

# Scan Display to exhibit at #1 retail trade fair, Euroshop

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This year Scan Display will be among the 1 800 exhibitors at Euroshop, the world's leading retail trade fair. The show will run from 26 February to 2 March 2011, in Düsseldorf, Germany.



Justin Hawes, MD of Scan Display, strongly agrees that Euroshop is the 'premiere' trade fair of its kind. He says: "No other retail show is as big or as globally inclusive as Euroshop. Exhibitors and visitors from around the world attend it. This creates a unique opportunity to network, see the latest products and technology, and get an injection of creative inspiration - all in one space, on an international scale."

In previous years, members of the Scan team have attended the show, but this will be the first time the company showcases itself on the Euroshop platform.

Scan will co-exhibit with German partners, Mo Systeme, the creators of the Modulbox, a portable marketing system. Scan manufactures and markets the Modulbox locally, and this inspiring tool will form the basis of the Scan-Mo Systeme exhibit.

Justin strongly believes that exhibiting is a valuable marketing tool, as it is the only medium that allows for face-to-face interactions with key industry players. He says: "The opportunities that come out of exhibiting at Euroshop, such as new business partnerships and exposure to new clients, represent a huge return on investment on the cost of exhibiting."

Euroshop is only held every three years, and 2011 will be its 17th incarnation. This year 104 000 trade visitors from 93 countries are expected to attend, while the exhibitors will be representing 50 countries and filling up a floor space of 200 000m<sup>2</sup>.

For more information about Scan Display, visit [www.scandisplay.co.za](http://www.scandisplay.co.za) or contact Justin Hawes on +27 11 447 4777 or [justin@scandisplay.co.za](mailto:justin@scandisplay.co.za).

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