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## DISTREE Events announces new organisation

- **15<sup>th</sup> annual DISTREE Russia takes place from 30<sup>th</sup> May to June 1<sup>st</sup>, 2018**
- **Flagship DISTREE EMEA event scheduled for February 2019 in Monaco**
- **NEW Global Buyer Programme (GBP) to launch at DISTREE EMEA 2019**
- **NEW Structured Wishlist to increase exhibitor input on audience composition**

**LONDON, PARIS** – DISTREE Events has announced new appointments as part of its plan to increase its business agility and increase its value offering to both exhibitors and audiences. DISTREE Events specialises in the planning, organisation, staging and management of ICT & CE hosted buyer channel events and is owned by Infopro Digital.

Stuart Wilson has been appointed as Event Director at DISTREE Events, based out of London from April 3<sup>rd</sup>, in addition to his current role as Editor at Channel EMEA. Liam McSherry has been promoted to Sales & Marketing Director at DISTREE Events, also based out of London. Both had previously worked as suppliers to DISTREE Events but will now take on permanent roles.

Aurore Verla-Friess continues in her role as Operations & Audience Director based out of Paris. Frederic Simard, one of the original founders of DISTREE Events, continues as Event Director for DISTREE Russia and will also serve as an Adviser to the DISTREE management and sales team.

Jean-Baptiste Alline, General Manager at DISTREE Events, said: "There is a talented core team within DISTREE that has a unique understanding of consumer technology trends and how this influences channel events. This new organisation gives us the ability to make DISTREE Events more relevant to today's changing channel structures and business models."

### Event Calendar

The 15<sup>th</sup> annual [DISTREE Russia](#) will take place in Moscow from May 30<sup>th</sup> to June 1<sup>st</sup>, 2018. This year's event includes a new plenary session called 'Gamechangers' to update delegates on the major technology trends and new business models that will drive the evolution of channel ecosystems within Russia.

DISTREE Russia, the country's leading annual tech channel hosted buyer event, offers technology brands and distributors access to executives from more than 250 of Russia's leading retailers, e-tailers and resellers in one place at one time. The hosted buyer event covers both business-to-consumer (B2C) and business-to-business channels (B2B).

DISTREE Asia-Pacific (APAC) will not take place as a standalone event in 2018. This is due to the introduction of a new Global Buyers Programme (GBP) that will allow some of APAC's top channel partners to attend the flagship [DISTREE Europe, Middle East & Africa \(EMEA\)](#) event, which takes place in Monaco each year.

The next DISTREE Middle East event is now provisionally planned for 2019. The introduction of VAT in the UAE and Saudi Arabia at the start of 2018 created turbulent conditions within the region's consumer tech channel. This contributed to the decision to postpone DISTREE Middle East 2018.

Wilson commented: “To maintain the value proposition of events, we must ensure every event offers enough value for both exhibitors and our audience of hosted buyers and channel executives. That means assessing the potential exhibitor base, the audience and geographic remit of each event, and determining what makes sense for today’s tech channels.”

## **DISTREE EMEA 2019**

The new revamped DISTREE EMEA 2019 will take place in Monaco on 19-22<sup>nd</sup> February. Significant changes will be introduced for next year’s flagship event. This includes a greater focus on inviting retailers, e-tailers, marketplaces and service providers from across core European markets to attend, recognising both their importance to tech brands and their role within complex channel ecosystems.

DISTREE EMEA will retain its emphasis on providing a premium experience and will build on the success of February’s 2018 event. A new structured channel wishlist system will be introduced, ensuring that exhibitors have an increased opportunity to nominate channel partners they wish to meet at the event.

Verla-Friess explained: “This is an opportunity for exhibitors to invite a wider selection of channel delegates that matter most to them. If these individuals meet DISTREE’s qualification criteria, they will be eligible for a hosted buyer invite.”

Next year’s flagship event will also see the introduction of a new Global Buyer Programme (GBP), based on feedback from distributors across the world. This programme will allow a limited number of VIP distributors from outside EMEA to apply for a place at DISTREE EMEA, offering an extra value-add to exhibitors.

The new Global Buyer Programme will include invites for a pre-approved selection of VIP distributors from Latin America and APAC. This gives these VIP distributors unique access to meet a larger base of brands. It also gives exhibitors at DISTREE EMEA the chance to explore new channel business opportunities around the world and forge contacts with key channel influencers in these regions.

Verla-Friess continued: “Next year’s DISTREE EMEA will unite a diverse range of buyers and business partners extending beyond DISTREE’s traditional IT channel focus. This means more e-tailers, more specialists, more marketplaces, plus luxury and high-end channel buyers – more opportunities for exhibitors.”

DISTREE EMEA 2019 will also see the introduction of bespoke participation packages for established brands and A-brands. These custom-built packages will provide an opportunity for exhibitors to meet privately with distributors, retailers and e-tailers, leveraging the new wishlist process to invite the channel partners they most want to meet.

Wilson commented: “From private hospitality suites to presentation opportunities to ‘invite only’ VIP dinners, attending DISTREE EMEA will provide major brands with a chance to increase their understanding of various markets and channels. They can also pre-schedule meetings with channel partners that they may not currently work with, as well as existing partners.”

## **DISTREE Middle East**

DISTREE Events has a long history in the Middle East and remains committed to the region. DISTREE Events will continue to provide its well-established monthly Middle East retail channel report throughout 2018. The DISTREE team is now working on a series of improvements ahead of the next Middle East event, which is provisionally scheduled for 2019.

Wilson commented: “The next DISTREE Middle East will aim to provide a high quality hosted buyer event where both vendors and regional distributors can exhibit. The focus remains on pre-scheduled one-on-one meetings. There will also be bespoke packages available for A-brands tailored to their precise business needs. New distributor packages with pricing based on the number of brands they wish to represent will also be introduced.”

“The channel audience will comprise of retailers, e-tailers, re-exporters, marketplaces, sub-distributors and service providers – all groups that play key roles in the regional go-to-market models,” he added.

#### **About DISTREE Events**

DISTREE Events specialises in the planning, organisation, staging and management of ICT & CE channel events. DISTREE Events is owned by Infopro Digital. The team at DISTREE Events has successfully organised such events for more than 15 years, gathering more than 10,000 senior executives from 160 countries during that time. For more information, visit [www.distree.com](http://www.distree.com) or follow us on Twitter @DISTREE\_Events

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