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Don't cry for me Argentina

Barbie is back in Argentine stores

Mattel are breathing a sigh of relief after signing a deal with Argentine distributor, Dimare, to get their products back into this important and growing market.

As a result of economic difficulties: high inflation, a worsening trade balance and imports, the Argentine government had cracked down on imports which are not matched by a corresponding export.

According to a report in Clarin, the Argentine daily newspaper, Mattel attempted to battle the government's trade policy in court because it had blocked huge consignments of their toys at customs but soon gave in.

Now they have signed this deal it will mean that their toys will be on the shelves in time for August 21 - the Dia del nino, a day where Argentines buy gifts for their kids - but their toys will be pricier. Some experts suggest they could cost 25% more than they did last year because of the high inflation.



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