September 2026

Euronics Tradeshow Reloaded Creates New Opportunities for CIH Members and Suppliers

Two regional events brought the benefits of Showcase closer to CIH members.

Combined Independents (Holdings) Ltd (CIH), the electrical buying group, part of Euronics, Europe's largest electrical buying group, has celebrated the successful launch of Tradeshow Reloaded, a relaunched regional event series designed to bring members, agents and suppliers together closer to home. Held on 20th September at Ascot Racecourse and 27th September at Aintree Racecourse, the inaugural events provided valuable networking opportunities, access to exclusive attendee-only deals and the latest business updates from the CIH leadership team ahead of the crucial peak trading season.

Building on the success of Showcase, Tradeshow Reloaded was introduced to provide an additional opportunity for members to engage with suppliers and the wider Euronics network, including the leadership team. Each event welcomed over 30 suppliers, enabling attendees to learn more about new products and secure event-exclusive offers. By hosting the events on Sundays at venues in both the North and South of the UK, CIH provided members a more accessible choice of location while reducing the time they needed to spend away from their businesses.

Both events followed a similar programme, including presentations from the CIH leadership team. Members received updates on group performance, supplier and service developments, new upcoming initiatives and commercial opportunities in the months ahead. There was also an opportunity to ask CIH CEO Harry Kyriacou, Chairman Steve Scogings and Vice Chairman Andrew Thomas questions about the company and its strategy during the presentation. Members and agents then had the chance to visit supplier stands, meet directly with the teams and explore promotions.

Attendees benefitted from access to exclusive offers, including flexible delivery schedules, providing members with greater flexibility to manage stock during the busiest trading months.

Commenting on the launch, Harry Kyriacou, CEO of CIH, noted, "Our role at CIH is to give members the support and opportunities they need to help their business thrive. Tradeshow Reloaded was created to exactly do that: to give our members another valuable opportunity to meet with us and suppliers alongside Showcase."

"I seem to be the only person in the business that remembers the trade shows from before Showcase, when we used to have one in Bradford and one at Heathrow," Harry continued. "I remember how excited and ebullient those events were, and I wanted to bring that back to CIH. The conversations we had in Ascot and Aintree show us how valued these events are by our members, so we plan to alternate between Tradeshow Reloaded and our overseas Conference every second year, to offer our members every chance to connect, learn and grow, together."

Tradeshow Reloaded forms another part of CIH's ongoing commitment to supporting independent electrical retailers through the strength of its Euronics network. Alongside the more established initiatives of Showcase and Conference, the new event series reinforces the value of CIH membership to independent retailers across the UK, ensuring members continue to benefit from opportunities to develop and grow their businesses.

For details on how to become part of Euronics in the UK email: membership@cihgroup.com.

-ends-

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