



February 2024

CIH EURONICS SHOWCASE GEARS UP FOR 2024

Combined Independents (Holdings) Ltd (CIH), the electrical buying group, part of Euronics, Europe's largest electrical buying group, is preparing once again for its unique members-only event for brands, CIH members and Euronics agents taking place at the NEC, Birmingham on Sunday 21st and Monday 22nd April 2024.

“We are excited to join together at Showcase to celebrate a momentous year. As CIH turned 60, the hard work of the Euronics UK retail network was rewarded with a ‘Recommended Provider of Home Appliances’ award by Which? who also placed us top in their Home Appliances Retailer performance table. Feefo has also been capturing the good work with customer ratings of 97%.” Comments Paul Tyler, CEO of CIH. “In this spirit, Showcase this year represents our continued endeavour to help our members and agents cultivate success.”

The event promises to be a dynamic showcase of the latest trends, products and technologies that are shaping consumer choices in the electrical appliance industry, all supported by more than 40 brands 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.

Attendees can look forward to exploring the Euronics Store set-up area, 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, the show home will highlight the latest innovations and consumer preferences shaping the industry landscape.

Transforming business updates and insights into bitesize talks, the ‘Euronics Garden’ is hosting several sessions diving into useful topics for its members. Alongside this CIH will be turning its latest news into a Showcase special episode for its brand-new members-only Podcast.

Euronics members will also be able to meet Indie, the CIH Euronics Penguin mascot. After melting hearts and taking social channels and window displays by storm, Indie will be making several appearances around the show and hanging out in the Peng'win bowling alley.

“We are excited to build on our continued success and want to thank our members for everything they do within their stores and communities, that brings strength and uniqueness to our Euronics network. Also, we must thank our Suppliers as none of this would be possible without their unwavering support towards Euronics as a whole.” concludes Paul.

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