Lenovo Consumer Push In Europe in Doubt

Written by Bob Snyder
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Lenovo says it may scale back its launch into the European consumer market next year, if the credit crisis and economic slowdown worsen. Milko Van Duijl, president of Lenovo's EMEA division, says the company will take a final decision in this first quarter.

Lenovo may decide to concentrate more on launching in emerging markets, such as Eastern Europe and the Middle East, and delay entry into more mature markets in Western Europe. "I am a believer in focus - doing fewer things but doing them right, and only going into markets where we can do well," says van Duijl. The company recently launched small retail sales operations in USA, France and So. Africa.

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