

European Store Expansion Heads North

Written by Marco Attard
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Apple opens its long-awaited Edinburgh store, the first in the Scottish capital and the fourth in the country, on 18 October with much of fanfare, kilt-clad staff and, of course, bagpipes.



For the interested the Store is also the 38th in the UK and 106th in Europe.

Located at the historic Princess Street, the Edinburgh Store [was officially announced last July](#) but has been in planning since 2010. Customers started queuing before the outlet's 10am opening as early as 4am, and the first 1000 to enter got a commemorative tshirt for their trouble.

The building housing the Edinburgh Apple Store dates from 1769, and was the first residential property on Princess Street. It later became the Crown Hotel before housing a Burger King, Woolworths and the Pick 'n Mix.

In further European Apple Store news, ifo Apple Store reports the iPhone maker sets to expand further northwards-- according to unnamed sources the company plans to open a Store in Finland, and is already working on getting its points-of-sale (POS), personnel scheduling, Concierge and Easy Pay systems to work in the country.

If this is the case Finland would be the smallest nation housing an Apple Store, with a population of all of 5.5 million. It is also the most sparsely-populated country in the EU.

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ifo Apple Store adds the plans are very preliminary, meaning there is no word as yet on opening dates-- although it speculates it could open as early as late 2015 somewhere within the Helsinki region.

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