



June 2023

## **EURONICS SHOWCASE PROVES IT IS THE PLACE TO DO BUSINESS**

Euronics Showcase returned to the NEC, Birmingham in April with much anticipation. The unique, members-only event run by Combined Independents (Holdings) Ltd (CIH), the electrical buying group, part of Euronics, Europe's largest electrical buying group, did not disappoint with record numbers attending and proving it is still the unrivalled place for CIH members, Euronics agents and suppliers to meet.

“We are thrilled with the response we have received following this year’s Showcase event,” comments Paul Tyler, CEO of CIH. “Every year we aim to deliver an event that supports our members and agents. The aim of Showcase is to provide our agents with the tools and services they need to succeed in a challenging market. At the event we presented products that are new to the range including scooters and smart home solutions, we introduced the new e-commerce platform, demonstrated a home setting with products on display, and a store with a line-up of exclusive products that cannot be seen anywhere else.”

Showcase was the launch platform for Euronics’ new e-commerce solution which has the ability to share a wider range of members’ stock, offers and services to consumers. As with everything Euronics does, it’s about shopping locally. The site shows offers for all available products for delivery to the customer’s location once they have entered their postcode. By offering all members their own microsite they can also be more visible within the communities they support.

The Euronics stand was designed to reflect a real home, it highlighted the products the Buying Team feel were worth special attention, as well as highlighted the trends that led them to recommend these products in particular.

A broad range of companies supported the event, exhibiting a full range of domestic appliances, televisions, computing, and home technologies, amongst other electrical products. Among the 50-plus

brands in attendance were: 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.

Leah Mahi-Booth, Trade Marketing Manager GB/SM-RCT at BSH Home Appliances, says, "A big thank you from all the team at BSH to all at Euronics, for a brilliant few days at Showcase 2023. It was a great opportunity to showcase our new products and talk through new features and consumer-centric messaging. Interest from members was high and we look forward to another year of strong business relationships and growth."

Paul concludes, "This year is also a special year for us as we are celebrating 60 years of CIH. Our agents are a fundamental part of CIH's longevity, and we wanted to provide an event where they could 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 to them. We feel we achieved just that, and we are delighted that so many of our members agreed."

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