

Nordic News - LEGO Trading Announcement

As of May 1, 2006, Mr. Pavel Knorr (35), has been appointed the new Country Manager of the LEGO Trading ČR/SR. He replaces Mr. Villy Outzen who leaves the Czech Republic after three years to manage the company's branch in Korea. Denmark's LEGO Trading is a sales organization holding a prominent position on the Czech and Slovak toy markets. In addition to LEGO Trading, its divisions LEGO Production (Kladno) and the new pan-European distribution center (Jirny) have also been markedly expanding in the Czech Republic. Pavel Knorr, who has been working for LEGO since 2001, previously held different managerial jobs in the companies Bestfoods, B.A.T. and Pražské pivovary.

In his new post he also newly takes up the job of Key Account Management Coordinator for Central and Eastern Europe. Having studied international trade at the Economic University in Prague, he received an MBA degree at DePaul University Chicago in 2005. He is married with two children, his hobbies including sport, history, music and film.