

Manufatura de Brinquedos Estrela SA in Toys and Games (Brazil)

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Abstracts

The consistent increase in the cost of manufacturing product in China has been positive for Estrela, a company which at the end of the review period was increasing its levels of domestic production whilst still taking advantage of the opportunity to continue importing certain types of toys. This flexibility and the balance struck between local production and importing combined with the company's capability to continue creating toys which stimulate the interest of Brazilian children has...

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