

EMEA distributors identify gaming products as a top consumer tech channel growth opportunity for 2017

DISTREE Events survey results highlight strong interest in gaming products and accessories

ANTONY, PARIS, FRANCE, December 9, 2016 /EINPresswire.com/ -- Gaming products and accessories show strong potential for growth in 2017 according to consumer tech distributors operating in the Europe, Middle East and Africa (EMEA) region. Early analysis of [DISTREE EMEA](#)'s regional consumer tech distributor survey indicates that 42% of distributors view gaming as a top three category in terms of growth potential in 2017.

Senior executives from more than 350 distributors of consumer technology products and solutions will attend DISTREE EMEA 2017 (www.distree-emea.com), which takes place from the 21st to 24th February 2017 at the Grimaldi Forum in Monaco.



Christophe Painvin, DISTREE Events

Christophe Painvin, Event Director for DISTREE EMEA 2017, commented: "DISTREE EMEA 2017 includes a dedicated Gaming Zone for exhibitors focused on this category. The market for gaming products and gaming accessories in EMEA continues to grow and the excitement and momentum that is building around virtual reality (VR) ensures gaming remains high on the channel agenda as a growth category for 2017."

“

DISTREE EMEA 2017 includes a dedicated Gaming Zone for exhibitors focused on this category

Christophe Painvin, Event Director

For consumer tech gaming brands looking to launch products, or build and manage distribution channels in the EMEA region, DISTREE EMEA is the leading annual event to meet face-to-face with senior distribution executives and channel buyers from 50-plus countries.

DISTREE EMEA has also confirmed Stefan Lampinen, Managing Director at Game Advisor, as a speaker at next

year's event. A renowned gaming industry expert, Lampinen's career includes senior roles at EA,

Nokia, Microsoft and Warner Bros. Lampinen's speech at DISTREE EMEA will cover gaming platforms, VR and the new channel opportunities that gaming growth is creating.

Liam McSherry, Marketing Director at DISTREE EMEA, added: "The initial survey results also show that two-thirds of distributors attending want to actively increase the number of brands they carry. When you put that together with the clear interest shown in gaming, the event becomes a prime opportunity for gaming brands to quickly and efficiently scale their channel reach in EMEA."

A wide variety of exciting gaming brands will be present at DISTREE EMEA 2017, with the latest products from companies such as Snakebyte, Vuzix, Marvo and 3D Rudder among others showcased at the event. The unique DISTREE event format allows exhibitors to research and pre-schedule one-on-one meetings with distributors suited to their precise business needs – be it by geography, channel customer base or product category focus.

Painvin concluded: "We're looking forward to adding more gaming brands to the exhibitor list and more gaming-focused distributors to the delegate base in the weeks ahead. Building the right go-to-market channels quickly and efficiently can give brands a huge advantage in the EMEA region."

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. Focused purely on bringing brands face-to-face with senior executives from top distributors, DISTREE EMEA remains the most efficient consumer tech channel development platform in the region.

About DISTREE Events

DISTREE Events specialises in the planning, organisation, staging and management of consumer technology and ICT 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

Liam McSherry
DISTREE Events
+ 33 1 40 33 33 60
email us here

This press release can be viewed online at: <http://www.einpresswire.com>

Disclaimer: If you have any questions regarding information in this press release please contact the company listed in the press release. Please do not contact EIN Presswire. We will be unable to assist you with your inquiry. EIN Presswire disclaims any content contained in these releases.

© 1995-2016 IPD Group, Inc. All Right Reserved.