

Chinese Hopes for Media Markt

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08 March 2011



Media Markt opens its second outlet in that most populous of markets-- China.

The new Shanghai outlet will carry both Western (such as Apple, HP, Acer, Siemens and the like) and Asian brands (Changhong and Hisense, amongst others) in a space including TV and hifi departments and 3200 square metres dedicated to household appliances-- with the company saying its customers are able to "experience" its products.

In total, the store covers around 13000 square meters, with services including installation, setup and repair for both appliances and computers.

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