

DISTREE Russia opens with hundreds of B2B and B2C channel partners confirmed to attend

Leading annual channel gathering in Russia. Focused technology and consumer electronics trade event takes place in St. Petersburg, 22-23 June 2016

ST. PETERSBURG, RUSSIA, June 22, 2016 /EINPresswire.com/ -- The 13th annual DISTREE Russia (www.distree-russia.com) began today with hundreds of senior channel executives registered to attend the two-day event. DISTREE Russia & CIS runs from June 22nd to 23rd in St. Petersburg, Russia. DISTREE Russia allows technology brands and suppliers to hold pre-scheduled one-on-one meetings with top resellers and retailers inside Russia.

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.



Frederic Simard, Director and Co-Founder at DISTREE Events

Frederic Simard, Director and Co-Founder at DISTREE Events, said: "More than 1000 one-on-one meetings have already been pre-scheduled between delegates at DISTREE Russia. Hundreds more will be arranged on-site during the next two days. We thank all delegates and sponsors for their continued support of the event."

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DISTREE Events is fully committed to helping technology brands optimise their channels in Russia

Frederic Simard, DISTREE Events

This year's event includes 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.

"By creating two separate channel audiences we have further improved the quality and relevance of pre-scheduled one-on-

one meetings that take place at the event. We've listened to exhibitors and delegates and this is what they want. We have injected clarity into the event structure, allowing everyone to focus more clearly on the channel that is relevant to them," added Simard.

With the Russian channel beginning to recover after a tough 2015, DISTREE Russia offers a powerful business and channel development platform for technology brands looking to launch, build or manage in-country routes to market.

The DISTREE Russia B2B event gives exhibitors the opportunity to meet senior executives from the country's leading corporate resellers, systems integrators, solution providers, value-added resellers

and SMB-focused resellers. The exhibitors at DISTREE Russia B2B will span the full spectrum of technology solutions covering hardware, software and services, including cloud-based solutions.

DISTREE Russia B2C provides a focused platform for consumer technology brands looking to build volume channel reach across Russia. Top executives and senior buyers from Russia's leading chain stores, consumer technology retailers, electronics stores, mobile retailers and e-tailers all form part of the B2C delegate base.

"DISTREE Events is fully committed to helping technology brands optimise their channels in Russia – both on the B2B and B2C side. Russia is a country of 146 million people with a strong appetite for technology products and solutions – both at a consumer and business level. Total in-country IT spending is forecast to exceed US\$26 billion in 2016," added Simard.

New brands continue to explore growth opportunities that exist in the Russian market. Recent research highlighted the fact that Chinese smartphone brands have performed well, representing at least a third of Russia's market share. During the first two months of 2016, 1.2 million Chinese mobile devices were sold, which was an increase of 50% year-on-year.

"We look forward to working with all the exhibitors over the next two days to ensure they get a strong return on investment (ROI) from their participation at DISTREE Russia. With thousands of meetings taking place and an extensive conference and workshop programme, DISTREE Russia is an event that acts as a catalyst for new business ideas and partnerships," continued Simard.

Vendors represented at DISTREE Russian 2016 include HGST, Intel, Toshiba and Ugreen among others. Leading Russian distributors including Allied, Marvel, Merlion, MICS and Treolan are also showcasing their portfolios and meeting channel partners at this week's event.

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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