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DISTREE APAC launches second annual Asia-Pacific Consumer Tech Channel Survey

Distributors and retailers from across the region invited to participate in channel research exercise

SINGAPORE – DISTREE Asia Pacific (APAC) has started collecting responses for its 2017 regional consumer tech channel survey. Reaching out to thousands of senior executives from consumer tech distributors, retailers and e-tailers across the region, the survey explores sales performance, business confidence, financial trends and attitudes towards product categories.

Liam McSherry, Marketing Director for DISTREE Events, said: “The APAC Consumer Tech Channel Survey was established last year and provided deep insight on regional market trends. By repeating the exercise in 2017, we can compare data points year-on-year. This research also identifies key trends that form the backbone of the content programme at DISTREE APAC 2017, and provides more visibility on the consumer tech brands that channel delegates want to meet.”

The fifth annual [DISTREE APAC](#) will take place at the Grand Copthorne Waterfront Hotel in Singapore on 8th to 10th November 2017. The regional channel event gives consumer technology vendors and brand owners the opportunity to hold pre-scheduled one-on-one meetings with APAC’s leading distributors, plus senior executives from some of the region’s top retailers and e-tailers.

DISTREE APAC covers a diverse array of consumer electronics categories including gaming, lifestyle tech, mobile devices, mobile accessories, smart tech, smart home, consumer IT and related accessories. This year’s survey runs until 31st July 2017. Consumer tech distributors and retailers operating in APAC are invited to participate in this year’s survey using the following link:

https://docs.google.com/forms/d/e/1FAIpQLSf_HabE4fpkV5VFLRi88iOn21-xM1expv8eVDDdqRZNR9S9Sg/viewform?usp=send_form

Five respondents to this year’s survey (selected at random) will also receive a complimentary room upgrade for their stay at the event hotel in Singapore for DISTREE APAC 2017*. All survey respondents are cross-checked against DISTREE’s extensive APAC channel database and verified to maintain the quality of the findings.

McSherry added: “The survey is quick and simple for respondents to complete. All answers provided remain 100% confidential and are not attributed in any way when the findings are presented. The results of this survey will be released as part of the build-up to DISTREE APAC 2017, with respondents receiving exclusive early access to an executive summary of the key findings.”

With an increased focus on distribution this year, more than 150 executives representing more than 130 distributors are set to attend DISTREE APAC 2017. In addition, VIP retail and e-tail executives from across the region are invited, providing an extra value-add for exhibitors, creating more business opportunities for all attendees.

DISTREE APAC will invite delegates from the following markets in South East Asia: Cambodia, Indonesia, Laos, Malaysia, Myanmar, Philippines, Singapore, Thailand and Vietnam. SAARC countries

of Bangladesh, India, Nepal, Pakistan and Sri Lanka will also form part of the delegate base. Oceania-based channel partners from Australia and New Zealand will also receive invites, as will distributors and key retailers from Hong Kong, Taiwan, Japan, Korea and China in North-Asia.

The [2016 Asia-Pacific Consumer Tech Channel Survey](#), which included responses from distributors and retailers, revealed that 88% of respondents expected to increase their vendor portfolio in the next six months.

**The respondents eligible for the complimentary room upgrade is restricted to individuals that have been invited by DISTREE Events to attend DISTREE APAC 2017 and confirmed their participation.*

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 and Singapore. For more information, visit www.distree.com or follow us on Twitter @DISTREE_Events

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