



11 August 2015  
Ibirapuera Gymnasium  
São Paulo

Co-Organizer

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The image features a solid teal background. A large, lime green parallelogram frame is centered on the page, tilted slightly to the right. The frame consists of two concentric lines. Inside the frame, the text "CHOOSE THE FUTURE" is written in a bold, white, sans-serif font, centered horizontally and vertically.

**CHOOSE  
THE FUTURE**

## WELCOME



**SIMON BARTLEY**  
President WorldSkills

*Welcome, All! Welcome to a spectacular beginning to what will be four days of intense focus, high energy, perhaps some anxiety, and celebration of excellence. I can say with complete conviction that this will be among the most memorable experiences of your lives. Whatever your specific role, you play an important part in what transpires during WorldSkills São Paulo 2015. Wherever you come from we welcome you both to Brazil and to WorldSkills.*

*The Opening Ceremony celebrates over 1,200 Competitors, over 1,100 Experts, thousands of Member representatives from over 60 countries and regions participating this week, hundreds of partners, sponsors, and volunteers.*

*We will have a spectacular look at the culture and beauty of Brazil, and we only have to turn to the person next to us to recognize the effort and achievement that brings us together. Surely, tonight is a time to laugh and sing, and perhaps even dance to some Samba.*

*Tomorrow brings a lot of hard work for all of us. At the same time, I encourage you to seize the opportunities presented to you. Demonstrate your own excellence, and watch and learn from the skill of others. Make a concerted effort to explore the various programmes that are part of the event, and to reach out to meet the varied individuals who are a part of our community.*

*Talk with one another and tweet to one another; take “selfies” with teammates and new friends. Explore other skills and consider the connection between them and the doors they open.*

*This is our time. WorldSkills is our community and our opportunity to shape the world we live in. I am thrilled to welcome you; look forward to meeting as many of you as possible; and I wish you all good luck.*



**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 one more WorldSkills Competition, held in Latin America, for the first time. Brazil is not only known for the strength of its internal market, but also for the strength of its industry and service networks, as well as its excellent research centres and highly qualified professionals.*

*Brazil will host WorldSkills São Paulo 2015 and welcome the best professionals in each skill, that will contribute to develop industry around the world. Brazil is the seventh largest economy in the world, and industry is responsible for 23.4% of its GDP, representing a promising future ahead, with a huge demand for skilled and qualified professionals.*

*São Paulo is our financial and economic capital, with 50,800 industries. Due to this, and other reasons, it is the ideal location to host such an important and great event.*

*Our Opening Ceremony will present the diversity of the Brazilian culture and its population. I hope everyone enjoys the Ceremony and Competition, which will certainly provide excellent results for personal and professional achievements and contribute to better global economy performance.*



**RENATO JANINE RIBEIRO**  
*Brazilian Minister of Education*

*WorldSkills São Paulo 2015 is actively committed to improving the quality of Technical Vocational Education and Training (TVET) and its importance globally. We want all young professionals, regardless of their race, creed, national origin, or social circumstances to achieve their full potential in regards to citizenship, skills, and professional career paths. Our task is to make it possible. Our mission is to promote human development by providing practical, step-by-step assistance, skilled professors, and schools with high quality standards and the utmost technology, and strong professional ethics – throughout the entire educational training journey.*



**FERNANDO HADDAD**  
*Mayor of São Paulo*

*The city of São Paulo is very pleased to host the WorldSkills Competition, held for the first time in Latin America. This is the greatest vocational education and skills excellence Competition and event in the world which increases labour opportunities and establishes a valuable exchange opportunity for our students. I am sure WorldSkills São Paulo 2015 will provide a rich experience and greater knowledge for our young people across the world.*



## **RAFAEL LUCCHESI**

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

*We recognize the years of dedication and efforts of everyone involved in making WorldSkills São Paulo 2015 a reality. We are convinced that vocational education is the path to developing skills excellence and promoting professional quality as a differential for the labour market.*

*Our Competitors are the future of industry, companies and development of countries around the world and they are all champions already. SENAI and WorldSkills International have worked together along with all of the Delegations and volunteers involved, dedicated to make this the greatest showcase for vocational education in the world.*

*At the Opening Ceremony, we want to demonstrate worldwide influences in our country in a fun and exciting way- definitely a Brazilian trademark-, related to diverse culture, cuisine, business and especially the industry.*

*We hope this is a productive, exciting and inspiring experience for everyone involved. And that we can inspire young people around the entire world, showing them opportunities for a promising future.*

*Thank you very much for your participation and I hope we all have a great Competition.*



**DAVID HOEY**  
CEO WorldSkills International

*It is my honour and pleasure to welcome you to the Opening Ceremony of the 43rd WorldSkills Competition! As many of you know, WorldSkills and WorldSkills São Paulo 2015 have been working tirelessly over the past few years to bring you this impressive event.*

*Together, we welcome Competitors and Experts, Members, partners and sponsors, observers and supporters, press, and guests from Brazil and around the world. It is a passionate and powerful community gathered for the Opening Ceremony of the largest WorldSkills Competition in our history. Thank you for joining us.*

*Over the next four days, over 1,200 of you (our Competitors) will be engaged directly in intense competition. You represent incredible individual talent, and are the embodiment of our organization. Also, you represent the hope for our future; you are demonstrating skills excellence, you will inspire others, and you are improving our world with the power of your skills.*

*We expect over 200,000 visitors through the doors to experience WorldSkills like never before. For the first time, people beyond this venue will be able to experience WorldSkills through virtual tours and information, live streaming of Ceremonies, and various channels of social media.*

*These next days will fly by. There will be no shortage of excitement, even if you are short on sleep! This is the moment we have been waiting for and working toward.*

*WorldSkills São Paulo 2015 begins now. Congratulations and thank you for being here. A warm welcome to you all.*



**GILBERTO CARVALHO**

*President National Council of SESI*

*We have chosen to become partners of the 43rd WorldSkills Competition because we believe in promoting vocational education as a social and economic transformation instrument.*

*Supporting young Competitors means encouraging challenging actions, such as labour market inclusion, believing that knowledge is an essential element for human development.*



**DR JI OH SONG**

*Executive Vice President of Global Technology Center Samsung Electronics Co., Ltd.*

*Since 2007, Samsung has consistently supported youth, helping young professionals fulfil their dreams and hopes through skills excellence.*

*We firmly believe that we can help young professionals make their dreams come true through our global skill-related activities.*

*As a responsible corporation, we must demonstrate our citizenship by contributing to create a better global society.*

*Sponsoring the WorldSkills Competition is one of our activities, and once again we are pleased to participate - this year as the Overall Event Presenter of WorldSkills São Paulo 2015. I hope all of the Competitors demonstrate their best skills during the Competition. Good luck to you all!*



**LUIZ CASSIANO RANDO ROSOLEN**  
*President Indústrias Romi S.A.*

*Romi is proud to be one of the WorldSkills São Paulo 2015 Master Sponsors and to provide machines with globally recognized technological capacity to the best Competitors in the world.*

*This partnership strengthens Romi's 50+ year commitment to promoting vocational training among young Brazilians. Good luck to all WorldSkills Organizers, Delegations, and especially to the Competitors.*

*Together, we will make the first Competition in Latin America a memorable and inspiring experience, with excellent development opportunities.*



**LUIZ BARRETTO**  
*President Sebrae National*

*Welcome everyone! Sebrae is very happy to support the first WorldSkills Competition in Latin America.*

*We believe in the transformational power of entrepreneurship - which motivated us to create the National Programme for Entrepreneurial Education, available at all levels of education. Congratulations to you young Competitors participating in the event.*

*I really hope this experience provides valuable learning opportunities for all of you.*



**SIDNEY CUNHA**

*General Director National Department in Senac*

*Senac is honoured to have Brazil hosting the greatest vocational education and skills excellence Competition in the world.*

*This opportunity increases the challenge of developing Brazilian youth, which Senac has been dedicated to for almost 70 years.*

*During the Competition, young students from Senac will demonstrate their professional skills achieved through our courses, which are always developed according to market needs.*



**JOHN F. LUNDGREN**

*Chairman and CEO of Stanley Black & Decker*

*Stanley Black & Decker is proud to once again be a partner for this year's WorldSkills Competition.*

*It is invigorating to see the world's most passionate and talented youth compete to be the best in their fields, and even more exciting to know that these individuals are the future of our workforce.*

*I wish each and every Competitor the best of luck this week. You are all Champions.*



## **ABOUT THE OPENING CEREMONY**

*The Competition Organizer has prepared a great show to transform the Competition Opening Ceremony into an unforgettable celebration.*

*The show will demonstrate the influence that five continents have had upon the language, arts, music, dances, cuisine, and industry in Brazil, through a performance with over 400 dancers combined with special image, sound, and light effects.*

*We hope you enjoy the celebration which we call “The World Chose Brazil!” As a part of the Ceremony, all of the Brazilian regions - North, Northeast, Midwest, South, and Southeast - will be represented with their landscapes, abundant natural resources, and regional culture. Everyone will have the opportunity to get to know how the efforts of immigrants from around the world have contributed to Brazil’s history and future.*

*The overall theme for the Competition is “Choose”. We invite you tonight, to choose to honour and respect the WorldSkills movement and skills excellence worldwide by celebrating the Competitors and everyone who has worked so hard to be here.*

*They chose their skill and to excel; you chose to train, support, mentor, educate, and believe in them. Let’s make this the best Competition ever!*

### **Programme**

- *Opening Video*
- *Welcome*
- *Parade of Nations*
- *Skills Show Performance*
- *Medal Design Concept Presentation*
- *Speeches*
- *Competitors and Experts Oath*
- *Official Competition Opening Speech*
- *Presentation*
- *“Choose” Campaign Video*
- *Conclusion*

## GET TO KNOW THE IBIRAPUERA GYMNASIUM



*The “Geraldo José de Almeida” Gymnasium, known as the Ibirapuera Gymnasium, is part of the Conjunto Desportivo Constâncio Vaz Guimarães, one of the largest and most equipped sports complexes in Latin America.*

*With a total capacity for 10,200 people this is where the greatest cultural, sports, and leisure events in the State of São Paulo take place. The venue has already hosted significant events, such as the Volleyball Worldwide Competition in 2014, the International Tennis Tournament, and Disney On Ice.*

*Now, to complete this list of major events, on 11 and 16 August 2015 the Ibirapuera Gymnasium will host the Opening and Closing Ceremonies for the 43rd WorldSkills Competition, the greatest vocational education and skills excellence Competition in the world.*

## MASTERS OF CEREMONIES



**DIDI WAGNER**

Model and television presenter

*Didi Wagner, is a model and television presenter. She was a VJ at MTV for nearly 10 years, where she hosted “Top 10 EUA” and large audience interactive programmes, such as “Peep MTV” and “Video Clash”. She presented “Rock in Rio 2011”, and currently travels around the world exploring different cultures with the Multishow programme called “Lugar (In) Comum”.*

## PARADE OF NATIONS

*One of the most awaited moments in the Opening Ceremony is the Parade of Nations when Competitors from more than 60 WorldSkills Member countries and regions will enter the Ibirapuera Gymnasium with their teams, proudly waving their flags.*

*Over 1,200 Competitors will participate during the four Competition days. All of them will represent their home countries and regions with perseverance, and will demonstrate both individual technical skills and team spirit in 50 different skills.*

*During the Ceremonies, anyone around the world can watch what’s going on in the Ibirapuera Gymnasium in real time through live streaming, available on the Competition website.*

*Additionally, Twitter posts with the #WorldSkills hashtag, published by the public or Competitors will appear on the stage screens, inside the gymnasium.*

*Don’t miss out!*

## ENTERTAINMENT

WorldSkills São Paulo 2015 Competition Organizer created a very special show with unique choreography for the artistic performances in the Opening Ceremony.

All presentations will include renowned musicians and singers from various regions in Brazil.

### **Performance: Vivien Fortes (choreographer)**

Vivien Fortes studied classical ballet at the Royal Academy of Dancing in London in 1980. Since 1992, she has been the owner and artistic director for the Academia Ballet & Cia, in Campinas, her hometown.

As a professional ballerina she performed at the Cia Ballet Clássico de São Paulo, directed by Halina Biernacka, and at the Cia Jazz Brasil, directed by Maiza Tempesta.

As a choreographer, she was a champion twice in the jazz category, at the Joinville Dance Festival, one of the most important dance festivals in the country. Vivien Fortes received more than 400 awards in national and international competitions with her classical ballet, jazz, and hip hop groups.

She has also directed the choreography for major events and concerts by renowned Brazilian singers.

### **Performance: Ballet Couple (“Brasileirinho”)**

The Ballet Couple will dance to one of the most symbolic Brazilian songs: “Brasileirinho”. This is a beautiful “choro” composed in 1947 by Waldir Azevedo, a Brazilian musician and composer. “Brasileirinho” is considered the most successful choro, and musicians from all over the world have performed different versions of it.

Popularly called “chorinho”, choro is a music genre which began in Rio de Janeiro in the mid-19th century. It is considered the first typical Brazilian urban music style, and overtime has become one of the most prestigious and popular music genres in Brazil.



## MAESTRO SPOK

### **Performance: Maestro Spok Band – Musical Presentation**

*Maestro Spok is one of the most popular Brazilian frevo sax players and composers. His big band, the Spok Frevo Orquestra, is made up of eighteen musicians who perform with the main objective of promoting frevo in Brazil and around the world.*

*During this performance, the audience will have the chance to listen to various Brazilian rhythms from different regions in the country, such as moda de viola, samba, frevo, and axé, among others. At the same time, animated artistic attractions will take place on stage, displaying Brazilian musical diversity.*

## SOUTHERN REGION



## RENATO BORGUETI

### **Performance: The accordion**

*Renato Borgueti started playing music when he was ten years old. His first album, "Gaita-ponto", became the first Brazilian instrumental music album to receive a gold record, with 100,000 copies sold.*

*Renato mixes folklore and modernity in his compositions, with a distinctive style. He has recorded more than 15 albums and participated in many album recordings with other artists. The gaita-ponto is a kind of accordion with buttons instead of keys. The accordion is also called sanfona, gaita, or acordeon in some regions.*

*It is a musical instrument, developed in Germany, where sound is primarily produced by air vibration. This instrument was, and is made of bellows, free pallets, and two harmonic wood boxes. The accordion is popular and traditionally famous in the Northeast, Central-West, and Southern regions in Brazil.*

## CENTRAL-WEST REGION



**GABRIEL SATER**

**Performance: Moda de viola**

*Gabriel Sater began studying guitar when he was 15 years old, and when he turned 18 he decided to become a professional.*

*He has three CDs released independently. In 2000, when he was 19, he won the first prize in his career at the University Song Festival in Mato Grosso do Sul, Brazil. Since then, he was nominated for several awards, including: best composer, best arranger, best song, best instrumentalist, and best regional music award in 2008 and 2009.*

*His musical style, the Moda de Viola, is a type of rural music which began in early 1930s, and the main themes are cattlemen and farmers, curiosities and customs, and tragic love and death stories. It's a free melody narrative song, like poetry with music, composed with guitar solos and singing.*

## NORTH REGION



**BOI DE PARITINS**

**Performance: Associação Folclórica Boi-Bumbá Caprichoso**

*The Associação Folclórica Boi-Bumbá Caprichoso, is popularly called “Boi Caprichoso”, represented by the colour blue, and is one of the two boi-bumbá associations that compete annually in the Parintins Folklore Festival, in the State of Amazonas.*

*This performance illustrates forest defence, the strength and solidarity of simple people, and the essence of life in sustainable Amazon. Bumba meu boi or boi-bumbá is a popular Brazilian folklore dance based on a legend about an ox that dies and is resurrected, including human characters and fantasy animals.*

*In various Brazilian cities, especially in the North and Northeast, there are associations called “bois” that perform presentations using the image of animals, with a competitive characteristic.*

*The party relates to various African, indigenous, and European traditions, including religious Catholic festivals.*

## **NORTHEAST REGION**

### **Performance: Festa de São João, Axé and Frevo**

*Although celebrated throughout Brazil, the Festa de São João in the Northeast is very expressive. Besides providing lots of fun for local people, these parties honour the Catholic Saint expressing gratitude for the rare rain in the region, as the Northeast is very dry, and the rain is essential for agriculture, representing an important economic moment because many tourists come to visit Northeastern cities to participate in the festivities.*

*Although most of the visitors are Brazilians, it has become more and more common to find European, Asian, and American tourists who come to Brazil to participate.*

*The music and the instruments used in the Festa de São João (ukulele, accordion, triangle or ferrinhos, reco-reco, etc.) are based on Portuguese folk and popular music, and were brought to Brazil by Portuguese immigrants.*

### **Axé Music**

*A music genre that began in the state of Bahia, Brazil, in the 1980s during the Salvador Carnival festival, Axé music mixes Brazilian rhythms with Afro-Brazilian frevo, reggae, merengue, forró, maracatu, and other Afro-Latin rhythms.*

### **Frevo**

*Frevo is a musical rhythm and a Brazilian dance style which began in the state of Pernambuco, and combines marching, maxixe, and capoeira elements. It was officially designated an intangible heritage by UNESCO in 2012.*

## SOUTHEAST REGION



### VAI-VAI SAMBA SCHOOL

*The Vai-Vai Samba School won the Carnival competition in 2015 in São Paulo, and promises a special Opening Ceremony performance guaranteed to make everyone get up to the sound of drums and dance with a Samba parade.*

*Founded in São Paulo by a group of excellent Samba dancers from the Bixiga neighbourhood, Vai-Vai is one of the largest Brazilian Carnival groups. With an 85 year history, it is the school with the most Special Group awards in São Paulo and has been a champion 15 times.*

## ***Publishing information***

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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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