

New 'MMR20' programme launched for leading consumer technology brands participating at DISTREE Middle East

Exclusive offering only available to retail brand leaders by product category

ANTONY, PARIS, FRANCE, April 12, 2016 /EINPresswire.com/ -- DISTREE Events has announced the launch of a new exclusive vendor programme for [DISTREE Middle East](#), which takes place on 10-12th May 2016 in Abu Dhabi, UAE. The new programme, called 'MMR20', is reserved for consumer technology brands that have demonstrated a sustained retail leadership position in one or more product categories across the Middle East during the last year.

Farouk Hemraj, CEO & Co-Founder at DISTREE Events, explained: "Eligible brands will have access to an exclusive participation package at DISTREE Middle East. They will have the opportunity to deliver a private presentation on their strategy to senior executives from the region's most influential retailers and e-tailers plus a wide range of additional value-added benefits."



MMR20 brands will be announced at Gala Dinner

Brands that are eligible and participate in the 'MMR20' programme will receive the following benefits at DISTREE Middle East 2016:

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Farouk Hemraj, CEO & Co-Founder at DISTREE Events

- Private presentation to VIP executives from the region's leading consumer technology retailers and e-tailers to outline future retail strategy in the Middle East region
- Exclusive access to a VIP lounge area to hold pre-scheduled one-on-one meetings with retailers participating at the event and other business partners
- Reserved table at the DISTREE Middle East Gala Dinner

and opportunity to invite select retailers to join them for the prestigious awards, which will include

recognition of the 'MMR20' brands

- Display space in the 'Future Product Zone' to promote and showcase a new (or yet to be launched) product to hundreds of the region's top retailer and e-tailer executives
- VIP passes to Strategy Forum session focused on Retail 2.0 models, consumer engagement trends, omnichannel management and digital transformation trends in retail

"This new programme recognises the fact that the retail channel in the Middle East is maturing fast with some brands now occupying dominant positions in their respective product categories," added Hemraj. "The way that the 'MMR20' brands interact with retail and distribution partners is changing and we felt the time was right to come up with a programme that met their precise needs."

"No matter how successful a brand has become, keeping up to speed with the latest market trends and meeting face-to-face with major business partners remains critical," he continued. "This new package focuses on what is most relevant to the region's leading consumer technology brands. The 'MMR20' programme has been designed to deliver value, relevance and a clear focus for vendors."

The brands eligible for the 'MMR20' programme are determined based on DISTREE Events' Monthly Monitor Report (MMR), which collects feedback from consumer technology retailers and e-tailers across the Middle East. Each month, dozens of the region's top retailers assess the retail influence of each brand by product category.

This data is then analysed to create a retail influence index percentage for brands in each product category they are listed in. Only brands with a retail influence index above 20% in one or more product categories are eligible for the 'MMR20' programme. The name 'MMR20' is simply an amalgamation of Monthly Monitor Report (MMR) and 20% - the minimum threshold for inclusion.

Hemraj explained: "There are only 17 brands that are eligible for the 'MMR20' programme, based on research across the 14 separate product categories covered. We look forward to supplying these brands with more details about the exclusive 'MMR20' programme. We will also announce the brands that make up this exclusive club during DISTREE Middle East 2016."

The 14 product categories currently covered by the 'MMR20' programme are: PCs; tablets; PC accessories; mobile and tablet accessories; imaging; storage; printing; mobiles; TVs; games; networking, software, audio and wearables.

DISTREE Middle East 2016 is a trade-focused event that unites consumer technology brands with the regional go-to-market ecosystem. Participants can pre-schedule one-on-one meetings with other delegates attending the event, enabling them to target specific markets or channels for their product portfolio.

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,

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