

DISTREE Middle East 2016 to increase focus on fast-growing consumer technology product categories

12th annual retail channel-focused trade event will give consumer technology brands and distributors access to senior executives and buyers from retailers

ANTONY, PARIS, FRANCE, March 23, 2016 /EINPresswire.com/ -- [DISTREE Middle East](#) 2016 will take place on the 10-12th May at the Fairmont Bab Al Bahr Hotel in Abu Dhabi, UAE. The three-day channel event unites consumer technology brands and distributors with senior executives and buyers from the region's leading retailers and e-tailers. Exhibitors pre-schedule one-on-one meetings with retailers and e-tailers attending the event, enabling them to target specific markets or channels for their product portfolio.

Farouk Hemraj, CEO & Co-Founder at DISTREE Events, said: "This year's DISTREE Middle East promises to be the most exciting ever, with an increased focus on fast-growing

consumer technology product and device categories. With senior executives from the region's top retailers and e-tailers gathered in one place at one time, the opportunity for vendors and distributors to build new business opportunities is immense."



Farouk Hemraj, CEO & Co-Founder at DISTREE Events

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The DISTREE Middle East exhibition area will include a full range of consumer technology products including brands operating in fast-growing categories such as appliances, audio, drones, wearables and smart home solutions. Core consumer technology products such as cameras, gaming kit, PCs, printing, smartphones, storage products, tablets, TVs and a wide range of related peripherals and accessories will also be showcased to retailers at DISTREE Middle East 2016.

“We’re giving exhibitors access to the top retailers and e-tailers operating in the Middle East,” explained Hemraj. “There is significant consumer spending on technology products in

the region with demand existing from entry level products through to high-end luxury devices.”

Thousands of pre-scheduled one-on-one meetings take place every year at DISTREE Middle East. From consumer technology start-ups through to multinational A-brands, the highly effective and efficient DISTREE event format provides a wide range of business benefits. More than 300 retailer and e-tailer executives from 16-plus countries are set to attend this year's event.

“We’re entering a new era where more and more products are becoming smart,” explained Hemraj. “That’s why we’re also focusing on domestic appliances at DISTREE Middle East 2016. We’re also seeing smart products sold through multiple channels – not just technology retailers. So we’re expanding the retailer base to cover a wider mix of retailers such as pharmacies, sports stores, home stores and others that are now selling smart products to consumers.”

DISTREE Middle East will also feature an extensive conference programme and awards sessions, giving delegates access to the latest market intelligence in the region. Event Partner GfK will deliver a keynote speech at this year’s event and also host a series of workshop sessions for delegates.

The DISTREE Diamond Awards series will also form part of the programme, giving delegates the chance to recognise the brands that have impressed them most in specific product categories. The event will also include the ‘Middle East Retail Academy (MERA): 2016 Awards’ for distributors and retailers operating in the region.

“We’re embracing the wider go-to-market ecosystem for consumer technology products in the Middle East,” continued Hemraj. “Channel structures continue to evolve with the impact of e-tailers, online marketplaces and crowdfunding platforms continuing to change market dynamics. DISTREE Middle East is an opportunity for all delegates to discuss topical issues, meet existing contacts face-to-face and identify new business opportunities.”

The DISTREE Middle East delegate base will also include key retailers from Iran, giving exhibitors an opportunity to find partners in this market as many now look to build structured in-country consumer channels.

“The Middle East retail channel for consumer technology offers a wide range of opportunities for technology brands and distributors at every stage of development,” added Hemraj. “With more than a decade of experience in the Middle East, we remain fully committed to helping consumer technology brands build consumer channel reach across the region.”

For more information on DISTREE Middle East 2016, visit www.distree-me.com. Follow @DISTREE_MidEast for event updates on Twitter.

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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