



# Trade opportunities of International Regulatory Cooperation - Toys

The LEGO Group – Bongki Engel

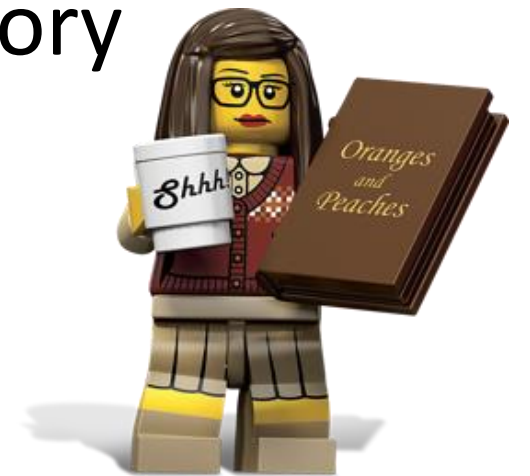


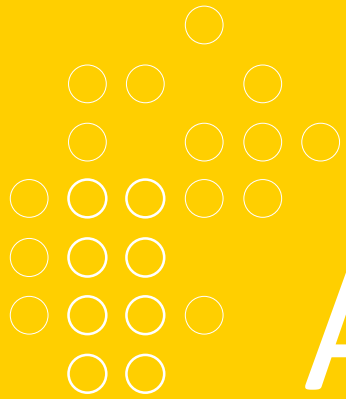
19 March



# Our agenda today

- A quick introduction to The LEGO Group
- Our global footprint
- Our approach to product safety
- Areas for strengthened international regulatory cooperation





# About Us



# At a Glance



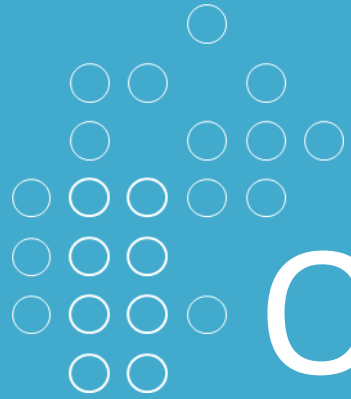
**35**  
**billion**  
**DKK**  
revenue 2017

**17,500+**  
employees  
end 2017

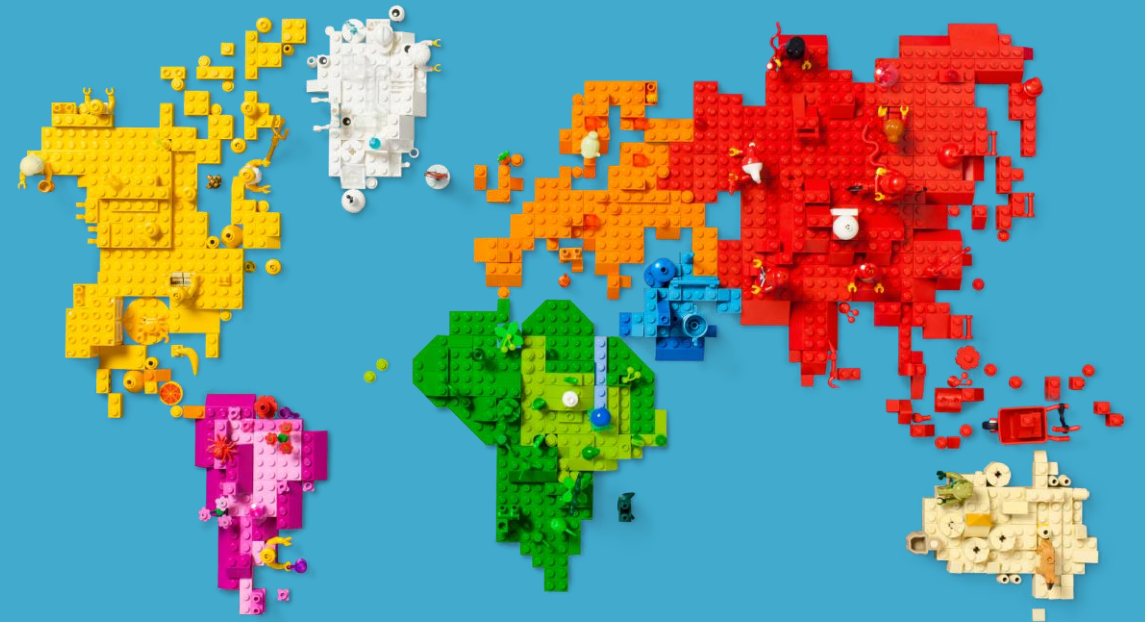
Sold in more  
than  
**140**  
countries

More than  
**60%**  
of this year's  
sales are  
novelties

Figures per ultimo 2017



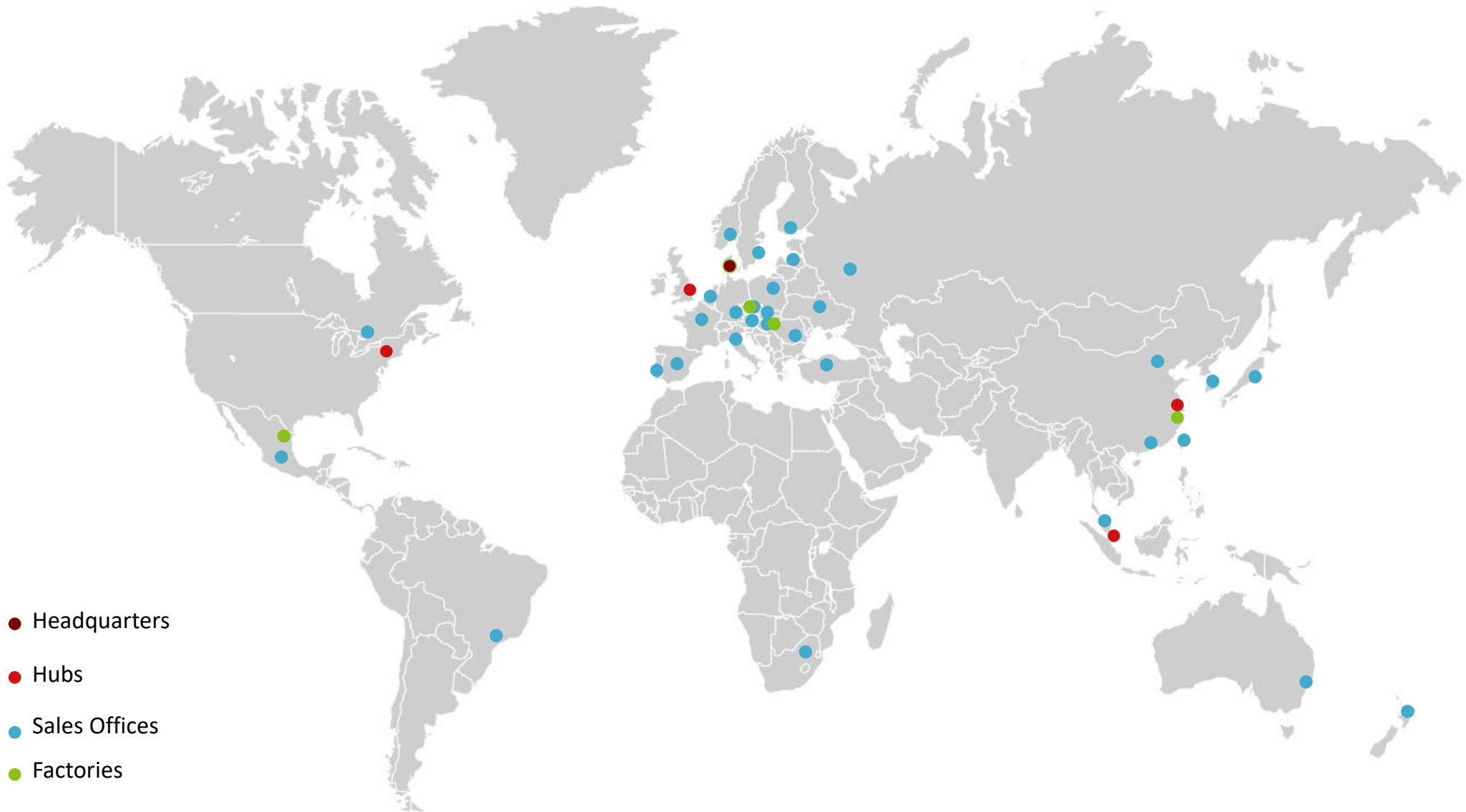
# Our Global Footprint



# Footprint

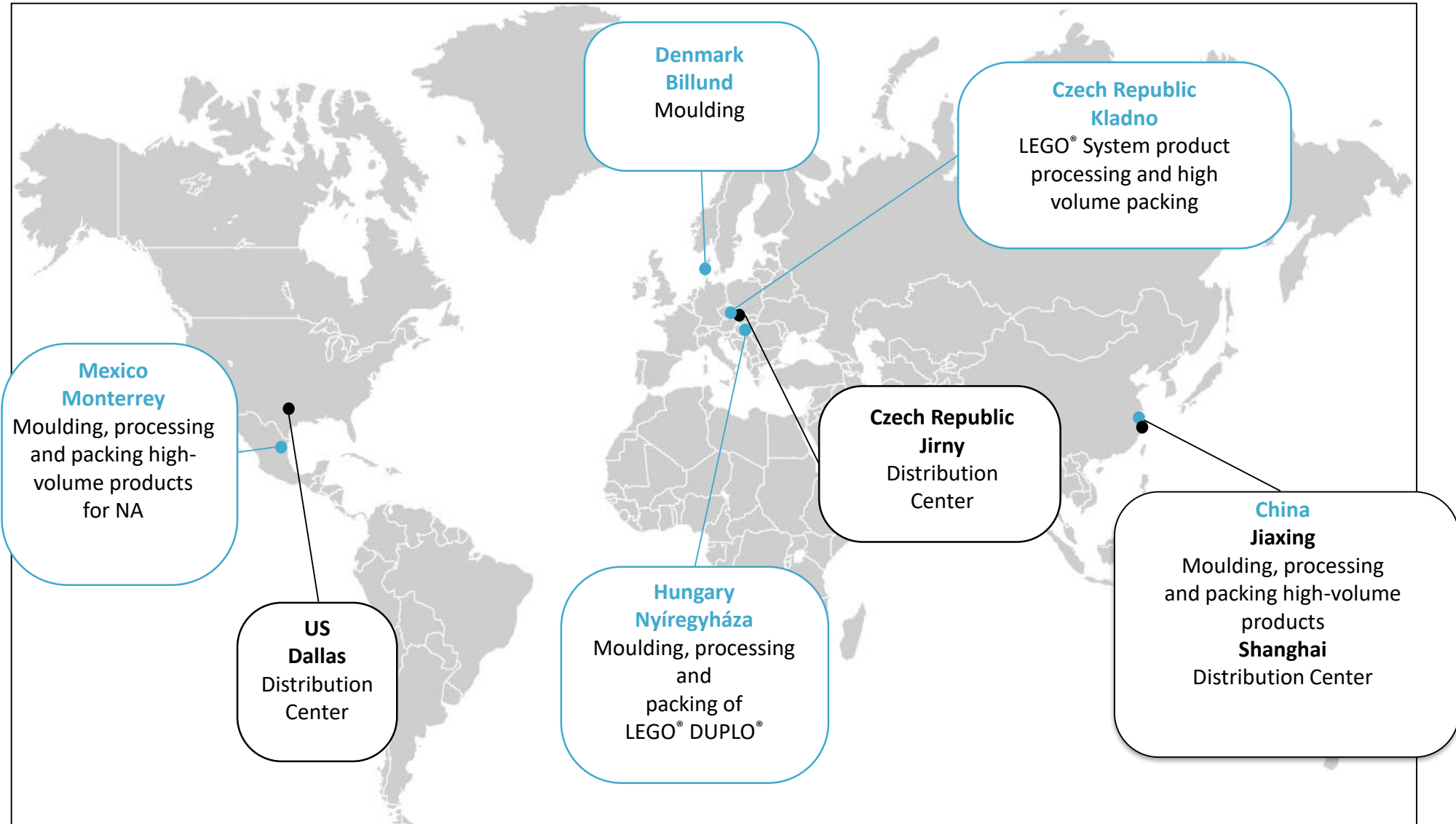
Headquarters: Denmark

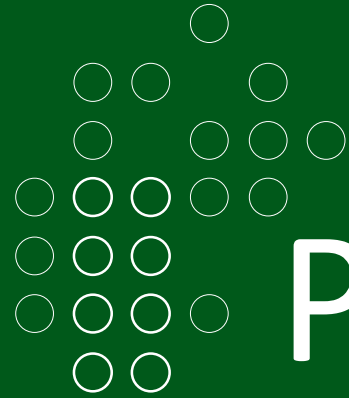
Concept and product development: Denmark



- Headquarters
- Hubs
- Sales Offices
- Factories

# Production & Distribution Facilities





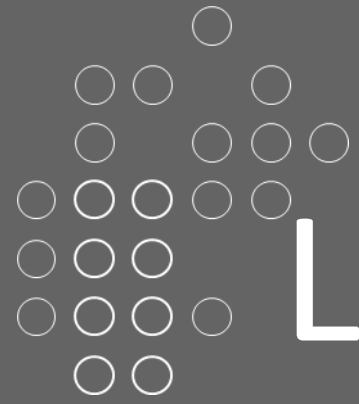
# Product Safety & Compliance





# The LEGO Group's Safety Assessment

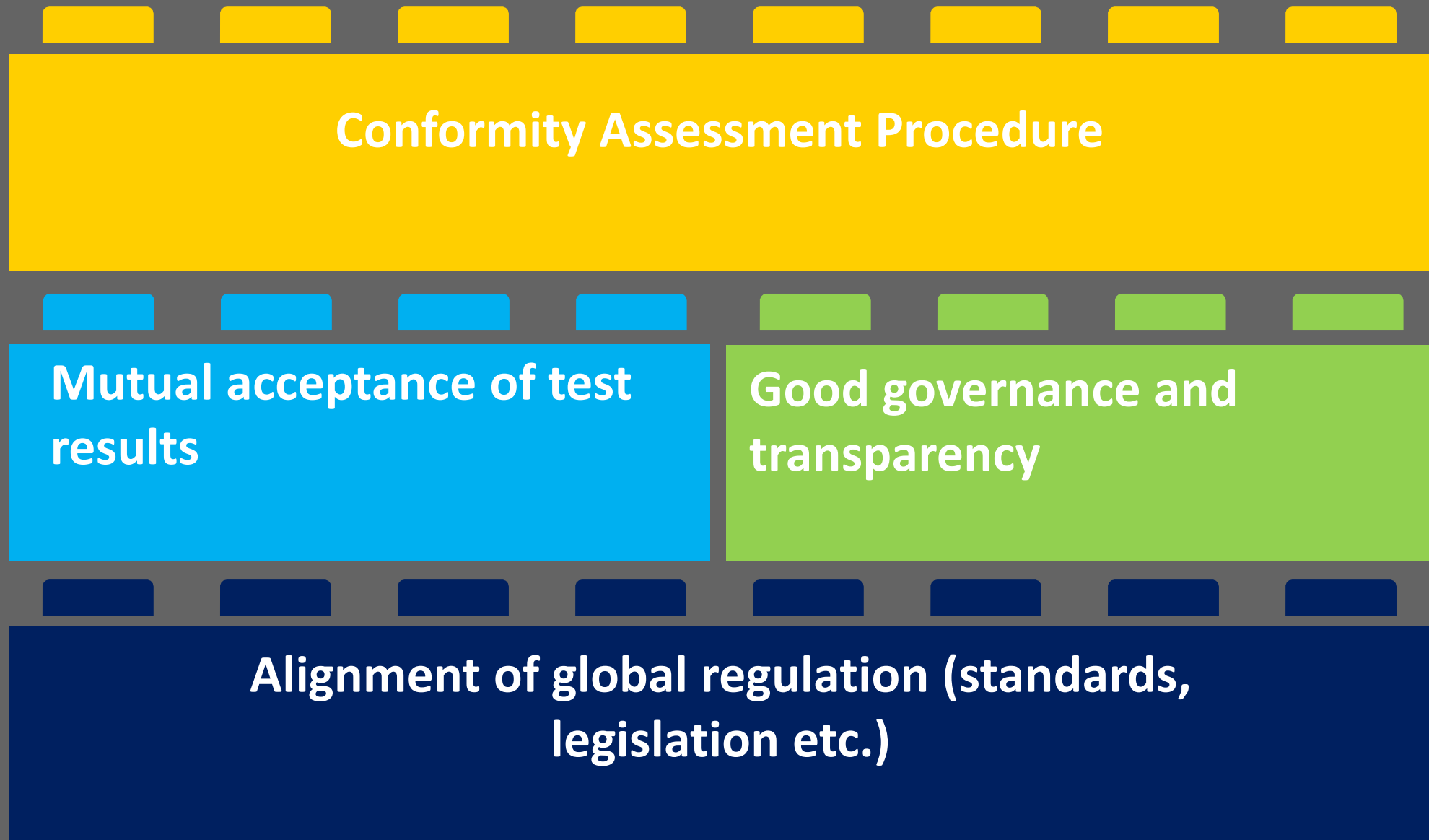




# Looking Forward



# Building blocks in a thematic project



# Thank You



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