

DISTREE APAC 2016 announces GfK, IE Singapore and SiS Distribution as partners

Event Partners and Distributor Partner confirmed for regional consumer tech channel event

SINGAPORE, SINGAPORE, September 20, 2016 /EINPresswire.com/ -- The fourth annual [DISTREE Asia-Pacific](#) (APAC) will take place at the Grand Copthorne Waterfront Hotel in Singapore on 2nd to 4th November 2016. The unique channel event gives consumer technology vendors and brand owners the opportunity to hold pre-scheduled one-on-one meetings with senior executives and buyers from APAC's most influential distributors, retailers and e-tailers.

DISTREE Events has confirmed that GfK and IE Singapore are both official Event Partners at DISTREE APAC 2016. In addition, SiS Distribution has been named as an official Distributor Partner for Thailand. SiS will assist DISTREE Events in selecting and inviting the top



Loh Teck-Heng, Director of Business Development APAC, DISTREE Events

senior executives from Thailand's leading consumer tech retailers and e-tailers to DISTREE APAC 2016.

Loh Teck-Heng, Director of Business Development for the Asia-Pacific (APAC) region at DISTREE

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Loh Teck-Heng, DISTREE Events

Events, said: “We’re delighted to be working with SiS Distribution to further increase the quality and quantity of retail attendees from Thailand that attend DISTREE APAC. As a highly-focused regional event for the consumer tech channel, we pride ourselves on bringing together the top channel executives from across the region in one place at one time.”

International Enterprise (IE) Singapore is the government agency promoting international trade and partnering Singapore companies in going global. Its vision is a thriving

business hub in Singapore with globally competitive companies and leading international traders.

Loh Teck-Heng added: "We are delighted that IE Singapore continues to support DISTREE APAC as an Event Partner for 2016. Singapore is an important regional business hub and also home to many brands looking to grow their business internationally. We look forward to helping these brands as they look to open up additional routes-to-market across the region."

DISTREE APAC also features an extensive conference programme giving delegates access to the latest market data and insight on business trends shaping the consumer tech channel. As an official Event Partner, GfK will deliver a keynote address and a series of workshop sessions during the event. As an international event, DISTREE APAC welcomes exhibitors from around the world to Singapore, providing them with a highly efficient event platform and high levels of on-site support to ensure they get maximum return on investment (ROI) from their participation.

Loh Teck-Heng continued: "We already have confirmed exhibitors at DISTREE APAC from China, Germany, Italy, Korea, the Netherlands, Singapore, Taiwan, Turkey and the UAE. From smartphones and related accessories, through to gaming furniture and PC accessories, the event spans the entire portfolio of consumer tech products, ensuring that all attending distributors, retailers and e-tailers can identify and meet new suppliers relevant to their business focus."

All qualifying channel executives from outside Singapore attending DISTREE APAC receive complimentary accommodation at the event, airport transfers, access to the online meeting system, free entry to all workshops and content sessions, plus all meals as per the event agenda.

The APAC region now accounts for almost 30% of global consumer technology spending and, as such, is a major focus area for DISTREE Events. DISTREE APAC gives consumer technology brands a unique opportunity to meet and hold pre-scheduled one-on-one meetings with senior executives from the region's leading retailers and distributors. Leapfrog Global is a confirmed Silver Sponsor for DISTREE APAC 2016.

Positioned as an exclusive trade-focused event, DISTREE APAC drives high quality interaction between suppliers and channel partners. From A-brands to start-ups, DISTREE Events provide the ultimate platform for technology brands looking to manage, build or launch routes-to-market in specific regions around the world.

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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