



GfK Event Partnership Confirmed for ChannelSummit EMEA 2022

GfK has been announced as an official event partner for the inaugural ChannelSummit EMEA event, 19-21 May, Fairmont Hotel, Monaco. The two day B2B channel show will host senior distribution, retail and reseller executives from across the EMEA region to meet with consumer technology and IT hardware brands looking for new channel partners and business development opportunities.

The global market research firm is set to present the latest consumer tech channel insights and market forecasts to delegates attending the event. As part of the conference programme, GfK will deliver the opening keynote presentation to delegates attending the 'Digital Day' online session taking place on Monday, 16th May in addition to a series of in-person workshops during the live event in Monaco, scheduled for 19th-21st May.

Farouk Hemraj, Founder & CEO of ChannelHub, organiser of the ChannelSummit EMEA show commented, *"We're really pleased to have GfK on board as an event and content partner for the Channel Summit EMEA show. As a globally renowned provider of market intelligence, GfK's research and insights are well respected and valued by the many senior channel executives attending our business-focused event."*

GfK will also have a physical presence on the ChannelSummit showfloor so delegates will have the opportunity to pre-arrange meetings with the attending GfK team. The market research firm will also host an exclusive breakfast briefing to provide invited delegates with deeper insights into today's changing channel dynamics.

Tatjana Wismeth, Head of Distribution & Supply Chain Intelligence, GfK commented, *"We're delighted to partner with the ChannelSummit show. The GfK team is looking forward to presenting the latest market research, and meeting with customers and delegates from across the EMEA region"*.

Contact

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About ChannelSummit EMEA

Channel Summit invites and hosts senior-level executives from the region's top distributors, retailers and e-tailers to meet and do business with consumer technology and IT hardware brands. The event is scheduled for 19-21 May 2022, Fairmont Hotel, Monaco. The Channel Summit EMEA event is organised by ChannelHub. For more information, please visit www.channel-summit.com

About ChannelHub

ChannelHub's mission is to digitally connect consumer technology vendors and retailers to allow a faster and more productive way to bring innovative products to the market. ChannelHub enables vendors, distributors and retailers from all over the world to build trusted relationships in a fast and easy way, leveraging cutting edge technology with human expertise. ChannelHub is the organiser of the RetailConnect, IT ChannelConnect online events. For more information, please visit www.channelhub.net