

# DISTREE Russia closes after successful 13th annual technology channel event

*Hundreds of B2B and B2C channel partners from across Russia participated*

ST. PETERSBURG, RUSSIA, June 24, 2016 /EINPresswire.com/ -- The 13th annual DISTREE Russia ([www.distree-russia.com](http://www.distree-russia.com)) ended yesterday with hundreds of senior channel executives attending the two-day event. DISTREE Russia took place from June 22nd to 23rd in St. Petersburg, Russia.

DISTREE Russia allowed technology brands and suppliers to hold pre-scheduled one-on-one meetings with top resellers and retailers inside Russia. Thousands of pre-scheduled meetings took place between delegates as DISTREE Russia confirmed its position as the premier annual event for technology companies looking to manage, build or launch routes-to-market within Russia.



Frederic Simard, Director and Co-Founder at DISTREE Events

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

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*Frederic Simard, DISTREE Events*

DISTREE Russia 2016 included the '60 Seconds to Convince' Awards, which gave exhibitors one minute on the main stage to deliver an elevator pitch for their latest product in front of the entire event audience.

Elari picked up the Best Product Design award for its innovative NanoPhone with 67% of the live electronic vote to determine the winner. Akyumen Hawk projector smartphone received the Best Product Innovation award with 46% of the

vote. Ugreen collected the Best Presentation award for its pitch for its USB 3.0 Universal Docking Station.

Frederic Simard, Director and Co-Founder at DISTREE Events, said: "There was an incredible energy at this year's event and growing signs of a recovery in the Russian market. For the first time in 2016, we held separate business-to-business (B2B) and business-to-consumer (B2C) channel events simultaneously. Planning is underway for DISTREE Russia 2017, which we plan to hold in Moscow."

The DISTREE Russia B2B event gave 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 spanned the full spectrum of

technology solutions covering hardware, software and services, including cloud-based solutions.

DISTREE Russia B2C provided 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 formed part of the B2C delegate base.

"This year's event included established technology brands with an existing presence in Russia as well as companies taking their first steps in the market. We also delivered an extensive conference programme of workshops, panel discussions, briefing sessions and keynote speeches and wish to thank all of this year's content partners for their contribution," added Simard.

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

Technology brands interested in reserving exhibition space at DISTREE Russia 2017 or wanting more information on how DISTREE can assist them to enter the Russian market can contact Frederic Simard at [fsimard@distree.com](mailto:fsimard@distree.com) or telephone +33 140 333 360

#### 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](http://www.distree.com) or follow us on Twitter @DISTREE\_Events

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