

DISTREE EMEA 2016 welcomes 150-plus consumer technology brands from around the world to Monaco

Technology and consumer electronics (CE) retailers, e-tailers and distributors gather in Monaco to meet existing and potential vendor partners

ANTONY, PARIS, FRANCE, February 24, 2016 /EINPresswire.com/ -- The 14th annual DISTREE EMEA (www.distree-emea.com) starts today with 1000 delegates registered to attend the four-day event, which runs from February 24th to 27th at the Grimaldi Forum in Monaco. DISTREE Europe, Middle East & Africa (EMEA) offers technology and consumer electronics (CE) brands an unparalleled opportunity to pre-schedule one-on-one meetings with senior executives from the region's most influential retailers, e-tailers and distributors.

Alexandra Sinson, Event Director for DISTREE EMEA 2016, commented: "We already have 6000 pre-scheduled one-on-one meetings confirmed between



Alexandra Sinson, Event Director for DISTREE EMEA

delegates at DISTREE EMEA 2016. We thank all delegates for their continued support."

"DISTREE EMEA is where the latest and greatest consumer technology is showcased to channel partners capable of selling significant volumes throughout EMEA. From new brands to A-brands, DISTREE EMEA is the essential annual trade-focused channel event," she added.

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Alexandra Sinson, Event Director for DISTREE EMEA 2016

DISTREE EMEA 2016 is supported by Platinum Sponsors MODECOM, Gold Sponsors AKRACING, Arozzi and KLEVV; plus Silver Sponsors approx, KEEP OUT, GAYDON, Aston Martin Racing, GOCLEVER, Tech Data and Toshiba. GfK is an Event Partner at this year's event and will deliver a comprehensive programme of speeches and workshops at the event. Visit Monaco (www.visitmonaco.com) is also an Event Partner for DISTREE EMEA 2016.

Highlight product categories at this year's event include audio, drones, smart home and wearable products, reflecting the growing importance of these segments in EMEA's consumer technology channels. Core product areas such as smartphones, tablets and accessories will also feature strongly in the event's exhibition area.

DISTREE EMEA includes a comprehensive conference programme with a mixture of keynotes, panel discussions, new product showcases and awards sessions. Additional workshop and summit sessions from Content Providers BVOH, CONTEXT, Early Metrics, European Hardware Association (EHA), Futurecandy, Ocean Solutions, Red Dolphin, Regent, Rude Baguette, Quadmark, Sightline Group and Zyme, will give delegates insight on the latest channel trends and business models.

Sinson explained: "Channel structures for consumer technology are becoming increasingly fluid and dynamic. DISTREE EMEA continues to evolve to focus on the wider go-to-market ecosystem and this is reflected in the changing delegate base. Consumer technology brands need to develop and sustain innovative, efficient and creative channels to reach their maximum potential. DISTREE EMEA allows them to meet all the companies they need to achieve this through a highly effective event format."

"The conference programme at this year's event will cover a wide range of new and emerging topics such as the impact of online marketplaces and how crowdfunding is radically altering the landscape for product innovation and the emergence of new brands," she continued.

DISTREE EMEA 2016 will also see the return of the DISTREE Diamond Awards series for exhibiting brands. The recipients of DISTREE Diamond Awards will be determined through a live voting session at the event's Gala Dinner. The DISTREE Diamond Awards will cover 21 separate categories at this year's event. The winners of the 'EMEA Channel Academy: 2016 Awards' for distributors and retailers will also be announced during the event.

"DISTREE EMEA 2016 unites all the major channel stakeholders in the volume technology and consumer electronics space in one place at one time, providing a powerful platform for channel business development. From start-ups to established A-brands, the event continues to deliver a wide range of business benefits for all participating exhibitors," continued Sinson.

The EMEA consumer technology channel is well represented at this year's event with more than 400 senior executives from distributors, retailers and e-tailers participating, representing 330 companies. More than 130 exhibitors, representing in excess of 150 separate brands, will meet with channel partners during the event. The DISTREE EMEA delegate base also includes editors and journalists from a range of broadcast, online and print media, including top channel publications and hardware review sites.

"DISTREE EMEA is far removed from a traditional trade show," said Sinson. "We remain laser-focused on helping all exhibitors drive maximum business benefits from their participation. The quality of the audience, the structured format and the professional environment are designed to facilitate business growth and development for all delegates."

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 more than a decade, gathering more than 10,000 senior executives from 160 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 Sao Paulo. For more information, visit www.distree.com or follow us on Twitter @DISTREE_Events

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