



April 2026

CIH Euronics Showcase Delivers For Members!

Euronics Showcase once again has positioned itself as the event for CIH members and brand partners operating at the heart of the independent retail sector. The exclusive, members-only event delivered by CIH, the electrical buying group, part of [Euronics](#), Europe's largest electrical buying group, closed on a high on Monday 20th April 2026, following two packed days at the NEC in Birmingham.

This Showcase welcomed CIH members to the NEC, alongside Euronics agents and over sixty leading brands and business partners, representing sizeable growth compared to last year's event. Across the show floor, members explored first-hand the latest innovations, products and technologies that will drive their businesses in the months ahead. CIH Euronics board members were available throughout the event to answer questions and offer support.

CEO of CIH, Harry Kyriacou, commented, "This year's Showcase was an invaluable opportunity for both the board and myself to connect with our members, in an environment that was buzzing with business enthusiasm and ideas. Showcase 2026 demonstrates how much stronger we are together, as we work to develop opportunities and grow business for independent retailers. The level of engagement we saw across the event was extremely encouraging, and we're grateful to our brand partners and contributors for their continued collaboration and support."

The event also recognised excellence among suppliers, with awards presented to Beko Europe for Stand Design and Experience, and to Haier for the company's ground-breaking three-drum washing machine, with the New Product Launch Award.

Alongside the various product and cooking demonstrations at Showcase, members were invited to attend an informative range of silent seminars as well as dedicated business forums hosted by Harry Kyriacou, which were introduced for this year's programme. These sessions delivered insights into the mechanisms and benefits of Agency Direct and Agency Plus, as well as the new Indicare solution, and actively encouraged an open dialogue between CIH members and the board of directors.

Members also had the opportunity to meet the famous Euronics mascot, Indie the Penguin and Nettie, the Euronics female football mascot, who were pleased to pose for photo opportunities across the event.

Overall, the buzz of the event came through in the conversations, engagement, and deals being made. During and after the event, brands and members have been expressing their gratitude and enthusiasm for the opportunities at Showcase 2026. CIH is grateful and proud of the success created by all and looks forward to planning next year's show.

For more information on the Euronics Showcase and CIH membership, email: 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 €25.3 billion. With around 450 members and approximately 600+ 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 internet. More information at www.euronics.co.uk.

For further press information and images, please contact:

Debbie McIvor-Main at Wildwood PR

debbie.mcivor-main@wildwoodpr.com

Tel: 01293 851115