Reference in professional education for the trade in goods, services and tourism sector, the Serviço Nacional de Aprendizagem Comercial [National Service of Commercial Learning] (Senac) is proud to be part of the delegation of Brazil that participates in the 45th WorldSkills Competition.

Since 2009, Senac has been in all the editions of the competition, sharing knowledge and techniques, qualifying young talents and contributing to the country to achieve significant results.
This time we are participating in seven occupations: Health and Social Care, Hotel Reception, Restaurant Service, Cooking, Hairdressing, Floristry and Beauty Therapy.

In Kazan, once again, Senac presents itself as an Institution open to innovation and knowledge, ready to face the challenges of the future. A profile that is expressed in its mission and values, in its pedagogical model and in the professionals who, throughout the world, embody their vocation to educate.
Education that transforms

For more than 70 years, Senac has been contributing to Brazilian social and economic development through the provision of quality professional education. Created in 1946, the Institution is administered by the Confederação Nacional do Comércio de Bens, Serviços e Turismo [National Confederation of Commerce of Goods, Services and Tourism] (CNC).
Although it participates in seven occupations in the competition, Senac offers a great variety of courses in the modalities of Initial and Continuing Education, Technical Professional Education of High School and Professional Technological Education (graduation, post-graduation and extension).

There are 618 units in 1,808 municipalities, in addition to 85 mobile units that reach remote regions of the national territory. In these pedagogical environments, Senac offers educational courses and actions to more than 2.1 million people - and a significant part of the offer is for free.
Senac prepares its students for the market, for the future and for life. It stimulates the entrepreneurial, sustainable and collaborative attitude, focusing on results, based on the technical-scientific domain and the critical vision. From this perspective, the professional formed by the Institution acts with creativity, investigative and innovative behavior, autonomy and social responsibility.

Educate is to make a commitment to a better and more fair society. It is to give every citizen a tool to transform his/her own reality. In the ideal scenario, to change the world.

This transformative impulse moves the Senac, it contaminates its professionals and students. With it we come to this 45th WorldSkills Competition.
Timeline

Bronze Medal
Certificate of Excellence

2009
- Hairdressing
- Cooking

2011
- Hairdressing
- Cooking
- Health and Social Care
- Restaurant Service

2013
- Hairdressing
- Cooking
- Health and Social Care
- Restaurant Service
Our participation

In Kazan, Senac is participating in the WorldSkills Competition in the following occupations of goods, services and tourism:

Hairdressing

Cutting, coloring, styling, chemical treatments, styling and beard design are all part of the knowledge required for this professional and involve health and safety issues, promotion of beauty and wellness. In order to work in this area, it is essential to have communication skills, creativity and good aesthetic sense, besides keeping up to date with new techniques and market trends.
Expert

Bayard Capaverde

Competitor

Bruna Rúpolo
Cooking

Creation of recipes, preparation of entrees, main courses and desserts. The Cook course is the beginning of a training that requires constant improvement due to the arising of new trends and influences from diverse cultures. This occupation requires these professionals to focus on organization, rigor with hygiene, health and food safety, as well as initiative, self-control, creativity, discipline and critical sense.
Ana Loureiro


Sofia Lerner
Health and Social Care

To stand out as a professional of excellence in this area requires technical-scientific expertise, commitment to the care provided in the different socioenvironmental and cultural contexts in response to the needs of the person, the family and the community, and full awareness regarding the patient’s safety and need for humanization in health care.
Elisângela Almeida

Graduated in Nursing from the Faculty of Health and Human Ecology and post-graduated in Surveillance and Control of Hospital Infection by the Universidade Federal de Minas Gerais. She has served as an observer for Brazil in EuroSkills (2014) and in WorldSkills Americas (2014), an expert at the Chinese Taipei’s National Skills Competition (2017) and at Brisc (2019). She is a WorldSkills Competition expert in Health and Social Care since 2013 in Leipzig, maintaining her participation in São Paulo (2015), Abu Dhabi (2017) and Kazan (2019).

Miriam da Silva
Floristry

Whether on the preparation of a small bouquet or decorating a large event, it is required to be innovative, creative, have artistic and design expertise. This professional must be prepared to act autonomously and entrepreneurial, being able to interpret the expectations of the client and translate their ideas and desires into colors, techniques, flowers, botanical materials and accessories that obey rules and composition theories.
Expert

Tanus Saab

Architect and urban planner, he has been working for more than 20 years as a professional florist, landscaper and decorator of parties and events, as well as a floral art teacher. He studied floral design in Brazil, Spain, United States, Germany, France, Holland and England. Champion of the Brazilian Cup of Floral Art, in 2001; of the Americas Cup in Cancun in 2002; and elected in 2015 one of the top ten florists in the world at the Florists Fleurop Interflora World Cup in Berlin. He teaches at the Brazilian School of Floral Art and at Sikastone Floristry Education (China). As an expert, he represents Brazil in the Floristry occupation since WorldSkills Competition 2015, maintaining his participation in Abu Dhabi (2017) and Kazan (2019).

Competitor

Jessica de Campos
Restaurant Service

This occupation involves a series of activities that require from the professional a broad technical expertise on the stages of customer service, including food and beverage harmonization, as well as versatility for the finalization and presentation of dishes. Hosting, empathy and friendliness in the service, are some principles of the hospitality essential for acting in this area.
Expert

André de Souza
Waiter trained by Senac Espírito Santo, specialized in the areas of sommelier, barista and artisan brewery. He acted as a waiter in several restaurants and currently teaches at the Hotel Senac Ilha do Boi, in the courses of Waiter, Accommodation Technician, Cook and Event Organizer. He worked as an interpreter at EuroSkills (2014) and at the WorldSkills Competition as a technical observer (2013) and workshop manager (2015).

Competitor

Gustavo Almeida
Beauty Therapy

Professionals in this area are dedicated to the beautification, protection, maintenance and aesthetic recovery of the face and body. They evaluate, indicate and apply procedures of corporal and facial aesthetic, massage, hair removal, makeup, manicure and pedicure. It is essential that they develop self-control and concentration, are agile and aware to details, with great manual skill.
Expert

Cristine Bittencourt
Master in Health Sciences, specialist in Beauty and Wellness and Physiotherapy Dermato-functional, she has a bachelor’s degree in Physiotherapy and has been working in the dermato-functional area since 2006. She is a professor at the Faculty of Technology Senac Tubarão and the Universidade do Sul de Santa Catarina. She acted in the WorldSkills Competition 2013 as a technical observer and since 2015 acts as expert of Brazil in the occupation Beauty Therapy.

Competitor

Isadora Berti
Hotel Reception

Receive, identify and guide guests on lodging services, make registrations and reservations, check in and check out, receive daily payments, ask questions, provide assistance and advise clients on transportation, tours and sightseeing. Great ability to communicate and solve problems, autonomy, organization, impartiality and responsibility are essential to this professional.
Expert

Angélica Furtado
Bachelor of Tourism and MBA in Strategic Administration, she has been working in Hospitality since 2010. Currently, she is a Hospitality Specialist at Senac Rio de Janeiro, responsible for the development of educational products for the hotel industry, identifying trends and updates required for courses such as Receptionist in Lodging Means, Maid in Lodging Means, Hotel Revenue Management and Technological Graduation in Hotel Business.

Competitor

Paula Senna
Senac’s recognition of quality goes beyond frontiers. The Institution is affiliated to the Business Council of the World Tourism Organization, linked to the United Nations. The agency is dedicated in stimulating economic growth and job creation in the sector, encouraging the protection of the environment and tourism heritage. This partnership involves participating in an important international forum to discuss structuring questions of tourism policy and is a source of expertise in the sector.
Senac is also a founding member of the Inter-American Center for Knowledge Development in Professional Training (Cinterfor). Maintained by the International Labor Organization, Cinterfor brings together professional education institutions from Latin America, Cape Verde and Spain.

Agreements with several international institutions also provide for the qualification of teachers and technicians. This is the case, for example, of the French organization ECTI - Seniors Professionals, which an agreement was reached to transfer knowledge, methodologies and technologies; as well as with other international institutions, including the London College of Fashion, the International School of Italian Cooking - ALMA and the Italian institute POLI. design, also in Italy, and the third largest European center of excellence in design.
Partnerships and cooperation agreements are important mechanisms for Senac to expand the dialogue with the productive sector and potentiate the results of the professional education actions it develops. Working together with institutions of recognized expertise in their field of activity, whether in Brazil or abroad, can be strategic to make feasible projects of common interest.