

November 22, 2011 14:00 GMT

Microsoft named as Platinum Sponsor for DISTREE EMEA 2012

Microsoft demonstrates its continued commitment to channel business as headline supporter of regional event for IT distributors, retailers and e-tailers

PARIS, LONDON, DUBAI, MOSCOW and SAO PAULO – DISTREE Events is pleased to announce Microsoft as a Platinum Sponsor of DISTREE EMEA 2012, which takes place from February 7-10th 2012 in Monaco. DISTREE EMEA is the largest annual gathering of senior executives from IT distributors, retailers and e-tailers working in EMEA's Information Communications Technologies (ICT) and consumer electronics (CE) channel.

Dana Manciangli, General Manager Worldwide OEM Distribution & Reseller Channel at Microsoft, said: *"Microsoft is honoured to be a major sponsor for DISTREE EMEA once again. This event is an extremely powerful way to build relationships with many of our channel partners and the event just gets better every year."*

"DISTREE EMEA attracts senior channel executives, delivers current market information and facilitates a high number of pre-scheduled one-on-one meetings for strategic business discussions. Our sponsorship represents our commitment to the channel, helping DISTREE EMEA to bring the region's channel partners together," she added.

Farouk Hemraj, CEO at DISTREE Events, commented: *"We are delighted that Microsoft is once again supporting DISTREE EMEA as a Platinum Sponsor. Microsoft's expansive product portfolio spanning hardware, software and online services, positions the company as a core player in the regional ICT and CE channel."*

"Microsoft is at the heart of the digital revolution, be it through the Windows 7 and Office-based PCs, Windows Phones, Server software, its Xbox and Kinect gaming platform or one of many other solutions. DISTREE EMEA gathers the most senior channel executives from across the region and Microsoft is one of the companies they always want to meet," he added.

DISTREE EMEA provides a powerful and cost-effective platform for vendors to manage, build or launch channels within the region. Delegates also benefit from a powerful conference programme featuring expert speakers from leading analyst firms and research houses. In addition, DISTREE EMEA offer a series of awards programmes, Gala Dinners and networking opportunities to promote delegate interaction and information exchange.

Manciagli continued: *“The combination of structured one-on-one meetings, market insight presentations and awards celebration [at DISTREE EMEA] is very impressive. There is energy, commitment and business focus from all attendees – both vendors and channel partners.”*

“For those that have attended DISTREE EMEA before, we look forward to seeing you again. For those considering attending DISTREE EMEA for the first time, you will not be disappointed,” she concluded.

During the course of the three-day event, delegates take part in thousands of pre-scheduled one-on-one meetings with hundreds of vendors. Each year, hundreds of new distribution agreements are struck across the region as a result of business relationships initiated at DISTREE EMEA.

Hemraj continued: *“Close to 1000 delegates will attend DISTREE EMEA 2012, representing more than US\$50 billion of channel sales in the EMEA region. There is no better place for vendors to meet senior executives from the region’s leading distributors, retailers and e-tailers.”*

DISTREE EMEA 2012 will also build on successful initiatives launched at last year’s sold out event including a regional awards ceremony. The ‘EMEA Channel Academy: 2012 Awards’ will include more than 20 categories for vendors and distributors from across the region. www.distree-emea.com

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.

Discover more at www.distree.com, find us on Facebook at www.facebook.com/distree or follow us on Twitter [@DISTREE_Events](https://twitter.com/DISTREE_Events)

Contacts



DISTREE Events

Stuart Wilson, Research & Conference Director

+44 (0)782 5635437

stuart@distree.com



OXYGEN

Lucie Bocquier / Charline Perrissol

+ 33 2 41 43 96 17

distree@oxygen-rp.com