

DISTREE EMEA 2017 drives regional channel development

Successful event united consumer tech brands with distribution executives

ANTONY, PARIS, FRANCE, February 27, 2017 /EINPresswire.com/ -- The 15th annual [DISTREE Europe, Middle East & Africa](#) (EMEA) consumer tech regional channel event took place last week in Monaco. More than 120 consumer tech brands exhibited 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 took place at the Grimaldi Forum, running from February 21st to 24th.

Christophe Painvin, Event Director for DISTREE EMEA, said: "More than 5400 one-on-one meetings took place at last week's event plus thousands more interactions during the event's various

receptions, meals and networking opportunities. As always, we expect hundreds of new distribution deals and business agreements to emerge as a result of meetings at DISTREE EMEA."



Christophe Painvin, Event Director for DISTREE EMEA

DISTREE EMEA 2017 was supported by Gold Sponsors 4Kraft, G&BL, Keep Out, SBOX and Snakebyte. Event Partners were GfK and Visit Monaco. The event included 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.

“

Planning is already underway for DISTREE EMEA 2018”
Christophe Painvin, Event Director for DISTREE EMEA

More than 310 senior distributor executives attended

DISTREE EMEA last week. In the weeks running up to the event, exhibitors and channel partners 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: "We have really become a solution to empower the industry. Planning is already underway for DISTREE EMEA 2018. We have received valuable feedback from exhibitors and distributors this week and will continue to evolve the event format to ensure we deliver maximum

business benefits to all attendees.”

The DISTREE EMEA conference programme included keynotes from CONTEXT, Game Advisor and GfK, plus the Fresh and 60 Seconds to Convince Awards programmes. Event exhibitors Snakebyte, Hotsplots and MysteryVibe also presented their latest products and solutions to the DISTREE EMEA audience.

The 60 Seconds to Convince Awards saw exhibitors deliver a one minute elevator pitch for their latest product with the overall winners determined through live electronic voting by distributors and channel partners.

Weistek picked up the Best Product Design Award for its MiniToy 3D Printer with 35% of the final vote. The Immotor GO ultra-portable electric transportation device collected the award for Best Product Innovation with 70% of the final vote. Snakebyte walked off with the Best Presentation Award for its innovative demonstration of Zoopa Drones with 59% of the final vote.

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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