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CIH CELEBRATES SUCCESSFUL SHOWCASE

After a two-year break, the Euronics Showcase opened its doors at the NEC, Birmingham last month to a jubilant reception. Combined Independents (Holdings) Ltd (CIH), the electrical buying group, part of Euronics, Europe's largest electrical buying group ran its unique members-only event for brands, CIH members and Euronics agents on Sunday and Monday 24th and 25th April 2022.

“We are delighted with the response we have received following Showcase,” comments Paul Tyler, CEO of CIH. “It was fantastic to meet with many of our partners, members and agents face-to-face for the first time in two years. Visitors were able to see the latest innovations, build great relationships with the brands they are selling and find out about all the promotions, support and training that’s available from Euronics and the manufacturers. We want our agents to know that we are here to support them, and Showcase was a great way to underline this commitment and the benefits of being part of the Euronics family.”

A record number of companies supported the event, exhibiting a full range of domestic appliances, televisions and other electrical products. Among the 50 brands attending were: Beko; Blomberg; CDA; Hisense; Franke; Haier; Miele; Bosch; Neff; Siemens; Rangemaster; Whirlpool; LG; Sony; Smeg; Shark; AEG and Samsung.

In addition, visitors were able to learn more about the Euronics Sustainability campaign and talk to experts within the Euronics team, and brands, for advice and support on how they can help their customers become more sustainable with their appliance usage.

Visitors could also test their footballing skills in the football sponsorship fanzone and learn more about Euronics’ four-year sponsorship deal to become an official partner of UEFA Women’s Football. Thanks to the UEFA deal, Euronics agents have access to a wide range of assets to promote women’s football, both in-store and online; and Euronics is working with its agents to identify and support them in local sponsorship activities with girls’ and women’s football teams. Euronics also welcomed freestyle

specialist and Reading FC player, Taylor MacDonald to the show. Taylor showed off her amazing footballing skills during Showcase and also encouraged visitors to get involved and show what they could do.

Paul Goldsmith, Head of Marketing at CIH, says, “after months of planning, it was fantastic to see Showcase come to life. I would like to thank everyone involved for helping to bring this incredible event together after a hugely successful two days.

For more information on the Euronics Showcase email: membership@cihgroup.com.

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About CIH:

Combined Independents (Holdings) Ltd (CIH) is an electrical buying group, part of Euronics, Europe's largest electrical buying group, which operates in over 30 countries with an annual turnover of €19 billion. With around 500 members and approximately 1000 stores across the UK and Ireland, CIH provides a range of services and benefits to support each independent electrical retailer, as well as exclusive ranges that the members' customers are unable to find anywhere else on the high street, or internet.

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