

Volume distributors recognised at 'EMEA Channel Academy: 2014 Awards'

Combination of DISTREE Events vendor survey and CONTEXT ChannelWatch data used to determine winners by region. High standard of entries for three categories of channel initiative awards.

PARIS, LONDON – Volume ICT and consumer electronics (CE) distributors from across Europe, Middle East and Africa (EMEA) were recognised for channel excellence at the 'EMEA Channel Academy: 2014 Awards', held in conjunction with DISTREE EMEA 2014. In total, ten regional awards and three initiative awards were presented to distributors during a Gala Dinner held in Monaco on Thursday February 13th.

Tech Data was the only distributor to win in more than one category, picking up both the UK & Ireland Distributor of the Year Award as well as the France & Benelux Distributor of the Year accolade. The regional distributor awards were determined using a voting system designed to reflect the views of both vendors and second-tier channel partners. Data extracted from research house CONTEXT's extensive ChannelWatch survey of second-tier partners was combined with the results of a vendor survey conducted by DISTREE Events.

Farouk Hemraj, CEO and Co-Founder at DISTREE Events, said: "The combination of both sets of data means that distributors were assessed both on an upstream basis by suppliers – vendors - and also on a downstream basis by second-tier partners – their customer base. The data was combined using a parity system whereby an equal weighting is applied to the results from the vendor survey and the channel survey."

"We congratulate all distributors that made the top three in the regional categories. The variety of different winners demonstrates that despite consolidation in the channel, distributor strength and presence still varies from region to region and strong local distributors continue to play a major role – especially in emerging markets," he added.

The awards, which took place for the sixth year in a row in 2014, were held in association with regional channel event DISTREE EMEA. The full list of distributor winners by region for the 'EMEA Channel Academy: 2014 Awards' is as follows:

- UK & Ireland Distributor of the Year:
1st) Tech Data – WINNER 2nd) Exertis 3rd) Ingram Micro
- DACH Distributor of the Year:
1st) Ingram Micro – WINNER 2nd) ALSO 3rd) Tech Data
- France & Benelux Distributor of the Year
1st) Tech Data – WINNER 2nd) Ingram Micro 3rd) Copaco
- Central and Eastern Europe Distributor of the Year
1st) ABC Data – WINNER 2nd) Tech Data 3rd) AB Group
- Northern Europe Distributor of the Year
1st) ALSO – WINNER 2nd) Tech Data 3rd) EET
- Southern Europe Distributor of the Year
1st) GTI – WINNER 2nd) Tech Data 3rd) Ingram Micro

- South East Europe Distributor of the Year
1st) Arena – WINNER 2nd) Tech Data 3rd) Index
- Middle East & North Africa Distributor of the Year
1st) Redington – WINNER 2nd) Asbis 3rd) BDL
- Africa Distributor of the Year
1st) Mitsumi – WINNER 2nd) Technology Distributions (TD) Limited 3rd) Redington
- Russia & CIS Distributor of the Year
TIED 1st) Merlion & OCS – WINNERS 3rd) Treolan

In addition to the regional distributor categories, the 'EMEA Channel Academy: 2014 Awards' also included three initiative awards based on detailed entry packs submitted by distributors. High quality entries were received from across the EMEA region and assessed by a VIP Jury of independent channel experts who selected the winner in each category. The three winners of the 'EMEA Channel Academy: 2014 Awards' initiative categories are:

- Retailer Initiative of the Year
Oktabit – Growth of Vero tablet brand through retail channel in Greece
- Distributor Initiative of the Year
AB Group – Relaunch of Optimus brand in Poland
- Multichannel Initiative of the Year
Esquire – Continued development of Virtual Reseller Network (VRN) in South Africa

DISTREE EMEA 2014 took place in Monaco from February 11-14th, attracting senior buyers and executives from the region's leading e-tailers, retailers and distributors. More than 150 brands participated, using the event as a platform to manage, build or launch channels across EMEA.

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. DISTREE Events is a Paris-based company owned by Infopro Digital. 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, Asia-Pacific and Latin America with employees based in Paris, Dubai, Moscow, London, Singapore and Latin America. For more information, visit www.distree.com or follow us on Twitter @DISTREE_Events

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