



## **In search of opportunities in the Chinese market, Brazilian content organizes a trip of Brazilian production companies to MIP China**

*The event takes place between the 23rd and 25th of May, with previously organized meetings between Chinese and foreign companies. China has around three thousand TV channels and more than 400 thousand homes with television sets*

Brazilian Content, BRAVI's export program in cooperation with the Brazilian Trade and Investment Promotion Agency (Apex-Brazil), prepares to reach new heights. For the first time, the program is organizing a trip of Brazilian production companies to MIP China Hangzhou, an event promoted by the same organizers of MIPCOM and MIPTV, which takes place from the 23rd to the 25th of May and will have previously scheduled meetings between Chinese and foreign companies.

Elo Company is one of the Brazilian companies that has already confirmed presence and is going to MIP China with the support of Brazilian Content. "We see two big opportunities to enter this market: the growth of video on demand platforms, with more than 500 million users currently in China, and the change in the country's regulation on the import of formats", explains Sabrina Wagon, the company's CEO. The documentary "New Species", a co-production with Grifa Filmes, is the main highlight in the licensing category of Elo Company's portfolio for the event. In search of co-productions, the distributing company will make a set of projects in development available, which includes realities and factuals.

Accorde Filmes will also participate in the event betting on two products: a fiction series in development, "Tiger", and the feature film "A Fat Girl's Diary". Both include a Chinese character in the plot. For the feature film, the company is looking for coproduction or pre-sale. "We were looking for an opening in the difficult Chinese market and MIP China is the great opportunity we needed to enter it for good and do business. We're optimistic, because we have two finished products, but also aware of the difficulties that foreign companies face in the country", says Paulo Nascimento, Accorde's director.

China has more than three thousand TV channels and more than 400 thousand homes with television sets. Despite such big potential, the Chinese market still has very difficult access for foreign companies of the audiovisual sector due to the country's new regulations, which restrict the import of international works and make the development of national productions compulsory. The event's goal is to foster the sale of formats to Chinese companies in order to promote international coproduction.

### **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 BrazilianContent**

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 BrazilianContent 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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