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DISTREE EMEA 2013 drives ICT & CE channel business at record-breaking Monaco event

Latest consumer technologies on display. More than 140 brands to hold thousands of pre-scheduled meetings with senior buyers from region's leading retailers and distributors at three-day event

PARIS, LONDON, MOSCOW, SAO PAULO, SINGAPORE and DUBAI – Channel management and business development in the Europe, Middle East & Africa (EMEA) region becomes a whole lot easier for 140-plus ICT and consumer electronics (CE) brands this week. DISTREE EMEA, the region's leading annual event for the volume ICT & CE channel, starts today with more than 5500 pre-scheduled one-on-one meetings already confirmed for the three-day event.

"In today's fast-paced ICT & CE market, business efficiency and speed-to-market has become more important than ever," said Farouk Hemraj, CEO and Co-Founder at DISTREE Events. "DISTREE EMEA brings the region's most influential retailers and distributors together in one place at one time to meet face-to-face with hundreds of vendors – from A-brands right through to start-ups."

"In the run-up to the event, each delegate has built a personalised one-on-one meeting agenda based on their precise business needs. DISTREE Event's powerful planning software enables our guests to drive more business benefits from their participation," he added.

350 senior distribution executives from 290 different companies, plus 120 senior buyers from more than 100 of Europe's top ICT and CE retailers and e-tailers are participating, alongside more than 400 vendor executives. Exhibitors have a standard booth in the exhibition area where they conduct their one-on-one meetings and showcase their latest products. Some also have private meeting rooms away from the exhibition area in which to conduct meetings. A record number of delegates are expected to attend this year's event.

"DISTREE EMEA is taking place for the 11th year in a row in 2013," added Hemraj. "We want delegates to achieve in three days what would normally take three months to do. DISTREE EMEA aims to offer all delegates a superb return on the time they invest in attending the event."

"For retail buyers and distributors, DISTREE EMEA is a powerful platform to evaluate new product categories and also meet with existing suppliers," continued Hemraj. "Hundreds of channel deals are signed as a result of business meetings at DISTREE EMEA each year."

Microsoft is 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 are contributing to a packed conference programme planned for the event. This year's DISTREE EMEA takes 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 includes a series of '2013 Directions' workshop sessions, channel awards and professional networking opportunities.

"The pace of product innovation is frenetic and we are seeing new categories such as smart watches, fitness devices and accessories for smartphones and tablets growing fast. DISTREE EMEA is the place to be to meet the next wave of vendors, while also reinforcing relationships with major brands in established product categories," 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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