

DISTREE **XXL** 2011

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New Features Drive Success at DISTREE XXL 2011

Region's premier annual channel event took place in Monaco last week. New programmes and new participants maximised business benefits for 1000 delegates

PARIS, SAO PAULO, LONDON, DUBAI, and MOSCOW – DISTREE XXL delivered an action packed three-day event for approximately 1000 delegates from 80-plus countries in Monaco last week. Taking place from February 8th to 11th, EMEA's premier channel forum involved senior executives from 400 distributors, 130 vendors and 50 of Europe's largest retailers and e-tailers.

Delegates attending DISTREE XXL organised more than 5000 pre-scheduled one-on-one meetings using the event's powerful web platform before heading to Monaco. In addition to these 5000-plus meetings, hundreds more were arranged on site with the assistance of the dedicated DISTREE Matching Squad.

"DISTREE XXL 2011 delivered on its core objectives once again," said Farouk Hemraj, CEO at DISTREE Events. *"Our events are underpinned by one core goal: to bring ICT and consumer electronics (CE) vendors face-to-face with the principle buyers from across the EMEA region. DISTREE XXL remains the most efficient platform for all vendors looking to manage, build or launch routes-to-market in EMEA."*

This year's DISTREE XXL also benefited from the success of the new Pan-European Distributor Programme (PDP), which allowed EMEA's major channel players to bring their regional management teams to the event. A number of distributors - including Ingram Micro - participated in the PDP at DISTREE XXL 2011.

Recognising the increased influence of retailers and e-tailers in the EMEA channel, DISTREE XXL also expanded its allocation of places to this group, bringing in buyers from major players such as Amazon and Best Buy. DISTREE XXL plans to double the number of PDP, retailer and e-tailer participants at next year's event.

“Channel structures are complex in today’s interconnected world,” explained Hemraj. Vendors may have a direct relationship with an e-tailer but still need to use a distributor for fulfillment. DISTREE XXL brings together all of the groups involved in a focused business environment. Each year hundreds of new channel deals are struck as a result of business relationships initiated or expanded at DISTREE XXL.

This year’s event also delivered a packed conference agenda with expert speakers from a wide range of companies – underlining DISTREE XXL’s status as an independent event where delegates can hear a number of different opinions. Speakers at this year’s event included bChannels, Channel Experts, Context, Forrester, GfK, Global Technology Distribution Council (GTDC), IDC, P&A, Regent, Simon Kucher & Partners and VIA. In addition to keynote speeches, delegates also benefited from workshop sessions, the 3rd annual Strategy Forum and one-on-one meetings with speakers.

Vendor presentations at DISTREE XXL 2011 included a keynote from Dana Manciangli, General Manager for the OEM Division at the event’s Platinum Partner Microsoft. Gold Partner Manhattan and Silver Partners Lexmark and G Data also presented during the event. Port Europe also participated as a Gold Partner for this year’s event.

The DISTREE XXL Power Hour also saw a number of major vendors – including Cisco and Fujitsu – outline their 2011 channel strategy for the EMEA region. More than 30 vendors participated in the ‘60 Seconds to Convince’ awards programme, with one minute to pitch their latest product to the entire event audience. The winners of this programme, which was decided by live electronic voting, were DLH Energy, Lifeview and Port Europe.

The ‘Fresh: A First Look at New Technology’ presentation also made its debut at DISTREE XXL 2011, giving delegates a closer look at some new and emerging technologies set to make waves in the EMEA market in the year ahead.

The ‘EMEA Channel Academy: 2011 Awards’ also took place in conjunction with DISTREE XXL. During the event’s Gala Dinner in Monaco’s glittering Salle des Etoiles, distributors voted live for their preferred vendor by product category. Vendors also had the opportunity to vote for their preferred distributor by sub-region in EMEA.

Microsoft picked up three vendor awards for software, gaming and accessories. Other vendor winners included Lenovo for PCs, HP for printing, AMD for components, Apple for digital lifestyle, WD for storage, D-Link for home networking and HTC for mobiles.

In the distributor categories, Ingram Micro picked up three prizes for its operations in the UK & Ireland, Dach and Southern Europe. Mustek was voted distributor of the year in Africa with Asbis winning in the Middle East & North Africa (MENA) region. ABC Data picked up the Central & Eastern Europe award, Elko emerged triumphant in Russia & CIS, Arena picked up the South East Europe accolade while Actebis was voted distributor of the year for Northern Europe.

The Gala Dinner had a Latin vibe as DISTREE Events, the company behind DISTREE XXL, unveiled a new event. The inaugural DISTREE Latin America will take place in September in Brazil using the same successful format employed in Europe, the Middle East & Africa (MEA) and Russia & CIS.

About DISTREE XXL

DISTREE XXL gathers the top IT & CE distributors from more than 80 countries in EMEA. The region's largest retailers and e-tailers will also attend DISTREE XXL 2011, reflecting the growing importance of online sales within the EMEA channel. DISTREE XXL is based on one simple but powerful concept: we bring high-level buyers into productive contact with vendors.

About DISTREE Events

DISTREE Events is a communications company specialised in the planning, organisation, staging and management of ICT & CE events. The team at DISTREE Events has successfully organised events for the past decade gathering more than 10,000 senior executives from 80 countries during that time. DISTREE Events spans the entire EMEA theatre with employees based in Dubai, London, Moscow and Paris.

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