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A cost-effective channel gateway to Europe and beyond for US vendors at DISTREE EMEA

Single event gathers together leading ICT and consumer electronics (CE) distributors and retailers from 80-plus countries. The intelligent and efficient way to build new routes to market.

PARIS, LONDON, MOSCOW and DUBAI – DISTREE Events has increased its focus on US-based ICT and consumer electronics (CE) vendors in the run-up to its flagship DISTREE Europe, Middle East and Africa (EMEA) event, which takes place in Monaco from February 19-22nd.

DISTREE EMEA 2013 will gather together 1000-plus senior channel executives from across the region. Participating vendors create their own personalised one-on-one meeting schedule prior to the event ensuring that the channel partners they meet are a precise fit for their business needs. DISTREE EMEA is definitely not a traditional trade show. The event is focused on building business links between vendors and suitable channel partners.

“The US market remains a hotbed of innovation in the ICT and consumer electronics space – especially in the accessories category,” said Farouk Hemraj, CEO and Co-Founder at DISTREE Events. “There is huge demand in the EMEA channel for new brands and products that have unique selling points – be it from a functionality or design perspective.”

“DISTREE EMEA is the perfect place for US-based vendors to showcase products and build new routes-to-market in Europe and beyond,” Hemraj added. “The event is also the perfect opportunity to get a detailed understanding of channel structures and the market potential.”

US vendors have a track record of success at DISTREE EMEA with dozens successfully using the event as a springboard for signing distribution and retail agreements in multiple markets across the region. Channel development in EMEA can be an expensive process with vendors covering vast distances and using up valuable time attempting to find suitable partners. DISTREE EMEA’s goal is to remove these obstacles for vendors.

“You can have a meeting with a major distributor from Eastern Europe in the morning, then have lunch with a buyer from one of Western Europe’s biggest retailers, before spending the afternoon in negotiations with potential partners from the Middle East and Africa,” added Hemraj. “We deliver this in one place at one time giving vendors the most efficient platform for channel development and management.”

DISTREE EMEA has a dedicated US manager, Lilian Coram, to support vendors every step of the way in terms of their participation at the event. Vendors also have access to pre-event PR and marketing support in EMEA to raise their brand profile. During DISTREE EMEA itself, vendors also have the opportunity to showcase their latest products to the entire 1000-plus event delegate base during the ‘60 Seconds to Convince’ awards.

“We are here to help all US vendors that are looking to launch, build or manage channels in the EMEA region,” explained Hemraj. “What can be achieved in just three days at DISTREE EMEA is a real eye-opener for some participants. To be successful in Europe, Russia & CIS, the Middle East and Africa, you need to understand the separate markets and find business contacts that you can trust. There is no better place to do this than at DISTREE EMEA 2013.”

DISTREE EMEA 2013 takes place from February 19-22nd at the Fairmont Hotel in Monaco. Now entering its 11th year, the event will gather more than 1,000 senior channel executives from 75 countries across the EMEA region. More than 130 manufacturers are set to attend DISTREE EMEA 2013, meeting the leading retailers and distributors of volume ICT, telecoms and CE products.

About DISTREE EMEA

DISTREE EMEA gathers hundreds of senior executives from EMEA’s ICT, telecoms and consumer electronics (CE) volume channel. DISTREE EMEA is a powerful business platform for vendors looking to manage, build or launch routes-to-market within EMEA. From A-brand vendors to start-ups, DISTREE EMEA’s structure and reach offers business benefits and powerful return on investment. www.distree-emea.com Follow event updates on Twitter @DISTREE_EMEA

About DISTREE Events

DISTREE Events specialises in the planning, organisation, staging and management of ICT & CE channel events. 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, Latin America and Asia-Pacific with employees based in Paris, Dubai, Moscow, London, Singapore and Brazil. For more information, visit www.distree.com Follow company updates on Twitter @DISTREE_Events

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