



8th May 2024

CIH EURONICS SHOWCASE CONTINUES TO GROW

Euronics Showcase, the unique, members-only event run by CIH, the electrical buying group, part of Euronics, Europe's largest electrical buying group, concluded on Monday 22nd April 2024, marking a resounding success and affirming its position as a highlight in the calendar of members.

Held at the NEC in Birmingham, this year's two-day event surpassed all expectations, with over 50 brands exhibiting at the dynamic two-day event for CIH members.

Paul Tyler, CEO of CIH, comments, "We were thrilled by the overwhelming response to this year's Showcase. The enthusiasm and engagement of our members underscore the importance of this event in building relationships, seeing the latest innovations and conducting business. I would like to say thank you to everyone who contributed to making the Euronics Showcase such a resounding triumph including CIH staff, our members and suppliers."

The event was a showcase of the latest trends, products and technologies with more than 40 brands supporting the show, including Beko; Blomberg; CDA; Liebherr; Haier; Hoover; Asko; Vax; Product Care Group; Bosch; Neff; Siemens; Rangemaster; Whirlpool; Hotpoint; LG; Sony; Smeg; Shark; Ninja; AEG; Samsung; plus many others.

At this year's Showcase, Euronics was also able to share the news that it is a finalist in both the Which? Retailer of the Year and the Which? Customer Service Brand of the Year. This achievement follows the Euronics UK retail network being rewarded with a 'Recommended Provider of Home appliances' award by Which? who also placed the brand top in their Home Appliances Retailer performance table. Euronics also recently won a won the Feefo Gold Trusted Service Award.

Attendees also explored the Euronics Store set-up area at Showcase, featuring a comprehensive lineup of national campaigns for the year and an array of promotional tools designed to drive foot fall and boost online engagement. Additionally, Euronics highlighted the latest innovations and consumer preferences shaping the industry landscape.

Transforming business updates and insights into bitesize talks took place in the 'Euronics Garden'. Euronics members also had the chance to meet Indie, the CIH Euronics Penguin mascot, and hang out in the Peng'win bowling alley.

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