

ISO Meeting Point at crossroads between Europe and the rest of the World.

International Shopfitting Organisation report from Euroshop 2014.

At the record Euroshop 2014 with more visitors, more exhibitors, more foreigners, and more hard work, the Global ISO members' Meeting Point was located in a true hot-spot of the show. Right where the main traffic from the North Entrance to the main Euroconcept shopfitting halls crossed the aisle between DLV Netzwerk Ladenbau and the Euroshop Architecture & Design Forum. The traffic congestion, morning, noon and evening was considerable, but also led to many new and interesting contacts. The ISO booth was again organized with a number of co-exhibiting members, 15 from 8 different countries in 3 continents, and a lounge facility offering tables, chairs, refreshments, and valuable information to the many members and business contacts that found their way and relaxed a while, resting their tired feet and "talking shop."

The ISO organisation and members had in advance distributed more than 3000 Euroshop entry voucher invitations Worldwide, and is excited to see that almost 1000 visitors took advantage of the invitation, close to the previous record of about 1100 visitors in 2008.

Once again the highlight of the 5 days was the *ISO Best-in-Show Awards* for outstanding participation. Three member exhibitors are awarded for their excellence in IDEA, DESIGN, and PRODUCT presentation. Key factors in any shopfitting, or retail environment. The winners 2014 were awarded and celebrated at the ISO Members' Get-together-Party on Monday afternoon, mingling, sipping "champagne" and applauding the proud winners. Past president of ISO Carsten Schemberg, Germany, congratulated the winners in the 3 categories, evaluated same day and motivated by the board:

- Ganter Interior GmbH, Germany for the *best idea* displaying hundreds of lighted faces.
- New Store Europe, Norway for *best booth design*, open and inviting, as any store at its best.
- Global Display Projects, UK for the *best product presentation*, real "must have" displays.

The proud winners were duly cheered by the present multinational audience, and handed the prestigious ISO BEST-in-SHOW DIPLOMA to display at their booth and bring home in triumph.

One more time the ISO presence at Euroshop proved what is the whole idea of the International Shopfitting Organisation: A need in today's digitalized business for *personal relations*. It is more important than ever, now and again, to meet people of the industry and retail trade eye-to-eye. Which is exactly what happened from early morning to late night of the 5 days of Euroshop 2014.

ISO thanks our many international members and guests for visiting.

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