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Distributor confirmations for DISTREE EMEA up 49% year-on-year

Powerful platform for consumer tech brands to meet top channel partners at hosted buyer event

LONDON, PARIS – Distributor confirmations for [DISTREE Europe, Middle East & Africa](#) (EMEA) 2019 are up 49% compared to the same point last year. With three months to go until next year's event, the increased level of support from distributors reinforces DISTREE EMEA's position as the leading hosted buyer event for consumer tech brands from around the world looking to launch, build or manage routes-to-market across the region.

The 17th annual DISTREE EMEA will take place in Monaco from February 19th to 22nd 2019. DISTREE Events' unique event format allows exhibiting consumer tech, consumer electronics (CE) and IT brands to hold pre-scheduled meetings with senior executives from distributors, retailers, e-tailers and marketplaces from 50-plus countries in one place at one time.

Aurore Verla-Friess, Operations & Audience Director at DISTREE Events, said: "We are pleased to confirm that channel partners from 50-plus countries are already confirmed for DISTREE EMEA 2019. Distributors from across the region use the event as a platform to source new brands to add to their portfolio, and to meet face-to-face with existing suppliers."

All of the attending distributors are pre-qualified by DISTREE Events' recruitment team, guaranteeing that exhibitors meet true decision makers with the authority to sign new channel agreements and add new brands to their portfolio. The audience comprises a compelling mix of regional broadliners, in-country distributors and specialists.

All pre-scheduled meetings take place in specific time slots. Exhibitors research the profiles of attending distributors prior to the event, using DISTREE Events' powerful platform to create a personalised agenda of meetings tailored to their precise business needs.

Verla-Friess added: "Exhibitors at DISTREE EMEA access our online meeting platform prior to the event. This gives them the opportunity to research all attending channel buyers by country, region, channel reach and product category. They can then pre-schedule meetings with both prospective and existing partners. As a highly structured event, we are committed to delivering maximum business value to both exhibitors and channel partners."

DISTREE EMEA is on track to fill all the available hosted buyer places available for next year's event. The guest package for qualifying channel partners includes accommodation in Monaco, transfers to and from Nice airport, access to the online meeting scheduler, meals, plus access to the conference programme, workshops and networking functions. Distributors not yet registered for the event are encouraged to confirm their place as early as possible.

Verla-Friess added: "The variety of distributors already confirmed for DISTREE EMEA 2019 creates a wealth of new channel business opportunities for exhibitors. DISTREE EMEA not only offers access to

well known distributors such as Asbis, CMS, Ingram Micro, M SAN Group, Merlion, Westcoast and many others, it also gives exhibitors access to a wide range of specialist players.”

“That could be UK and Benelux smart home specialist Thames Distribution, Middle East accessories distributor Lime Concepts or Iberia-based premium brands distributor KPSPORT. That is just three examples from the hundreds of distributors already confirmed for DISTREE EMEA 2019,” she added.

DISTREE EMEA has also expanded its audience for 2019 to include retailers, e-tailers and marketplaces from across core European markets. With continued pressure on physical retail channels, more vendors are looking to build collaborative channel ecosystems linking their distribution channels to Europe’s top webshops, e-commerce sites and online sales channels. DISTREE EMEA 2019 will give exhibitors the opportunity to build relationships with key online channel players to maximise their channel and consumer reach across Europe.

The unique DISTREE Events’ format is designed to accelerate business interaction between exhibitors and channel partners. DISTREE Events works closely with all exhibitors and channel buyers before, during and after the event to help them accelerate growth and channel development. Distributors, retailers and e-tailers that have not yet received a hosted buyer invite can [apply for a place](#) online. Consumer tech brands can request more details on [exhibitor packages](#) online.

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