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DISTREE Russia unveils new format for 2016 with clear separation of B2B & B2C channel events

New structure offers range of value-added benefits for exhibitors and channel delegates. Focused technology and consumer electronics trade event takes place in St. Petersburg, 22-23 June 2016

MOSCOW, PARIS – DISTREE Russia (www.distree-russia.com) has announced a brand new event structure for 2016, based on strong demand from both business-focused and consumer-focused technology suppliers for exhibition space. This year's event will see separate 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 resellers and retailers from across Russia. DISTREE Russia 2016 takes place in St. Petersburg on the 22-23 June 2016.

Frederic Simard, Director and Co-Founder at DISTREE Events, explained: "DISTREE Russia has always spanned both B2B and B2C channels. The new structure, which means holding two separate events under one roof at one time, will provide a range of benefits for both exhibitors and channel delegates. This change allows us to accommodate a wider range of exhibitors."

"By creating two separate channel audiences we will also be able to further improve the quality and relevance of pre-scheduled one-on-one meetings that take place at the event. We've listened to exhibitors and delegates and this is what they want. We are injecting clarity into the event structure, allowing everyone to focus more clearly on the channel that is relevant to them," he added.

The DISTREE Russia B2B event will give 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.

To drive the growth and development of DISTREE Russia B2B, Vadim Konstantinov has joined the local team as Senior Manager for DISTREE Russia B2B. Exhibitors at the event will have the opportunity to pre-schedule one-on-one meetings with partners of their choice and also deliver presentations to select groups of channel partners.

Simard added: "We understand that flexibility is key when it comes to providing an event format for B2B vendors. We are taking a consultative approach and can build participation packages suited to the individual needs of each exhibitor. We are delighted that Vadim has joined us to drive the development of DISTREE Russia B2B. He has a wealth of experience in the Russian channel."

While Russia continues to face economic challenges, total in-country IT spending is still forecast to exceed US\$26 billion in 2016, with 63% of this revenue derived from hardware sales, 23% from services and 14% from packaged software.

Simard commented: "With great challenges come great opportunities and that is certainly the case in Russia in 2016. Regardless of the economic conditions, the sheer size of the Russian market means

it is a market that technology companies cannot ignore. For those already in Russia, defining an effective go-to-market, 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 2016 is the perfect business development platform for technology companies looking to either launch, build or manage routes-to-market in Russia.”

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 growth 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 explained: “We’re going to give the DISTREE Russia B2C exhibitors unique opportunities to showcase their exciting products to their full potential. As a trade-focused event, we’re fully committed to helping consumer technology brands secure huge orders for their products from Russia’s top channel partners. That’s the DISTREE difference.”

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.

Simard concluded: “We’re very excited by the prospect of running two events simultaneously. The creation of DISTREE Russia B2B and DISTREE Russia B2C has stemmed from our conversations with vendors, distributors, resellers and retailers. This new event format will enable all delegates to derive enhanced business benefits from their participation.”

DISTREE Russia B2B and DISTREE Russia B2C will operate as two separate events with two unique audiences and two separate conference programmes. The two delegate bases will still have the opportunity to network with one another during meals and evening entertainment sessions.

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

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