

Channel Summit MENA Celebrates Innovation and Excellence in Consumer Technology

This year's awards are set to recognize outstanding achievements by vendors and distributors across a range of categories in consumer electronics

ABU DHABI, UAE, February 21, 2024 /EINPresswire.com/ -- [Channel Summit MENA](#), the premier B2B event for consumer technology in the MENA region, is thrilled to announce the winners of its prestigious annual awards. The awards are a highlight of the Summit, which operates on an exclusive 'invitation-only' basis, ensuring a gathering of senior-level executives and decision-makers from the industry.



Awards at Channel Summit MENA

"We are proud to host these awards and celebrate the incredible achievements of these companies that work in this sector," said Farouk Hemraj, Founder of ChannelHub, the organisers of Channel Summit MENA. "The Channel Summit MENA awards are not just a recognition of success but also a testament to the innovative spirit that drives the consumer tech industry forward."

“

We have brought back the format that was a winning formula and we have had overwhelming feedback from the community. We are pleased to add value to the sector with focused events like this."

Farouk Hemraj, Founder of ChannelHub

This year's awards are set to recognize the outstanding achievements across a range of categories, including Best Vendor in various categories such as Audio, Entertainment, Gaming & Computing, Lifestyle, IT Peripherals & Accessories, Mobile Product, and Electronics & IoT; Best Distributor Awards covering segments like Broadline

Distributor, Lifestyle, Mobile Accessories, IT Peripherals & Accessories, Electronics & SDA (small domestic appliances), and Gaming; Best Product Launch Awards for UAE, Saudi, Egypt, and GCC regions and, for the first time this year, special recognition for the Best E-waste initiative.

Each category has been carefully selected to highlight the diverse range of products and services that are driving the consumer tech and IT markets forward. The awards celebrate the creativity, product attractiveness, and overall performance of the participating companies.

The winners were determined through a live voting process by buyers attending the event, ensuring a fair and transparent selection. The criteria for shortlisting the awardees include a combination of product presentation, business potential, and team interaction during the event. This approach underscores Channel Summit MENA's commitment to recognizing truly innovative and impactful contributions to the industry.

The full list of award winners includes:

Best vendor – Audio: Marshall

Best vendor – Entertainment: GoPro

Best vendor - Gaming & Computing: HP/HyperX

Best vendor – Lifestyle: Riley Scooters

Best vendor - IT Peripherals & Accessories: Logitech

Best vendor - Mobile Accessories: Belkin

Best vendor - Electronics & IoT: Nutricook

Best Distributor – Broadline Distributor: Redington

Best Distributor – Lifestyle: Shift

Best Distributor - Mobile products: Lime Concepts

Best Distributor - IT Peripherals & Accessories: Monster

Best Distributor - Electronics & SDA: Al Futtaim

Best Distributor – Gaming & Computing: Geekay

Best Product Launch UAE: Nothing Phone 2 Launch with Sharaf DG

Best Product Launch GCC: The CASIO G-SHOCK GBD-200-9ER Launch with Al Seeb Technical Est. (SARCO) Ltd

Best Product Launch GCC: The SONY INZONE Launch with Store 974

Best Product Launch GCC: SAMSUNG S24 Launch with Best Electronics

Best E-waste initiative: E-WASTE INITIATIVE - eXtra

Channel Summit MENA, which took place from 19 to 21 February 2024, brought together industry leaders from across 16 countries to celebrate excellence and innovation in the consumer technology and IT sectors. This unique event format offers a blend of pre-scheduled meetings, keynote presentations, workshops, and networking opportunities, aimed at fostering



Farouk Hemraj, founder, ChannelHub

growth and collaboration in the tech and IT channels.

Hemraj added, "We have brought back the format that was a winning formula behind our DISTREEE events and we have had overwhelming feedback from the community – both vendors and retailers. We are pleased to add value to the sector with focused events like Channel Summit MENA."

Channel Summit MENA is supported by GfK, a leading data and analytics company, which will provide key insights on retail trends across the region. This collaboration emphasizes the data-driven approach of the event in understanding and responding to evolving market dynamics.

Mita Srinivasan

Market Buzz

[email us here](#)

Visit us on social media:

[LinkedIn](#)

[Facebook](#)

[Twitter](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/690182177>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2024 Newsmatics Inc. All Right Reserved.