

# DISTREE EMEA consumer technology channel event confirmed for 21-24 February 2017

*200 brands across four tech zones. Spotlight on channel growth opportunities. 1000 delegates including distributors and trade buyers from 50 EMEA countries*

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/EINPresswire.com/ -- Representatives from more than 350 distributors of consumer technology products and solutions are set to attend DISTREE EMEA 2017 ([www.distree-emea.com](http://www.distree-emea.com)), which takes place from the 21st to 24th February 2017 at the Grimaldi Forum in Monaco.

For consumer technology brands looking to launch, build or manage distribution channels across the Europe, Middle East & Africa (EMEA) region, DISTREE EMEA offers an unrivalled opportunity to meet face-to-face with senior distribution executives and channel buyers from 50-plus countries.

Farouk Hemraj, Event Director for DISTREE EMEA 2017, commented: "DISTREE EMEA continues to deliver an incredible return on investment (ROI) for consumer technology brands. The event is fully focused on distribution channels in 2017 with four exciting new zones for exhibitors."

New Zones: Mobile, Smart Tech, ICT & Gaming



Farouk Hemraj, CEO & Co-Founder at DISTREE Events

The EMEA market is forecast to account for 32% of global consumer technology spending in 2016, worth US\$304 billion (Source: GfK/CTA). In addition to established broadband and in-country distributors, DISTREE EMEA also invites specialist and emerging distributors from fast-growing product categories, opening up new channel opportunities for all exhibitors.

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*Farouk Hemraj, DISTREE Events*

"This year's event includes a Gaming Zone. We're seeing rapid growth in gaming sales spanning virtual reality (VR), accessories, consoles and related areas. Big brands are also switching on to the gaming opportunity, realising that this is a sector with strong potential margins," said Hemraj.

The Mobile Zone at DISTREE EMEA 2017 will feature a vast array of consumer technology brands spanning smartphones, tablets, mobile devices and related accessories. With global revenues for mobile accessories forecast to grow to US\$101

billion by 2020 (Source: ABI Research), this is a focus segment for distributors across EMEA.

The Smart Tech Zone at DISTREE EMEA 2017 will cover a wide range of product categories including connected devices, appliances, smart home products and solutions, health and fitness devices, wearables, drones, headphones, speakers and related accessories.

DISTREE EMEA 2017 will also include an ICT Zone focused on computing products, peripherals, consumables, consumer technology, components, storage and related accessories. The ICT Zone will also feature a number of multicategory vendors with broad product portfolios.

### Senior Channel Executives

Since its launch in 2003, DISTREE EMEA has been the catalyst for thousands of distribution deals across the EMEA region, assisting consumer technology brands at every stage of their development. The most recent delegate survey revealed that 78% of DISTREE EMEA attendees do not attend CES.

Hemraj added: "Audience quality is of paramount importance to DISTREE EMEA. We are committed to bringing in a high-level channel audience of decision makers and senior executives that actually have the authority to strike new distribution deals and place orders. DISTREE EMEA is the ultimate gateway to the regional channel."

### Pre-Scheduled One-on-One Meetings

Exhibitors at the most recent DISTREE EMEA expected to do business with five or more distributors as a result of their participation. Attending distributors expected to add an average of four new suppliers to their portfolio as a direct result of participating. Participating brands can access details of all attending distributors in advance, and request one-on-one meetings with channel partners that align with their business needs by region or product focus.

In total, more than 1000 delegates are expected to attend DISTREE EMEA 2017, with 97% of channel delegates from the most recent event intending to participate again. The most recent DISTREE EMEA delegate survey also revealed that 88% of participants rate the highly structured DISTREE EMEA format as better than a traditional trade show.

### Conference Programme

Event Partner GfK will deliver the latest research and statistics from the EMEA market through its plenary session, VIP lunch and a series of workshops. DISTREE EMEA will include a series of award programmes for exhibitors recognising excellence in product evolution and business strategy. The 'EMEA Channel Academy: 2017 Awards', taking place for the ninth year in a row, will recognise excellence in the regional consumer technology distribution channel.

"DISTREE EMEA offers a unique structure and format that delivers huge business benefits to all attendees. We have a wide range of packages available and work closely with all exhibitors to ensure the event meets their business objectives," added Hemraj.

Companies interested in reserving exhibition space at DISTREE EMEA 2017 can contact Silvio Ramos at [silvio@distree.com](mailto:silvio@distree.com) or telephone +33 140 333 360

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