

DISTREE Events appoints Loh Teck-Heng as Director of Business Development for APAC region

Highly experienced regional technology veteran joins DISTREE team to spearhead further expansion and development of consumer technology channel events

ANTONY, PARIS, FRANCE, March 8, 2016 /EINPresswire.com/ -- DISTREE Events is pleased to announce the appointment of Loh Teck-Heng as its new Director of Business Development for the Asia-Pacific (APAC) region. In his new role, Loh Teck-Heng will use his extensive regional experience and in-depth knowledge of APAC channel structures to drive the growth and evolution of [DISTREE APAC](#), the flagship event for vendors, distributors, retailers and e-tailers involved in the region's consumer technology channel. The fourth annual DISTREE APAC will take place in Bali on 2-4th November 2016. Loh Teck-Heng will report directly to Farouk Hemraj, CEO & Co-Founder at DISTREE Events.



Loh Teck-Heng, Director of Business Development APAC, DISTREE Events

Loh Teck-Heng said: "I am delighted to join the DISTREE team as the company continues to develop and build its operation in the APAC region. The DISTREE event format, with its emphasis on pre-scheduled one-on-one meetings between delegates, provides an incredible business development opportunity for exhibitors."

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Loh Teck-Heng, Director of Business Development APAC

"I look forward to explaining the value of the 'DISTREE difference' to vendors and working with the DISTREE recruitment team to bring senior executives from APAC's top consumer technology retailers and distributors to this year's event," he added.

Loh Teck-Heng has worked in APAC technology channels for more than 30 years, holding a number of senior roles with both distributors and international vendors, including Adobe,

Dell, HP, Ingram Micro, Lexmark, Nokia, Samsung and SiS among others.

Farouk Hemraj, CEO & Co-Founder at DISTREE Events, commented: "We are delighted to have someone as experienced, reputable and knowledgeable as Loh Teck-Heng join our regional team in APAC. His understanding of the regional channel landscape and his extensive network of contacts will prove invaluable as we prepare for the fourth annual DISTREE APAC event later this year."

"The fact that his career spans hardware, software, services and telecoms is a critical advantage as the DISTREE APAC remit expands to include the wider go-to-market ecosystem for consumer products and services. The APAC region now accounts for almost 30% of global consumer technology spending and, as such, is a major focus area for DISTREE Events," Hemraj added.

DISTREE APAC gives consumer technology brands a unique opportunity to meet and hold pre-scheduled one-on-one meetings with senior executives from the region's leading retailers and distributors. Positioned as an exclusive trade-focused event, DISTREE APAC drives high quality interaction between suppliers and channel partners. From A-brands to start-ups, DISTREE Events are the ultimate platform for technology brands looking to manage, build or launch routes-to-market in specific regions around the world.

Loh Teck-Heng added: "APAC is a vast and growing region for consumer tech spending with a vibrant and rapidly changing vendor landscape. Channel strategy is a critical factor in determining a brand's success in the region. I look forward to helping companies use the powerful DISTREE event format to accelerate their business development and build market share across the region."

Loh Teck-Heng holds an MBA in Strategic Marketing and is also actively involved in the Singapore IT sector. He is married with two teenage boys and is also a keen golfer.

Follow @DISTREE_AsiaPac for updates on DISTREE APAC 2016.

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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