



## **Abragames celebrates a historic moment in the Brazilian game development industry**

*In addition to the excellent results at industry events and in the area of external development (XD), between March and May 2022, four national studios closed important deals with large global video game companies*

**São Paulo, July 6, 2022** – Largest consumer market for games in Latin America and 12<sup>th</sup> in the world\*, Brazil has also been increasingly standing out in the electronic game development industry. In the first months of 2022, the country was already able to celebrate great results at the GDC (Game Developers Conference), when national studios generated US\$ 23 million in contracts, and at the XDS (External Development Summit) report, which placed Brazil for the second consecutive year as the top emerging market in external development (XD) initiatives. Now, [Abragames \(Brazilian Association of Videogame Developers\)](#) closes the first half of the year celebrating another excellent news. “Between March and May, four local studios announced major agreements with major foreign companies: Oktagon Games, Aquiris Game Studio, PUGA Studios and Rogue Snail. This is a historic moment for Brazil and the future is even more promising”, says Rodrigo Terra, president of the association.

Abragames, which has been working for almost twenty years to strengthen the national game development industry, sees the current moment as the result of years of collective efforts by the country's gamer ecosystem and a series of initiatives that aim to give international visibility to quality and competence. from Brazilian studios. “Among other initiatives, Abragames has participated for years in the main international events in the sector, such as Gamescom, GDC, XDS and BIG Festival, organizing the [Brazil Games](#) delegations – an export sector project carried out by the association in partnership with the [Brazilian Export and Investment Promotion Agency \(ApexBrasil\)](#) – supporting Brazilian developers to generate business and strengthen their networks. It is extremely gratifying to follow so many successful cases in recent months. We are certainly at the peak of our industry”, says Eliana Russi, international director at Abragames.

### **BR quality seal**

In March, Oktagon Games, a studio specialized in mobile games from Paraná state, opened a series of great deals with the announcement of the acquisition by Fortis Games, a company that belongs to the Las Vegas Sands resort and casino group. In April, it was the turn of Room 8 Group, an international group that owns some of the main game services companies in the world, to announce the possible purchase of PUGA Studios, from Recife, which is a reference in external development projects and has been operating in the segment since 2017.



Another great example of this movement is Aquiris Game Studio, from Porto Alegre, creator of the acclaimed Brazilian game Horizon Chase. Also in April, the studio received an unprecedented investment from Epic Games, creator of the global phenomenon Fortnite, one of the most successful games today. “I believe that this investment, as well as others that were recently announced, will



The directors of Aquiris Game Studio, from left to right: Sandro Manfredini, Mauricio Longoni, Amilton Diesel, Kely Costa, Raphael Baldi and Israel Mendes – picture/disclosure Aquiris Game Studio

help attract the attention of new investors to the quality of our studios and the games that are being developed both in Brazil and in other Latin American countries,” said Sandro. Manfredini, business director at Aquiris, who also explains that the studios established the first contacts in 2018, when Aquiris started using Unreal Engine, Epic’s game engine, in the development of the game Wonderbox: The Aventure Maker.

Finally, Rogue Snail, from Minas Gerais state, was another studio that closed a big deal with a foreign developer, this time the North American Gearbox Software. The partnership will result in the international launch of the Brazilian studio’s main game, Relic Hunters Legend.

“In addition to being extremely important to be able to count on Gearbox to publish our biggest game, the company has similar ideals and values to ours, and we knew from the beginning that it would be an extremely valuable partnership”, says Mark Venturelli, CEO of Rogue. Snail. “We believe that this also brings a big spotlight to Brazil and to the talented studios we have here. It is very gratifying to see that international companies are looking at our game development industry with more attention and confidence in the quality of services.”

For Carolina Caravana, vice-president at Atragames, highlighting these successful cases is a way of encouraging other national studios to seek external partnerships and consolidate themselves in the global market. “We work so that Brazil can be seen by the industry as a development hub. This is our mission as an association: to open more and more doors and generate opportunities to bring studios together here and in any other market”.

More information about Atragames can be seen on the [website](#).



*\*Data from Newzoo*

#### **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.](#)

#### **Press information:**



##### **Caio Matta**

+55 11 3672.3531

[caio@agenciadrone.com.br](mailto:caio@agenciadrone.com.br)



+55 11 97594.7802

##### **Julia Carmona**

+55 11 97167.3513

[julia@agenciadrone.com.br](mailto:julia@agenciadrone.com.br)



+55 11 3672.3531

##### **Victor Ribeiro**

+55 11 3672.3531

[victor@agenciadrone.com.br](mailto:victor@agenciadrone.com.br)



+55 11 98209.0070