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DISTREE EMEA 2012 drives channel growth as event celebrates 10th anniversary

More than 5500 meetings among 1000 participants over the course of two and half days; vendors, distributors, retailers and e-tailers participate in three-day channel event

PARIS, DUBAI, MOSCOW and SAO PAULO – DISTREE EMEA 2012 closed its doors on a tenth event with more than 5500 one-on-one meetings taking place between the 1000-plus participants from 7-10th February. The event brought together representatives from 130 international vendors with representatives from 400 distribution and retail organisations across 70-plus countries in the Europe, Middle East & Africa (EMEA) region.

Firmly established as the leading annual channel event for the volume ICT and consumer electronics (CE) channel in the Europe, Middle East and Africa (EMEA) region, DISTREE EMEA continues to grow and evolve to reflect changing channel structures across the region. This year's event also saw a wide range of mobile devices displayed as well as accessories from simple cases and covers to stands, travel kits, power, storage and related audio equipment.

"DISTREE EMEA is committed to continue to add value and ensure that we keep the retailers and distribution channel in the IT and consumer electronics sector well informed and updated, not just on the technology and new products, but also on business trends," said Farouk Hemraj, CEO for DISTREE Events, the organiser of DISTREE EMEA. *"We provide a unique platform for experts from a wide range of channel research houses and consultancies to share their expertise with our delegates."*

This year's line-up of speakers included representatives from event partner GfK and content providers Booz & Co., CONTEXT, Forrester, Global Technology Distribution Council (GTDC), IDC, purechannelapps, Regent, TIE Kinetix and VIA.

The ever popular '60 Seconds to Convince' awards returned to DISTREE EMEA 2012, giving dozens of vendors one minute on stage to deliver an elevator pitch for their latest product. This year's winners included Manhattan, PhotoFast and Port.

'Fresh: A First Look at New Technology' returned to DISTREE EMEA to shine a spotlight on tomorrow's products as Sightline Group's Fred Brown demonstrated some new and exciting technologies destined to hit the market in the months ahead.

DISTREE EMEA 2012 will be followed by DISTREE Middle East in May 2012, DISTREE Russia & CIS in June 2012 and DISTREE Latin America in September 2012.

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 more than 10,000 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, find us on Facebook at www.facebook.com/distree or follow us on Twitter @DISTREE_Events

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