

## SENAI Brings 11 Medals from WorldSkills, the Largest Professional Global Challenge



The 42<sup>nd</sup> edition of the WorldSkills was held in Leipzig, Germany, from July 2<sup>nd</sup> to the 7<sup>th</sup>. It is the biggest tournament of professional education in the world, that requires

tasks of individual and collective technical skills to follow international quality standards. This year's motto was "Meet, Greet, Celebrate", which refers to the one adopted in 2006 at the World Cup in Germany: "Time to make friends".

The Brazilian National Service for Industrial Apprenticeship (SENAI), which is part of the Industry System and provides vocational education and training to 3,5 million professionals (2013), took 41 students to the competition this year. It was the largest Brazilian delegation to ever participate in the event. This year the competition gathered a total of 1,000 students from 53 countries. The Brazilian national delegation was composed of the finalists of the regional and national editions of The Knowledge Olympics. The winners of the national tournament were subjected to selection tests, in which they had to reach the international technical indices to win a seat at the national delegation.

Brazil ranked second place, with six gold medals, three silver medals and two bronze medals, as well as ten certificates of excellence. At the awards ceremony, Brazil was officially appointed as host for the next WorldSkills. CNI's President, Mr. Robson Andrade, received on behalf of Brazil the WorldSkills bat to host the next edition of the tournament.

The 43<sup>rd</sup> WorldSkills will take place in Sao Paulo, on August 11<sup>th</sup>-13<sup>th</sup>, 2015, and promises more excitement and challenges to competitors of professional education worldwide.

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### Brazilian Economic Outlook

GDP (1 <sup>o</sup> quarter 2013) yoy	1.90%
Industrial production (Jun) yoy	3.10%
Interest rate Selic (Ago) per year	8.50%
Inflation (Jul) 12-month period	6.27%
Exchange rate (Jul) monthly average	2.25
Exports (Jan-Jun) 12-month period	-2.2%
Imports (Jan-Jun) 12-month period	9.30%
International reserves (Aug 5) total in US\$ billion	373.6

The Brazilian National Confederation of Industry (CNI) is the largest and highest-level representation of industry in Brazil with a mission to promote a favorable business environment, enhancing companies' competitiveness and promoting sustainable development in Brazil. CNI represents and coordinates initiatives gathering 27 state federations of industry, over 100,000 industrial firms and sectoral associations, encompassing issues such as: economic policy, infrastructure, environment, SME development, labor relations, social responsibility and international strategies.

## Bilateral Relations

### Brazil-Germany Economic Meeting 2013

Under the coordination of the Brazilian National Confederation of Industry (CNI), the Federation of German Industries (BDI) and the Federation of Industries of the State of São Paulo (Fiesp), and supported by the Chamber of Commerce and Industry Brazil-Germany (AHK), the Brazil-Germany Economic Meeting held its 31<sup>st</sup> edition on May 13<sup>th</sup> and 14<sup>th</sup> in Sao Paulo. Under the name of "Brazil-Germany Cooperation for Competitiveness", this year's event hosted Brazil's President Dilma Rousseff and the German President Joachim Gauck, in addition to government officials and business leaders from both countries.

Issues discussed in this year's meeting include: investment expansion, new forms of cooperation, partnerships between public and private sector, workshops on the energy sector challenges, innovation, research, the interaction between small and medium Brazilian and German companies, and cooperation in the field of health.

### CNI participates at the II Mercosur Business Forum

The II Mercosur Business Forum took place in Montevideo, Uruguay, on July 11<sup>th</sup>, one day before the Mercosur leaders' Summit meeting. The Forum hosted three panels to discuss tourism, ITC and global services, and global value chains for agribusinesses and manufacturing. Mr. Paulo Tigre, CNI's Vice-President, discussed the benefits of Brazil's insertion into global value chains and presented the challenges for Brazil and for Mercosur to consolidate its regional integration and to compete internationally. Two of the main challenges identified by Mr. Tigre are the existing barriers to trade within Mercosur and the bloc's institutional instability.

## International Events

### Trade Mission to Hannover

The International Business Center (CIN Network) from the state of Rio Grande do Sul, with the support of CNI, promoted a business mission to Hannover for the world's leading trade fair for industrial technology. The Brazilian delegation was composed of 49 companies, 19 institutions and 110 participants from seven Brazilian states: Rio do Grande do Sul, Distrito Federal, Goias, Maranhao, Minas Gerais, Mato Grosso and Santa Catarina.

In order to foster partnerships and technology transfer, the group visited benchmarking companies, research and development institutions, and clusters. There were 6.550 exhibitors representing 62 countries, providing access to information on innovation, added value, quality improvement, new technologies, and international standards of production and consumption to 225.000 visitors.

### Challenge of Innovation 2013

Five hundred representatives of industries and research institutes participated in the Brazilian Challenge of Innovation Conference presented by 11 researchers from the Massachusetts Institute of Technology (MIT). Discussions were held on topics ranging from innovation in open networks to nanotechnology used in medicine, and renewable energy. It was the second conference of its kind organized by MIT and directed to entrepreneurs in Brazil, held in partnership with SENAI (National Service for Industrial Apprenticeship) and CNPq (National Council for Scientific and Technological Development). The event took place on May 7<sup>th</sup> and 8<sup>th</sup>, in Sao Paulo.

## Seminar “The Relations between Brazil and Africa – The New Frontier of Global Development”

CNI in partnership with the newspaper Valor Econômico promoted and hosted the Seminar “The relations between Brazil and Africa – The New Frontier of Global Development”, in Brasília, on May 22<sup>nd</sup>.

Former Brazilian President Luiz Inácio Lula da Silva was one of the speakers. Opportunities for investment and development in Africa were presented by government representatives from Brazil, Angola, Mozambique, Zimbabwe, Algeria and Gabon, and by the private sector currently acting in Africa, such as Vale, Marcopolo and BrFoods.

## CNI debates European policy for small and medium enterprises

The seminar “Think Small First: European Policy for Micro, Small and Medium Enterprises” was held in order to discuss the special treatment that these companies receive in Europe and how to intensify actions to support the Brazilian SMEs policies context. The European project “Think Small First” (including sector incentives and tax reform to benefit SMEs) was presented to ministers and business leaders by the Deputy Director-General for Enterprise and Industry of the European Union, Jaime Silva. The event took place at CNI, in Brasília, on June 12<sup>th</sup>.

## SIAL Brazil 2013

CNI, through the CIN Network, SENAI and SESI, held the International Food and Beverage Exhibition - SIAL Brazil 2013, on June 25<sup>th</sup>-28<sup>th</sup> in Sao Paulo. The event brought together exhibitors and buyers from different countries and took place simultaneously with the Fispal Food Service, the largest food fair Outside Home (hotels, restaurants and others) in Latin America. The agenda included seminars related to the industry, business meetings, technical visits in São Paulo, and there were also exhibition of innovative SESI and SENAI products. The purpose of the event was to enable business, bring together Latin American and European SMEs, and disseminate information and results of the projects developed by the Industry System.

## Industry Outlook

### Business Confidence Index (ICEI)

The Business Confidence Index (ICEI) dropped in July to the line between confidence and lack of confidence. This is the lowest number since April 2009.

Inventories are up again. In June, the indicator for actual-planned stock levels stood above the 50 point line for the third time in a row.

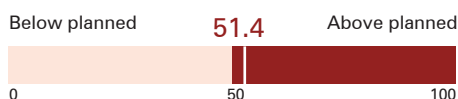
Industrial production rose 1,1% in the second quarter compared to a quarter before. CNI projects a 1.0 increase in Manufacturing GDP for 2013 and a 2.0% economic growth .

The decrease of federal government approval and political instability rises questions about next year’s elections. Government approval decreased from 55% in June to 31% in July.

In the international scenario, risk aversion is growing thanks to expectations of changes in the Fed’s monetary policy, which is pressuring exchange rate all over the world, especially in Brazil.

### Business Confidence Index

July 2013



[www.cni.org.br/icei](http://www.cni.org.br/icei)



## Upcoming Events

### I BRICs Business Council

The first BRICs Business Council will serve as a platform to strengthen and promote economic, trade, business and investment ties between the business communities of the five BRICS emerging countries, that together account for 20% of global GDP. Five representatives from each country's private sector (Brazil, Russia, India, China and South Africa) will meet on August 19<sup>th</sup> and 20<sup>th</sup>, in Johannesburg, South Africa.

On the Brazilian side, the representatives will be Vale, Marcopolo and Weg, besides eight other entrepreneurs lead by CNI and its President, Robson Andrade.

### Mission on Industrial Innovation to South Korea

CNI will lead a mission to South Korea formed by 20 entrepreneurs and representatives of academy and development institutions such as São Paulo Research Foundation (FAPESP), and the Inter-American Development Bank (IDB), from September 9<sup>th</sup> to the 13<sup>th</sup>. The mission includes meetings at the Ministry of Trade, Industry and Energy; the Ministry of Education, Science and Technology; science and technology institutes; the Korean Federation of Small and Medium Enterprises (KBIZ); and the Korean Trade Promotion Agency (Kotra).

### CEBEU's Advocacy Mission to the U.S.

The Brazil - U.S. Business Council will promote an Advocacy Mission to Washington, D.C., from September 16<sup>th</sup> to the 20<sup>th</sup>. As the Executive Secretariat of the Brazil section, CNI will bring along a delegation formed by entrepreneurs aiming to strengthen ties on cooperation, trade and investment between the private sector of both countries.

### XVI Japan-Brazil Joint Economic Committee Meeting

CNI in partnership with its Japanese counterpart, Nippon Keidanren, promotes this year de XVI edition of the Japan-Brazil Joint Economic Committee Meeting in Belo Horizonte, Brazil, on September 23<sup>rd</sup> and 24<sup>th</sup>. The meeting aims at advancing trade, investment flows and business relations between Brazil and Japan. 300 Japanese entrepreneurs are expected to attend the event this year.

### Automotive Business Mission to South Korea

The Federation of Industries of the State of Goiás (FIEG) with CNI's support, will organize a mission to South Korea with 15 representatives from business sector and governmental institutions. The group will visit technology centers, automotive industries, associations from several sectors and CNI's counterpart, the Federation of Korean Industries (FKI), from September 20<sup>th</sup> to October 1<sup>st</sup>.

### Brazilian Presidential State Visit to the U.S.

Brazilian President Dilma Rousseff will make the first formal state visit to the United States in over 15 years, and CNI will bring together a group of entrepreneurs from various sectors to Washington, D.C., on October 22<sup>nd</sup>. The visit's agenda includes meetings with governmental institutions and American business leaders, in order to expand the dialogue and cooperation between the United States and Brazil on bilateral, regional and global themes.

### B20

The B20 Summit will take place on September 5<sup>th</sup> and 6<sup>th</sup>, in St Petersburg, Russia, during the G20 Leader's Summit. The B20 group is an informal network of business associations that collaborates to maintain a continuous dialogue between the business community, G20 governments, and relevant international institutions. The Brazilian business community is represented by CNI and its President, Mr. Robson Andrade, who will attend the event with a group of Brazilian CEOs.

The Presidents of the business confederations of the G20 countries, as well as CEOs and Chairmen from a number of global companies will gather together to achieve a balance between the interests of the political elite, business community, and other stakeholders.