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## DISTREE EMEA celebrates tenth anniversary

*Leading channel event acknowledges support from vendors and channel partners; donates €5000 to local environmental charity in Monaco*

**PARIS, DUBAI, MOSCOW and SAO PAULO** – DISTREE EMEA, organised on an annual basis by DISTREE Events, will celebrate its tenth anniversary by acknowledging the long-term commitment of vendors and channel partners that have attended year after year and contributed to its growing success. The event is one of the largest annual channel gatherings, bringing together senior executives from IT distributors, retailers and e-tailers working in the EMEA (Europe, Middle East and Africa) IT and consumer electronics (CE) channel.

Farouk Hemraj, CEO at DISTREE Events, commented: “We are honoured by the continued support of the EMEA channel community and vendors worldwide. We strive to ensure that the event improves and grows year-on-year. We listen to feedback and continue to maintain our relevance in an industry that is continuously evolving.”

Long-term supporters of DISTREE EMEA will be recognised during the ‘EMEA Channel Academy: 2012 Awards’. DISTREE EMEA is also donating €5000 to the Prince Albert II Foundation set up to protect the environment and to encourage sustainable development.

“We wanted to acknowledge the support and hospitality provided by the Principality of Monaco by giving something back,” explained Hemraj.

DISTREE EMEA provides a powerful and cost-effective platform for vendors to manage, build or launch channels within the region. Delegates also benefit from a packed conference programme featuring expert speakers from leading analyst firms and research houses. In addition, DISTREE EMEA offer a series of awards programmes, Gala Dinners and networking opportunities to promote delegate interaction and information exchange.

During the course of the three-day event, delegates take part in thousands of pre-scheduled one-on-one meetings. Each year, hundreds of new and expanded distribution and retail contracts are struck across the region as a result of business meetings that take place at DISTREE EMEA.

## About DISTREE Events

DISTREE Events specialises in the planning, organisation, staging and management of channel-focused ICT & CE events. The team at DISTREE Events has successfully organised events for more than a decade gathering 10,000-plus senior executives from 80 countries during that time. DISTREE Events spans the entire EMEA theatre and Latin America with employees based in Dubai, London, Moscow, Sao Paulo and Paris. Discover more at [www.distree.com](http://www.distree.com), find us on Facebook at [www.facebook.com/distree](https://www.facebook.com/distree) or follow us on Twitter @DISTREE\_Events

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