

Global
Partner



BOOTH 4409

Giochi Preziosi Group

www.giochiprezioso.it

The Giochi Preziosi Group is a successful European Toy Group founded by Enrico Preziosi in 1978. It is the market leader in Italy and one of the four largest worldwide players in the toy industry. In addition to an extensive toy range, the Group has implemented a diversification strategy that led it to operate profitably in various markets and consumer products. Giochi Preziosi headquarters is based in Italy but has settled foreign subsidiaries in US, UK, France, Spain, Germany, Greece and Turkey. Giochi Preziosi turnover in year 2009 was 865 million euro. The company employs more than 2,500 people.



Puppy In My Pocket

Puppy In My Pocket brand, the globally successful and well-known toy brand, it comes Puppy in My Pocket: Adventures in Pocketville, a 52 x 13' TV series co-produced by Mondo TV, Giochi Preziosi and MEG, is expected to hit the screens worldwide in 2011.



Gormiti

With the epic 65 x 26' TV series, the fastest growing boys brand in Europe, now is breaking into TV screens all over the world! From the record-breaking toy brand Gormiti, an all-new licensing opportunity that brings the instant-classic Gormiti property to a whole new level that will become the new worldwide milestone for boys entertainment. Gormiti is the perfect brand for a wide licensing program for boys in all product categories.