

LEGO France SA in Toys and Games (France)

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Abstracts

As in previous years, LEGO is expected to focus strongly on product innovation and novelties for its strategic development in 2017. Two of the upcoming novelties are LEGO Boost (construction kits that blend in with robotics) and a community platform dedicated to networking and exchange for children under 13 years old. The company will also focus on product development under specific licences, notably LEGO Batman, Ninjago and the Star Wars VIII.

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