

Amparín SA de CV in Toys and Games (Mexico)

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Date: June 2017

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: A933E221B5FEN

Abstracts

Amparín's strategic direction will continue to be led by founder Amparo Serrano, who also designs the Distroller range and new characters for other brand lines. The company is thus likely to remain flexible and highly innovative in its approach over the forecast period. The company's future plans however include possibilities such as cartoons or an animated movie and a confectionery brand. The company will continue to grow its presence with Cartoon Network with more programmes featuring Distroll...

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