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## Distree Events announce the official vendor nominations for the 'EMEA Channel Academy'

**PARIS, LONDON, DUBAI, MOSCOW and SAO PAULO** – The official vendor nominations for the 'EMEA Channel Academy: 2012 Awards' have been announced. Now in their fourth year, the awards recognise channel excellence in EMEA based on an open and transparent voting process carried out by distributors and channel partners across the region. Across all the awards, a total of 44 separate vendors received official nominations, with ten of these nominated across multiple categories.

Distributors nominated vendors based on the quality of their channel engagement and overall EMEA performance in 2011. The winners will be decided by a live electronic vote at the 'EMEA Channel Academy: 2012 Awards' Gala Dinner, which takes place in Monaco on February 9th in conjunction with DISTREE EMEA.

*"This year's list of official nominations demonstrates the continued diversity of the IT and consumer electronics (CE) vendor landscape in EMEA,"* commented Farouk Hemraj, CEO at DISTREE Events. *"We are delighted that the Gala Dinner for the 'EMEA Channel Academy: 2012 Awards' is once again being held as part of the DISTREE EMEA conference programme. We look forward to welcoming representatives from all nominated vendors to this prestigious occasion."*

The official vendor nominations for the 'EMEA Channel Academy: 2012 Awards', presented in alphabetical order in each category, are as follows:

**Storage Vendor of the Year** – A-Data, Kingston, Seagate, Transcend, WD

**Software Vendor of the Year** – Adobe, Kaspersky, Microsoft, Oracle, Symantec

**Accessories Vendor of the Year** – Belkin, Genius, Logitech, Port, Targus

**Audio Vendor of the Year** – Bose, Logitech, Philips, Samsung, Sony

**Home Networking Vendor of the Year** – D-Link, Intellinet, Linksys, TP-Link, ZyXEL

**Components Vendor of the Year** – AMD, Asus, Intel, Seagate, WD

**Gaming Vendor of the Year** – Logitech, Microsoft, Nintendo, Razer, Sony

**Imaging Vendor of the Year** – Canon, Nikon, Olympus, Panasonic, Sony

**Printing Vendor of the Year** – Canon, Epson, HP, Samsung, Xerox

**Monitors/TVs Vendor of the Year** – BenQ, LG, Philips, Samsung, Sony

**Mobile Device Vendor of the Year** – Blackberry, HTC, Nokia, Samsung, Sony Mobile (formerly Sony Ericsson)

**Notebook/Netbook/Desktop Vendor of the Year** – Acer, Asus, Dell, HP, Lenovo

Hundreds of senior distribution executives from across the region will attend the 'EMEA Channel Academy: 2012 Awards' Gala Dinner. During the event, which takes place in the glittering Salle des Etoiles in Monaco, distributors and channel partners participate in a live electronic voting session to determine the overall winner in each product category.

*"Receiving an official nomination is a huge achievement in itself," explained Hemraj. "This recognises a vendor as a top five player in a specific product category. We would like to congratulate each and every vendor that has received a nomination. The Gala Dinner is a celebration of this achievement and an opportunity for vendors to interact with the distributors and channel partners that help drive their business success in the EMEA region."*

During the nomination process, distribution executives across EMEA were canvassed to name their preferred five vendors in each product category based on the following criteria: channel strategy, partner engagement, pricing, stock management, product evolution, margin potential, channel management, retail engagement, marketing and channel programmes.

*"It is important to emphasise the fact that these awards are focused on recognising channel excellence, not just overall sellout achieved in EMEA," added Hemraj. "Distributors have nominated and will vote for the vendors that they believe excel at supporting channel partners and creating a positive win-win relationship."*

#### **About DISTREE Events**

DISTREE Events specialises in the planning, organisation, staging and management of channel-focused ICT & CE events. The team at DISTREE Events has successfully organised events for more than a decade gathering more than 10,000 senior executives from 80 countries during that time. DISTREE Events spans the entire EMEA theatre and Latin America with employees based in Dubai, London, Moscow, Sao Paulo and Paris.

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