

DISTREE EMEA finishes after successful regional consumer technology channel event in Monaco

Technology and consumer electronics (CE) retailers, e-tailers and distributors gathered in Monaco to hold meetings with existing and potential vendor partners

ANTONY, PARIS, FRANCE, March 1, 2016 /EINPresswire.com/ -- The 14th annual [DISTREE EMEA](#) finished on Saturday, with 1000 delegates attending the four-day channel event, which took place from February 24th to 27th at the Grimaldi Forum in Monaco. DISTREE Europe, Middle East & Africa (EMEA) provided technology and consumer electronics (CE) brands with the opportunity to pre-schedule one-on-one meetings with senior executives from the



Platinum Sponsor Modecom delivers keynote at DISTREE EMEA 2016

region's most influential retailers, e-tailers and distributors.

DISTREE EMEA 2016 was supported by Platinum Sponsors MODECOM, Gold Sponsors AKRACING, Arozzi and KLEVV; plus Silver Sponsors aqprox, KEEP OUT, GAYDON, Aston Martin Racing, GOCLEVER, Tech Data and Toshiba. GfK was 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) was also an Event Partner for DISTREE EMEA 2016.



DISTREE EMEA drives interaction between key stakeholders in the region's consumer technology channel and helps to create a high-level business community

Alexandra Sinson, Event Director for DISTREE EMEA 2016

Highlight product categories at this year's event included 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 also featured strongly in the event's exhibition area.

DISTREE EMEA included 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, provided delegates insight on the latest channel trends and business models.

Alexandra Sinson, Event Director for DISTREE EMEA 2016: “We want to thank all delegates for joining us in Monaco this week. DISTREE EMEA drives interaction between key stakeholders in the region’s consumer technology channel and helps to create a high-level business community. Planning is already underway for DISTREE EMEA 2017.”

DISTREE EMEA 2016 also saw the return of the DISTREE Diamond Awards series for exhibiting brands. The recipients of DISTREE Diamond Awards were determined through a live voting session at the event’s Gala Dinner. The DISTREE Diamond Awards covered 21 separate categories at this year’s event.

The EMEA consumer technology channel was 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, met with channel partners during the event. The DISTREE EMEA delegate base also included editors and journalists from a range of broadcast, online and print media, including top channel publications and hardware review sites.

The popular ‘60 Seconds to Convince Awards’ saw 28 brands go head-to-head on the main stage delivering one minute pitches for their latest products. Live electronic voting determined the winners in three categories. Elari picked up the Best Design award for its cardphone product, securing 30% of the final vote. I.R.I.S took home the Best Innovation Award for its IRIScan mouse with 33% vote share. MyScreen & Deppa walked off with the Best Presentation award after a highly entertaining presentation.

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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