

3 day DISTREE Online consumer tech channel showcase concludes

Series of pre-recorded channel insight sessions, exhibitor pitches and live interviews with market analysts, broadcast to global audience of e-tailers, retailers and distributors.

Close to 300 e-tail, retail and distribution executives from 60+ countries across EMEA, APAC and LatAm regions participated in the recent DISTREE Online event (23-25 February 2021). Scheduled to take place in lieu of the postponed DISTREE EMEA show, DISTREE Online brought together both channel partners and DISTREE exhibitors for 3 days of channel insights and exhibitor product announcements.

Annelies Helmer, Event Director, DISTREE Events, commented, “We had an excellent response from the channel and it was great to see so many members of the DISTREE community join us online. The feedback has been very positive and we were delighted to connect interested buyers with the exhibitors that participated in the event. It was also fantastic to have channel partners joining us from Australia, Brazil, Mexico, Singapore & South Africa.

DISTREE Online opened with a short message from **Guy Antognelli, Head of the Monaco Government Tourism & Convention Authority** who offered encouraging words for attendees looking ahead to DISTREE EMEA 2021 (3-5 November), and the promise of a warm welcome in Monaco.

Premium Content Sessions & Live Analyst Insights

Keynote presentations came courtesy of content partners CONTEXT, Futuresource and GfK. The opening session presented by **Tatjana Wismeth, Head of Distribution & Supply Chain, GfK** explored the challenges and opportunities for the global consumer technology channel.

Futuresource Consulting were represented by **Stephen Mears, Market Analyst** and **Simon Forrest, Principal Technology Analyst** who presented the latest insights on the wearables market and voice assistant trends respectively. **Adam Simon, Global Managing Director & CFO, CONTEXT**, explored the key 2020 takeaways for the IT channel as well as insights into game changing technologies and trends for 2021.

Liam McSherry, Marketing and Content Director, DISTREE Events, commented, ‘It was really great to have such interesting insights and discussions with our content partners. From hearing about the potential for voice assist in gaming, high growth categories in wearables to the impact of 5G and cloud solutions and services, I’m confident our attendees were able to pick up some useful information and ideas from our speakers”.

Exhibitor Pitch It! Sessions

The Pitch It! sessions featured a series of pre-recorded company and product presentations from a number of DISTREE EMEA exhibitors. Participants included Abko, Abkoncore, Adesso, Biwin, BLEU JOUR, Dicota, IRIS, gosund, HP Licensee, Kyvol, Qnect, Sandberg, Vantop and Vention. Participating channel partners had the opportunity to connect with exhibitors via the DISTREE Online platform.

Annelies Helmer noted, “With growing demands on people’s time and a crowded calendar of online events, DISTREE Online operated a simple format so attendees could access the keynote presentations on demand during the event and for two weeks subsequently, and connect easily with potential vendor partners”.

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. DISTREE Events covers both the EMEA and Asia-Pacific regions, with employees based in Paris, Moscow, London and Taipei.

For more information, visit www.distree.com or follow us on Twitter @DISTREE_EMEA

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