



MediaMarkt opens renewed store in Cora Rocourt with a strong focus on accessibility, service and experience

Rotterdam, 1 July 2026

MediaMarkt is taking a new step in the Liège region with the opening of its renewed store in the Cora Rocourt shopping centre. With this new location, MediaMarkt is clearly choosing greater comfort, better accessibility and a store experience that fully reflects the latest MediaMarkt concept.

More convenience in a stronger commercial location

The new MediaMarkt store is located in the Cora Rocourt shopping centre, the largest Cora shopping centre in Belgium. Following its transformation, the centre now offers more than 100 shops and 2,500 parking spaces. An important benefit for customers: parking is completely free. And thanks to its location close to a motorway exit, the store is easily accessible for customers from across the region.

“With this move, we are choosing a location that better matches what customers expect today: easy accessibility, ample parking facilities and a complete shopping experience in one place,” says Frederik Roose, Regional Director MediaMarkt Belgium. “Cora Rocourt offers us the right environment to bring technology even closer to the customer.”

New concept with more room for brands and experience

The renewed store has been designed according to the most recent MediaMarkt concept. This translates into a modern presentation, clearer navigation and a stronger focus on experience. Customers can count on a broad assortment, personal advice and the trusted services that also played an important role in the previous store.

One striking innovation is the three event zones in the store. These give brands the opportunity to present their products interactively and immerse customers in new technologies, demonstrations and experiences. This makes the store not only a place to buy products, but also a place to discover, test and better understand technology.

Experienced team moves along

All employees from the Saint-Lambert store are moving to the new Rocourt location. As a result, the trusted service is retained, and customers can count on an experienced team that knows the region, customers and their expectations well.

“Our employees know our customers and understand what good service means,” says Fernando Gomez Vadillo, CCO of MediaMarkt Rocourt. “We are taking that experience with us to a store that is more modern, more accessible and stronger than ever. For our team, this is not a completely new beginning, but the next step in a better location.”

About MediaMarkt

MediaMarkt is Europe's largest electronics retailer and currently operates 30 stores in Belgium. In the Netherlands, there are now 54 stores, and 2 in Luxembourg. In total, the retail chain operates around 1,000 stores across 11 European countries. At MediaMarkt, the consumer comes first. Every year, more than 100 million consumers visit MediaMarkt, either in-store or online. Through its omnichannel proposition, consumers are served across a wide range of channels and can decide for themselves how, where and when they choose, purchase and receive electronics: in-store, via the webshop, through the app or on the Marketplace. At the Smartbar, which can be found in every MediaMarkt store, customers receive full support through advice and additional services, such as unique TV calibration and the setup of laptops, tablets and smartphones. In addition, customers can choose from a broad range of TV and mobile phone subscriptions, as well as various green energy providers. With BetterWay, our sustainability proposition, we help consumers make more

sustainable product choices and adopt more sustainable behavior. The retail chain was founded in 1979 and is part of the MediaMarkt Saturn Retail Group. More information is available at www.mediamarkt.be.

Press contact

Céline Cartilier

celine.cartilier@publicisgroupe.be

+32 475 77 97 29

Astrid Mattelaar

astrid.mattelaar@publicisgroupe.be

+32 479 73 29 47