

《Brazilian game developers reach out to Chinese market》

Brazilian game developers gathered for the Brazil Independent Games festival or the BIG, an annual gathering showing gamers and investors what they have to offer.

CGTN's Paulo Cabral reported from the BIG Festival 2017 in San Paulo that gaming is a prime example of a global industry, and Brazilian developers are increasingly looking to the Chinese as key partners to spur its growth in Brazil.

The country's exports promotion agency, APEX, has been organizing a delegation to go to Shanghai's China Joy in July, the largest gaming and digital expo in the country. At BIG, local developers had the opportunity to get in touch with potential Chinese partners.

