

DISTREE Russia conference programme offers deep insight into in-country channel trends

2016 event offers full coverage of both B2B and B2C channels. Focused technology and consumer electronics trade event in St. Petersburg, 22-23 June 2016

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/EINPresswire.com/ -- DISTREE Russia (www.distree-russia.com) allows technology brands and suppliers to hold pre-scheduled one-on-one meetings with top resellers and retailers inside Russia. DISTREE Russia takes place in St. Petersburg on the 22-23 June 2016.

This year's event will see separate business-to-business (B2B) and business-to-consumer (B2C) channel events held simultaneously for the first time. DISTREE Russia 2016 includes a series of workshops, boardroom sessions, panel discussions and keynote speeches.

Liam McSherry, Marketing Director at DISTREE Events,

said: "The Russian technology channel has started to recover in 2016 and there are bright spots in terms of growing product categories. The conference programme at this week's DISTREE Russia gives channel stakeholders an opportunity to objectively assess market conditions and plan for 2016 and beyond."



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“The event provides a powerful opportunity for technology brands to manage, build or launch routes-to-market in Russia, allowing them to meet all of the key channel partners in one place at one time. DISTREE Events has held events in Russia for more than a decade and remains fully committed to driving the growth and development of Russian technology channels,” McSherry added.

Innovative mobile device vendor Akyumen is Gold Sponsor of DISTREE Russia 2016. Ahmed Ashraf, Senior Vice President

Global Strategy at Akyumen, will deliver a keynote speech at this year's event entitled, 'Akyumen – The Bigger Picture', outlining the company's product roadmap and plans to enter the Russian market.

Event Partner GfK will deliver a series of workshops, a breakfast briefing and the opening keynote speech at DISTREE Russia. The GfK keynote entitled 'Russian HighTech Markets - A Brief History of Technology', will be presented by Professor Dr. Rudi Aunkofer, Global Director Business Development B2B at GfK.

In addition, the plenary sessions at DISTREE Russia will also include two in-depth panel discussions

moderated by Russian channel experts Igor Snytko and Marina Nikitina, featuring expert speakers from research houses, Russia's largest distributors, channel partners and vendors.

The session moderated by Nikitina will explore the following topic: 'Transition to Transparent Import Processes in the Russian IT Market - How to Select Reliable Suppliers'. The panel moderated by Snytko entitled 'Russian Market in 2016' will see participants share their opinions and expectations on market development, dive into specific segments and discuss the impacts of technology and macroeconomic trends on demand structures in Russia.

The workshop and boardroom agenda at DISTREE Russia 2016 includes the following sessions, split into two distinct tracks – business-to-business (B2B) and business-to-consumer (B2C):

- 'Managing the Changes of the B2B Market in the CIS', Andrey Seregin, GfK
- 'Dynamics of Russian IT Distribution', Natalia Funkner, CONTEXT
- 'Marketing & Sales in Consumer Tech: B2C Market Strategies', Vadim Tylik, RMAA Group
- 'The New Normal: B2B Sales Approaches in Russia', Igor Snytko, Ocean Solutions
- 'Gaming PC market in Russia & CIS', Alexander Ivanov, NVIDIA
- 'Marketing & Sales in IT: B2B Market Strategies', Vadim Tylik, RMAA Group
- 'The Unique Characteristics of New Brand Promotion in Russia', Alexandra Sharoh, Ugreen
- 'Retail Trends and Market Insights of the CIS region', Timur Samerkhanov, GfK
- 'NVIDIA for Corporate Customers', Sergey Shatov, NVIDIA
- 'Smart Home: New Opportunity for Retail', Natalia Funkner, CONTEXT

DISTREE Russia 2016 is supported by Gold Sponsor Akyumen, Silver Sponsor Ugreen and Event Partners GfK and IT News. Content Partners for this year's event include CONTEXT, GfK, Ocean Solutions and RMAA Group.

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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