveniently located across the hall from the Press Centre, the Press Briefing Room will be our daily gathering place to provide information about the schedule/agenda for the day, as well as guidance regarding access to photos, videos, and other official event promotional material. This is the daily schedule:

Opening Ceremony Briefing (11 August)

14:00-14:30

Press Welcome Briefing (12 August)

09:00-09:30

Daily Press Briefing (13-15 August)

08:30-09:00

Closing Ceremony Briefing (16 August)

14:00-14:30

The Press Briefing Room will also be available for booking Press Conferences; plus, it will provide a quiet place for press interviews throughout the entire Competition (12-15 August).

Ceremonies

During the Opening and Closing Ceremonies, there will be exclusive press areas to capture photos and videos.

WorldSkills will take all requests for press access and areas into consideration, and will allocate placement prior to each Ceremony.

The official photos and videos will be published on the WorldSkills official channels immediately after the Ceremonies.

Winners' Circle

At Ibirapuera Gymnasium during the Closing Ceremony there will be a dedicated backstage area where Competitors will have their official photo taken and then be guided into a press zone. The press will have a chance to conduct their own short interviews with winning Competitors.

Capacity of the Winners' Circle is a maximum 50, and press who request this position are required to stay from beginning to end of the whole Ceremony in the room.

There are television monitors in the room so that press can watch the live stream of the Closing Ceremony from this position.

Live Streaming

The WorldSkills São Paulo 2015 Opening and Closing Ceremonies will be streamed live on the WorldSkills website.

The WorldSkills Leaders Forum on 13 August will also be live streamed. It is a premier conference in the WorldSkills Conference Programme and a must-see for all.

OFFICIAL SPOKESPEOPLE FOR PRESS

Simon Bartley: *President, WorldSkills*

David Hoey: *CEO, WorldSkills International*

Robson Braga de Andrade: *CNI, President*

Rafael Lucchesi: *General Director, SENAI*

Gustavo Leal: *Operations Director, SENAI*

Frederico Lamego: *CEO, WorldSkills São Paulo 2015*

Oswaldo Borges: *Deputy CEO, WorldSkills São Paulo 2015*

OFFICIAL WORLDSKILLS SÃO PAULO 2015 INFORMATION AND SOCIAL MEDIA COMMUNICATION CHANNELS

<http://media.worldskills.org>

<http://www.worldskills.tv>

<https://www.facebook.com/WorldSkills>

<https://twitter.com/WorldSkills>

<https://www.youtube.com/user/WorldSkillsTV>

<https://www.flickr.com/photos/worldskills/collections/>

<https://instagram.com/worldskills/>

PRESS CODE OF CONDUCT

WorldSkills openly encourages and promotes all aspects of the WorldSkills Competition, especially Competition press coverage as it promotes and markets the WorldSkills movement and all its stakeholders. However, to ensure Competitors are respected during Competition times a Code of Conduct applies. In other words, no photographing or filming of a Competitor should take place that may interfere with or hinder the performance of the Competitor in the Competition.

For the purpose of this Code of Conduct – “Press” includes reporters, journalists, photographers, and film crews.

All press attending the WorldSkills Competition need to be accredited and ensure that their press badge is visible at all times.

All press are also subject to the WorldSkills Code of Ethics and the Competition Rules. In particular, B.12 Issue and Dispute Resolution and B.10 Filming and photographing at the Competition.

Code of Conduct – Competitor access and Workshop Access

- Press may take photos and film from outside the workshop without any prior approval. Note: accreditation badges must be visible at all times. If a person is acting suspiciously then they may be questioned by an Expert/s – in this case they are requested to comply fully with the Expert/s questions and requests.
- No press can enter a workshop during the Competition.
- No press can enter a workshop during breaks in the Competition without the permission of the Chief Expert or Press Contact for that skill competition. Specific ‘shots’ or ‘angles’ are to be organized in discussion with the Chief Expert or Press Contact for that skill, the compatriot Expert, and the Competitor.
- No press can communicate with a Competitor without the permission of the Chief Expert or Press Contact for that skill and the compatriot Expert.
- No press is to enter the ‘personal work space’ (i.e. do ‘close-ups’) of a Competitor without the permission of the Chief Expert or Press Contact for that skill and the compatriot Expert.

Competitor access outside workshop

Any interviews with Competitors have to be organized and approved via the relevant Team Leader and the appointed Communications Officer for the Member organization.

Any Press who do not comply with this are at risk of having their accreditation revoked.

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!

GENERAL TRAVEL INFORMATION

Luggage

Please check with your airline for exact allowances. Please identify your luggage with first name, last name, and contact details, all legible.

Currency Exchange

The official currency in Brazil is the Brazilian Real (BRL). In order to obtain the updated exchange rates, please refer to the website of the Central Bank of Brazil at: www4.bcb.gov.br/pec/taxas/ingl/ptaxnpsq.asp?id=quotations

The international airport in São Paulo (GRU) has several foreign exchange bureaus open 24 hours. Many hotels will also have ATMs available and there is a number of ATMs available at Anhembi Park.

Arrival and departure in airports:

- *Always keep your belongings and important documents secure.*
- *Only ask for information or assistance from policemen or identified employees.*
- *If it is necessary to exchange foreign currency, search for an accredited foreign exchange bureau.*
- *Preferably, use only official and authorized taxis at the airports, and put your luggage in the trunk.*
- *Double your attention when using ATMs and do not accept help of people you do not know.*
- *Keep your passport in the safety deposit box of the hotel, but always carry a document with a photo to walk in the city.*

Transportation

Bus

The entire metropolitan region of São Paulo is served by collective bus lines. For running hours please check the schedules available at www.sptrans.com.br. Fee: BRL 3.50

To get to Anhembi Park:

There will be free transportation to Anhembi Park, each day from 09:00 to 17:00. Buses will be available, on the hour and every hour departing from Rua Voluntários da Pátria, 596 in front of the Arquivo Público do Estado de São Paulo, in Portuguesa/Tietê subway station. Passengers will be dropped off at Av. Olavo Fontoura, where they may access the main gate in the Samsung Pavilion.

Subway

The network has a 75.5 km network distributed into five lines, connected by 63 stations. Running hours: from 04:40 - 24:00. On Saturdays, until 01:00
Fee: BRL 3.50

Map: www.metro.sp.gov.br/pdf/mapa-da-rede-metro.pdf

Taxi

São Paulo has a fleet of over 33,000 taxis – white cars duly identified.
Initial rate: BRL 4.50 – with an additional fee per kilometre. From 06:00 to 20:00, you pay BRL 2.75 per kilometre, while at all other hours, this amount increases to BRL 3.45 per kilometre.

Some accept credit cards, but cash-only taxis are still the most common.

Weather

The weather in São Paulo is considered humid subtropical with less rain in the winter and annual average temperature of 19.8 degrees Celsius. August is winter in Brazil and has an average temperature of 17.1°C.

Business hours

In general, business hours are from 09:00 to 18:00. The banks operate from 10:00 to 16:00. The malls are open from Mondays to Saturdays at 10:00, and close at 22:00 and from 14:00 to 22:00 on Sundays and public holidays.

Health

In emergency situations, any person is entitled to receive assistance from the public health care – Brazilian Unified Health System (SUS). The Urgency Mobile Service System (SAMU) responds to emergencies with the number 192 and is available 24 hours per day, seven days per week.

Telephone Service

International calls from within Brazil: press 00 then the area code and phone number you wish to dial.

City to city calls (within Brazil) calls: 0 + operator code + local code + phone number.

International calls: 00 + operator code + country code + local code + phone number

Brazilian Telecom Operators:

15 Telefônica

21 Embratel

23 Intelig

31 Telemar

International calls to Brazil: Dial +55 and the phone number to call someone in Brazil from another country.

Important Telephone Numbers

Airports:

International Airport of São Paulo (GRU)

+55 11 2445 2945

www.gru.com.br/en-us/

Congonhas Airport

+55 11 5090 9000

Taxis:

Red and White: +55 11 3146 4000

Guarucoop: +55 112440 7070

Traffic Department (CET): 1188

Fire Department: 193

Police: 190

Electricity and voltage in Brazil

If you want to use electrical devices that you bring from your country or region, such as notebooks, cell phones, battery chargers, etc., Please check the manual of your device in order to find out if they are able to work using 110 volt power source.

WORLDSKILLS SAO PAULO 2015 PRESS TEAM CONTACT INFORMATION (DOMESTIC/BRAZIL PRESS):



Karina Brandford



Livia Nolla



Gustavo Silva



Marina Figueira

E-mail address: imprensa.ws@wssp2015.com

WORLDSKILLS INTERNATIONAL PRESS TEAM CONTACT INFORMATION (INTERNATIONAL PRESS):



Michelle Bussey

*Communications, Marketing and Special Events Director
of WorldSkills International
michelle.bussey@worldskills.org*



Laura London

*Communications Manager of WorldSkills International
laura.london@worldskills.org*

SPECIAL THANKS

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 is represented through the support they provide 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 perform an amazing and valuable job!

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, SESEI (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 Sector Managers and 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 SESEI, 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!

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 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).

Participate! Choose Sustainability!



No Senac, todo aluno é ouro



Os alunos que sobem no pódio da WorldSkills são vitoriosos. Mas, para nós, valem ouro todos que investem em educação profissional para alcançar seus sonhos no Setor do Comércio de Bens, Serviços e Turismo.

Patrocinador Master | Master Sponsor



Patrocinador Ouro | Gold Sponsor



Patrocinador Prata | Silver Sponsor



Patrocinador Bronze | Bronze Sponsor



Parceiros Institucionais | Institutional Partners

