

DISTREE Brazil confirms additional exhibitors ahead of sixth annual tech channel event

Leading channel event for Brazil's consumer technology channel will take place on 20th to 21st September in Sao Paulo. HP and Akyumen confirmed as Gold Sponsors

SAO PAULO, BRAZIL, August 31, 2016 /EINPresswire.com/ -- DISTREE Brazil 2016 (www.distree-brasil.com) will create a wealth of new channel business opportunities for consumer technology brands participating at the event later this month. DISTREE Events, the organiser of DISTREE Brazil, has confirmed that HP and Akyumen are Gold Sponsors of this year's event, with Coletek and Logitech as Silver Sponsors.

With more exhibitors and more channel buyers signing up for the event every week, this year's DISTREE Brazil will offer a wide range of tangible business benefits for all attendees. Innovative brands such as drone manufacturer AEE,



Bourbon Hotel, Atibaia, Sao Paulo

mobile protection solutions specialist PanzerGlass and gaming furniture vendor Playseat are all on the growing list of exhibitors for this year's event.

Frederic Simard, Event Director for DISTREE Brazil, commented: "The momentum for DISTREE Brazil 2016 continues to grow. We have 100-plus buyers from Brazil's top consumer tech retailers and distributors already confirmed to attend. We're also seeing renewed interest from brands that believe Brazil is poised to start its economic recovery."

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This is our sixth annual channel event in Latin America and reaffirms our ongoing commitment to driving the growth and development of the regional consumer tech channel.

*Frederic Simard, Event
Director*

"While other channel events in Brazil may be downsizing or postponing, we remain 100% committed to providing the annual business-focused event the consumer tech channel needs and deserves. The continued support from vendors, distributors and retailers is testament to the unique and powerful business benefits offered by the DISTREE event format," Simard added.

DISTREE Brazil, which takes place on 20-21st September at Bourbon Hotel Atibaia, Sao Paulo, Brazil, provides all exhibitors with a unique opportunity to meet face-to-face with the country's top consumer tech channel partners, delivering a tangible return on investment (ROI). During the past 12 months, DISTREE Brazil has reinforced its position as the leading consumer tech channel event in Brazil, attracting strong support from vendors, distributors and retailers.

"This is our sixth annual channel event in Latin America and reaffirms our ongoing commitment to driving the growth and development of the regional consumer tech channel. Despite the recent economic challenges in Brazil, the market still represents a huge sales opportunity for tech brands," Simard added.

"We give brands – at every stage of their channel development – the chance to pre-schedule one-on-one meetings with senior executives from Brazil's leading consumer tech distributors and retailers in one place at one time," he added.

DISTREE Brazil provides a platform for all brands to manage, build or launch routes to market in Brazil. Innovative and fast-growing mobile device vendor Akyumen's participation as Gold Sponsor highlights the event's ability to help brands grow their presence and channel reach within Brazil.

Established multinational brands such as HP and others can also derive significant ROI from the event, giving them an opportunity to talk through their product roadmap, meet existing and potential new partners, while also showcasing their latest devices.

Channel delegates attending DISTREE Brazil can pre-schedule one-on-one meetings with exhibitors. There is also a powerful conference programme, including a range of workshops focused on structural channel issues and the impact of new product categories. In addition, research house GfK will deliver an opening keynote speech examining the Brazilian market dynamics for consumer technology products.

DISTREE Events organises high-quality channel events focused specifically on technology and consumer electronics around the world. In addition to its Brazil event, the company also stages events in Africa, Asia-Pacific, Europe, Middle East and Russia & CIS regions, giving brands access to the leading partners in each region.

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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