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DISTREE EMEA 2018 concludes in Monaco

Region's premier consumer tech hosted buyer event drives channel collaboration

MONACO – The 16th annual [DISTREE Europe, Middle East & Africa](#) (EMEA) consumer tech regional channel event finishes today in Monaco. Hundreds of tech brands were represented 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 2018 took place at the Fairmont Hotel, running from February 6th to 9th.

DISTREE EMEA 2018 was supported by Gold Sponsor G&BL, plus Silver Sponsors DA & Marvo, Keenetic and Limifield. Event Partners were GfK and Visit Monaco. The event included an extensive conference and workshop programme with sessions and presentations from Content Partners CONTEXT, European Hardware Association (EHA), Game Advisor, GfK, GTDC, HAX, Parks Associates, Quadmark, Red Dolphin and Regent Partners.

Liam McSherry, Marketing Director at DISTREE Events, said: "We want to thank all of this year's sponsors, exhibitors, Event Partners, Content Partners and Media Partners for their support of DISTREE EMEA 2018. When you bring together hundreds of tech brands with the region's most influential consumer tech channel partners, there are incredible business benefits for all."

More than 250 senior distributor and retailer executives attended DISTREE EMEA 2018. In the weeks running up to the event, exhibitors and channel partners used DISTREE Events' web platform to research participating companies, submit meeting requests and build their personalised agenda of one-on-one meetings.

Aurore Verla-Friess, Audience Director at DISTREE Events, said: "We were delighted with the quality, breadth and professionalism of the channel delegates that attended this year's event. The unique DISTREE hosted buyer format acts as a channel accelerator for exhibitors, giving them an opportunity to meet high quality business partners from 50-plus countries in one place at one time."

More than 4000 pre-scheduled one-on-one meetings were arranged between delegates prior to this year's event, with thousands more set up on-site. Each DISTREE delegate had a personal structured agenda to follow during the event, maximising the business benefits of participation.

The DISTREE EMEA conference programme included keynotes from CONTEXT, Futuresource and GfK, plus the 60 Seconds to Convince Awards programme. A packed workshop programme plus VIP sessions from CONTEXT and GfK, brought delegates fully up to speed with the latest channel trends and market analysis.

This year's 60 Seconds to Convince Awards saw more than 30 participating brands take to the main stage to deliver a one-minute pitch for their latest product, with winners determined through a live electronic vote. TGI Technology picked up the Best Product Design Award for its UB+ EUPHO E3 Speaker, winning 25% of the final vote. In the Best Product Innovation category, Roader emerged victorious, taking an impressive 28% of the live vote for its time machine camera.

MyScreenProtector emerged victorious in the Best Presentation Award, landing a knockout blow and grabbing 43% of the vote with its Rocky-inspired product pitch.

The winners of the 'EMEA Channel Academy: 2018 Awards' for consumer tech distributors by region were also announced at the event. Thousands of vendor, reseller and retailer executives across EMEA were polled prior to DISTREE EMEA 2018 to determine the winners. Senior executives from ABC Data, ALSO, CMS Distribution, Exertis, Ingram Micro, Merlion and Tech Data collected their awards at DISTREE EMEA's Gala Dinner.

The DISTREE Diamond Awards also took place at this year's event. Attending distributors were 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 2018.

A live vote at the Gala Dinner determined the winners of the DISTREE Diamond Awards by product category. This year's DISTREE Diamond Award winners included Assmann, Dicota, GZ Electronics, Inno3D, IRIS, Just5, MyScreenProtector, MysteryVibe, Promate, Sandberg, Silicon Power, Smanos, Tuncmatik and Yi.

McSherry added: "DISTREE EMEA works for brands at every stage of their channel development. It is a powerful event platform for managing, building or launching new routes-to-market. We are entering a new channel era where strategic collaboration between vendors, distributors, retailers and e-tailers is more important than ever. DISTREE sits at the heart of this new channel ecosystem and we will continue to refine and improve the model for the benefit of all attendees."

Planning is already underway for next year's DISTREE EMEA, which will take place in Monaco from February 19th to 22nd 2019. For more information on DISTREE's unique consumer tech hosted buyer format, visit 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 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