

# DISTREE Brazil delivers new retail channel opportunities at sixth annual event

*Focused event unites consumer tech vendors, distributors and retailers in one place at one time*

SAO PAULO, BRAZIL, September 23, 2016 /EINPresswire.com/ -- The sixth annual DISTREE Brazil 2016 ([www.distree-brasil.com](http://www.distree-brasil.com)) ended on Wednesday 21st September in Sao Paulo, Brazil. By uniting consumer technology brands from around the world with senior executives from Brazil's leading e-tailers, retailers and distributors, the event unlocked multiple new business opportunities for exhibitors and delegates.

Frederic Simard, Event Director for DISTREE Brazil, commented: "We want to thank all of this year's sponsors, event partners and delegates for their support of DISTREE Brazil 2016. The event is firmly established as Brazil's premier annual event for the consumer technology retail channel. As the Brazilian market starts to recover, we

expect even more brands to look to establish in-country routes-to-market for their products in the years ahead."

DISTREE Brazil 2016 was supported by Gold Sponsors HP and Akyumen, with Coletek and Logitech as Silver Sponsors. Event Partners for this year's event were GfK and Sao Paulo Convention & Visitors Bureau (SPCVCB). Content Partners included ACIGAMES, Gamebiz, GamePlan, GfK, SIOUX, tecnoDRONE and Universidade Buscapé Company.

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*Frederic Simard, Event Director*

Exhibitors at the event took full advantage of the opportunity to hold pre-scheduled one-on-one meetings with senior executives and buyers from Brazil's top channel partners.

Todd Coffee, Vice President Global Sales and Marketing at

Gold Sponsor Akyumen, stated: "The interaction with retailers that we are not always able to meet was a real highlight of the event. The fact that everyone is together in one place is beneficial. We were able to engage directly in business discussions with retailers – there was no wasted time."

DISTREE Brazil 2016 also included the popular '60 Seconds to Convince Awards' programme, which gave exhibitors the chance to deliver a one-minute elevator pitch for their latest product on stage to the entire event audience. During the awards programme, live electronic voting was used to determine the overall winners in three separate categories: Best Product Design, Best Product Innovation and Best Presentation.



Frederic Simard, Director and Co-Founder at DISTREE Events

Coletek picked up the Best Product Design award for its C3 Technology LED Luminus speaker, which secured 54% of the live vote. HP collected the Best Product Innovation award for its Powerup Backpack, with 35% of the live vote. The Best Presentation award went to Coletek with an impressive 59% share of the electronic vote.

Christian Butzer, General Manager Latin America at mobile accessories brand PanzerGlass, an exhibitor at the event, commented: "DISTREE Brazil allowed us to launch our products in the country. The one-on-one meetings and the '60 Seconds to Convince' awards meant we could generate distributor interest in our products. For brands entering the market, DISTREE Brazil is the best place to be."

Livia Dalpra, Country Manager at waterproof mobile accessories brand Seawag, an exhibitor at DISTREE Brazil, said: "We had meetings with distributors and retailers and it was all about saving time – there was no dilution. DISTREE Brazil is well organised with everyone in the same place."

DISTREE Brazil took place from the 20-21st September 2016 at the Bourbon Hotel Atibaia, Sao Paulo, Brazil. The event offered a compelling combination of pre-scheduled meetings, workshops, keynote speeches, awards and networking opportunities designed to create new business opportunities for all delegates. The event also included a Smart Tech Show, providing an opportunity for some of the hottest new start-ups entering the market to showcase their technology.

Simard concluded: "The long-term growth potential for Brazil and the wider Latin American region as consumer tech markets is clear. This year's DISTREE Brazil also included an expanded conference programme designed to educate attendees on market dynamics and new areas of business potential. We will be collecting feedback from all attendees on this year's event to help us shape the event moving forwards."

#### 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](http://www.distree.com) or follow us on Twitter @DISTREE\_Events

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