

DISTREE Events appoints Delphine Iltis as International Sales Manager

Appointment strengthens Middle East team ahead of channel event in Dubai in May

DUBAI, DUBAI, UAE, March 22, 2017 /EINPresswire.com/ -- DISTREE Events, part of Infopro Digital, has confirmed the appointment of Delphine Iltis as International Sales Manager. In her new role, Iltis will focus primarily on the Middle East market, developing relationships with a broad cross-section of consumer technology vendors and brands. Iltis will report in to Christophe Painvin, Executive Director at DISTREE Events and Event Director for DISTREE Middle East.



Delphine Iltis, DISTREE Events

Iltis commented: “I am excited to join DISTREE Events and build on the company’s long-term growth and success in the Middle East. The unique DISTREE format, based on pre-scheduled one-on-one meetings remains the most efficient platform for tech brands looking to manage, build or launch routes-to-market in the Middle East.”

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“I look forward to working with consumer tech vendors and brands already active in the Middle East, as well as companies looking to take their first channel steps in this exciting market. The DISTREE model brings together key suppliers and trade buyers together in one place at one time. The ability for participating brands to pre-schedule one-on-one meetings with senior retail channel executives is a huge value-add,” Iltis continued.

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.

All exhibitors can 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.

Painvin commented: “We are delighted that Delphine has joined the DISTREE team. She has significant experience in running events and a strong knowledge of Middle East markets. Her appointment reaffirms the long-term commitment of DISTREE Events to the Middle East market – a

region we have been active in for more than a decade.”

“Delphine joins DISTREE Events at an exciting time. We will be holding DISTREE Middle East in Dubai for the first time in 2017. 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,” he concluded.

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

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