



2024 | Singapore



# Speakers



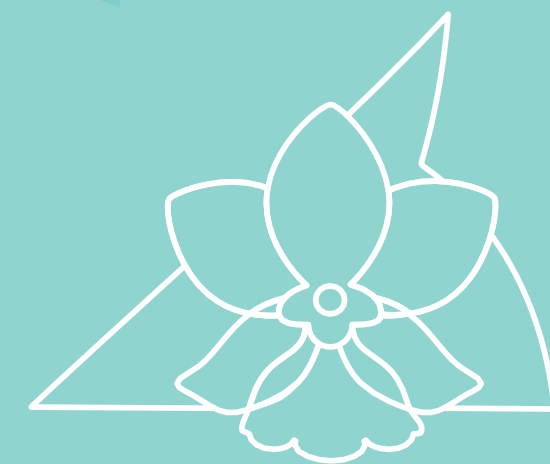
**Rodrigo Colorado**

*President, El Salvador Sailing Federation*



**Marco Aurelio**

*President, CBVela*



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# CBVela



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# HISTORY

Foundation – 2012

Debts of the former association – US\$  
50 million

Good sporting performance

Sailing completely messed up in Brazil



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# GOVERNANCE



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# PRINCIPLES

Transparency

Participation of all

Educating the members of the entity

Focus on disseminating the sport



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# STRATEGY



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# STRATEGY

Access to water  
Sailing as a service  
Geographic expansion  
Alliance with governments



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# RESULTS



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# EVENTS



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MUBADALA

**BRA**



**SAILGP TEAM**



# PERFORMANCE



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# EXPANSION



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# SUSTAINABILITY



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# Education and Development



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# INCLUSION



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Cartilha de Boas Práticas

## VELA FEMININA





# SERVICES



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# El Salvador Sailing Sustainability Strategy

## Life Coaching and Guidance



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# El Salvador

## Sailing history before 2018



  
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# One Sailor



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# Sailing Builds...

Character - Discipline

Resilience - Courage

Teamwork - Network

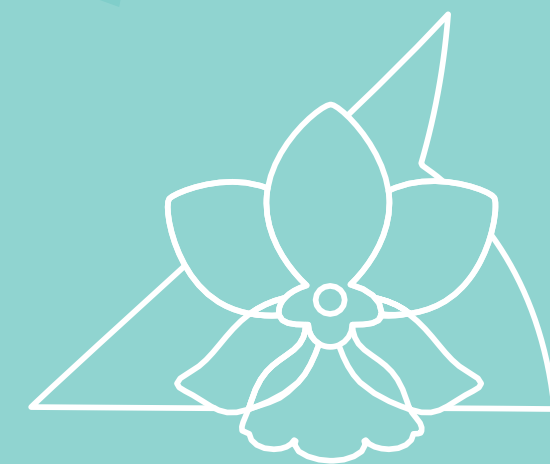
Value Efforts - Mutual Support

Nature Awareness

Abstract Reasoning

Spatial Representation

Mental & Physical Health



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We facilitate the learning process  
providing **opportunities**

Recreation - Training - Education - Management  
Employment - Development - Volunteering



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# Why the world of sailing?

## **Many opportunities**

- Instructor - Coach – Professional Athlete
- Merchant Marine - Nautical Technician
- Tourism – Marketing – Administrative Staff
- Race Officers - Officials – Managers - Judges

And many more options....



  
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# WE CHANGE LIVES SAILING

## #SAILING LIFE

| EL SALVADOR SAILING PROGRAM |         |        |                  |              |            |         |        |
|-----------------------------|---------|--------|------------------|--------------|------------|---------|--------|
|                             | Play    | Train  | Train to Compete | Volunteering | Instructor | Teacher | Coach  |
| Years of Age                | 8 to 12 | 13+    | 15+              | 15+          | 17+        | 21+     | 25+    |
| Days a week                 | 1 to 2  | 2 to 3 | 4 to 6           | 1            | 2 to 3     | 3 to 6  | 4 to 6 |

| CARRER & DEVELOPMENT   |                     |                     |                     |
|------------------------|---------------------|---------------------|---------------------|
| School                 | Technical Institue  | English Academy     | University          |
| 8 to 18<br>(Years Old) | 18 +<br>(Years Old) | 15 + (Years<br>Old) | 18 +<br>(Years Old) |
| Scholarships Program   |                     |                     |                     |



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What is your **unique** strategy?

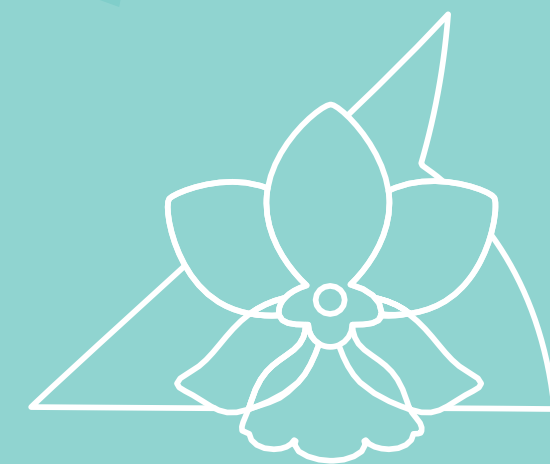


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# Any Questions?



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# Thank you



**MUSTO**

**KUEHNE+NAGEL** 

  
**singapore**  
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