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DISTREE EMEA launches new content tracks for expanded 2013 event

*Increased number of retailers and e-tailers invited to region's premier annual channel gathering.
More than 130 ICT and consumer electronics (CE) vendors set to participate in Monaco event.*

PARIS, LONDON, MOSCOW and DUBAI – DISTREE EMEA 2013 will take place from February 19-22nd at the Fairmont Hotel in Monaco. Now entering its 11th year, the event will gather more than 1,000 senior channel executives from 75 countries across the Europe, Middle East and Africa (EMEA) region. More than 130 manufacturers are set to attend DISTREE EMEA 2013, meeting the leading retailers and distributors of volume ICT, telecoms and consumer electronics (CE) products.

DISTREE EMEA will also see the expansion of the event's conference programme to create specific content tracks for different delegate groups. These will run in addition to the main plenary sessions and will deliver value-added content and panel discussions tackling specific industry issues.

Farouk Hemraj, CEO and co-founder at DISTREE Events, explained: "For DISTREE EMEA 2013, we have increased the number of delegate spaces allocated to retailers and e-tailers. With representatives from 150 retail organisations set to attend, it was a logical move to deliver content tailor made to their specific needs."

The expanded delegate base of retailers and e-tailers will include invitations for all major players in the main European markets, plus a strong contingent from emerging markets including North Africa and Eastern Europe.

DISTREE EMEA 2013 will continue to operate plenary sessions for all delegates including keynote speeches, channel updates from major vendors, new product showcases and awards programmes. In addition, the event will now include four focused summits for specific delegate groups:

- 1) Emerging Markets Distribution Summit
- 2) European Distribution Summit
- 3) Retailer & E-tailer European Summit
- 4) Strategy Forum Vendor Summit

In addition, DISTREE EMEA will feature the '2013 Directions' workshops. These interactive sessions give delegates unparalleled access to a wide range of channel experts. As a neutral and independent event, DISTREE EMEA prides itself on bringing together a diverse range of industry specialist from multiple research house and consultancies, providing delegates with a wide range of opinions in one place at one time.

Hemraj added: "It is important to keep the DISTREE EMEA format fresh and respond to the needs of delegates. We believe that the range of content available and the flexibility that each delegate has in terms of building their own personal agenda offers significant business benefits."

Each delegate has the chance to build their own personal agenda of pre-scheduled one-on-one meetings prior to DISTREE EMEA, using the event's powerful web software to identify the companies most relevant to their needs. For vendors looking to manage, build or launch routes-to-market, DISTREE EMEA offers a cost-effective and time-efficient business development platform. From A-brand vendors to new start-ups, DISTREE EMEA 2013 can deliver tangible business benefits.

"DISTREE EMEA is not a traditional trade show," continued Hemraj. "We offer flexible packages suited to the needs of all vendors – whatever their situation in terms of channel maturity in EMEA. Whether it is showcasing new products to key retailers and distributors or organising their own channel event within DISTREE EMEA, we offer unrivalled reach and efficiency."

Hemraj concluded: "When so many of EMEA's channel elite gather together in one place at one time, there are advantages for all attendees. By bringing together retailers, distributors and vendors, DISTREE EMEA unites the volume ICT and CE supply chain, drives the development of new multichannel models and allows the industry to address key issues in a neutral and independent event environment."

Senior executives from more than 250 of EMEA's leading volume distributors are set to participate at DISTREE EMEA, many of whom are regular attendees at the event. In addition, DISTREE EMEA has established media partnerships across the region with leading channel publications.

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 and Latin America with employees based in Paris, Dubai, Moscow, London and Latin America. For more information, visit www.distree.com Follow company updates on Twitter @DISTREE_Events

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