

Juguetes Mi Alegría in Toys and Games (Mexico)

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Abstracts

Juguetes Mi Alegría will continue to focus its production on toys with an educational, scientific or creative angle, and will expand its lines of cooking and beauty toys in the forecast period. The company is expected to capitalise on its long-standing reputation in Mexico as a manufacturer of toys that are beneficial for the nurturing of cognitive and motor skills, while also stimulating creativity.

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