



Brazilian Content organizes commercial mission to the UK

The initiative aims to seize the business potential after the formalization of the audiovisual production agreement between Brazil and the UK

The Film Co-production Agreement between Brazil and the UK entered into force at the end of last March, increasing the business potential between Brazilian and British companies focused on audiovisual activities (film and television). In order to bring these companies closer and seize the possibilities of the treaty, Brazilian Content, the audiovisual content export project promoted by BRAVI in partnership with the Brazilian Trade and Investment Promotion Agency (Apex-Brasil), is organizing a commercial mission to the UK between November 27 and 30, 2017.

The activities include presentations and meetings exclusive to the Brazilian Content companies, business get-togethers with British producers and distributors, visits to companies of the audiovisual sector and access to Content London, an event organized by C21, one of the main media organizations focused on entertainment in the UK. This will be the 4th edition of the market, which gathers around 1.200 participants and focuses mainly on drama productions.