



19-21 May 2022
Fairmont Hotel, Monaco

Channel Summit EMEA event accelerates new channel partnerships across the region

Start up channel event incorporates hybrid approach to facilitate thousands of business meetings

The inaugural Channel Summit EMEA hybrid event gathered 400 senior business executives in Monaco for 3 days of business meetings and networking. The event has generated 2500 pre-arranged private meetings between consumer technology brands and e-tailers, retailers and distributors, with hundreds more organised during the show. The meeting focused event format enabled brands to fast track their routes to market in multiple countries across the EMEA region.

Farouk Hemraj, Founder & CEO of ChannelHub, organiser of the ChannelSummit EMEA show commented, *“It’s fantastic to be back with a live event and to gather the channel community together in one place to do business and make deals. It’s also exciting to introduce some digital innovations to the traditional event format, and give our participants the best of both worlds. The hybrid model is the future for the event industry and one we will continue to develop.”*

Prior to the live event in Monaco, delegates participated in a **Digital Day**, an online event featuring a keynote presentation from event partner GfK, plus a series of exhibitor product pitches.

Tatjana Wismeth, Head of Distribution & Supply Chain Intelligence at GfK presented a number of strategies for distributors, retailers, resellers and manufacturers to adopt for sustainable business success in 2022 and beyond. The **Pitch Your Product Awards** saw 45 exhibitors present their products to participating channel partners. Categories represented included **Audio/Video, IT Peripherals & Accessories, Gaming & Computing, Mobile Computing, Smart Home** and **Smart Tech**. Delegates voted for the best in category with the winners announced during the Awards Party on Day 3 of the event.

The Channel Summit EMEA exhibition area hosted 70 consumer technology and ICT brands, representing a broad range of consumer and B2B hardware product categories. This year’s headline sponsors announced a number of new devices and solutions to delegates attending the show. **Aura Air**, a leading smart air platform and manufacturer showcased its range of air purification devices and introduced its latest B2B web platform and app. Italian appliances vendor **BIMAR** highlighted its latest range of domestic appliances and heating solutions. US accessories and peripherals brand **Adesso** promoted its full product portfolio including its latest line of video conferencing solutions.

French technology was another feature of this year’s exhibition area with 14 France-based brands represented in the **Business France pavilion**. The government backed scheme supports French companies with their international channel development, and promotes French technological innovations overseas.

The exhibition area also featured a **Digital Corner** for vendors participating remotely. The hybrid booth format allowed brands to present their products physically on the stand whilst holding online meetings at their booth.

“Not all vendors have been able to travel to Monaco. Utilising the latest digital solutions, we have been able to connect vendor executives with delegates attending the live show. It’s been really great to see buyers with the physical product in their hands whilst talking online with a vendor in Asia or the US. Our business is all about connecting buyers and sellers in the most efficient way”, noted Hemraj.

Channel Summit EMEA, 19-21 May, took place at the Fairmont Hotel, Monaco

Channel Summit EMEA Numbers

70 exhibitors / 230 channel executives / 46 countries represented / 2500 pre-arranged One to One meetings

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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 jconnect 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

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