

## **Misco UK To Bring Leading Business Technologies To Forefront During “Expo 11” IT Show**

Wellingborough UK, July 2011 – [Misco UK](#), a leading IT reseller of technology and related products in Europe, announced the date for its biggest IT show of the year, [Expo 11](#), to take place Thursday 20<sup>th</sup> October 2011 in [Old Billingsgate, London](#). Now in its seventh year, the show is shaping up to be the largest Expo to date with over 75 of the world’s leading IT manufacturers and more than 1,250 customers expected to attend.

Joseph Dunne, Sr. Managing Director Europe, said “Our UK Expo has become a key event in the IT calendar for business leaders and IT decision makers looking to learn about the latest technologies and gain a competitive edge in today’s digital world. Expo 11 is their chance to meet with IT professionals and receive free advice.” Attendees will be able to gain industry insights during [keynote seminars](#) from IT innovators and will receive free samples and exclusive [show offers](#).

Expo 11 provides manufacturers with an excellent platform to showcase their newest technologies and interact with customers. Vendors that will be in attendance include [laptop](#), [desktop PC](#) and [monitor](#) manufacturers Acer, Lenovo, Toshiba and Fujitsu; computer [networking](#) and [hard drive](#) manufacturer Netgear; [printer](#) manufacturers Epson and Canon; and [computer accessory](#) manufacturers Targus and Logitech.

Expo 11 is a free event. To secure a place however, attendees must [register](#) prior to October 15<sup>th</sup>. They can do so by visiting [www.misco.co.uk/expo](http://www.misco.co.uk/expo) where [images and videos](#) of last year’s event are also available.

Other Misco affiliates will host additional Expos in major European cities including Frankfurt on 15<sup>th</sup> September, Amsterdam on 11<sup>th</sup> October, Milan on 11<sup>th</sup> November and Paris on 17<sup>th</sup> November. Further information and links to register for these events can be found by visiting the Expo 11 site.

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### **About Misco**

Misco ([www.misco.co.uk](http://www.misco.co.uk)) is a leading IT reseller of technology and related products and associated support services. Misco is a subsidiary of Systemax Inc., which also has operations in Germany, Italy, Spain, France, Netherlands and Sweden and an online presence in Austria, Switzerland, Belgium and Ireland. Systemax Inc. is a Fortune 1000 company listed on the NYSE/Euronext [NYSE:SYX].

### **About Systemax Inc.**

Systemax Inc. (<http://www.systemax.com>), a Fortune 1000 company, sells personal computers, computer components and supplies, consumer electronics and industrial products through a system of branded e-Commerce web sites, retail stores, relationship marketers and direct mail catalogs in North America and Europe. The primary brands are TigerDirect, CompUSA, Circuit City, MISCO, Inmac-WStore and Global Industrial.

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