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DISTREE EMEA 2014 sets new record with 6000-plus pre-scheduled one-on-one delegate meetings

More than 150 brands represented at leading event for volume technology and consumer electronics (CE) channel in Europe, Middle East & Africa (EMEA), from February 11th to 14th in Monaco;

PARIS, MONACO – DISTREE EMEA has announced that more than 6000 pre-scheduled one-on-one meetings have been set up for the four-day channel event, which begins today at the Fairmont Hotel in Monaco. Thousands more meetings will be scheduled at the event, with more than 1000 delegates making full use of the on-site DISTREE Matching Squad to facilitate extra one-on-ones.

Farouk Hemraj, CEO and Co-Founder at DISTREE Events, said: “DISTREE EMEA is all about making profitable channel connections, uniting vendors with senior executives from distributors, retailers and e-tailers in one place at one time, accelerating business development for all delegates.”

This year’s event gathers 350 senior distribution executives from 290 different companies, plus 130 senior buyers from 110 of Europe’s top technology and CE retailers and e-tailers. The delegate base includes distributors from 65 countries in EMEA and retailers from 32 countries. During the next few days they will hold thousands of pre-scheduled one-on-one meetings with 400-plus vendor executives, representing more than 150 separate brands.

DISTREE EMEA 2014 is supported by Platinum Sponsor Modecom, Gold Sponsors HGST, Lenovo and Manhattan-Intellinet, plus Silver Sponsors Delta Electronics-Innergie, Energy Sistem and Strontium. This year’s Event Partners include GfK and Visit Monaco, with Lenovo and Lexmark serving as Technical Partners.

DISTREE EMEA’s packed conference programme includes a Wearable Technologies (WT) & Connected Devices Channel Summit hosted by RED-DOLPHIN, featuring exclusive content from Beecham Research and GfK. This year’s agenda also features the inaugural Retail-to Business (R2B) Summit hosted by CONTEXT, with an opening address from Regis Schultz, CEO at retailer Darty.

Attendees also have the opportunity to attend keynote speeches from ABI Research, GfK and Modecom, plus a dedicated Emerging Markets Channel Session hosted by Ocean Solutions. A number of vendors will also present their 2014 channel plans during Live@DISTREE.

Delegates have also pre-registered in their hundreds to attend ‘2014 Directions’ workshop sessions moderated by a wide range of industry experts including representatives from CONTEXT, DISTREE Events, GfK, Monaco CDE & Case Scenario, Jigsaw Business Solutions, Parsonson Retail & Channel Consulting, R&C Consulting, Regent Partners and VIA, plus a number of independent channel experts.

Hemraj added: “Content sessions such as the R2B Summit and the WT & Connected Devices Channel Summit update delegates on new channel concepts and offer access to a number of industry experts from multiple research and analyst firms. Channel structures in EMEA are constantly evolving and new product categories emerge each year. The DISTREE EMEA content programme brings delegates up to speed on these market changes and allows them to think strategically about their business.”

On the evening of Thursday 13th February, the Gala Dinner for the ‘EMEA Channel Academy: 2014 Awards’ takes place in conjunction with DISTREE EMEA. The popular ‘60 Seconds to Convince’ awards programme also gives delegates the chance to appraise the latest products hitting the market. The ‘FRESH’ product showcase also returns to DISTREE EMEA in 2014, giving delegates an opportunity to learn more about new technologies set to make an impact in EMEA consumer channels.

Hemraj concluded: “DISTREE EMEA offers a compelling structure, powerful content and access to an exclusive channel community. Hundreds of distribution and retail deals are signed as a result of meetings that take place at the event. This is why it has become the ‘must attend’ annual event for vendors looking to manage, build or launch volume channels across EMEA.”

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. DISTREE Events is a Paris-based company owned by Infopro Digital. 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 Latin America. For more information, visit www.distree.com or follow us on Twitter @DISTREE_Events

Contacts for DISTREE:



DISTREE Events

Farouk Hemraj, Director

+33 1 40 33 33 60

fhemraj@distreevents.com



OXYGEN

Julia Djimet / Lucie Bocquier

+ 33 2 41 43 96 17

julia@oxygen-rp.com