

Global toy company to launch into African markets

Lego Group, the world's third largest toy manufacturer who have sold over 4 billion of their popular Minifigures, recently caused controversy with their announcement of a Lego version of South Africa's own Nkandla compound.

LEGO spokesperson Roar Rude Trangbæk said the designs were being drawn up in collaboration with principal Nkandla agent and architect Minenhle Makhanya and other stakeholders.



An updated source from Brickipedia, the official Lego Wiki <http://lego.wikia.com/wiki/>, said the new Legotropolis series will be based on their experience gained in the marketing of similar best sellers such as the Star Wars Ewok village and the recent version of Hobbiton based on the blockbuster Hobbit movies.

A report on the Huffington Post quoted Trangbæk as having said "Nkandla-style has become so popular in the global press over the past few years, we think that the time is right for this uniquely African Lego theme, although some LEGO fans are questioning the move."

The modular set, which is rumoured to be released later this year, will include a limited edition Jacob Zuma figurine, a battalion of security guards and some farm animals.

The Denmark-based firm, which is owned by the Kristiansen family who founded it in 1932 and last year increased its global sales by 25% to 23.4 billion Danish kroner (\$4.2 billion), said they are very excited about the educational potential of the project and will be investing some of the proceeds of the toys into sustainability projects in the region.

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