

ABRAGAMES

Abragames, in partnership with ApexBrasil and the Brazilian Ministry of Foreign Affairs, promotes the second edition of Brazil Games Week (BGW)

The international promotional action will be carried out online from September 26 to 30 on its [official website](#)

São Paulo, September 25, 2022 - [Abragames](#), the Brazilian Game Companies Association, through [Brazil Games](#), an export sector project carried out by the association in partnership with the [Brazilian Trade and Investment Promotion Agency \(ApexBrasil\)](#), and in partnership with the Brazilian Ministry of Foreign Affairs (MRE, in Portuguese initials), announces the second edition of Brazil Games Week (BGW), an international promotional action which takes place online from September 26 to 30 on the initiative's [official website](#). The action aims to bring more information about the potential of the Brazilian industry to as many countries as possible in a synergistic and coordinated way, creating new commercial relationships and cultural bridges between Brazil and the countries participating in the campaign.

For one week, the public will be able to follow through the action's official website a series of activities, and talks and panels that were recorded by big names in the national and international market during the BIG Festival 2022, the largest games festival in Latin America, held annually in Brazil. The selected panels foster the attraction of new international investors and publishers for

projects developed in the country. In addition, the campaign provides access to relevant information about the universe of electronic games.

One of the initiative's differentials is that throughout the week the campaign will be shared by more than 40 posts of the Ministry of Foreign Affairs that represent Brazil in several consulates and embassies worldwide. The posts will be connected and promote the program in the language of the country where they are based. The program will feature different content every day.

Among the topics that will be addressed are: the current state of the game development industry in Brazil and the results of the first Brazil Games Industry Report, carried out in 2022 and commissioned by Atragames in partnership with ApexBrasil; the investments by foreign companies in national studios and the great potential of the country's industry; initiatives of external development (XD) in digital games; the best Brazilian games (finalists and winners of the BIG Festival 2022), and the main Brazilian cases in the segment.

For Rodrigo Terra, president of Atragames, the Brazil Games Week, organized in partnership with the Ministry of Foreign Affairs and ApexBrasil, opens up several opportunities for Brazilian companies. "Our industry is experiencing its best moment and has the potential to grow even more. We have very high quality games, and holding a campaign like this allows us to show other countries the quality of our projects, the talent and creativity of our professionals".

Carolina Caravana, vice president of Atragames, agrees with the analysis and adds that Atragames' goal is to present a fertile ground for national developers to grow more and more. "This year, we participated in different international events and showed the world our potential. With Brazil Games Week, we have the possibility to speak directly with international investors and place the Brazilian industry in a prominent place".

BGW's program also includes presentations done during the BIG Festival 2022 by Shuhei Yoshida, Head of Indies Initiative at PlayStation, and Takashi Tokita, legendary creator of Final Fantasy. Additionally, it features interviews recorded exclusively for BGW with experts in the games industry in Brazil and abroad.

For more information on Atragames, go to the [official website](#).

About Abragames

The Brazilian Game Companies Association, ABRAGAMES was founded in 2004 and represents Brazilian studios developing games in various platforms such as PC, consoles, mobile phones and Internet. Besides catalyzing the game production in the country by training and promoting expertise, Abragames aims at making Brazilian creativity and technology available to the main players of the international game industry.

About Brazil Games

The Brazil Games Export Program is the export program created by the Brazilian Game Companies Association, ABRAGAMES, in partnership with ApexBrasil, the Brazilian Trade and Investment Promotion Agency. Our goal is to promote the Brazilian Game industry internationally, developing new business opportunities for our companies.

About ApexBrasil

The Brazilian Trade and Investment Promotion Agency (ApexBrasil) works to promote Brazilian products and services abroad, and to attract foreign investment to strategic sectors of the Brazilian economy. The Agency supports more than 15,000 companies from 80 different industries, which in turn export to 230 markets. ApexBrasil also plays a key role in attracting foreign direct investment to Brazil, working to detect business opportunities, promoting strategic events and providing support to foreign investors interested in allocating resources in Brazil. [Click here to learn more about ApexBrasil.](#)

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