



Interested in expanding business in animation, six Brazilian production companies are going to MIFA with Brazilian Content

The Annecy Festival Market takes place between the 13th and 16th of June and gathers the sector's biggest players

Brazilian Content, the audiovisual content export project promoted by BRAVI in partnership with the Brazilian Trade and Investment Promotion Agency (Apex-Brasil), is taking a delegation of six production companies to MIFA, the Annecy International Animated Film Festival's market, in France. The event takes place between the 13th and 16th of June. The Brazilian delegation is composed of the companies 2DLab, Intro Pictures, Carmela Conteúdos, Vetor Filmes, Primo Filmes and Coala Filmes.

Of the six companies, four are going to this market for the first time. 2DLab, a senior company in animation and in international markets, is one of them. "Our goal now is precisely to expand the distribution of our products", points out André Breitman. For the event, 2DLab focuses on the animation series "Meu Amigãozão" and the original "Conta Comigo", as well as the feature film "A Ira de Deus", based on Glauber Rocha's film "Black God, White Devil", currently still in first stages of production.

Another company that is going to the event for the first time is Intro Pictures, which is seeking European co-production partners, especially French, for animation series and feature-film projects. The company is taking the feature film "Nina", a co-production with Carmela Conteúdos.

As usual, there are Brazilian films in the festival's competition. "Endangered Love" and "Emotions Factory", from Lobo and Vetor Zero, companies that belong to the same group inside Vetor Filmes, compete in the Commissioned Films section. Two Brazilian productions are also competing in the Short Film section: "Venus", directed by Sávio Leite, and "The Poet of Horrible Things", by Guy Chaineaux.

Brazilian Content attends the market since 2012, as animation is an important language for the Brazilian audiovisual industry and has seen great development in the country. In recent years, Brazilian films have won awards at the festival, such as the short "Guida" and the features "Rio 2096: A Story of Love and Fury" and "Boy and the World". Furthermore, Brazilian films were highlights in the pitches ("Tito and the Birds") and in the Competition program ("Way of Giants", "World of Autism", "A Man Called Man" and "The Young & the Paperless") last year.

Sobre a Brasil Audiovisual Independente (BRAVI)

A BRAVI reúne produtoras independentes de conteúdo audiovisual para televisão e mídias digitais e possui mais de 600 associados em 18 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 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.

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