

Online voting now open in distributor categories for ‘EMEA Channel Academy: 2017 Awards’

Vendors, retailers, e-tailers and resellers have until February 5th 2017 to cast votes across 11 regions

ANTONY, PARIS, FRANCE, January 5, 2017 /EINPresswire.com/ -- The 15th annual DISTREE Europe, Middle East & Africa (EMEA) channel event, which takes place in Monaco from February 21-24th 2017, will host the ‘EMEA Channel Academy: 2017 Awards’. Taking place for the ninth consecutive year in 2017, the distributor awards recognise excellence in the regional consumer technology channel. Voting is now open for vendors and channel customers to select the ‘Consumer Tech Distributor of the Year’ across 11 separate regions.

Liam McSherry, Marketing Director for DISTREE Events, said: “There are a number of new distributors in the shortlists for the first time this year, which is always an encouraging sign. The proliferation of consumer tech brands in the market means there are still opportunities for new distributors to make their mark in EMEA channels.”



Liam McSherry, Marketing Director at DISTREE Events

“We expect a record number of online voting forms to be submitted this year. We believe that retailers, resellers and also vendors are best-placed to identify the Distributor of the Year in the regions they operate in and have knowledge of. We encourage all vendors and channel partners to submit their votes online,” he added.



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[Vote NOW for Consumer Tech Distributors of the Year](#)

A shortlist of consumer tech distributors for each award has been created by independent channel experts in each region. Voters also have the opportunity to select a company not on the shortlist if that is their preferred option. The list of categories for Retail Distributor of the Year is as follows:

- 1) Africa Consumer Tech Distributor of the Year
- 2) Middle East & North Africa Consumer Tech Distributor of the Year
- 3) Central & Eastern Europe Consumer Tech Distributor of the Year
- 4) Russia & CIS Consumer Tech Distributor of the Year
- 5) South East Europe Consumer Tech Distributor of the Year
- 6) Southern Europe Consumer Tech Distributor of the Year
- 7) Northern Europe Consumer Tech Distributor of the Year
- 8) DACH Consumer Tech Distributor of the Year

- 9) France Consumer Tech Distributor of the Year
- 10) Benelux Consumer Tech Distributor of the Year
- 11) UK & Ireland Consumer Tech Distributor of the Year

McSherry added: "We encourage all shortlisted distributors to invite their suppliers and channel customers to complete the online form. We received thousands of votes last year from across the EMEA region. This year, we want even more people to take part in this open and transparent voting process."

"When it comes to consumer technology products, successful retail distributors combine a range of skills and play a critical role in not just fulfilling demand, but also creating demand by working hand-in-hand with suppliers and channel partners. We don't want people to just vote for the biggest retail distributors, we want them to select the ones that have impressed them most during the last 12 months in each region," McSherry added.

The winners of the 'EMEA Channel Academy: 2017 Awards' will be announced during DISTREE EMEA 2017. The annual channel event is the region's largest independent gathering of consumer tech distributors and offers vendors and brands a unique opportunity to manage, build or launch consumer routes-to-market across the wider EMEA 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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