



PRESS RELEASE

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## **DISTREE XXL 2009 sees participation from 60 new international vendors expanding distribution channel in EMEA region**

*Over 3500 personal meetings set up at third EMEA-level distribution meeting with a further 1000 expected at three-day event*

**PARIS / MOSCOW / DUBAI: 9 February 2009** - DISTREE XXL 2009, the premier technology distribution event for the EMEA region, today opened its doors to over 700 senior channel executives from EMEA's distribution and vendor community. Scheduled to run through to February 12th, the event is in its seventh year, originally covering emerging markets and now covering all of EMEA region.

"We have listened to the feedback from the channel community and put together a program of relevant presentations and workshops that address issues faced by them in these challenging market conditions," said Farouk Hemraj, CEO at DISTREE Events. "Almost half of this year's participating vendors are new to the event and testament to the changing landscape of the EMEA technology market."

Against a backdrop of challenging market conditions, DISTREE XXL 2009 has added a new option - "Discovery Lounge" - allowing select new vendors to experience the benefits of the event through a limited participation. In addition, the event will feature a speaker line-up featuring world-class channel experts, delivering real business value to delegates. This additional opportunity has seen 60 new vendors participate at the event - all with strong expansion plans for the region. The new vendors also bring with them new solutions to mobile technologies that is expected to show growth in the next couple of years.

DISTREE XXL creates a unique opportunity for channel leaders across EMEA to meet and do business with existing and prospective vendors. One of its most popular elements is the pre-booking of personal meetings between vendor and distributor. This year, there have been close to 4000 meetings pre-booked with a further 1000 meetings expected to be set up during the course of the three days.

The DISTREE XXL format includes pre-scheduled one-on-one meetings between vendors and distributors, conference sessions, workshops and networking opportunities. Speakers include Julian Dent, Chairman of channel management consultancy VIA International, plus Pascal Bollon, Worldwide Director of IT Products at research giant GfK.

DISTREE XXL attracts distributors from across EMEA, including delegates from emerging markets such as the Middle East, Africa, Russia & CIS. The event serves vendors that are new to the region

as well as those looking to expand or deepen their distribution reach.

Find out more at [www.distree.com/xxl](http://www.distree.com/xxl)

#### About DISTREE XXL

DISTREE XXL creates a new, unrivalled opportunity for channel leaders across EMEA to meet and do business with their existing and prospective vendors. DISTREE XXL will assemble leading Technology Distributors from more than 80 countries with the leading technology vendors of the industry - in the most unique, intimate and stimulating atmosphere imaginable. Our DISTREE concept, successfully launched in 2003, is based on this clear concept: we bring high-level buyers into productive contact with vital vendors.

#### About DISTREE EVENTS

DISTREE Events is a communication company specialised in the planning, organisation, staging and management of Information Communications Technologies events. All our events are based on the concept of bringing high-level buyers from hard-to-reach markets into productive contact with vital vendors. The team at DISTREE Events has successfully organised such events for the past seven years gathering more than 6000 senior executives from 60 countries. For more information, visit [www.distree.com/](http://www.distree.com/)

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