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Smart ICT & CE retail buyers register for DISTREE EMEA to find new products and competitive edge

Hundreds of delegates from Europe's leading retailers and e-tailers register for flagship regional channel event. The race is on to source hot new products from exciting vendors offering strong USPs.

PARIS, LONDON, MOSCOW and DUBAI – DISTREE Europe, Middle East & Africa (EMEA) 2013 is forecasting an increased turnout from retail buyers during next year's regional event for the ICT and consumer electronics (CE) channel. With product lifecycles shortening and new vendors keen to establish efficient retail routes-to-market, DISTREE EMEA has become a showpiece event for suppliers and retailer buyers to meet one-on-one in a professional business-focused environment.

Farouk Hemraj, CEO and Co-Founder at DISTREE Events, said: "The pressure is on all European retailers and e-tailers to improve their product sourcing process and negotiate beneficial buying terms that secure margins and marketing support. No retailer can afford to miss out on the hot new products set to shape consumer demand in 2013."

More than 130 ICT and CE vendors are set to participate in DISTREE EMEA 2013, which takes place from February 19th to 22nd in Monaco, using the event as an efficient and cost-effective platform to meet both existing and potential retail partners from across the region in one place at one time.

"There are some incredibly nimble e-tailers in Europe that are ahead of the curve in terms of identifying the 'next big thing' and potential category killers," Hemraj added. "No retailer is too big to fail and it has become increasingly clear that even the largest players must invest more time and effort in product sourcing. DISTREE EMEA allows retailers and e-tailers to pre-schedule one-on-one meetings with a wide range of suppliers from new start-ups right through to A-brand vendors."

Retailers and e-tailers also have the opportunity to meet up with major European distributors to discuss topical issues such as e-fulfilment strategies and the role of third party logistics (3PL) in today's multichannel retail environment.

"Today's savvy consumers often place more emphasis on the product brand than the retailer or e-tailer they purchase the kit from," added Hemraj. "This is a hard fact for some retailers to comprehend but it is inevitable as we see the impact of new practices such as 'showrooming' in the European retail channel."

Senior buyers from across Europe have already confirmed their place at DISTREE EMEA including delegations from Carrefour, Darty, Electronic Partner, Euronics, Euroset, FNAC and Mediamarkt

among others. In a competitive European retail landscape the pressure is on all retailers to improve existing supplier relationships and find new products early in their lifecycle.

“There is no room for complacency in the European ICT and CE retail channel,” continued Hemraj. “DISTREE EMEA brings together hundreds of product suppliers from around the globe, providing a unique business opportunity for retail buyers. These suppliers sign up retail partners at DISTREE EMEA. They might even be tempted to offer exclusive channel rights in some countries. That is why it has become a ‘must attend’ event for any serious retail buyer.”

Retail buyers at DISTREE EMEA also attend ‘FRESH: A New Technology Showcase’, hosted by the Sightline Group’s Fred Brown. This session offers an opportunity for vendors new to the EMEA region to demonstrate their latest technologies and forthcoming products.

“We always see new products emerging at CES in January,” added Hemraj. “DISTREE EMEA – taking place just over a month later – is a platform for vendors to reach out to retail buyers and develop routes-to-market that can deliver significant sales volumes across the region.”

DISTREE EMEA also offers retailers a powerful conference agenda featuring presentations from CONTEXT, GfK, Kiki Lab and Moor Insights. A dedicated retailer and e-tailer summit hosted by GfK will also take place during the event, giving retail buyers the opportunity to network with their peers from across the region. CONTEXT will also present a regional retail report based on findings from their recent ChannelWatch survey.

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 and Latin America with employees based in Paris, Dubai, Moscow, London, Boston, Singapore and Latin America. For more information, visit www.distree.com Follow company updates on Twitter @DISTREE_Events

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