



SHARING  AVENUE



DÜSSELDORF GERMANY • 5 - 9 MARCH 2017 • HALL 16

Sharing to grow and growing to share

Once again, the Arneg Group – a leading name in the design, production and installation of equipment for the retail sector – takes the field with a strong message announcing an important step forward in the development of innovative synergies and partnerships of excellence.

EUROSHOP IN DÜSSELDORF is currently the most important trade exhibition dedicated to the world of retail at global level, and has always been seen as an unmissable event for top professionals in the sector. Every three years, Euroshop offers an all-encompassing view of the latest trends in the market, and the products and solutions of the next generation: an event that provides a dynamic meeting and discussion space at international level. With 120,000 m² of floor space at its disposal, today the show welcomes 2,500 exhibitors from 60 countries and a huge number of visitors, offering a rich mix of meetings, seminars and workshops through which to present all the facets of an endlessly evolving sector.

Euroshop affords a particularly stimulating arena for the **ARNEG GROUP**, which has grown year by year building relations, making partnerships, offering its professionalism and experience in prestigious collaborations aimed at maximizing the success of innovative projects (like the “Supermarket of the Future” at the Milan Expo 2015), and always operating under the banner of vigorous development pursued on an international stage. Today, after over half a century in business, ARNEG WORLD is a truly global enterprise. With production sites and branches established in 25 countries, and a loyal and professional distribution network covering around 100 others, Arneg enjoys a high profile on the world market precisely by virtue of maximizing synergies between companies of the group and fostering a constant flow of ideas and information vital for its growth, and for market success. **Sharing to grow and growing to share.** This is the spirit in which ARNEG WORLD takes on global challenges – a spirit of intelligent growth.

A regular at **EUROSHOP** since the 1970s, the **ARNEG GROUP** brings something new to every edition, always varying the message, but keeping faith with a multi-disciplinary approach (technological, philosophical, architectural, ethical and environmental), paying maximum attention to the multimedia aspect and preparing displays with a high emotional impact, so as to reveal a different facet of its multi-dimensional and continually evolving identity at each visit. For **EUROSHOP 2017** the **ARNEG GROUP** has taken another important step forward, revealing what are in essence the main arteries that carry the life blood essential to a large scale enterprise project. And this has been done on multiple levels, joining pathways, bringing together people, products and technologies, utilizing the interaction of different communication tools to tell inspirational stories of networking, goal-sharing and collective intelligence.

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<https://euroshop.arneg.world>

arneg

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DESIGN & DISPLAY

OSCARTIELLE



> > > The **ARNEG GROUP** will be exhibiting from a stand with numerous top level features, which this year occupies a space of almost 3,000 m². An imposing architectural structure for which the designers have come up with a setting that offers huge surprises to everyone who crosses the threshold of the stand to experience the vitality of the ARNEG dimension. A vitality that closely resembles that of the big cities, packed with visual, emotional, intellectual and creative stimuli. Along the main thoroughfare and down the side-streets, visitors can meet all the member businesses of the Group: ARNEG, INCOLD, INTRAC, OSCARTIELLE, factories and branches all around the world. A wide range of products and different merchandise layout solutions are the result of teamwork, and of interaction with partners of high repute: prestigious supermarket chains, important architects, designers, retail experts, marketing professionals, to name but a few.

The new ARNEG GROUP stand is created as a **SHARED SPACE**, accessible in all directions and from all angles, wired throughout, where it will be possible to meet people, companies and professionals, share experiences, discover new products, solutions and applications and even sample gastronomic specialities containing typical ingredients from countries all around the world. A global space where visitors can find out the **VALUE OF COMPARISON, DIALOGUE AND INTERACTION** as a key element in the development of innovative projects and solutions of excellence. A space organized as three interconnected areas — **TECHNOLOGY, MERCHANDISE, TASTING** — offering an experience of the extraordinarily complex and no less fascinating world of relations that underlies each successive step in the growth of the ARNEG GROUP.

Many **NEW** elements of interest have been included by **ARNEG WORLD** in this fluid and shared space, presented to the eye of the visitor much in the manner of a museum tour. In this new digital and internet age, the ARNEG GROUP engages the world of retailers as a one-stop partner offering innovative and sustainable solutions and proposals, designed to assist customers in achieving the aim of “zero emissions”. In keeping with the philosophy that has inspired the entire stand and animates the new edition of EUROSHOP, the approach to products is interactive, dynamic and shared, thanks to the adoption of **LED WALLS, INFOGRAPHICS and INTERACTIVE POINTS** allowing users to discover and learn more about a multitude of factors having a part to play behind each product.

At the heart of this new spectacular interpretation of ARNEG WORLD, accordingly, is the importance of the **ARCHITECTURE OF RELATIONS** that govern the world: “Today we realize that, more important than objects, persons and information, are the relations that these interweave with one another. For while it is true that we understand the meaning of a message like ‘putting things in relation’, content that does not generate any relation — i.e. encounter, passion, dialogue — is content of no significance, devoid of value”. (The architecture of relations – Italian Society of Information Architecture). This is an architecture that the ARNEG GROUP aims to expand, seeking interaction with more and more businesses and professionals, pushing in all directions, in exactly the same way as on its exhibition stand, which promotes engagement, dialogue and synergy between different worlds.

With this in mind, besides updating the numerous **social channels** on which it posts and is constantly active, the ARNEG GROUP has now also set up a **TOTALLY RESPONSIVE WEB PORTAL dedicated entirely to the exhibition** - <https://euroshop.arneg.world> - where users will be able to find all the most interesting information on the Arneg stand. News, events, organization, guide to the products on show, hospitality management and much more... all easily consulted by guests in their own personal area, thanks to a technology that makes life simple, and at the same time brings the gratification of being totally involved.