



May 2025

CIH EURONICS SHOWCASE IS THE PLACE FOR BUSINESS

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 a high on Monday 28th April 2025. The two-day event was a resounding success, featuring over 60 leading brands showcasing their latest innovations to a record number of CIH members.

Held at the NEC in Birmingham, Euronics Showcase marked a significant milestone in the retail calendar, bringing together CIH members, Euronics agents, and leading brands, for an unforgettable experience.

Harry Kyriacou, CEO of CIH, comments, "we were thrilled by the enthusiasm and engagement of our members. As my first Euronics Showcase as CEO, it was a great opportunity to meet with members and it was fantastic to see our members build relationships, see the latest innovations, and conduct business in a dynamic environment. This year's event surpassed all expectations, and we are grateful to everyone who contributed to its success."

Paul Goldsmith, Head of Marketing and Customer Service at CIH, shared his excitement about the event, stating, "One of the standout features of this year's showcase was the dedicated space for our new brands, Sensis and Schönhaus. It was truly inspiring to witness our members engaging with the products and sharing their positive feedback."

The event was a showcase of the latest trends, products and technologies from more than 60 brands including world leading home appliance brands. CIH Euronics business partners also attended the event to speak directly with members.

During the event, Euronics also presented stand awards to suppliers, with Beko Europe receiving the Best Investment in Energy Efficiency award, and Haier Europe being honoured with the Best Stand Design and Experience award.

Members were able to hear important business-transforming updates and insights, in bite-sized talks which took place in the Euronics Seminar area, with several sessions taking place across the two days.

Euronics members also had the chance to meet Indie, the Euronics Penguin mascot, and Nettie, the Euronics female football mascot, as well as test their skills in the 'Penguin Penalties' area.

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

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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 €21.5 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.

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