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The 'Melting Pot' concept will be the central theme in Arneg's stand at the 20th edition of Euroshop.

The group is expressing its cosmopolitan soul on a kaleidoscopic stand that embodies the concept of sharing, interpreted as a virtuous fusion of competence, experience, and vision capable of generating change and energy.

Present in 30 countries across the world and a workforce comprising people from different ethnicities, cultural backgrounds and professions, the Arneg Group is itself an extraordinary melting pot of people, know-how, vision, ideas, and technologies.

The Arneg Philosophy

The 'Melting Pot' concept also conveys other founding pillars of the Arneg philosophy.

Identity, people, ideas, sharing, research, innovation, technology, culture, ethics, and communication find expression in the furnishings, products, and solutions of a spacious, luminous, technological and experiential stand inspired by this essentially contemporary concept.

The Arneg Group's unique ability to customise plays a leading role in the new stand.

Sustainability, ethics, and wellbeing are other values of the group that are highlighted in the stand.

The catering area, Agora, is an open square where people can meet, chat and enjoy tiny masterpieces of flavour created by Italian chefs creatively blending typical ingredients from all over the world.

Overall Concept

The 'Melting Pot' concept is also emblematic of the 20th edition of Euroshop, the world's most important exhibition for the retail sector.

This year's event, spread across an area of 120,000 square metres, will host over 2,500 exhibitors from 60 different countries and offer a rich programme of meetings, seminars, and workshops.

For information about the event and about Arneg Group, [click here](#).

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