



David Philipoom becomes new managing director of TEDi Belgium

Brussels, 5 March 2026 – TEDi, Europe's leading non-food discounter with the widest range of products at affordable prices, is strengthening its profile on the Belgian market with a new appointment. TEDi currently operates around 40 stores in Belgium and is a significant employer for more than 400 people in the country. The Belgian activities are centrally controlled and managed from the company's headquarters in Brussels.

David Philipoom has been the new managing director of TEDi Belgium since winter 2025. With over 30 years of experience in the retail and clothing industry, the 56-year-old Dutch native brings valuable expertise to the table. Most recently, he was managing director responsible for the successful establishment of KiK's Dutch business.

In the first few weeks of his new position, Philipoom completed an intensive induction phase, which also took him directly into everyday store operations. This practical experience gave him a deep insight into the operational processes and the needs of Belgian customers.

David Philipoom: "I am very much looking forward to the tasks ahead, to contributing my experience and working with the team to further consolidate and expand TEDi's presence in Belgium. It is a fantastic opportunity to support a company with such dynamic growth and potential in an exciting market like Belgium."

TEDi plans to open 25 new stores in the coming financial year, which begins on 1 May 2026.

"We are delighted to have David on board as our new Managing Director for Belgium," said Petar Burazin, CEO of TEDi. "His experience and leadership skills are crucial to implementing our growth plans in Belgium. The planned opening of new stores in the coming financial year is a clear commitment to the Belgian market and will mean the creation of around 200 new jobs. As a company, we attach great importance to being an attractive employer and providing opportunities for people, offering development opportunities and career prospects. David will play a key role here in further strengthening our position as an employer and deepening our commitment to the local economy."

TEDi is actively seeking new commercial rental space for its further expansion in Belgium. Retail space between 700 and 1,200 square metres is preferred, although larger formats are also being considered. The catchment area of the locations should be accessible by car within 15 minutes and have a population of at least 20,000. Commercial property owners and developers who would like to offer suitable locations can contact expansion.bel@tedi.com.

About TEDi

TEDi is Europe's leading non-food discounter with the largest product range at affordable prices. Founded in Germany in 2004, TEDi now has its presence in 15 European countries with over 3,700 branches. Continuing its growth trajectory, TEDi plans to build a network of 5,000 stores across Europe in the medium term. TEDi offers a wide range of products with more than 16.000 articles in categories such as stationery, crafts, home decor, household items, party supplies, and trending goods. Its assortment also includes toys, DIY products, confectionery, and pet supplies. TEDi focuses on providing good quality at low prices, with both branded and private-label products available. Over 4,000 items are permanently priced at just 1 euro or below. Every month, TEDi has 300 trend items in its product range. Social responsibility and environmental protection are priorities for TEDi. Further information can be found at www.tedi.com.

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