

DISTREE EMEA 2014 ends after successful four-day technology and consumer electronics channel event

More than 150 brands represented at leading event for volume technology and consumer electronics (CE) channel in EMEA. New record set as 6000-plus pre-scheduled one-on-one meetings took place.

PARIS, MONACO – DISTREE EMEA facilitated more than 6000 pre-scheduled one-on-one meetings at this week's four-day channel event. Thousands more meetings were 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. New distribution deals and retail agreements were initiated, discussed and in some cases even signed during the event.

Farouk Hemraj, CEO and Co-Founder at DISTREE Events, said: "DISTREE EMEA 2014 surpassed all expectations, delivering a positive business experience for all delegates. We thank all the sponsors, vendors, distributors, retailers, e-tailers, speakers and press for their participation and contribution to this year's event."

This year's event gathered 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 included distributors from 65 countries in EMEA and retailers from 32 countries. During the last four days this exclusive channel community participated in thousands of pre-scheduled one-on-one meetings with 400-plus vendor executives, representing more than 150 separate brands.

DISTREE EMEA 2014 also hosted the 'EMEA Channel Academy: 2014 Awards' as part of the event's Gala Dinner, celebrating excellence in the region's volume technology and consumer electronics channel.

During the popular '60 Seconds to Convince' session, 36 vendors battled it out on stage to pitch their latest products to distributors, retailers and e-tailers, with the winners decided by live electronic voting. The Zeiss Cinemizer OLED video glasses picked up the Best Design Award, with the Hercules DJControlWave victorious in the Best Innovation category. The Best Presentation Award went to Energy Sistem for its Sports Camera pitch.

DISTREE EMEA 2014 was 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 included the inaugural Retail-to Business (R2B) Summit hosted by CONTEXT, with an opening address from Regis Schultz, CEO at retailer Darty. This year's agenda also featured a Wearable Technologies (WT) & Connected Devices Channel Summit hosted by RED-DOLPHIN, featuring exclusive content from Beecham Research and GfK.

Keynote speeches from ABI Research, GfK and Modecom all formed part of the event agenda, as well as a dedicated Emerging Markets Channel Session hosted by Ocean Solutions. A number of vendors also presented their 2014 channel plans during Live@DISTREE.

Delegates 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 concluded: "DISTREE EMEA provides the most efficient business platform for driving channel development. It is the perfect platform for all vendors – from A-brands to start-ups – to manage, build or launch volume routes-to-market across the EMEA region. Planning is already underway for DISTREE EMEA 2015."

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

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