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## **DISTREE EMEA opens with record number of pre-scheduled one-on-one meetings**

*Channel event celebrates its 10<sup>th</sup> anniversary in 2012. Expanded delegate base gives vendors unique access to senior executives from distributors, retailers and e-tailers from across the region.*

**PARIS, DUBAI, MOSCOW and SAO PAULO** – DISTREE EMEA is celebrating its 10<sup>th</sup> anniversary this week. DISTREE EMEA 2012, which runs from February 7-10<sup>th</sup> in Monaco, has set a new record with more than 5,300 pre-scheduled one-on-one meetings set up between delegates before the show opened. Thousands more meetings are expected to be arranged during the event itself.

“More than 1,000 delegates from across EMEA are registered to attend DISTREE EMEA 2012,” said Farouk Hemraj, CEO at DISTREE Events. “Representatives from 130 vendors are participating in one-on-one meetings with business partners from 70-plus countries as they look to launch, build or manage volume channels within the EMEA region.”

Firmly established as the leading annual channel event for the volume ICT and consumer electronics (CE) channel in the Europe, Middle East and Africa (EMEA) region, DISTREE EMEA continues to grow and evolve to reflect changing channel structures across the region.

“DISTREE EMEA continues to expand its scope and channel reach with 100 senior retail and e-tail executives attending alongside close to 400 distributors from across the region,” added Hemraj. “For vendors, the opportunity to meet so many decision makers in one place at one time provides a powerful platform to drive business growth and development in 2012 and beyond.”

Microsoft is Platinum Sponsor for DISTREE EMEA 2012, demonstrating the company’s continued commitment to channel business. Kaspersky, Manhattan, Modecom and Port are Gold Sponsors of this week’s event with Energy Sistem participating as a Silver Sponsor.

In addition to a personal one-on-one meeting schedule, each delegate at DISTREE EMEA benefits from a packed conference agenda, access to expert speakers, participation in various awards programmes and a range of social events designed to accelerate professional networking opportunities.

As an independent event, DISTREE EMEA is once again proud to welcome expert speakers from a wide range of channel research houses and consultancies, giving delegates unprecedented access to the freshest thinking and latest data from a number of different sources. This year’s line-up of speakers includes representatives from event partner GfK and content providers Booz & Co., CONTEXT, Forrester, Global Technology Distribution Council (GTDC), IDC, purechannelapps, Regent, TIE Kinetix and VIA.

The ever popular '60 Seconds to Convince' awards return to DISTREE EMEA 2012, giving dozens of vendors one minute on stage to deliver an elevator pitch for their latest product. Hundreds of channel executives will vote live to select the overall winner in two categories: product design and product innovation.

On the evening of Thursday 9<sup>th</sup> February, the 'EMEA Channel Academy: 2012 Awards' will take place in conjunction with DISTREE EMEA 2012. Now in their fourth year, the awards recognise channel excellence in EMEA based on an open and transparent live voting process carried out by distributors and vendors.

'Fresh: A New Technology Showcase' will shine a spotlight on the products of tomorrow during DISTREE EMEA as the Sightline Group's Fred Brown demonstrates some new and exciting technologies destined to hit the market in the months ahead.

"DISTREE EMEA remains the most cost-effective event for vendors to interact with senior executives and access the region's volume channel," added Hemraj. "The distributors attending this year's event represent more than US\$42 billion in terms of their combined annual sales. Many are looking to sign new vendors or deepen existing relationships at DISTREE EMEA. The increase in the number of retailers and e-tailers means DISTREE EMEA is more relevant and more important than ever."

#### 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](http://www.distree.com), find us on Facebook at [www.facebook.com/distree](http://www.facebook.com/distree) or follow us on Twitter @DISTREE\_Events

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