



April 2023

### **CIH EURONICS SHOWCASE RETURNS FOR 2023**

Following last year's successful return, Combined Independents (Holdings) Ltd (CIH), the electrical buying group, part of Euronics, Europe's largest electrical buying group, has announced that its unique members-only event for brands, CIH members and Euronics agents will take place at the NEC, Birmingham on Sunday 23<sup>rd</sup> and Monday 24<sup>th</sup> April 2023.

"We are looking forward to welcoming everyone to another action-packed Showcase this year," comments Paul Tyler, CEO of CIH. "Everything about this year's event is geared towards helping our Members & Agents cultivate success in a challenging retail environment. We are providing the best space to see the latest innovations, build great relationships with the brands they are selling, as well as find out about the promotions, new initiatives, support, and training that's available from both us and the manufacturers."

A record number of companies will be supporting the event, exhibiting a full range of domestic appliances, televisions, computing, and home technologies, amongst other electrical products. Among the 40 plus brands attending will be: Beko; Blomberg; CDA; Liebherr; Haier; Hoover; Hisense; Creda; Asko; Vax; Dyson; Product Care Group; Caple; Rangemaster; Bosch; Neff; Siemens; Rangemaster; Whirlpool; Hotpoint; LG; Sony; Smeg; Shark/Ninja; AEG; Samsung; plus, many others

The Euronics stand will be staged to reflect a real home, showing the members the products that their Buying Team think are worth special attention, as well as highlighting the trends that led them to recommend these products in particular. Euronics agents will also be able to check out the 'store' area where they can see the ideal store solutions and a line-up of exclusive products that cannot be found anywhere else.

Additionally, the 2023 showcase will see the launch of Marketplace, Euronics' brand new e-commerce solution which has the ability to showcase a wider range of members' stock, offers and services, and as always, local first. Offering all of our members a unique URL allows them to be more visible within the communities they support.

“Our return after the pandemic saw Showcase come to life once again. This year we want to build on this even further and create an event that is really going to provide a great amount of value and resources for our members and agents.” concludes Paul.

For more information on the Euronics Showcase email: [membership@cihgroup.com](mailto:membership@cihgroup.com).

**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 €21.5billion. With around 450 members and approximately 650 stores across the UK, 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 the internet. More information at [www.euronics.co.uk](http://www.euronics.co.uk).

For further press information please contact:

Jeff Hayward at Wildwood PR  
[jeff.hayward@wildwoodpr.com](mailto:jeff.hayward@wildwoodpr.com)  
Tel: 01293 851115