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DISTREE EMEA 2019 gets underway in Monaco

Consumer tech channel hosted buyer event offers powerful business development platform

MONACO – The 17th annual [DISTREE Europe, Middle East & Africa](#) (EMEA) hosted buyer channel event starts today in Monaco. Hundreds of consumer tech, IT and consumer electronics (CE) brands are participating at this year's event, holding pre-scheduled one-on-one meetings with senior executives and buyers from the region's leading distributors, retailers and channel partners. DISTREE EMEA 2019 takes place at the Fairmont Hotel, running from February 19th to 22nd.

Stuart Wilson, Event Director for DISTREE EMEA, said: "More than 4,100 pre-scheduled one-on-one meetings have already been set up between exhibitors and channel partners using DISTREE Events' web platform. With distributors, retailers and e-tailers from 50-plus countries attending DISTREE EMEA 2019, the event provides a powerful channel growth platform."

"All of the one-on-one meetings arranged at DISTREE EMEA are permission-based and take place in specific allocated time slots. Each delegate receives a personal agenda to follow during the event. This highly structured event format is designed to maximise the potential for new distribution, retail and e-tail agreements between exhibitors and channel partners," he added.

DISTREE EMEA 2019 is supported by Event Partners GfK, Visit Monaco and CONTEXT. The event includes an extensive conference and workshop programme with sessions and presentations from Content Partners CONTEXT, European Hardware Association (EHA), Futuresource, Game Advisor, GfK, GTDC, Parks Associates, Quadmark, Red Dolphin and Regent Partners.

More than 260 senior distributor and retailer executives are confirmed to attend DISTREE EMEA 2019. In the weeks running up to the event, exhibitors and channel partners have used DISTREE Events' web platform to research participating companies, submit meeting requests and build their personalised agenda of one-on-one meetings.

Wilson added: "This system ensures that exhibitors have high quality meetings with high potential channel partners that cover their target markets or channels. It also gives exhibitors the opportunity to schedule review meetings with existing partners attending DISTREE EMEA 2019."

The DISTREE EMEA conference programme includes keynotes from CONTEXT, Futuresource, GfK and Newegg, plus the 60 Seconds to Convince Awards programme. The 60 Seconds to Convince Awards gives participating brands the chance to deliver a one minute pitch on their latest product on the main event stage.

The DISTREE Diamond Awards also return for this year's event. Attending distributors will be asked to evaluate exhibitors on a range of factors including product portfolio, product roadmap, channel programme, business potential, go-to-market strategy and the quality of meetings and interaction at DISTREE EMEA 2019. A live vote at the Gala Dinner will be used to determine the winners of the DISTREE Diamond Awards by product category.

Wilson added: "This year's DISTREE EMEA has seen a marked increase in new brands attending for the first time. We see increased vendor proliferation in many categories and channel partners

remain hungry to discover new brands. There are a number of hugely successful crowdfunding brands participating at this year's event, aiming to establish international channel networks quickly and efficiently to develop their long-term business potential."

"The EMEA channel evolves constantly and this is why face-to-face meetings remain as important as ever. DISTREE EMEA encourages all attendees to seek out new business opportunities and allows exhibitors to launch, build or manage channels across a vast region by meeting the key players in one place at one time," Wilson concluded.

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 more than a decade, gathering more than 10,000 senior executives from 160 countries during that time. For more information, visit www.distree.com or follow us on Twitter @DISTREE_Events

Contacts for DISTREE:



DISTREE Events
Liam McSherry, Marketing Director
+ 33 1 40 33 33 60
liam@distreevents.com