



My name is Sergio Mitsuo Vilela, 39, married to Daniela and father of Lucas (5) and Nicolas (2). I am a Brazilian and Portuguese Lawyer, PhD Candidate in International Tax Law at the University of Zürich, Master in international law from the University of São Paulo. Deputy Head Wealth Planning Americas at Bank Julius Baer. I am a proud GC Member.

I am the Brazilian Representative before the World Curling Federation, where I am also part of the Structure Review Group. I am Board Member and Director for Curling at CBDG - Brazilian Ice

Sports Federation. Finally, I am one of the private investors who, together with WCF and CBDG, inaugurated in January 2020 the Arena Ice Brazil in São Paulo: 3 dedicated curling sheets (first in Latin America and second in the Southern Hemisphere) and a 1/3 Olympic sized skating rink.

I live in Zürich since 2013 and learned to curl here, thanks to the partnership of the University of Zürich with the Wallisellen Curling Club, which allow students to try the sport. However, my first experience with curling was actually in Brazil in 2010.

It may be a surprise for my fellow SWISSCURLING friends (I am a proud registered SWISSCURLING athlete and I played the Einzelmeisterschaft in 2017 and actually our Team Brazil was silver in the Active Meisterschaft in 2018), but Brazil is the 5th largest audience for curling in the world.

It all started in 2010, first time that Brazil had live broadcast from the Winter Olympics in Vancouver. Due to the time difference and the fact that it was held during the Carnival week, Curling was the only sport being broadcast after the Novelas (prime time soap operas) and it became an instant hit. So big, in fact, that Rock Solid Productions and Neutrogena organized a "try curling" workshop in a 15-meter sheet of skating ice in São Paulo: I waited 6 hours in line to play two stones and I fell in love with the sport.

Since then, I have represented Brazil in 3 World Championships, 4 Americas Challenges (the Americas equivalent of the Europeans) and the inaugural World Qualifier Event in 2019, played with my friend and team mate Michael Krähenbühl (Swiss father, Brazilian Mother), also a SWISSCURLING member (plays for the CC Flims).