

Brazil is going to NATPE 2020 with delegation of 12 companies

Production companies show the strength of national content in front of the main players of Latin America. Two delegation members will be attending the event for the first time

With a more mature and more diversified group in terms of content offered, the Brazilian delegation organized by Brazilian Content, the audiovisual content export project promoted by BRAVI in partnership with the Brazilian Trade and Investment Promotion Agency (Apex-Brasil), is heading for Miami Beach (USA) optimistic. The delegation, this year made up of 12 companies, will be there for the NATPE Miami Marketplace & Conference, one of the most important international events for television content, which takes place from January 21 to 23.

“In addition to having two first-timers, the group is made up of companies focused on the entire Latin American market. We even have two distributors, who will bring content for sale. And, as always, our main goal is to promote Brazilian audiovisual production, attract buyers to our booth and thereby contribute to the generation of business and international partnerships for our member companies”, says Mary Morita, executive manager of Brazilian Content.

NATPE, an event already consolidated in the international market, offers many opportunities for those looking to do business with the Latin, Hispanic and North American markets, present projects and learn about the latest trends. Among the companies that are part of the national delegation is Movioca, which is taking the animated feature “Tiny and the Umbrella”, which premiered only at festivals, and other projects. According to the company’s president Márcio Yatsuda, the company is looking for partners for international distribution.

Another member of the delegation, Accorde Company sees the event as an opportunity to present finalized content, such as the 13-episode series “Dark Soccer”, and offer buyers different format possibilities in three languages - English, Portuguese and Spanish, according to CEO Paulo Nascimento.

Glaz Entertainment, on the other hand, will be looking for partners for live action and animation in Latin America and Europe. According to Carolina Alckmin, Glaz Group’s business director, the production company’s highlights for the event are the series “Os Sete”^[1] and “Lyndas”, for which they are seeking partnerships. “Lyndas” was created by Fil Braz, one of the biggest names in Brazilian comedy, author of the scripts for “My Mother is a Character” and “I’m Rich”. And “Os Sete”^[2] is an adaptation of the book by the bestselling author André Vianco, a reference in horror fiction in Brazil.

With a diverse Brazilian lineup that includes animation, fiction and nonfiction, ELO COMPANY will be back at the event, this time with its own headquarters in Miami. Sabrina Nudeliman Wagon, CEO of the company, says the goal is to consolidate conversations started at MIPCancun.

First-timers

Brazil has two companies in this year's delegation that are attending NATPE for the first time. UP VOICE, a full-service dubbing company, intends to expand its operations and gain new clients, especially in the USA, where it will open a headquarter in 2020. "We are reaping the great results of the work done in 2019 and are now looking for new clients and projects that value the high quality and the expertise we offer. We already offer services in seven languages", explains Tati Peres, the company's business development executive.

Forest Comunicação, also new to the event, expects to leave Miami with new deals underway. "We are looking for international co-production and we also want to sell IP and continue in these markets. Our expectations are the best possible", says executive producer Amanda Fernandes.

The companies that are attending the event are: Accorde Company, Boutique Filmes, Chocolate Filmes, Elo Company, Forest Comunicação, Glaz Entretenimento - Copa Studio, Moonshot Pictures, Movioca Content House, Sato Company, Story Productions, Teleimage Productions and UP VOICE.

The NATPE Miami Marketplace & Conference will be held at the Fontainebleau Miami Beach from January 21-23. In 2019 more than 5,000 professionals attended the event, representing 70 countries, as well as more than 1,100 buyers, 400 exhibitors and 200 speakers.

Sobre o Brazilian Content

O Brazilian Content é o programa internacional da Brasil Audiovisual Independente (BRAVI), criado em 2004 e realizado em parceria com a Agência Brasileira de Promoção de Exportações e Investimentos (Apex-Brasil). Com o objetivo de promover o conteúdo audiovisual independente no mercado internacional, o Brazilian Content viabiliza parcerias entre empresas brasileiras e estrangeiras (por meio de coproduções, vendas e pré-vendas para canais de TV, internet, telefonia celular e mídias digitais). O Brasil hoje é considerado um importante mercado no cenário internacional e integra o plano de negócios de coprodução de inúmeras TVs e produtoras.

Sobre a Brasil Audiovisual Independente (BRAVI)

A BRAVI reúne produtoras independentes de conteúdo audiovisual para televisão e mídias digitais e possui mais de 660 associados em 21 unidades da Federação, nas cinco regiões do Brasil. Fundada em 1999, a associação atua fortemente para o desenvolvimento do mercado audiovisual brasileiro e representa o setor em diversos fóruns de debates públicos e privados. Com uma estrutura profissional e reconhecida representatividade nacional, a BRAVI também participa ativamente das regulamentações do mercado audiovisual, incentivando a produção e novos modelos de negócios, além de oferecer capacitação especializada ao produtor independente. Por meio de relevantes parcerias institucionais, apoia a participação do empresário brasileiro no mercado audiovisual internacional.

Sobre a Apex-Brasil

A Agência Brasileira de Promoção de Exportações e Investimentos (Apex-Brasil) atua para promover os produtos e serviços brasileiros no exterior e atrair investimentos estrangeiros para setores estratégicos da economia brasileira. A Agência realiza ações diversificadas de promoção comercial, como missões prospectivas e comerciais, rodadas de negócios, apoio à participação de empresas brasileiras em grandes feiras internacionais, e visitas de compradores estrangeiros e formadores de opinião para conhecer a estrutura produtiva brasileira.

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