

November 20, 2012



## **DISTREE confirms dates and locations for 2013 calendar of global channel events**

*Five events scheduled for year ahead including debut of DISTREE Asia-Pacific. Providing ICT & CE vendors with efficient channel development and management opportunities across the globe.*

**PARIS, LONDON** – DISTREE Events has officially announced its 2013 calendar, with five channel events planned around the world, including the launch of DISTREE Asia-Pacific. DISTREE Events provides ICT and consumer electronics (CE) manufacturers with the most efficient and cost-effective platform for managing, developing or launching volume routes-to-market. Thousands of leading retailers, distributors and resellers attend DISTREE's events to meet face-to-face with both prospective and existing suppliers. The full line-up of DISTREE events for 2013 is as follows:

1. DISTREE EMEA 2013, February 19-22, Monaco
2. DISTREE Middle East 2013, May 21-23, Abu Dhabi, UAE
3. DISTREE Russia & CIS 2013, June 26-28, St. Petersburg, Russia
4. DISTREE Latin America 2013, September 18-20, Salvador, Brazil
5. DISTREE Asia-Pacific 2013, November 6-8, Singapore

Farouk Hemraj, CEO and Co-Founder at DISTREE Events, said: "We are pleased to offer such a comprehensive programme of events for 2013. This allows us to engage with manufacturers on a truly global basis and offer additional benefits to companies that decide to participate in multiple events in 2013."

DISTREE Events offer a vastly superior experience compared to a traditional trade show or exhibition. Using a unique format - developed by DISTREE Events and deployed in fast-growing markets around the world - the events allow each delegate to pre-schedule a personal agenda of one-on-one meetings based on their precise business needs.

Delegates also have the opportunity to attend keynote speeches and panel discussions, participate in interactive workshop sessions, network with their peers and access the latest research on channel trends. Evening functions, new product showcases and industry awards offer participants the widest possible range of business benefits.

Frederic Simard, President and Co-Founder at DISTREE Events, commented: "DISTREE Russia & CIS will celebrate its tenth anniversary of events in the region in 2013. During that time we have worked closely with the Russian channel to really understand how the market works and ensure that we

provide manufacturers and suppliers with access to the retailers and resellers that can really drive their business growth.”

Tawfik Djafari, Event Director for DISTREE Latin America, said: “The third annual DISTREE Latin America will take place in 2013 providing access to the largest ICT and CE retailers and distributors operating in the region. Next year’s event will take place in Brazil, which is benefiting from a strong economic outlook as it gears up to host two global sporting events – the 2014 World Cup and 2016 Olympics.”

Hemraj added: “DISTREE Asia-Pacific is a logical addition to our global event portfolio and was driven by demand from vendors. Next year’s event, which takes place in Singapore, will offer high-level access to the region’s top retailers as well as the sub-distributors that are capable of pushing product to the thousands of small independent retail outlets operating in Asia-Pacific.”

DISTREE EMEA, which takes place in Monaco, remains the largest independent event for the region’s volume channel, attracting more than 1000 senior executives. Europe’s leading ICT and CE retailers and e-tailers have been added to the delegate mix for 2013, joining representatives from the region’s most influential distributors. The expansion of DISTREE Middle East in recent years has led to the event’s relocation to a larger venue in Abu Dhabi, UAE.

“DISTREE Events offers manufacturers global channel solutions and business support every step of the way. From A-brand vendors to start-ups preparing to enter a new region, we provide a wide range of services and events that deliver real return on investment (ROI),” concluded Hemraj.

## 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, Asia-Pacific and Latin America with employees based in Paris, Dubai, Moscow, London, Singapore and Brazil. For more information, contact [fhemraj@distree.com](mailto:fhemraj@distree.com) or follow us on Twitter @DISTREE\_Events

## Contacts



DISTREE Events

Stuart Wilson, Research & Conference Director

+44 (0)782 5635437

[stuart@distree.com](mailto:stuart@distree.com)



OXYGEN

Lucie Bocquier / Charline Perrissol

+ 33 2 41 43 96 17

[distree@oxygen-rp.com](mailto:distree@oxygen-rp.com)