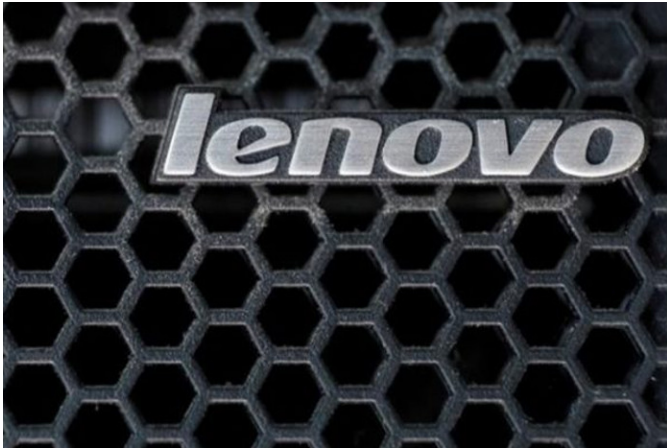


Lenovo Acquires Medion

Written by Marco Attard
08 June 2011



Lenovo seeks to increase its stake in Europe by buying German retailer Medion AG.

The company wants its PC market share to grow further-- up to 14% in Germany, and to around 7.5% in W. Europe. Currently almost 50% of Lenovo's business comes from China (alongside most of its enterprise customers).

Medion's speciality is low-cost computers, alongside CE and mobile devices.

The deal comes few months after Lenovo signed a joint-venture deal with Japan's NEC. Meanwhile analysts also say the company is planning to expand its business, particularly due to tablet device's effect on the PC market.

Go [Lenovo Acquires Medion AG](#)