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## Speakers announced for CONTEXT Distributor VIP Summit at DISTREE EMEA 2019

*Senior executives from Tech Data, Westcoast, Maxiim and QBS to tackle C-suite issues*

**LONDON, PARIS** – [CONTEXT](#) has released details of the speaker line-up and key themes for its exclusive 'invitation only' Distributor VIP Summit that takes place during [DISTREE Europe, Middle East & Africa](#) (EMEA) 2019. The session takes place on Thursday 21<sup>st</sup> February at the Fairmont Hotel in Monaco and runs in conjunction with DISTREE EMEA 2019 – the region's premier hosted buyer consumer tech, consumer electronics and IT channel event.

The speaker line-up at the CONTEXT Distributor VIP Summit include **Andy Gass**, Senior VP Tech Data UK & Ireland and Digital Europe. Gass will explore the most important macro-economic and political changes facing distribution in 2019. The presentation will be followed by a roundtable Q&A.

Adam Simon, Global Managing Director at CONTEXT, said: "In the VIP Summit we will cover questions of investment, and divestment, and the decisions which Board Directors take to ensure growth of their companies and the distribution industry. The level of exchange will be high-level and strategic, and we look forward to welcoming an impressive panel of C-Suite speakers."

**Alex Tatham**, Managing Director at Westcoast, will present a session on growth by acquisition, focusing on how to make acquisitions succeed and exploring how to unite two distinct business cultures – especially in the case of cross-border acquisitions.

The Distributor VIP Session will also focus on the survival and re-invention of distribution businesses. With threats from a remodelling of the traditional two-tier distribution model into a 'partnership ecosystem', as well as the growth of e-commerce, and a constant look for reduced costs and new value, the summit will explore how distributors can respond to change.

**Dave Stevinson**, Managing Director at QBS Software will provide insight on a successful business remodelling exercise that saw the company transition from traditional distribution activities to focus on opportunities within the business software space.

The complexities of the European consumer technology channel will also be addressed within the Distributor VIP Summit. **Tracey Stark**, Sales Director at retail specialist Maxiim will explore how distribution plays a vital role in making the path to market simple for vendors and new products. Stark will tell the story of bringing products such as the Amazon Echo and Huawei smart watches to market, for which Maxiim was the lead distributor.

The CONTEXT Distributor VIP Summit will be held under Chatham House rules, meaning that participants are free to use the information received, but neither the identity nor the affiliation of the speakers, nor that of any other participant, may be revealed.

Simon added: "Building on the success of last year's VIP Summit, we anticipate a great exchange of ideas and best practices, and significant value for the senior executives of those distributors attending DISTREE's unmissable Monaco event."

CONTEXT's market intelligence, business analytics and opportunity analysis empower clients to optimise today's operations and accelerate tomorrow's revenues. With 35 years of industry partnership and of experience reporting on large datasets, CONTEXT delivers analytics at all points in the value chain, providing clients with actionable insights rooted in concrete data and a profound understanding of customer needs. CONTEXT is headquartered in London, with over 250 staff across the world.

Stuart Wilson, Event Director at DISTREE Events, said: "We are delighted to be working with CONTEXT on this year's Distributor VIP Summit. This session will provide an unparalleled opportunity for VIP distributors participating at DISTREE EMEA 2019 to explore key issues impacting the development of distribution channels."

For more details on DISTREE EMEA 2019, please visit [www.distree-emea.com](http://www.distree-emea.com)

### **About DISTREE Events**

DISTREE Events specialises in the planning, organisation, staging and management of ICT & CE channel events. DISTREE Events is owned by Infopro Digital. The team at DISTREE Events has successfully organised such events for more than 16 years, gathering more than 10,000 senior executives from 160 countries during that time. For more information, visit [www.distree.com](http://www.distree.com) or follow us on Twitter @DISTREE\_Events

### **Contacts for DISTREE:**



DISTREE Events  
Liam McSherry, Sales & Marketing Director  
+44 (0)7759 241 820  
[liam@distreeevents.com](mailto:liam@distreeevents.com)