

Fourth annual DISTREE APAC delivered new channel opportunities for consumer technology brands

Annual event opened new regional routes-to-market for exhibitors

SINGAPORE, SINGAPORE, November 4, 2016 /EINPresswire.com/ -- The fourth annual [DISTREE Asia-Pacific](#) (APAC) ends today in Singapore. The focused consumer tech channel event provided a unique opportunity for vendors and brands to hold pre-scheduled one-on-one meetings with senior executives and buyers from the region's top consumer tech channel partners, including retailers, e-tailers and distributors.

DISTREE APAC was supported by Silver Sponsors Leapfrog Global and Sonicgear, Event Partners GfK, IE Singapore and Tucano, plus Technical Partner HP. Content Partners at this year's event included GfK, Quadmark and CONTEXT. Thailand's SiS was a Distributor Partner for DISTREE APAC 2016.

Farouk Hemraj, Event Director for DISTREE APAC, commented: "The high-quality channel audience and the highly structured event format gave 40-plus consumer technology brands a unique opportunity to hold pre-scheduled one-on-one meetings with potential and existing partners. More than 1000 pre-scheduled meetings took place between delegates."



Farouk Hemraj, CEO & Co-Founder at DISTREE Events

DISTREE APAC took place from the 2nd to 4th November 2016 at the Grand Copthorne Waterfront Hotel in Singapore. The event offered a compelling combination of pre-scheduled meetings, workshops, keynote speeches, awards and networking opportunities designed to create new business opportunities for all delegates.

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Farouk Hemraj, Event Director for DISTREE APAC

Exhibitor Brydge specialises in premium and innovative mobile and detachable accessories. Darren Freeman, General Manager Retail & Enterprise at Brydge, commented: "I had 11 scheduled meetings on the first day, but actually managed 25 meetings in total. This event is a great networking opportunity and is so different to a standard trade show. There is real value in the quality and relevance of the

audience.”

Fresh from its successful crowdfunding campaign, Glance Clock - a smart wall clock – had a positive experience at DISTREE APAC. Anton Zriashchev, Founder & CEO at Glance Clock, said: “This is the first opportunity we have had to meet distributors to showcase Glance Clock. We have met some quality contacts that can cover the whole region. As a start-up it is great to meet these channel partners in one place – it is really time-efficient. There is no travel involved and it is easy to set up meetings with senior people.”

The exhibitor base at DISTREE APAC covered a wide variety of consumer tech categories. Donny Soh, CEO at Singapore-based Qlipp, which has developed a smart tennis sensor, said: “DISTREE APAC is an excellent opportunity to meet channel partners. As a start-up company, it has been very valuable. We have already had follow-up from meetings we had yesterday. We expect to appoint new channel partners and there are real channel possibilities for us in Singapore, Thailand and Korea with companies we met at DISTREE APAC.”

The popular 60 Seconds to Convince Awards saw exhibitors deliver a one-minute pitch for their latest products, with channel delegates selecting the winners through live electronic voting. Brydge picked up the award for Best Product Design for the Brydge 12.9 keyboard, securing 41% of the final live vote. The Best Product Innovation final produced joint winners with the Aiptek iBeamBLOCK modular projection system and the TWARE AiraWear smart massage jacket securing 35% each. There was a clear winner in the Best Presentation category with MyScreen BodySHIELD taking an impressive 70% of the final vote.

Hemraj concluded: “The APAC market offers huge growth potential for consumer tech brands from around the world. DISTREE APAC offers unparalleled access to senior channel executives that can accelerate a brand’s growth in the region. We look forward to building on the success of this year’s event and planning is already underway for DISTREE APAC 2017.”

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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