

M Cassab Comércio e Indústria Ltda in Toys and Games (Brazil)

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Abstracts

The M Cassab group is looking for opportunities to develop new business fronts and is open for acquisitions in several business areas, such as animal health and chemical products. The company is also focusing on Lego in Brazil (for which it has an exclusive licensing and distribution contract in Brazil). Its strategy is still aimed to increase the penetration of the brand locally and expand its action geographically.

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