



CONECTA FICTION & ENTERTAINMENT HEADS TO BRAZIL TO FORM THE DELEGATION OF PROFESSIONALS ATTENDING TOLEDO IN JUNE

Over the past week, meetings with companies and institutions have been held to bolster their presence as the Focus Country at Conecta 2024.

March 7, 2024, Madrid.-The eighth edition of Conecta FICTION & ENTERTAINMENT was officially introduced to Brazilian authorities, institutions, and the audiovisual industry at the Instituto Cervantes headquarters in Sao Paulo. This event presentation was made possible through collaboration with the Commercial Office of Spain (ICEX) in Brazil.

Throughout the week, a series of working meetings unfolded with local institutions such as **ANCINE** (Ministry of Culture), **SIAESP-CINEMA DO BRASIL** (Ministry of Industry), **the Brazilian Association of Independent Producers (BRAVI)**, **Spicine**, São Paulo city's Film and Audiovisual Agency, the talent support foundations like **PROJETO PARADISO**, and an important group of industry-leading companies. This includes **Globo, Rede TV, A&E Networks, HBO Max (now Max), Prime Video, Disney, 02 Filmes, Banijay Endemol, Formata, Gullane, Boutique Films, Floresta, Glaz Entertainment, Casablanca Content, Teleimage, Mixer Filmes, Prodigio Films, Cesnik, and Quanta.**

With an **internal market exceeding 217 million inhabitants** and an extensive history of content production, Brazil stands out not only for the quantity of hours produced but also for the quality of its plots and the outstanding technical and artistic talent it possesses. Presently, the country offers appealing opportunities in project financing, and its professionals, highly qualified, are more open than ever to collaborate with other markets. This is evidenced by the growing number of production companies establishing delegations in third countries, showcasing their willingness to participate in co-productions and contribute to innovative business strategies.

Brazil as the Focus Country in Conecta FICTION & ENTERTAINMENT: All Conecta participants will have the opportunity to explore and connect with the vibrant Brazilian audiovisual scene. In this context, Brazilian professionals will position themselves as potential partners in a country with a strong demand for content, driven by platforms, local and global operators, and an enormous and loyal local audience.



New Collaboration Agreement to Boost Talent Exchange and Opportunities between Europe and America.

In line with its policy of collaborating with other international events, Conecta FICCIÓN & ENTERTAINMENT announces a new strategic alliance with Content Americas. Through this agreement, one of the finalists of Conecta 2024 will receive prominent visibility before, during, and after Content Americas, providing the producer and their project with exceptional exposure at the 2025 Miami event.

With this partnership, both events affirm their strong commitment to fostering talent and continuous promotion, offering new opportunities to contribute to the development of the international audiovisual industry.

This award adds to the one that Conecta will offer in collaboration with the **Council of Europe, the headquarters of Eurimages, endowed with 50,000 Euros.**

The different international [Calls for Projects in the 2024 edition](#) are:

- **PITCH COPRO SERIES** – International co-production projects for TV series or mini-series.
- **PITCH HIGH-END SERIES** – High-budget projects with strong audience potential and elements that make them highly appealing.
- **PITCH MUSIC SERIES** – Fiction series or mini-series projects, in which music plays a fundamental role.
- **PITCH DOCUDRAMA SERIES** – Documentary series with fictionalised elements.
- **PITCH FEELGOOD FORMATS** – Uplifting television format projects aiming to bring a smile to the viewers.

Conecta FICCIÓN & ENTERTAINMENT is a professional and international market focused on the creation, development, production, financing, broadcasting and marketing of television content, positioned within the top 10 international tv events of the audiovisual industry. Connecting industry and talent, fiction and entertainment and Europe and the Americas.

The eighth edition of Conecta FICCIÓN & ENTERTAINMENT will be held in Toledo, Castilla-La Mancha, on June **18-21, 2024**, with the support of the Junta de Comunidades de Castilla-La Mancha and the collaboration of the Castilla-La Mancha Film Commission. Inside Content oversees the design and production of the event.

**Further information available at www.eventconecta.com/en
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