

DISTREE confirms 2017 calendar of channel events

Global series of channel events for vendors and brands supplying technology products

ANTONY, PARIS, FRANCE, February 15, 2017 /EINPresswire.com/ -- DISTREE Events (www.distree.com) has confirmed its 2017 event calendar, with five consumer technology channel events planned around the world. DISTREE Events, a division of Infopro Digital, provides ICT and consumer electronics (CE) brands with the most effective platform for managing, developing, or launching volume routes-to-market for consumer technology and consumer electronics (CE) products through retailers, resellers and distributors.

Delegates attending DISTREE's consumer technology channel events create their own personalised agenda of pre-scheduled one-on-one meetings prior to attending. This allows each participant to research and choose the correct companies to meet, ensuring they align with their precise business requirements.



Christophe Painvin, DISTREE Events

Christophe Painvin, Executive Director at DISTREE Events, said: “The DISTREE event format is the ultimate channel development platform for technology brands, giving them incredible access to senior executives from distributors and channel partners.”



Our mission is to deliver the channel events that tech brands want and need, and give them an incredible return on investment (ROI)”

Christophe Painvin, Executive Director at DISTREE Events

“There are some exciting changes this year with DISTREE Russia moving to Moscow from St. Petersburg and deploying a unique format that gives exhibitors access to both business-to-business and business-to-consumer channel partners,” he added.

“DISTREE Middle East will take place in Dubai for the first time since its launch back in 2005,” continued Painvin. “It is proving a popular move with exhibitors and retailers alike.

Based on exhibitor requests, we are now bringing some of Africa's top retailers to Dubai for this event, increasing the geographic channel development opportunities for exhibiting brands.”

DISTREE's global series of events offer opportunities for all brands to reinvigorate their go-to-market approach in each region. From start-ups to established multinational brands, the DISTREE format and package can be tailored to meet the needs and requirements of each individual exhibitor.

Painvin concluded: "We are constantly reviewing the event calendar in consultation with exhibitors and channel partners. It is why the core elements of DISTREE Africa have now been incorporated into the Middle East event. We have also taken a strategic decision to run DISTREE Brazil & Latin America as a biennial event, which we next anticipate holding in 2018. Our mission is to deliver the channel events that tech brands want and need, and give them an incredible return on investment (ROI). Our commitment to channel partners is to give them access to a highly efficient event format that always delivers new business opportunities for them."

The full line-up of DISTREE events for calendar 2017 is as follows:

DISTREE EMEA, 21-24 February, Monaco
www.distree-emea.com

DISTREE Connect, 24-25 April, Paris, France
www.distree-connect.com

DISTREE Middle East, 8-10 May, Dubai, UAE
www.distree-me.com

DISTREE Russia, 21-23 June, Moscow, Russia
www.distree-russia.com

DISTREE Asia-Pacific, 8-10 November, Singapore
www.distree-apac.com

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

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