

DISTREE Brazil welcomes consumer tech retailers to annual channel showcase event

Vendors from around the world showcasing latest technology to country's top retailers, e-tailers and distributors

ATIBAIA, SAO PAULO, BRAZIL, September 20, 2016 /EINPresswire.com/ -- The sixth annual DISTREE Brazil 2016 (www.distree-brasil.com) starts today in Sao Paulo, Brazil. The focused two-day event provides a powerful opportunity for consumer technology brands to hold pre-scheduled one-on-one meetings with senior executives and buyers from Brazil's top channel partners, including retailers, e-tailers and distributors.

DISTREE Brazil 2016 is supported by Gold Sponsors HP and Akyumen, with Coletek and Logitech as Silver Sponsors. Event Partners for this year's event are GfK and Sao Paulo Convention & Visitors Bureau (SPCVCB). Content Partners include ACIGAMES, Gamebiz, GamePlan,

GfK, SIOUX, tecnoDRONE and Universidade Buscapé Company.

DISTREE Brazil takes place from the 20-21st September 2016 at the Bourbon Hotel Atibaia, Sao Paulo, Brazil. The event offers a compelling combination of pre-scheduled meetings, workshops, keynote speeches, awards and networking opportunities designed to create new business opportunities for all delegates.



Frederic Simard, Director and Co-Founder at DISTREE Events

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Frederic Simard, Event Director

Frederic Simard, Event Director for DISTREE Brazil, commented: “More than 700 one-on-one meetings have already been pre-scheduled between delegates at DISTREE Brazil. 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.”

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. More than 250 delegates are confirmed to attend this week's exclusive event.

Simard continued: “The breadth and depth of brands attending DISTREE Brazil is testament to the strength of the DISTREE model. From well-established multinationals through to new brands taking their first steps in Latin America, our clear focus on audience quality and relevance ensure business benefits and a clear return on investment (ROI) for all exhibitors.

DISTREE Brazil has expanded its workshop and conference programme in 2016, giving delegates the opportunity to hear from a range of business experts in a number of different specialist areas. Topics covered in this year's programme include e-commerce trends in Brazil; analysis of the fast-growing in-country gaming market; an overview of current IT market dynamics, plus a session on the potential for drones and related products in Brazil.

Simard added: "DISTREE Brazil aims to create a community of senior executives involved in the country's consumer technology channel. The workshops deliver an opportunity for delegates to increase their knowledge, interact with their peers and also assess new concepts and explore new business strategies."

Plenary sessions at DISTREE Brazil 2016 include a presentation by Rui Agapito, Business Unit Director Point-of-Sales (POS) at GfK, entitled: 'IT Market Trends in Distribution & POS'. In addition, Todd Coffee, Vice President Global Sales and Marketing at Akyumen, will deliver a keynote introducing Akyumen's innovative device portfolio to the Brazilian market and explaining the brand's in-country business objectives.

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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