
Catalan firm IMC Toys expects to increase turnover by 60% in Italy this year

- The Barcelona company opened last year a branch in Milan, which today has a team of 11 people, with the support of Catalonia Trade & Investment.
- IMC Toy's most sold articles are interactive cuddly toys and walkie-talkies, and are now stocked by shops and department stores such as Esselunga, Ipermercati Iper or Toys Center, among others.
- The IMC Toys office in Milan is one of the 8,346 branch offices belonging to 3,152 Catalan companies in 128 countries.

Barcelona, May 17, 2016. - The Catalan company IMC Toys expects to increase its turnover in Italy by 60% this year and reach net sales of some 10.5 million euros thanks to the opening of its branch office in Milan last year. The setting up of this branch in this Italian city, which today has a staff of 11 people, received the support of the office of Catalonia Trade & Investment (the Catalan Government public agency for foreign investment attraction and Catalan business internationalisation).

The company's goals are to reach the figure of 626,000 toys sold in the country this year, almost 200,000 more than those sold the previous year. According to the branch network director of IMC Toys, Carles Anglada, ***"previously we sold to Italy through an agent, something that allowed us to get first-hand knowledge of the country"***, explaining that, ***"we saw that we needed to open our own branch office in order to start selling directly and now we have real growth prospects in this country"***.

The toys the company sells most in the Italian market are interactive cuddly toys and walkie-talkies. In fact, the 2015 product range was made up of 84 different toys, while next year it will be increased up to 111 toys. Products that are now in Italian shops and large department stores such as Esselunga, Ipermercati Iper, Toys Center, Coop, Auchan or Carrefour, among others.

In this manner IMC Toys is forecasting this year a global net turnover of 125 million euros, surpassing the figure of 100 million euros in 2015. According to Anglada, ***"we sell to over 70 countries, mostly through branch offices, and where we don't have them, via agreements with distributors"***, stressing that ***"70% of our turnover comes from sales abroad"***.

On the other hand, the branch network director of IMC Toys explains that in 2010 the company began to produce its own toys as well as selling licensed products.

Now, he points out, the IMC Toys 2016-2017 collection includes some 40 proprietary toys which represent half of the firm's turnover. IMC Toys, which has offices in Terrassa, Hong Kong, England, France, Germany, Italy and Portugal, employs 250 people around the world.

Branch offices of Catalan companies

The IMC Toys office in Milan is one of the 8,346 branch offices which today Catalan companies run around the world. According to figures from Catalonia Trade & Investment, they are present in 128 countries and represent 3,152 Catalan companies. They largely are from the chemical, machinery & equipment, construction and financial & insurance sector, and are mainly established in Portugal, France, Mexico, the United States and Brazil. In fact, one of every five regular exporting Catalan companies is established abroad.

About Catalonia Trade & Investment

Catalonia Trade & Investment is the public agency that works to attract foreign direct investment to Barcelona and Catalonia, promoting the area as an attractive, innovative and competitive business location. In the last 30 years, the agency's track record includes 5,000 investment projects managed, €8.1 billion attracted in inward investment and 40,000 jobs created. Catalonia Trade & Investment operates from 36 offices around the world.

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