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## **LOOKING FORWARD TO AN EXCITING CIH EURONICS SHOWCASE**

Combined Independents (Holdings) Ltd (CIH), the electrical buying group, part of Euronics, Europe's largest electrical buying group, is back at the NEC in Birmingham on Sunday 27th and Monday 28th April 2025 for its unique members only event for brands, CIH members and Euronics agents.

“We are looking forward to welcoming everyone to Showcase this year, which is my first as CEO,” comments Harry Kyriacou, CEO of CIH. “CIH members will see the latest innovations, build great relationships with suppliers and find out about all the promotions, support and training that’s available from us and the manufacturers. Everything about the Euronics Showcase is geared towards helping our members succeed and grow in a challenging retail environment. One of the most significant features of this year’s event is the space dedicated to our new brands, Sensis and Schönhaus. We are excited to show members the full offering and demonstrate how these brands complement the products from our current supplier portfolio. I am looking forward to meeting with members, suppliers, and partners over the course of the two-days.”

The Euronics stand will focus on Sensis and Schönhaus and the products available. The two brands have been carefully curated and designed to provide Euronics customers with high-quality and energy efficient appliances to suit all kitchen sizes and budgets. The introduction of these brands serves to strengthen the Euronics portfolio of exclusive ranges, in which Blomberg remains an integral part. Members will be able to see the complete range, get a feel for the products and speak to the team who will be on hand to answer any questions.

The event will showcase the latest trends, products, and technologies in the electrical appliance industry, featuring over 60 brands such as Beko; Blomberg; CDA; Liebherr; Haier; Hoover; Vax; Product Care Group; Bosch; Neff; Siemens; Rangemaster; Hotpoint; LG; Sony; Smeg; AEG; Samsung; plus many others. CIH Euronics business partners including Worldpay, Snap Finance and Magic Touch Promotions, will also be attending the event to speak directly with members.

The ‘Euronics Garden’ will be back again this year providing bitesize talks around business updates and insights. There will be several sessions taking place across the two-days, diving into useful topics for its members.

Euronics agents will also be able to meet Indie, the Euronics Penguin mascot, as well as Nettie, the Euronics female football mascot. Nettie is celebrating Euronics' position as an official partner of UEFA Women's Football. Thanks to the UEFA deal, Euronics agents have access to a wide range of assets to promote women's football, both in-store and online, and to identify and support them in local sponsorship activities with girls' and women's football teams.

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