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DISTREE Russia returns to Moscow for 2017 technology channel event

*Focused technology and consumer electronics trade development event takes place 21-23 June 2017.
Provides technology suppliers with access to country's top B2B and B2C partners*

MOSCOW, PARIS – DISTREE Russia (www.distree-russia.com) will return to Moscow in 2017. The country's leading technology channel event will once again offer technology suppliers access to Russia leading retailers, e-tailers and resellers in one place at one time. DISTREE Russia will take place at Hotel Yahonty (www.yahonty.ru) in Moscow on the 21-23rd June 2017.

Approximately 300 pre-qualified channel partners are set to attend this year's event, with the number of exhibitors forecast to increase as more technology suppliers explore the potential for further growth and channel development within the Russian market.

Frederic Simard, Event Director for DISTREE Russia, said: "We're excited to return to Moscow after a series of successful annual events in St. Petersburg. It is always important to keep the event fresh and returning to Moscow is all part of this process. The Russian market offers significant opportunities for a wide range of both business and consumer technology suppliers."

DISTREE Russia introduced a brand new event structure in 2016, based on strong demand from both business-focused and consumer-focused technology suppliers for exhibition space. This year's event will continue to see business-to-business (B2B) and business-to-consumer (B2C) channel events held simultaneously. DISTREE Russia allows technology suppliers to hold pre-scheduled one-on-one meetings with top channel partners from across Russia.

DISTREE Russia B2B

DISTREE Russia B2B gives exhibitors the opportunity to meet senior executives from the country's leading corporate resellers, systems integrators, solution providers, value-added resellers and SMB-focused resellers. The exhibitors at DISTREE Russia B2B will span the full spectrum of technology solutions covering hardware, software and services, including cloud-based solutions.

Simard commented: "The size of the Russian market means it is a country that technology companies should not ignore. For those already in Russia, defining an effective go-to-market strategy, meeting partners face-to-face and ensuring adequate channel breadth is critical for business success."

"For those technology companies that have not yet entered the Russian market, DISTREE Events can assist them every step of the way," added Simard. "We have been running channel events in Russia for more than a decade and have an in-depth understanding of in-country channels and can provide practical business advice. DISTREE Russia 2017 is the perfect business development platform for technology companies looking to either launch, build or manage routes-to-market in Russia."

DISTREE Russia B2C

DISTREE Russia B2C will provide a focused platform for consumer technology brands looking to build volume channel reach across Russia. Top executives and senior buyers from Russia's leading chain stores, consumer technology retailers, electronics stores, mobile retailers and e-tailers will all form part of the delegate base.

DISTREE Russia B2C will include a special focus on segments such as smartphones and accessories, connected devices, audio products, wearables, smart home solutions and gaming products. Core product areas including PCs, tablets, storage, peripherals, printing, plus cases and bags, will also feature prominently in the exhibition area.

Simard added: "In the B2C space, Russia now boasts the largest games market in Eastern Europe with forecast revenues of over US\$1.4 billion in 2017*. PC games remain incredibly popular and this feeds into significant demand for gaming accessories. In the third quarter of 2016 alone, the Russian technical consumer goods market was worth US\$5.48 billion**. This included US\$1.66 billion of consumer telecoms spend, US\$1.15 billion consumer IT spend and US\$770m consumer electronics spend."

DISTREE Russia has worked closely with the country's top retailers and e-tailers for more than a decade and has helped hundreds of consumer technology brands launch their products in the Russian market.

Vendors, technology suppliers, distributors, resellers, retailers and e-tailers wishing to register for DISTREE Russia 2017 can find full event details and contacts at www.distree-russia.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. DISTREE Events spans the entire EMEA region, Asia-Pacific and Latin America with employees based in Paris, Dubai, Moscow, London, Singapore and Sao Paulo. For more information, visit www.distree.com or follow us on Twitter @DISTREE_Events

*Source: Newzoo - <https://newzoo.com/insights/countries/russia/>

** Source: GfK TEMAX® Russia Q3 2016

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