

# Grow Jogos e Brinquedos SA in Toys and Games (Brazil)

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## Abstracts

Grow engages in constant innovation in an effort to reflect the prevailing trends in traditional toys and games in Brazil, launching around 110 new products on an annual basis. However, the company's main focus remains the manufacture and marketing of licenced products and it maintains an enviable position as the only toy company to obtain a licence for the manufacture of products related to the FIFA World Cup 2014. Of the 110 products the company launched during 2012, 14 were licensed products...

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