



20 February 2024 | Fairmont Bab Al Bahr, Abu Dhabi, UAE



ABOUT ECSF

The **Electronics Channel Strategy Forum** is a chance for C-level executives from the region's most influential retailers and vendors to evaluate and discuss the key trends set to impact the consumer technology channel industry.

Leaders in the CE channel face an evolving situation: how to address today's challenges and embrace tomorrow's opportunities. With AI powered solutions accelerating change across the business, coupled with ESG demands for sustainable transformation, demands on business leaders are greater than ever.

Join us in Abu Dhabi and for a unique event that provides participants with access to exclusive insights and thought leadership from leading market research houses, industry analysts and channel influencers.



Channel Summit MENA is the ultimate event solution for technology brands and retail buyers to get together and talk business in a safe, relaxed environment. Channel Summit invites and hosts senior-level executives from the region's top retailers & corporate resellers to meet and do business with consumer technology and IT brands.

The 2 day event brings the right people together to forge new channel partnerships and develop existing business relationships. Powered by the online business platform **ChannelHub**, exhibitors can engage with a relevant and focused audience of motivated buyers.



CO-LOCATED



The ChannelHub team has decades of experience delivering consumer technology channel events for the MENA market. We know how to run events and we understand the dynamics of the channel.

We also appreciate the value for CxO executives to meet privately in one place and engage in quality content and discuss strategies with key channel partners.

Our intention to establish an event that delivers what senior executives really need, and to work strategically with key stake holders.



KEY FORUM THEMES

DIGITAL TRANSFORMATION

The Middle East's Gen AI economy could reach \$24 billion per year by 2030.

Strategy&.

The region faces a period of rapid change and opportunity. But with rapid change comes a number of challenges.

How to keep pace with AI driven solutions? How do we reskill our workforce? What are the security considerations? What's the impact on the company's sustainability ambitions?



KEY FORUM THEMES

ESG & SUSTAINABILITY

64% of respondents surveyed have adopted a formal ESG strategy and the number of companies without a strategy has fallen in the last 12 months.

PwC 2023 Middle East Report

With COP28 UAE around the corner, the focus on environmental policies is greater than ever. But ESG and Sustainability are a double edged sword for retailers and vendors.

Increasingly both B2B customers and consumers want greener products and practices. However, the scale of change can be daunting, along with rising costs, and ESG reporting complexities. How are companies meant to minimise disruption to the business but instigate the necessary transformation?



KEY FORUM THEMES

RETAIL MEDIA

Retail Media Ad Revenue Set To Surpass TV. [Forbes](#)

The battleground for attention grows fiercer by the day with more technologies and solutions hitting the market, helping brands and retailers battle for consumer attention. While there are more ways of reaching customers, what's the best approach to formulate a cohesive retail media strategy that maximises both spend and impact?



CONTENT STRATEGY

STEERING COMMITTEE

We are inviting key influencers from the MENA consumer electronics industry to join our steering committee to ensure participants get the most relevant content and insights to support their business strategies.

Invited companies include:

Retail: amazon, B.tech, Carrefour, eXtra, Jacky's, Lulu, Sharaf DG, X-Cite

Vendor: Electrolux, HP, Intel, Lenovo, LG, Microsoft, Samsung, Sony

Committee members to be announced soon.

VENDORS

STEERING COMMITTEE BENEFITS



- Free entrance to the Channel Summit and ECSF events (value 3 000 EUR)
- Accommodation for 1 night at the Fairmont Bab Al Bahr
- Airport transfer service
- 1 free extra badge for a colleague to attend the ECSF events (value 3 000EUR)



RETAILERS

STEERING COMMITTEE BENEFITS

- Free entrance to the Channel Summit and ECSF events (value 3 000 EUR)
- Accommodation for 1 night at the Fairmont Bab Al Bahr
- Airport transfer service
- 1 free extra badge for a team member to attend the ECSF events
- Up to 3 more badges for team member to receive a hosted buyer package (*)

**Subject to approval and nominated delegate meeting the necessary criteria for the event. For retailers, purchasing decision makers would qualify for a guest package which includes free entrance to the Channel Summit event, meals as per the agenda and accommodation at the main event hotel.*

A woman with dark hair, wearing a dark jacket over a white t-shirt and dark pants, is walking in profile from right to left against a bright yellow wall. The wall has a vertical corrugated texture. The text 'STEERING COMMITTEE' is in blue and 'WHERE YOU CAN HELP' is in white, both in a bold, sans-serif font.

STEERING COMMITTEE WHERE YOU CAN HELP

Committee members would be required to feedback on suggested forum topics, speakers and other contributors to the Electronics Channel Strategy Forum.

Participate to the selection of the **Retail Tech Solution Showcase** that will present at the Forum

We would also request your participation on a short call to review the final agenda.

A LinkedIn post or mention in the run up to the event would also be appreciated!



EVENT PARTNER

GFK - AN NIQ COMPANY

We are pleased to share that market research specialists GfK will provide some key market insights and channel data to participants at the Electronics Channel Strategy Forum.

GfK will also present the opening keynote on Day 1 of the Channel Summit MENA event, and a number of market insight workshops, focusing on product category trends and the latest forecasts for 2024.

Topics and speakers to be confirmed shortly.

PRELIMINARY AGENDA

10:00 - 10:05 | **Welcome and Introduction**

10:05 - 10:35 | **GfK Insight Session**

10:35 - 11:05 | **Data Analytics as a Driver of Marketing Excellence**

11:05 - 11:55 | **Solutions Showcase**

5 guest speakers present the latest solutions powering digital transformation, customer engagement and business insights.

11:55 - 12:10 | Coffee Break

12:10 - 12:40 | **Innovation and Security. How to strike the AI balance?**

12:40 - 14:00 | Lunch

14:00 - 14:40 | **Panel Discussion - How can retailers and vendors work together to improve supply chain efficiency and sustainability?**

14:40 - 14:55 | **Case Study: Vendor Partnership Success Story**

14:55 - 15:10 | Coffee Break

15:10 - 15:40 | **What's Happening in MEA's Retail Media Landscape?**

15:40 - 15:55 | **Case Study: Vendor Partnership Success Story**

15:55 - 16:20 | **Youth Culture - Behaviour and Buying Trends**

16:20 - 16:35 | **Case Study: Vendor Partnership Success Story**

16:35 - 17:00 | **Retail's Role in the Future City**



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*Join us
in
MDE*



#ChannelSummit



Berlin: 4 Sept 2023

Las Vegas: 9 Jan 2024

Side events to major industry trade show
globalretailconnect.com/



Monthly online event

A reverse event where buyers present and vendors listen
buyer-insider.com/



EMEA: 13-15 May 2024

3rd edition of our flagship event in Monaco
channel-summit.com



Channel Hub

About ChannelHub

ChannelHub's mission is to digitally connect IT & CE vendors with distributors, retailers & resellers to allow a faster and more productive way to bring innovative products to the market. ChannelHub enables all IT & CE channel stakeholders from around the World to build trusted relationships in a fast and easy way, leveraging cutting edge technology with human expertise.