

Lenovo Promises \$1 Billion of Business for EMEA Channel

Written by Marco Attard
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Lenovo promises to create \$1 billion worth of business for the EMEA channel in return for helping achieve its goal-- becoming #1 EMEA PC vendor in the financial year ending March 2013.



Speaking at the Lenovo EMEA channel conference, Berlin, EMEA president and senior VP Gianfranco Lanci says ""If we look at the overall PC industry, most of our competitors are struggling in terms of performance. But for the past two years we have been the fastest-growing company in the PC market... And this build-up of a profitable and sustainable business model has been because of how we work with partners and the channel."

Lenovo has big plans for both consumer and SMB markets, with a number of future product launches. It is also taking on new partners, and says it on-boarded 4000 partners across EMEA over the past 6 months.

According to the latest Gartner numbers, Lenovo stands at 5th place (6.2% market share) in the W. European PC rankings-- but registers 34.6% Y-o-Y growth in Q1 2012, the highest in the period.

Meanwhile IDC puts Lenovo 6th in its Q1 2012 PC vendor rankings, with 8.5% market share and impressive 74.5% Y-o-Y growth.

Lenovo EMEA VP of products and channels Vincent Fauquenot concludes "We are committed to the channel and we are going to keep investing in the Lenovo brand."

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