

DISTREE EMEA 2017 begins in Monaco

Annual consumer tech channel event to drive regional development for exhibitors

ANTONY, PARIS, FRANCE, February 22, 2017 /EINPresswire.com/ -- The 15th annual [DISTREE Europe, Middle East & Africa](#) (EMEA) consumer tech regional channel event started yesterday in Monaco. More than 120 consumer tech brands are exhibiting at this year's event, holding pre-scheduled one-on-one meetings with senior executives and buyers from the region's leading distributors and channel partners. DISTREE EMEA 2017, which takes place at the Grimaldi Forum, running from February 21st to 24th.

Christophe Painvin, Event Director for DISTREE EMEA, said: "This year's event provides a powerful platform for all exhibitors to launch, build or manage routes-to-market across EMEA. The pace of innovation in the consumer tech market shows no signs of slowing down. Even the best new products and brands need to build strong and efficient channels to succeed and build effective consumer reach in multiple markets."



Christophe Painvin, Event Director for DISTREE EMEA

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DISTREE EMEA 2017 is supported by Gold Sponsors 4Kraft, G&BL, Keep Out, SBOX and Snakebyte. Event Partners are GfK and Visit Monaco. The event includes an extensive conference and workshop programme with sessions from Content Partners Choice in eCommerce, CONTEXT, European Hardware Association (EHA), Game Advisor, GfK, Quadmark, Red Dolphin and Regent Partners.

More than 310 senior distributor executives are confirmed to attend DISTREE EMEA this week. In the weeks running up to

the event, exhibitors and channel partners have used DISTREE Events' web platform to research participating companies, submit meeting requests and build their personalised agenda of one-on-one meetings for the event.

Painvin added: "More than 5000 pre-scheduled one-on-one meetings with dedicated time slots have been arranged. This is the power of the unique DISTREE format. By allowing delegates to research and plan their meetings in advance, they can all create an agenda tailored to their precise business

requirements – be it by geography or product type.”

This year’s exhibition area is structured around four key zones: gaming; ICT, mobile and smart tech. There is also a dedicated start-up village for brands taking their first steps in building up EMEA channels. During the event, delegates can submit additional meeting requests through the DISTREE Matching Squad, who will then identify common time slots and add new meetings where possible.

Painvin added: “We’re seeing some great product innovations in areas such as gaming, audio, mobile and smart tech, which will all be well represented at this year’s event. DISTREE EMEA delivers a clear and compelling return on investment (ROI) for tech brands at every stage of their development.”

“Established brands can meet their existing distributors and evaluate potential new partners, while emerging brands can meet distributors from multiple countries in one place at one time – an incredibly efficient way of building out a regional channel,” he added.

The DISTREE EMEA conference programme includes keynotes from CONTEXT, Game Advisor and GfK, plus the Fresh and 60 Seconds to Convince Awards programmes. Event exhibitors Snakebyte, Hotspots and MysteryVibe will also take to the main stage to present their latest products and solutions to the DISTREE EMEA audience.

The winners of the ‘EMEA Channel Academy: 2017 Awards’ for consumer tech distributors by region will also be announced at the event. Thousands of vendor, reseller and retailer executives across EMEA were polled prior to DISTREE EMEA 2017 to determine the winners.

The DISTREE Diamond Awards also return for this year’s event. Attending distributors will be asked to evaluate exhibitors on a range of factors including product portfolio, product roadmap, channel programme, business potential, go-to-market strategy and the quality of meetings and interaction at DISTREE EMEA 2017. An online vote immediately after the event will be used to determine the winners of the DISTREE Diamond Awards by product category.

Painvin added: “We believe in the power of face-to-face meetings and a highly-structured event format. DISTREE EMEA unites the regional consumer tech channel – giving vendors access to the best distributors; and giving distributors the chance to meet many new brands as well as the vendors already in their portfolio.”

“We look forward to welcoming all the delegates to Monaco this week for what promises to be an exciting event. Great things happen when you bring the right people together in one place at one time. DISTREE EMEA has created thousands of successful channel partnerships and business relationships in EMEA since its launch,” concluded Painvin.

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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