

Media Markt Plans Turkish Expansion

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Media-Saturn sets to shift 25% of investments to Turkey during 2014 Today's Zaman reports, with plans to open 10 Media Markt stores nationwide by the year's end.

The retailer entered Turkey in 2007, where it has 37 stores following expansion into Anatolia. According to Media-Saturn Turkey CEO Bülent Gürçan the expansion is a sign of the retailer believing in the country, and "will be intensifying investments while improving opportunities for employment."

Media-Saturn also points out further opportunities as other multinational retailers leave the Turkish market-- 2013 saw Dixons selling off its [Turkish ElectroWorld operation to Bimeks](#) , while Darty is said to be considering [chopping off its Turkey division](#)

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