

# Distributor winners announced for 'EMEA Channel Academy: 2017 Awards' at DISTREE EMEA

*More than 1000 technology retailer, reseller and vendor executives across Europe, Middle East & Africa (EMEA) voted online*

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/EINPresswire.com/ -- The 'EMEA Channel Academy: 2017 Awards' were held in conjunction with last week's regional channel event DISTREE EMEA 2017. These included a series of 11 awards for consumer technology distributors, with the winners announced during DISTREE EMEA, which took place in Monaco. A total of seven distributors received awards with a dominant Tech Data winning in five regions, and ABC Data, Asbis, EET Group, Merlion, Microline and Mitsumi winning one each.

Taking place for the ninth consecutive year in 2017, the awards were voted for by executives from retailers, resellers and vendors across EMEA, who were instructed to vote only in regions where they operated, or had in-depth knowledge of the distribution landscape. The full list of winners, plus the second and third placed distributors by region, was as follows:

## African Consumer Tech Distributor of the Year

**WINNER:** Mitsumi

2nd: Esquire

3rd: Channel Distribution

## Middle East & North Africa (MENA) Consumer Tech Distributor of the Year

**WINNER:** Asbis

2nd: Redington

3rd: Logicom

## Central & Eastern Europe (CEE) Consumer Tech Distributor of the Year

**WINNER:** ABC Data

2nd: AB/AT Computers Group

3rd: Tech Data

## Russia & CIS Consumer Tech Distributor of the Year

**WINNER:** Merlion

2nd: Marvel

3rd: Koodoo



Liam McSherry, Marketing Director at DISTREE Events

## Northern Europe Consumer Tech Distributor of the Year

WINNER: EET Group

2nd: ALSO Group

3rd: Tech Data

## South East Europe Consumer Tech Distributor of the Year

WINNER: Microline

2nd: Arena

3rd: Comtrade

## Southern Europe Consumer Tech Distributor of the Year

WINNER: Tech Data

2nd: Ingram Micro

3rd: Esprinet

## DACH Consumer Tech Distributor of the Year

WINNER: Tech Data

2nd: Ingram Micro

3rd: ALSO Group

## France Consumer Tech Distributor of the Year

WINNER: Tech Data

2nd: Ingram Micro

3rd: ALSO Group

## Benelux Consumer Tech Distributor of the Year

WINNER: Tech Data

2nd: Ingram Micro

3rd: Five4U

## UK & Ireland Consumer Tech Distributor of the Year

WINNER: Tech Data

2nd: Ingram Micro

3rd: CMS Distribution

Liam McSherry, Marketing Director at DISTREE Events, said: "Voters were instructed to assess distributors on the overall quality of their business performance during the last 12 months and their skills as a distribution partner. We asked them not to simply pick the biggest distributor in each region, but to select the companies that had impressed them most during the last year with their operations and go-to-market approach."

"We want to congratulate all of the distributors that made the top three lists by region. With the pace of product innovation accelerating, plus new channel models and structures changing the traditional role of distribution, these companies should be recognised for their ability to innovate and evolve in line with market changes," McSherry concluded.

## 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](http://www.distree.com) or follow us on Twitter @DISTREE\_Events

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