

DISTREE Middle East moves to Dubai for 2017 regional consumer tech retail channel event

13th annual retail channel-focused trade event will give consumer technology brands and distributors access to buyers from across the region

ANTONY, PARIS, FRANCE, February 15, 2017 /EINPresswire.com/ -- [DISTREE Middle East](#) 2017 will take place on the 8-10th May at the Meydan Hotel in Dubai, UAE. The three-day channel event unites consumer technology brands and distributors with senior executives and buyers from the region's leading retailers and e-tailers. Exhibitors pre-schedule one-on-one meetings with retailers and e-tailers attending the event, enabling them to target specific markets or channels for their product portfolio.

Christophe Painvin, Event Director for DISTREE Middle East, said: "We're excited to move the event to Dubai in 2017. It will open it up to a wider base of exhibitors, many of whom have regional operations based in Dubai. It will also give international companies the opportunity to see how tech retail is evolving in Dubai and how these trends impact the wider Middle East region."



Christophe Painvin, DISTREE Events

This year's event will also see a selection of top consumer tech retailers from Africa invited to attend, providing an additional value-add for exhibitors and access to one of the fastest growing regions for consumer tech demand in the world.

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Christophe Painvin, Event Director for DISTREE Middle East

Thousands of pre-scheduled one-on-one meetings take place every year at DISTREE Middle East. From consumer technology start-ups through to multinational A-brands, the highly effective and efficient DISTREE event format provides a wide range of business benefits. Hundreds of senior retailer and e-tailer executives are set to attend this year's event.

The DISTREE Middle East exhibition area will include a full range of consumer technology products including brands operating in fast-growing categories such as appliances, audio, drones, wearables

and smart home solutions. Core consumer technology products such as cameras, gaming kit, PCs, printing, smartphones, storage products, tablets, TVs and a wide range of related peripherals and accessories will also be showcased to retailers at DISTREE Middle East 2017.

Painvin added: “With organised retail developing fast in Africa and growing demand for consumer tech products, we know that African retailers will be a welcome addition to our delegate mix. There are already well-established consumer tech trade routes between the Middle East and African markets. It was a logical decision to add some of Africa’s top retailers to our channel audience.”

“We’re expanding the retailer base to cover a wider mix of retailers such as pharmacies, sports stores, home stores and others that are now selling technology products to consumers,” added Painvin. “We’re embracing the wider go-to-market ecosystem for consumer technology products in the Middle East.”

DISTREE Middle East will also feature an extensive conference programme and awards sessions, giving delegates access to the latest market intelligence in the region. Event Partner GfK will deliver a keynote speech at this year’s event and host a series of workshop sessions for delegates.

The DISTREE Diamond Awards series will also form part of the programme, giving delegates the chance to recognise the brands that have impressed them most in specific product categories. The event will also include the ‘Middle East Retail Academy (MERA): 2017 Awards’.

“The Middle East retail channel for consumer technology offers a wide range of opportunities for technology brands and distributors at every stage of development,” added Painvin. “With more than a decade of experience in the Middle East and close support from the region’s top retailers, we remain fully committed to helping consumer technology brands – at every stage of development – launch, build or manage consumer channels across the region.”

For more information on DISTREE Middle East 2017, visit www.distree-me.com. Follow @DISTREE_MidEast for event updates on Twitter.

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 and Singapore. 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

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