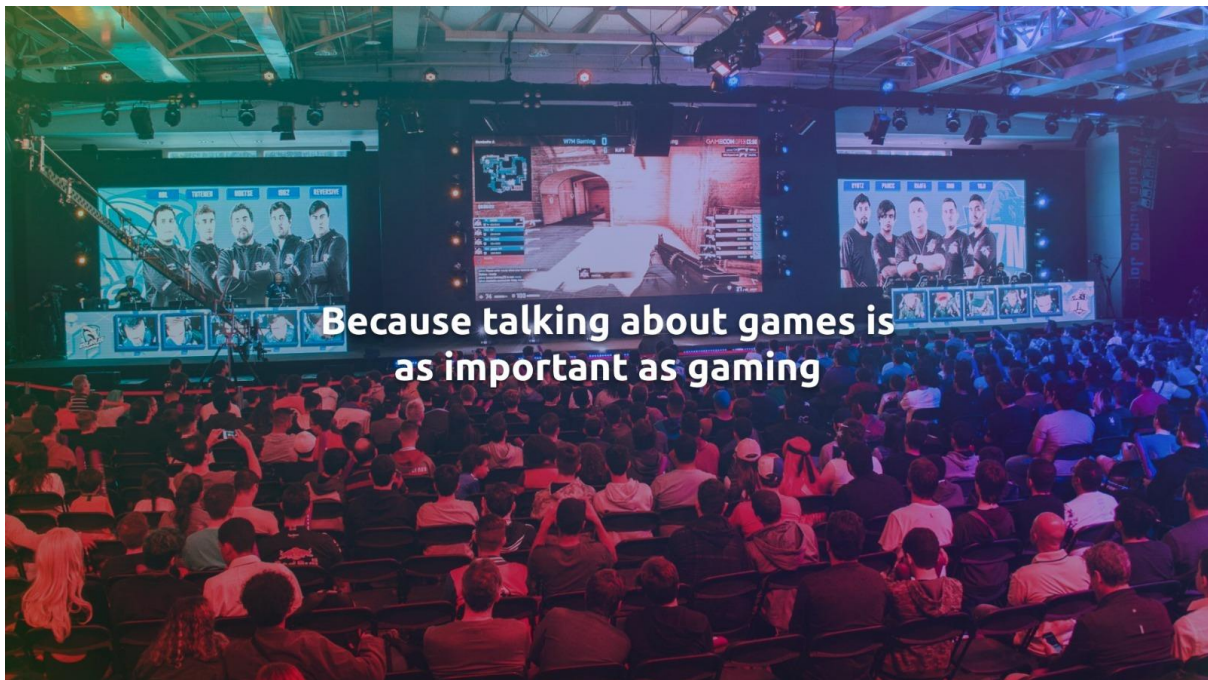


In September, Amazon will host Gamecon Talks, an opportunity to generate new business in the gaming world.

The gaming field is on the rise in Brazil, Latin America's biggest market



The state of Acre will host on September 20th, 21st, and 22nd, Gamecon Talks. A conference that aims for the exchange of knowledge relating to Gaming in Social Transformation, positive impacts of games, and strengthening the business chain. The purpose of the conference is to build a future where all Brazilians can benefit from the advancements of development, equality, and creativity.

Gamecon Talks will host specialists, students, startups, gamers, public administrators, interviewers, enthusiasts, influencers, entrepreneurs in the gaming sector, families, and governmental representation for a meet-up with important personalities where the motto will be: "Talking about games is as important as gaming".

The Sapien Institute- A management, assessment and science, technology, and innovation research institute-, aided by the State Secretariat for Industry, Science, and Technology - SEICT - and the Government of the State of Acre, are this event's directors, which will take

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opportunities that aim to propel the sector's economy and education. The event unifies the public and private sectors, stimulating partnerships and sharing information to further encourage the sector, generate jobs, and attract investments.

Gamecon Talks will gather in three days a team of experts and speakers to debate the gaming universe on the national scope and the global scenario, highlighting how this sector is on the rise in the economy, but also a part of day-to-day life in all segments, after all, #everyonegames.

The event's curatorship was designated to two relevant names in the market of gaming and innovation: Théo Azevedo and Marcelo Minutti. Théo Azevedo is a journalist and a national reference when it comes to communication in the gaming sector. He is the CEO of Theogames, a communication agency acting in Brazil and Latin America. Marcelo Minutti is a teacher and innovation, Technology Disruption, and Digital Business researcher.

Another event highlight is referring to the locale in which it will take place: Acre is located in a privileged location, bordering Peru and Bolivia, interconnected with the Pacific via terrestrial road, besides being in the center of the Western Amazon. The state will be given a answer to the enthusiasm for innovation, gaming, and the creative economy ecosystem.

According to STATISTA 2022, the digital gaming industry occupies second place in the entertainment industry worldwide, second only to the TV industry, and surpassing cinema and editorial industries, which generated a global revenue of around R\$ 196 billion, in the year 2022(PwC 2023). In Brazil, the gaming sector is on the rise, at the moment, Brazil is the biggest gaming market in America and Latina, and the 13th globally.

Meet & Greet - The most expected moment! The public face-to-face with their idols.

To excite the event, and entice enthusiasts, **Gamecon Talks will host influencers every day** at the Meet & Greet, the most awaited moment for the fans, who will get to know and greet the idols of the gaming universe. Moreover, they will be in the cosplay contest schedule and activities related to it.

eSports narrator and announcer "gORDOx" takes part in the Meet & Greet

Present in the gaming scene for more than 10 years, Willian "gORDOx" Lemos, will be present in the Meet & Greet at Gamecon Talks on the 20th of September. William "gORDOx" is an announcer, streamer, and eSports narrator. Most recently, he became a host of the Groselha Talk podcast, with his duo Muca Muriçoca.



In eSports, gORDOx stands out for his narration capacity in different games and gaming genres, from Counter-Strike to League of Legends or Formula 1. On social media, gORDOx has a lot of success interacting in fun ways with his fans, his public amasses more than 2 million followers on Facebook, 750 thousand on Instagram, and almost 1 million followers on his main YouTube channel.

Influencer Camilota XP will attend the Meet & Greet

With her charisma and relaxed style, the digital influencer, streamer, and eSports announcer, Camila Silveira, best known as CamilotaXP, will attend the Meet & Greet on September 22nd. Great news for the fans of this influencer who began her career in 2017, and in 2019 migrated to the Free Fire Brazilian League, where she became one of the biggest icons of gaming in Brazil.

CamilotaXP has 1 million followers on Instagram (@camilotaxp), and almost 2 million on TikTok, where she shared moments of her everyday life.

Central Themes:

To encourage the gaming sector in the industrial creativity economy, our curatorship was inspired by the following themes for our speeches:

The Future of Gaming

Civil Automation/ Residential, Crypto/ NFTs, Web 3(Blockchain, NFT), Metaverse

Economic Development

The electronic gaming market, considering: Economic capabilities, political and legislation, R&D(Research and Development)

Society: Inclusion and Diversity

Digital Inclusion; Accessibility, Diversity(afrogames, pinkgames, ablegamers, etc)

Gaming Business

Monetization and development; culture and technology; innovation and creativity/ competitions and opportunity generation; the potential of participation by private companies.

Regionalization

Any themes, focusing on the North region and the state of Acre.



Occupations and formation: making a living with games
The professional qualification and entrepreneurship in the gaming area.

GOVTECH

Open innovation applied to games for the challenges of public administration.

Warm Up

To warm up the event and map Acre's production chain, Gamecon Talks will offer on the 12th of September a free online lecture "**Videogames and content: how to approach and communicate gaming's universe**".

Journalist Théo Azevedo, with his experience in communication and press office on electronic games, will teach you how to create relevant content in the production of a creative text.

And, on the 18th of September, the project will launch, during a press conference, for professionals in the communication sector.

The press conference will host organizers and directors of Gamecon Talks, who will be present to clarify to journalists and communicators about the content and coverage of the event.

Gamecon Govtech Project launch

The public present will get to know the Gamecon Govtech project, targeting game innovation for governments and boosting West Amazon's emerging companies. Combining open innovation activity and qualified professionals, made in partnership between the public and private sectors, aims to improve public services provided to the screen population.

The project has the goal of demonstrating the viability of open innovation used in public administration challenge answers, aiming to improve services provided to society.

It will initially map public agencies' demands and the demands of prefectures in counties in the state of Acre to, in its second phase, invite technological companies from West Amazonia to propose answers by using games for these challenges. Everything is done collaboratively, combining both companies and public agencies, and the answers will be tested alongside the citizens of Acre.



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Gamecon Govtech is an answer that integrates the Gamecon Platform, a socioeconomic development vanguard program, directing its efforts to boost the gaming sector and its technologies in Brazil.

One of the core values of the platform is to encourage dialog between the public and private sectors while promoting the professional qualification of Brazilians in the gaming market.

SERVICES:

WARM UP - DATE: 09/12

ONLINE SPEECH: VIDEO GAMES AND CONTENT: HOW TO COVER AND COMMUNICATE THE UNIVERSE OF GAMING

DATE: 09/12

SCHEDULE: 10H

PUBLIC: Local press, university communication masters and teachers, ASCOM from all secretariats of the state and civil house.

APPLICATIONS: SYMPLA

PRESS CONFERENCE - 09/18 MORNING

EVENT: Press conference, opening with a coffee break

SCHEDULE: 10h

LOCATION: Acre's Public Library

PRODUCTION CHAIN MAPPING - 18/09 - NOON

Event: Exploratory Workshop - Mapping production chains

SCHEDULE: 15H

LOCATION: Acre's Public Library

PUBLIC: Startups, gamers, investors, enthusiasts, influencers, gaming sector entrepreneurs

MAIN EVENT - DAYS: September 20th, 21st and 22nd

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DAYS: September 20, 21 and 22

SCHEDULE: MORNING 9h until 12h | NOON 15h until 18h

LOCATION: **SEBRAE LAB - Rio Branco - Located in UFAC - Acre Federal University**

APPLICATIONS: SYMPLA



Additional information

SITE: www.gamecontalks.com.br

INSTAGRAM: @gamecontalksac

Curators

Théo Azevedo - <https://www.theogames.biz/en/>

Marcelo Minutti - <https://www.marcelominutti.com.br>

Directors

Sapien Institute - A management, assessment, and research applied to science, technology, and innovation institute;

State Secretariat of Industry, Science and Technology - SEICT;

Acre's Government and

Culture Ministry - Federal Government

Contact:

Camila Pimentl - Press Advisor

Email:

Cell Phone Number:

SCHEDULE (keep up with confirmed invitees on our site)

Date: September 20th

9H: Official opening with the presence of authority

10h: Gamecon presentation: Originality in its DNA - Gaming platforms for economic development

10h15: Speech: Everybody games

11h: Debate: Games for Governments: catalyzing collective intelligence for society's benefit

15h: Debate: 2022 Brazilian gaming industry research

15h45: Debate: From idea to launch: How to set up gaming studios

16h45: Debate: Careers in the gaming industry



17h45: Meet & Greet - check out our site

Date: September 21st

9h: Speech: The potential of Brazil's North Region in the gaming industry

9h15: Debate: Games and Regional Development: Potentializing local economy

9h55: Debate: Games and Regional Development: Potentializing local economy

10h45: Speech: Acre Gamecon Govtech Program

15h: Debate: Mission Accomplished- Brazilian games that are successful worldwide

16h: Debate: Game Development with Local Identity

17h: Meet & Greet - Check our site

Date: September 22nd

9h: Speech: Gaming Industry's Tendencies in the next 10 Years

9h45: Debate: Gaming Economy: Socioeconomic impact and public policies

10h45: Speech: The game's rules: Legal Innovation on Gamecon Govtech Acre Program

15h: Speech: Artificial Intelligence Revolution on the Future of Careers in the Area of Gaming

16h: Debate: How to have a successful career on the gaming market

17h: Meet & Greet with Camilota XP

Gamecon Talks Purpose Declaration

In Gamecon Talks, we have an ambitious and clean impression of the future. We believe games go further than entertainment and fun, they have the power to change lives, communities, and entire nations. We encourage this positive transformation by uniting education, technological innovation, and artistic creativity.



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We play for a better country for the Brazilians. Celebrate personal victories and the happiness that comes with them. Impact positively with games and building a future where all Brazilians can benefit from development, equality, and creativity.

We aim to break regional barriers and promote equity in the gaming market. We believe that creativity and education when combined with a scientific method, are the keys to boosting national progress with regional equity. We see the union between arts and technology as a driving force for innovative problem-solving that enriches Brazilian lives and gives way to growth opportunities.

Gamecon Talks is a link between sectors, developers, enthusiasts, and students, all united for a common goal. Our vision is the creation of a solid ecosystem attractive for investors, boosting job generation and taking Brazil to unseen territory.

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