

October 4, 2013, 12:00 GMT



## HP confirmed as Platinum Sponsor of DISTREE Asia Pacific (APAC) 2013 regional channel event

*Hundreds of leading ICT & consumer electronics (CE) retail, e-tail and distributor executives confirmed to attend. Features channel insight from top consultancies and research houses*

**SINGAPORE, PARIS and LONDON** – HP has been confirmed as Platinum Sponsor of DISTREE Asia Pacific (APAC) 2013, which takes place from November 12-14<sup>th</sup> at the Shangri-La Rasa Sentosa Resort in Singapore. HP executives will use the event to meet senior representatives from the region's leading retailers, e-tailers and distributors. As Platinum Sponsor of the three-day volume channel event, HP will also deliver a headline keynote speech on Tuesday 12<sup>th</sup> November.

Ashish Kapahi, Event Director for DISTREE Asia Pacific. "We are delighted to confirm HP as Platinum Sponsor for this year's event. Our unique event format delivers business benefits for all participating vendors – from A-brands to start-ups. Senior channel executives will have a great opportunity to learn more about HP's product roadmap, consumer channel strategy and APAC plans."

DISTREE APAC will offer a compelling combination of pre-scheduled one-on-one meetings, conference programme, exhibition, awards, new technology showcases and workshop sessions to deliver a comprehensive business development platform for both vendors and channel partners. DISTREE's global events are far removed from traditional trade shows or exhibitions.

Farouk Hemraj, CEO at DISTREE Events, said: "DISTREE APAC offers incredible business benefits for attending distributors, retailers and e-tailers. We bring together the key channel stakeholders and industry experts in one place at one time, to accelerate the creation of new business opportunities."

DISTREE APAC offers vendors a unique opportunity to schedule one-one-one meetings with both existing and potential distributors and retailers. With expert speakers from CONTEXT, Forrester, GfK and VIA delivering workshop sessions, the event also gives delegates access to the latest channel data and analysis of current market trends.

Hemraj continued: "The APAC channel is developing fast. There is no better way to meet the most influential channel partners from 20-plus countries across the region than to attend DISTREE APAC. From India to Australia, we have invited the top ICT and CE channel partners. Vendors can save time and money by meeting them all face-to-face in one place at one time."

DISTREE Events has also announced that it will host the 'Asia Pacific (APAC) Channel Academy: 2013 Awards' as part of the three-day programme for DISTREE APAC. The inaugural awards ceremony will recognise ICT and consumer electronics (CE) channel excellence in the region, with hundreds of top retailers and distributors voting live at a Gala Dinner on November 13<sup>th</sup> to identify overall vendor winners across 14 separate categories.

[Media representatives, retailers, distributors and vendors that have not yet registered for DISTREE APAC 2013 can submit an online application to attend HERE](#)

#### **About DISTREE Asia Pacific**

DISTREE Asia Pacific is the ultimate professional networking event for senior executives from the consumer electronics, digital device and ICT products channel in the Asia Pacific region. DISTREE Asia Pacific is a focused event for channel executives based on the successful concept of bringing high-level buyers from emerging markets into productive contact with vendors. For more information, visit [www.distree-apac.com](http://www.distree-apac.com) or follow us on Twitter @DISTREE\_AsiaPac

#### **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 the past decade, gathering more than 10,000 senior executives from 80 countries during that time. DISTREE Events spans the entire EMEA region, Asia-Pacific and Latin America with employees based in Paris, Dubai, Moscow, London, Singapore and Latin America. For more information, visit [www.distree.com](http://www.distree.com) or follow us on Twitter @DISTREE\_Events

#### **Contacts for DISTREE:**



DISTREE Events  
Stuart Wilson, Research & Conference Director  
+44 (0)782 5635437  
[stuart@distree.com](mailto:stuart@distree.com)