

Visual Meta continues internationalization of LadenZeile.de

Berlin, 8th of January 2013 - The operator of the German online shopping portal LadenZeile.de launches under the brand ShopAlike visual shopping portals in Hungary, Czech Republic and Slovakia. With this step Visual Meta operates online shopping portals in 16 countries in Europe.

Since 4th of February 2013 people can search at shopalike.hu, .cz and .sk for fashion, furniture and more. Following the motto “one shop, one site” visitors to the online shopping portals can find products of hundreds of shops.

“We are fast and professional when it comes to launching new countries” says Robert M. Maier, Founder and Managing Director of Visual Meta, about the development of the company. “We need to adapt our strategy on the respective country, as the development of e-commerce differs within Europe. For us it is always a huge event to launch a new country.”

In July the business model of LadenZeile.de got rolled out for the first time to the European countries France, Italy, Spain and Great Britain. Meanwhile the brand ShopAlike and Shoppala (Turkey) is represented in 15 countries in addition to Germany.

The new websites can be reached at:

Hungary: <http://www.shopalike.hu>
Czech Republic: <http://www.shopalike.cz/>
Slovakia: <http://www.shopalike.sk/>