

Organised by:



In collaboration with:



International  
Labour  
Organization



Supported by:



MINISTRY OF HUMAN RESOURCES



In conjunction with:



Airline Partner:



# BRAZILIAN NATIONAL SERVICE for INDUSTRIAL TRAINING - SENAI

Global Skills Forum 2025

Sector specific experiences of SSBs and knowledge sharing



▶ Global  
Skills  
Forum

The Role of the Private Sector in Skills Development:  
Driving Innovation and Impact

**SENAI** Brazilian National  
Service for  
Industrial Training

# Market Intelligence:

## National Industrial Observatory

The largest hub of the national industry with more than 209 bases mapped in a single place.

### Sub Header

The National Industrial Observatory is the central locus of a large collective intelligence network, capable of accessing and analyzing data, identifying and constructing future scenarios. The goal is to produce applied knowledge and strategic intelligence based on recognized methodologies and advanced studies that can impact new businesses.



# Industrial Work Map

2025 - 2027

## Projecting Employment Levels and Training Demand

### Today

What is the current reality of the labor market?



### Future

What will the dynamics of employment be in the coming years?



2027

What is the demand for initial training and upskilling by 2027?

### Methodology

#### Covers results for:

All occupations in the industry

Industrial and related occupations in other sectors

Regional detailing

#### Differentials:

- Level of detail
- Focus on industry and also on employment related to other sectors
- Demand for training supply

#### Considering aspects such as:

- Employment variation
- Turnover and availability of already trained people
- Need for training of already employed workers



Filtros

Visão Geral

Unidades da Federação

Investidores

Analítico

Sobre

Atualizado em: 21/11/2024 | Filtros: Período de 01/06/2023 Até 30/10/2024 |

Investimentos Previstos

1,25 Tri

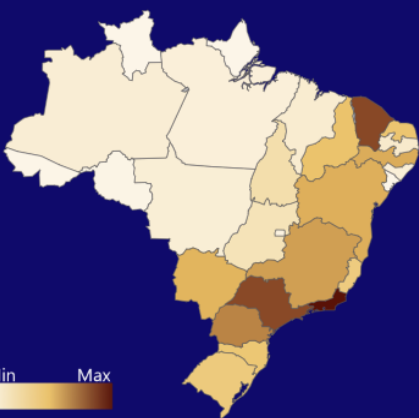
Total de Notícias

770

Total de Empresas

542

Distribuição por Unidade de Federação



Investimento por Investidor e Setor (R\$)

| Empresa                                          | CNAE Div Empresa                                                            | Setor do Investimento | Total        |
|--------------------------------------------------|-----------------------------------------------------------------------------|-----------------------|--------------|
| PETROLEO BRASILEIRO S A PETROBRAS                | Fabricação de coque, de produtos derivados do petróleo e de biocombustíveis | Petróleo e Gás        | R\$ 263,0 Bi |
| GREEN ENERGY PARK PIAUI LTDA                     | Fabricação de produtos químicos                                             | Energia               | R\$ 50,0 Bi  |
| AES BRASIL ENERGIA S.A.                          | Atividades de serviços financeiros                                          | Energia               | R\$ 36,0 Bi  |
| CASA DOS VENTOS COMERCIALIZADORA DE ENERGIA S.A. | Eletricidade, gás e outras utilidades                                       | Energia               | R\$ 36,0 Bi  |
| BRASIL FORTESCUE MINERACAO LTDA                  | Extração de minerais metálicos                                              | Energia               | R\$ 29,9 Bi  |
| J&F INVESTIMENTOS S.A                            | Atividades de serviços financeiros                                          | Papel e Celulose      | R\$ 26,8 Bi  |
| CMPC CELULOSE RIOGRANDENSE LTDA                  | Fabricação de celulose, papel e produtos de papel                           | Papel e Celulose      | R\$ 24,0 Bi  |
| PETROLEO BRASILEIRO S A PETROBRAS                | Fabricação de coque, de produtos derivados do petróleo e de biocombustíveis | Energia               | R\$ 23,2 Bi  |
| ESTADO DE SANTA                                  | Administração pública,                                                      | Construção            | R\$ 22,8 Bi  |
| Total                                            |                                                                             |                       | R\$ 1,2 Tri  |

Valor Total por Natureza Jurídica (R\$)

|                              |                     |
|------------------------------|---------------------|
| Entidades Empresariais       | R\$ 1,1 Tri   91,0% |
| Administração Pública        | R\$ 111,1 Bi   8,9% |
| Entidades sem Fins Lucrat... | R\$ 1,6 Bi   0,1%   |
| Organizações Internacion...  | R\$ 169,8 Mi   0,0% |

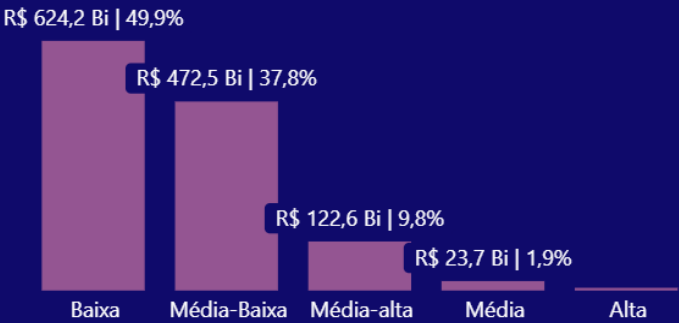
Valor Total por Porte da Empresa - RFB (R\$)

|                          |                     |
|--------------------------|---------------------|
| Demais                   | R\$ 1,2 Tri   99,3% |
| Empresa de Pequeno Porte | R\$ 7,8 Bi   0,6%   |
| Micro Empresa            | R\$ 988,0 Mi   0,1% |

Valor das Iniciativas por Setor de Investimento

| Setor de Investimento | Total        | %       |
|-----------------------|--------------|---------|
| Energia               | R\$ 407,2 Bi | 32,58%  |
| Petróleo e Gás        | R\$ 277,4 Bi | 22,20%  |
| Construção            | R\$ 190,1 Bi | 15,21%  |
| Papel e Celulose      | R\$ 86,0 Bi  | 6,88%   |
| Total                 | R\$ 1,2 Tri  | 100,00% |

Valor Total por Intensidade Tecnológica (R\$)

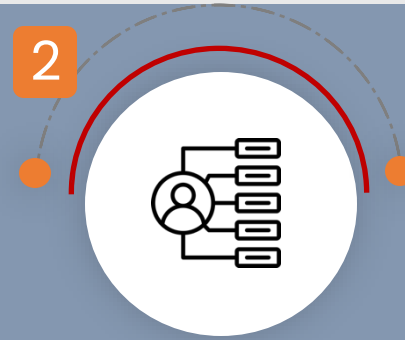


# INDUSTRIAL EMPLOYMENT MAP

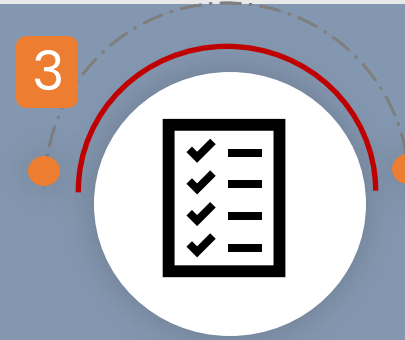
**CONSULTATION OF  
THE INDUSTRIAL  
EMPLOYMENT MAP**



**IDENTIFICATION OF SENAI'S  
PORTFOLIO MORE ADHERENT  
TO LOCAL DEMAND**



**PLANNING  
OFFER**



**MONITORING OF  
RESULTS**



## KEY INDICATORS AND CLASSIFICATIONS USED



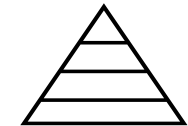
**LABOR MARKET  
MOVEMENTS**



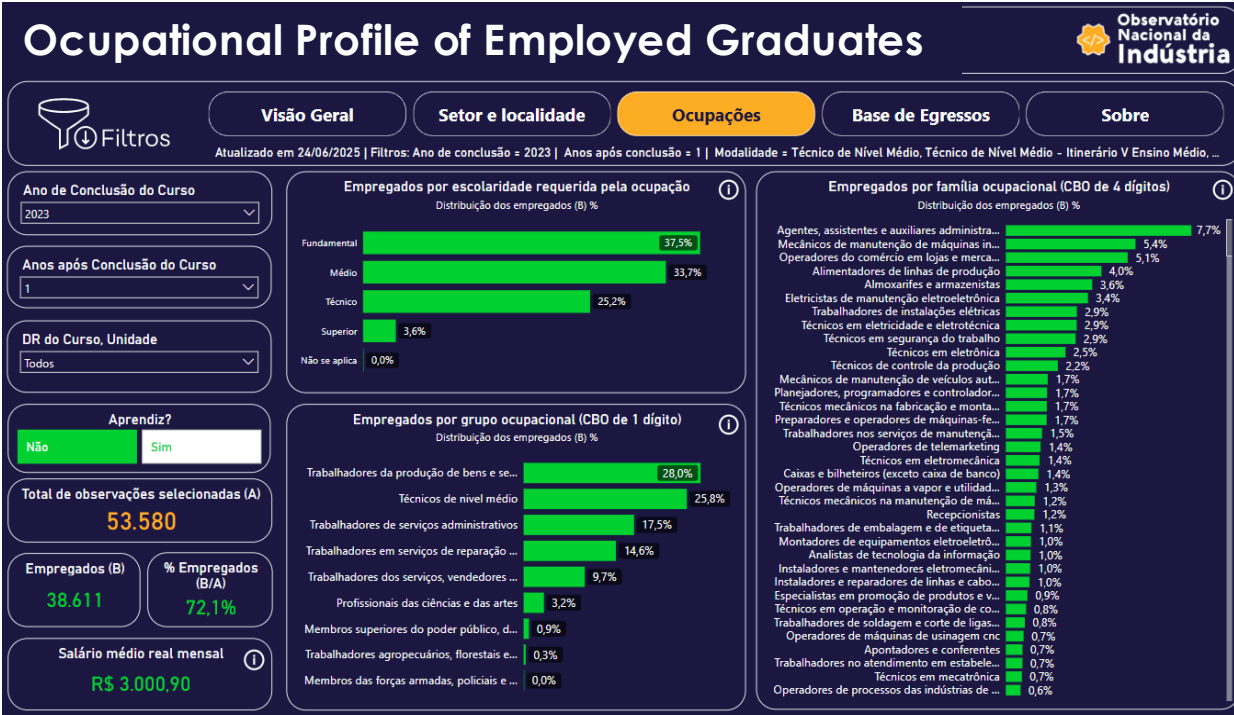
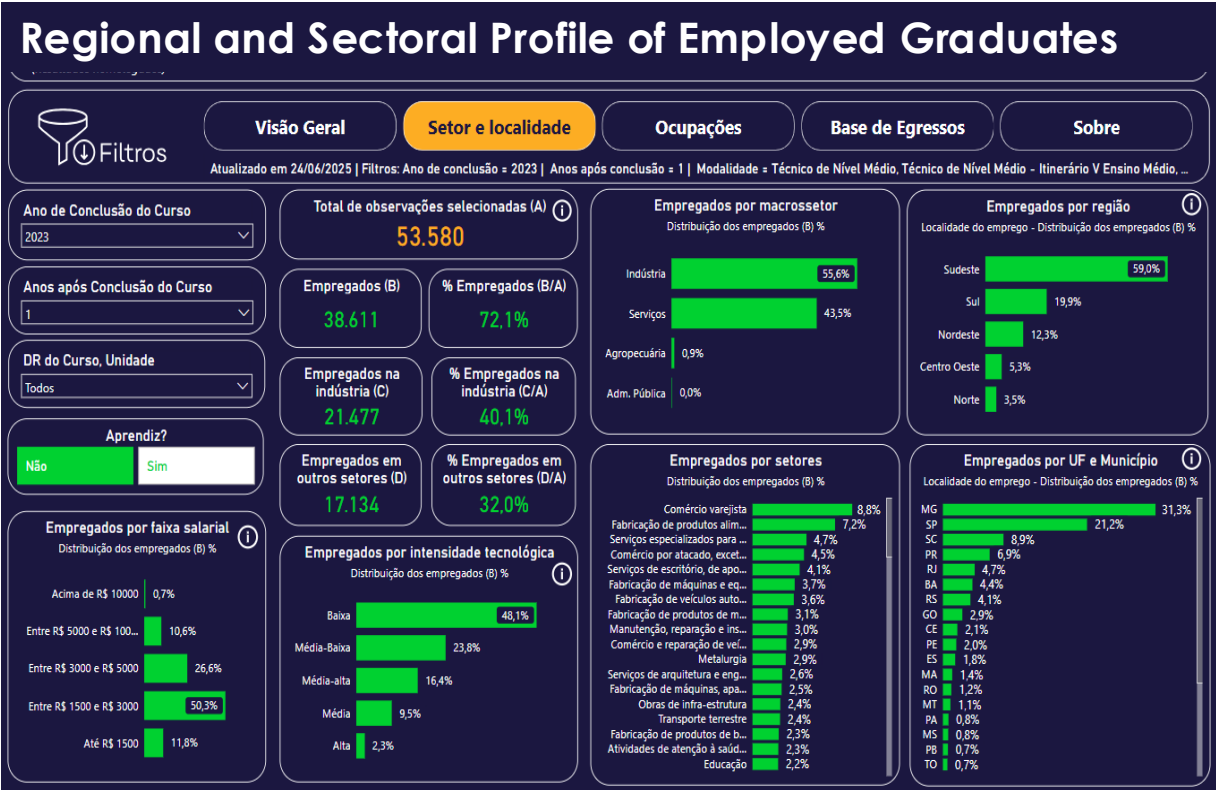
**MOVING MEDIA**



**PRESSURE  
WAGE**



**LEVELS OF  
TRAINING BY  
OCCUPATION**



# Sectoral Programs

Enhancing industrial training

- focus on serving labor-intensive industrial sectors.
- courses directly linked to technological areas with intense demand for specialized labor.





# + PRODUCTIVE BRAZIL

BRASIL MAIS  
PRODUTIVO

## Program Modalities

### Productivity Platform

Access to program engagement and navigation in **course content, materials and tools** on **productivity** and **digital transformation**.

**200  
thousand**

Micro, Small and Medium Industries.



### Management Strategy

Innovation and **improvement of the management** of micro and small enterprises with the SEBRAE ILS methodology.

**50,000**

Micro and Small Industries



### Optimization of Industrial Processes

Specialized consultancies and professional improvement in **lean manufacturing** and **energy efficiency** with Senai methodologies.

**30,000**

Micro and Small Industries.

**3 thousand**

Medium-sized Industries.



### Digital Transformation

Development and application of **Smart Factory** technologies with 360 new suppliers.

**8.4 thousand**

Micro, Small and Medium-sized Industries.

**Digital Transformation Plan** implemented and graduate access.

**1.2  
thousand**

Medium-sized Industries





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