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For immediate release

MUST-READ MAG SPONSORS MUST-SEE SHOW

***NZRetail* magazine is sponsoring The 2010 NZ Retail Show, an event that will revolutionise how local retailers preview products and resources for their business in the future.**

The NZ Retail Show will be held at the new exhibition halls in the ASB Showgrounds, Auckland on September 25 -26, 2010. Also supported by the industry's peak body, the New Zealand Retailers Association, the show will be the biggest retail marketing event of its kind staged here.

"In today's competitive environment, it is difficult for retailers to find the time to step off the shop floor and seek out the latest trends and industry initiatives", says Gary Fitz-Roy, managing director of Expertise Events, the event organisers.

"The NZ Retail Show provides retailers the opportunity to see and hear about everything they need in the one place. This show is the solution for retailers to what would usually take months of research and precious time away from their business. The two day event will be critical to ensure your competitive edge. It will showcase important trends, products and services that are designed to increase efficiencies providing the best advice on stock control, brand image, in fact everything the retailer needs to increase profitability."

The new NZ Retail Show reflects the values of our charter which is a dedication to providing business news, features and information designed to assist retailers to improve their business. We are excited to be part of this important event for the Industry", says Russell Sinclair, Northern Regional Manager, New Zealand Retailers Association.

The is just the latest addition to the Expertise Events New Zealand calendar including the NZ Jewellery Fair which was launched by the Mayor of Auckland earlier this year. "With the success of the NZ Jewellery Fair, we have made a strategic decision to co-locate the NZ Jewellery Fair and NZ Retail Show over the same weekend at the ASB Showgrounds to provide a depth of qualified audience, a quality that is usually difficult to secure", says Fitz-Roy.

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