

# NewBoy FZCO in Toys and Games (United Arab Emirates)

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## Abstracts

NewBoy continues to expand organically by remaining proactively involved in sponsoring events locally and implementing an aggressive strategy of forming partnerships and joint ventures with strategic players in the toy industry in United Arab Emirates and other GCC countries. It is an innovative toys and games manufacturer, introducing its own labels in a market which is predominantly led by international companies.

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