

February 22, 2013



DISTREE EMEA 2013 ends with record number of meetings at channel forum

More than 1000 delegates attended the 11th annual event, uniting ICT and consumer electronics (CE) vendors, distributors, retailers and e-tailers from across the region

PARIS, LONDON, MOSCOW, SAO PAULO, SINGAPORE and DUBAI – More than 6000 pre-scheduled meetings took place at DISTREE EMEA 2013, setting a new record for the annual channel event. More than 140 brands were represented, meeting channel executives from the region’s leading distributors, retailers and e-tailers. Thousands more informal meetings also took place during the three-day event in Monaco.

“We want to thank all the brands and the 1000-plus delegates that made DISTREE EMEA 2013 such a memorable experience,” said Farouk Hemraj, CEO and Co-Founder at DISTREE Events. “The event continues to grow and is now a ‘must attend’ event for buyers working in the EMEA ICT and CE sector. This event allows channel partners to meet vendors they already work with and also identify emerging brands and hot new product categories.”

“DISTREE EMEA is the ultimate business platform for vendors looking to manage, build or launch routes-to-market across the entire region. By bringing together the top channel players in one place at one time, DISTREE EMEA is a highly efficient event for them to attend. The structured format delivers real business benefits for all attendees,” he added.

Microsoft was Platinum Sponsor of DISTREE EMEA 2013, with Energy Sistem, Intellinet-Manhattan, Modecom and Wexler as Gold Sponsors, plus Silver Sponsors ABC Data, ALSO Digital, GLOBO, HGST and Lenovo. Content Partners GfK and CONTEXT contributed to a packed conference programme planned for the event. This year’s DISTREE EMEA took place at the Fairmont Hotel in Monaco with a conference programme located at the Grimaldi Forum.

DISTREE EMEA is a business-focused and highly structured channel event, far removed from a traditional trade show. In addition to one-on-one meetings and a powerful conference programme, the event also included a series of ‘2013 Directions’ workshop sessions, channel awards and professional networking opportunities.

Additional speakers at this year’s event included representatives from Moor Insights, VIA, Ocean Solutions, Sightline Group, Kiki Lab – Ebeltoft Group, plus channel consultants Frederic Lestringant and Ryan Mackey.

“Each market in EMEA has its own unique characteristics and DISTREE EMEA is an opportunity for channel executives to take a wider look at how the ICT and CE industry is changing and the impact this is having on routes-to-market,” added Hemraj.

“We appreciate the ongoing support of speakers, distributors, retailers and e-tailers that participate in DISTREE EMEA each year. Planning is already underway for DISTREE EMEA 2014, which is scheduled to take place in Monaco from February 11-14th 2014,” concluded Hemraj.

About DISTREE EMEA

DISTREE EMEA gathers hundreds of senior executives from EMEA’s ICT, telecoms and consumer electronics (CE) volume channel. DISTREE EMEA is a powerful business platform for vendors looking to manage, build or launch routes-to-market within EMEA. From A-brand vendors to start-ups, DISTREE EMEA’s structure and reach offers business benefits and powerful return on investment. www.distree-emea.com Follow event updates on Twitter @DISTREE_EMEA

About DISTREE Events

DISTREE Events specialises in the planning, organisation, staging and management of ICT & CE channel events. The team at DISTREE Events has successfully organised such events for the past decade, gathering more than 10,000 senior executives from 80 countries during that time. DISTREE Events spans the entire EMEA region, Latin America and Asia Pacific with employees based in Paris, Dubai, Moscow, London, Boston, Singapore and Sao Paulo. For more information, visit www.distree.com Follow company updates on Twitter @DISTREE_Events

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