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EVENTS INTERNATIONAL

Brazil Focus Country of Conecta: Visit to the Ibero-American giant

THE DAILY MAR 7, 2024



Conecta Fiction & Entertainment (Toledo, Castilla-La Mancha, Spain, from June 18 to 21) will focus on Brazil on the American side and Portugal on the European side for its eighth edition. Conecta's **Focus Countries** have always been highly valued by the organization in previous editions, highlighting the value of their *know-how*, and their key roles in each territory. Precisely this importance has been the driving force behind the incursion carried out in Brazil by the organization of the event, in collaboration with the **Commercial Office of Spain in Brazil (ICEX)**, and the approach to the powerful industry of the largest Ibero-American giant and its industry. On February 28, the organizers visited the headquarters of the Instituto Cervantes in São Paulo to formally present **Conecta Fiction & Entertainment** to the Brazilian authorities, institutions and audiovisual industry.

Subsequently, throughout the week, work meetings were held with local institutions such as **Ancine - Minister of Culture, SIAESP- Cinema do Brasil - Ministry of Industry, Brazilian Association of Independent Production Companies BRAVI**, Foundations to support young talent such as **Projeto Paradiso, Spicine**, a film and audiovisual company from São Paulo, and a prominent group of leading companies in the sector, led by **Globo, Rede TV, A&E Networks, HBO Max (now Max), Prime Video, Disney, O2 Filmes, Banijay Endemol, Formata, Gullane, Boutique Films, Floresta, Glaz Entertainment, Casablanca Content, Teleimage, Mixer Filmes, Prodigio Films, Cesnik and Quanta**.

With a domestic market that exceeds 217 million inhabitants and an extensive history of content production, Brazil stands out not only for the number of hours produced, but also for the quality of its plots and the outstanding technical and artistic talent it possesses. Currently, the country offers opportunities in terms of project financing, and its qualified professionals are willing to collaborate with other markets. This is clearly reflected in the growing number of production companies that have established delegations in third countries, demonstrating their willingness to participate in co-productions and collaborate on new business strategies.

Brazil Country Focus on Conecta Fiction & Entertainment is an invitation to all participants in **Conecta** to take a look and establish a relationship with the Brazilian audiovisual scene. Brazilian professionals will present themselves as potential partners in a country with a strong demand for content, driven by platforms, local and global operators and a huge and loyal local audience.

ALLIANCE WITH CONTENT AMERICAS

In line with its policy of collaboration with other international events, **Conecta** has formalized a new strategic alliance with **Content Américas**. Through this agreement, one of the finalist projects of **Conecta 2024** will be offered a prominent presence before, during and after the event organized by C21 Media in Miami, offering the production company, and its project, exceptional visibility in the 2025 edition.

With this alliance, both events confirm their commitment to promoting talent and their promotion continues to provide new opportunities to contribute to the development of the international audiovisual industry. This prize joins the one that **Conecta** will offer in collaboration with the **Council of Europe, Headquarters of Eurimages**, endowed with €50,000.

The 5 calls for International projects of 2024 of **Conecta Fiction & Entertainment 2024** remain open until next April 2 and are:

- Pitch Copro Series, for fiction projects in the development phase that have or are looking for partners for their production;
- Pitch High-End Series, fiction series projects with high budgets and elements that guarantee success and quality;
- Pitch Music Series, for those fiction series projects in which music has a special relevance;
- Pitch Docu-drama, focused on documentary series projects with fictional elements;
- Pitch Feelgood Formats, for television entertainment program formats in the development phase.



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