

# Inaugural Channel Summit EMEA event announced for Q1 2022

*New channel show for the EMEA consumer technology & IT industry announced*

Channel Summit EMEA is a new meeting place for technology brands and suppliers to engage and do business with senior channel executives from the region's leading e-tailers, retailers and distributors.

Scheduled for 9-11 March 2022, Fairmont Hotel, Monaco, the event will host **300 channel executives** from across Europe, Middle East and Africa. 100+ exhibitors representing a broad selection of product categories ranging from consumer audio to IT peripherals are expected to take part in the 3 day business show.

**Farouk Hemraj, entrepreneur and Co-Founder of ChannelHub**, organiser of the Channel Summit EMEA event, commented, *"It's been fantastic to see events up and running again across Europe. I'm delighted to launch the Channel Summit show to get the EMEA tech community back together, and doing business face to face."*

## **A hybrid style event format**

Channel Summit EMEA operates a **hybrid format** with a digital show taking place in advance of the main in-person event. The online show features content partner keynote sessions and the 'Pitch your Product' series of exhibitor product presentations.

*"Digitalisation is changing the way companies do business and sell their products. The digital day is a great platform for our exhibitors to showcase their brand and product portfolio in a way that would not be possible on stage. It also made sense to bring the keynotes online so our participants can spend more time on meetings and networking"*, commented Hemraj.

The 3 day live event is built around pre-arranged face to face meetings between exhibitors and delegates, networking functions and a series of workshops. The Channel Summit EMEA event is the first live show to come from **ChannelHub**, a 360 digital services platform for technology brands and channel partners to form partnerships and accelerate time to market.

## **Clear appetite for a product sourcing event**

130+ retailers and distributors have already registered to attend the event. Senior channel executives from 30+ countries have confirmed their participation and recently took part in a survey organised by ChannelHub. Initial findings indicate there is strong demand for a wide range of products with **smart home**, **gaming** and **smart technology** enabled products making up the top 3 in-demand categories.

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## **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 9-11 March 2022, Fairmont Hotel, Monaco. The Channel Summit EMEA event is organised by ChannelHub. For more information, please visit [www.channel-summit.com](http://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](http://www.channelhub.net)