



# CHANNEL SUMMIT META

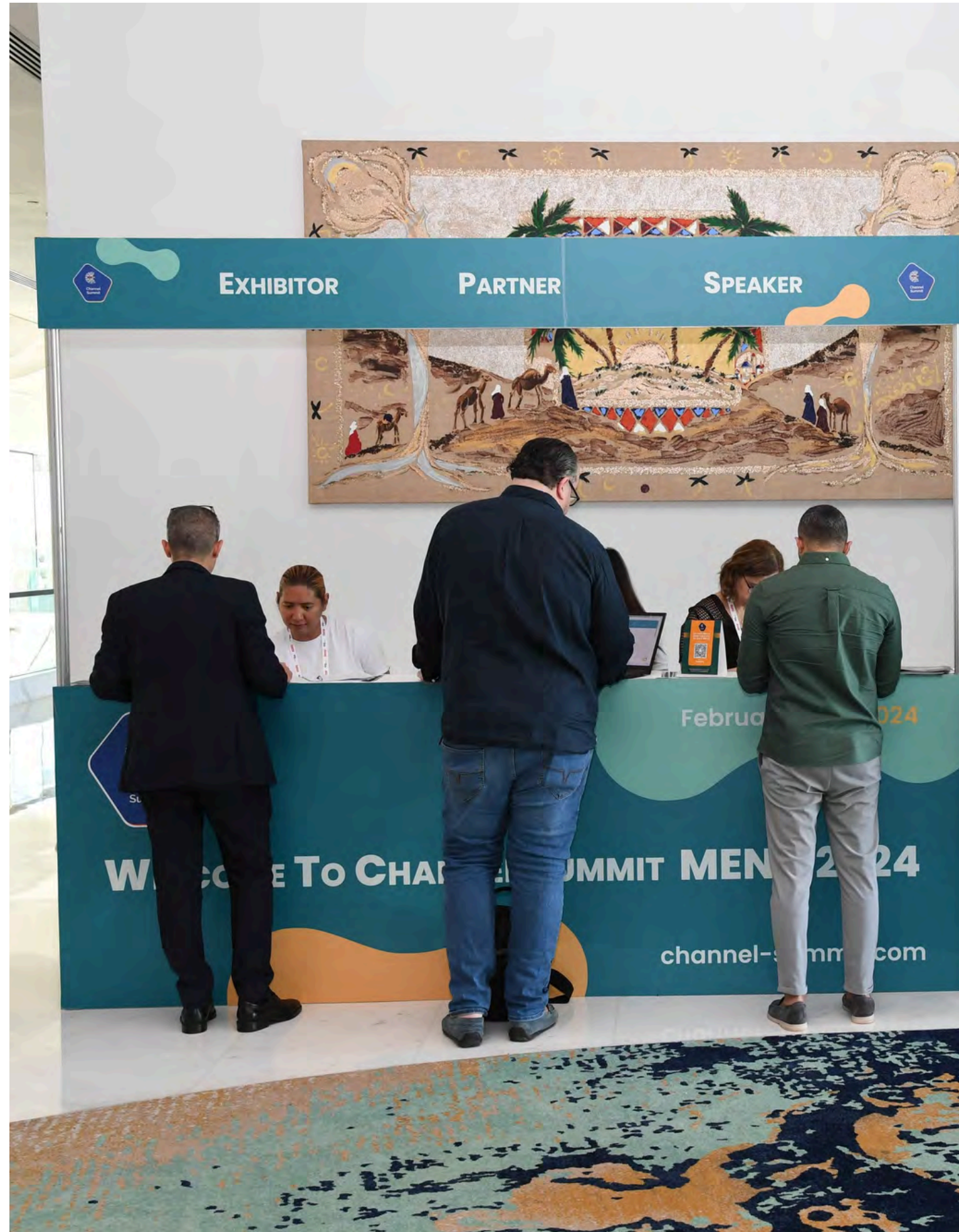
7-9 May 2025

Fairmont Bab Al Bahr, Abu Dhabi, UAE





***"The NEW meeting place for the  
Middle East Retail Channel"***



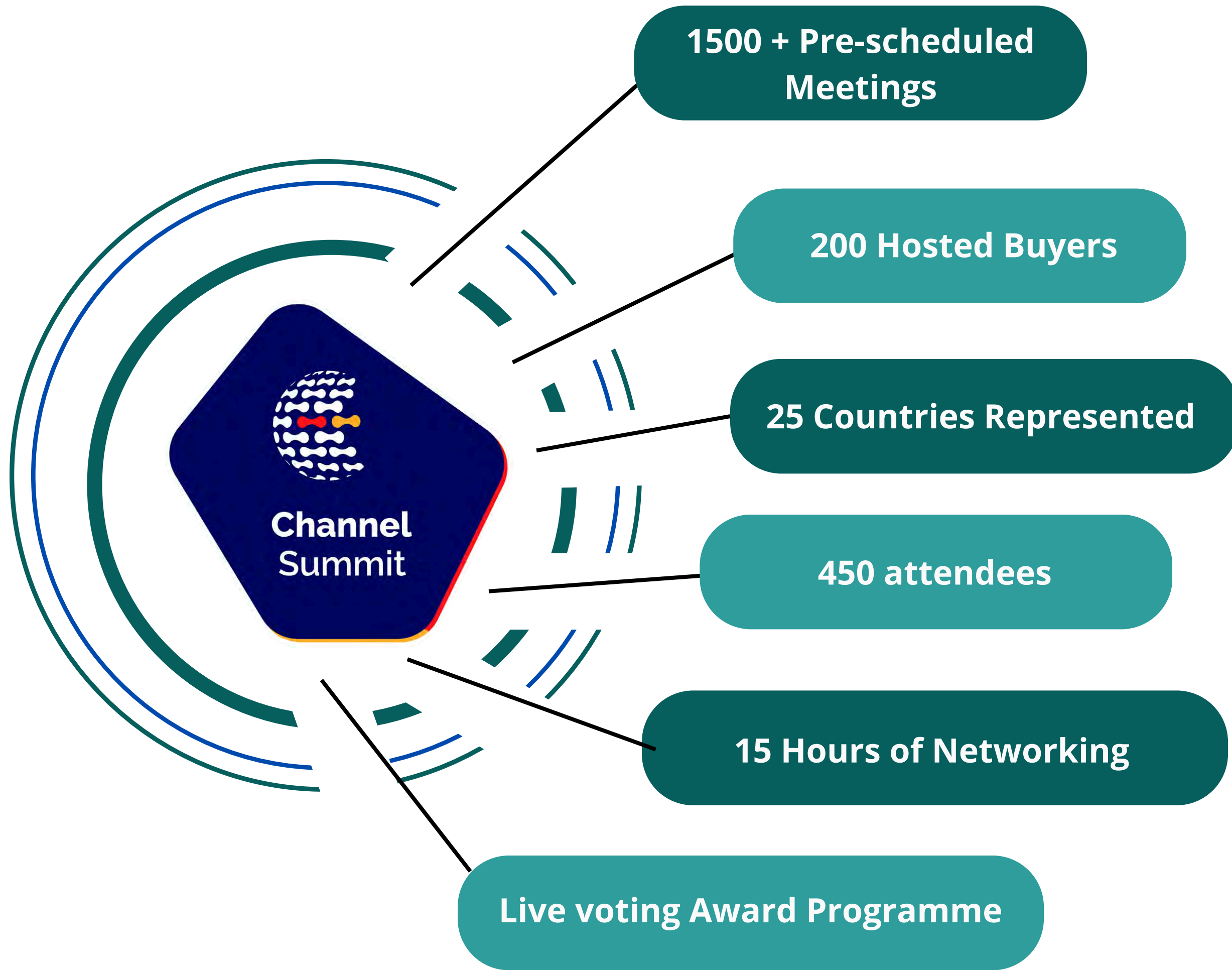
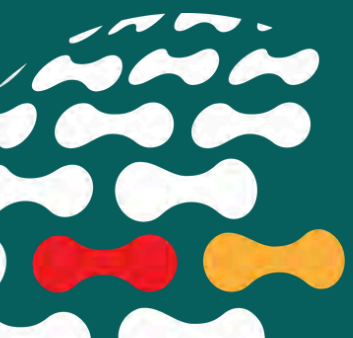
**Channel Summit META** is an invitation-only event gathering, in an intimate setup, the who's who of the consumer tech channels across the entire Middle East region.

Channel Summit invites and hosts senior-level executives from the region's top electronics **retailers** to meet and do business with consumer technology **brands** and **distributors**.

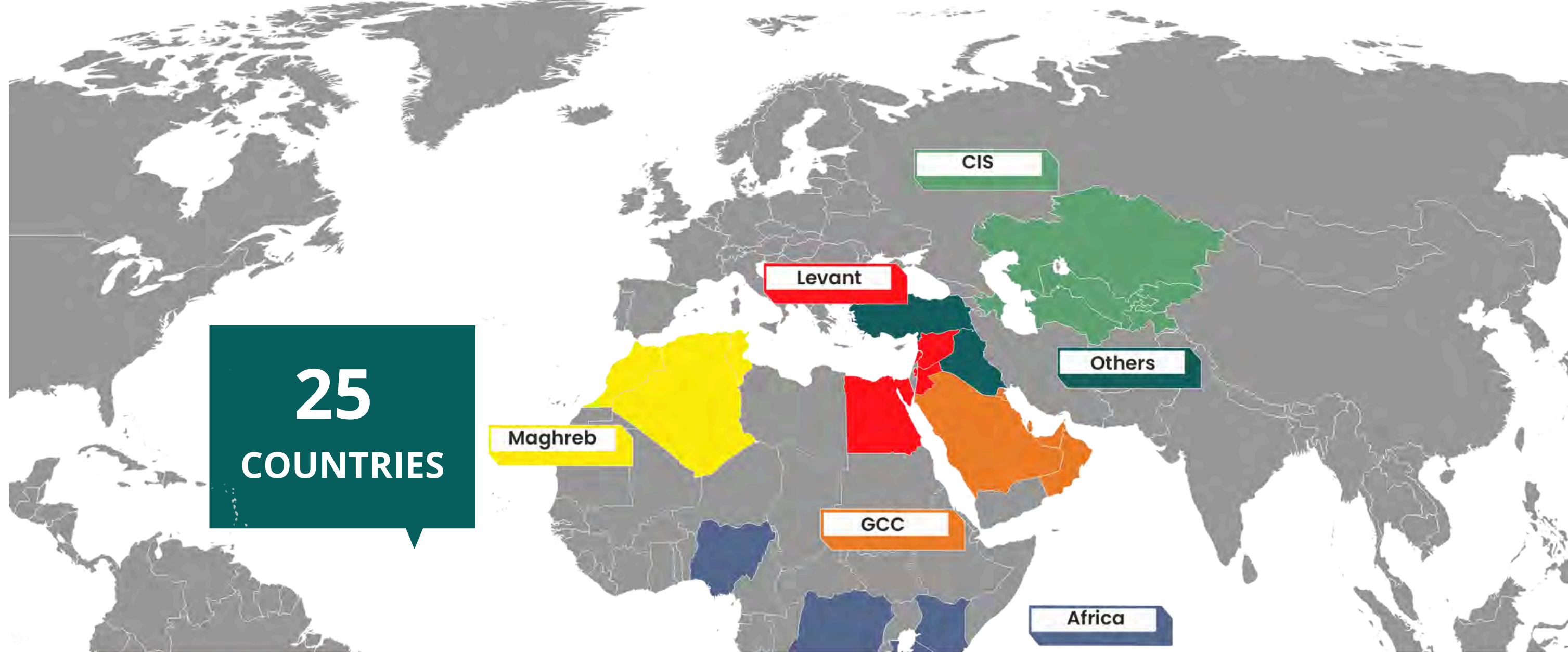
Channel Summit brings the right people together to forge new channel partnerships and develop existing business relationships. Powered by the online business platform **ChannelHub**, exhibitors can engage with a relevant and focused audience of motivated buyers.

The event format is simple and focused on **meetings, networking and learning** - the essential elements for business events, and in line with our aim of delivering maximum ROI for our attendees.

# FACTS & FIGURES



25  
COUNTRIES



REGIONS REPRESENTED

**GCC**  
Bahrain  
Kuwait  
Oman  
Qatar  
Saudia Arabia  
UAE

**Levant**  
Egypt  
Jordan  
Lebanon  
Syria

**Maghreb**  
Algeria  
Morocco  
Tunisia

**Others**  
Iraq  
Turkey

**Africa**  
Kenya  
Tanzania  
Nigeria  
Congo DR

**CIS**  
Azerbaijan  
Kazakhstan  
Kyrgyzstan  
Tajikistan  
Turkmenistan  
Uzbekistan



200 SENIOR BUYERS



100% DECISION-LEVEL & ABOVE



80%

RETAILERS  
RESELLERS



20%

DISTRIBUTORS

### 'INVITATION ONLY' DELEGATES

Every person you meet has been pre-selected to attend so there are no timewasters. Just senior channel executives who want to find out about your company and products.



### Company categories include:

- Apple Premium Retailers
- Hypermarkets
- Marketplaces
- Telecom stores
- Office supplies
- Corporate resellers
- Travel Retail
- Gaming Specialists
- in-country distributors



### SENIOR LEVEL EXECUTIVES

Channel Summit META attracts a senior level audience of e-tailers and retailers - committing valuable time away from the office to find new products, meet existing suppliers and network with their peers..

Get in touch to request the invited list

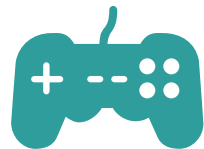


this is a sample list of retailers - Get in touch to request the invited list

GAMING & COMPUTING



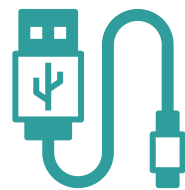
COMPUTING



GAMING



PERIPHERALS



PC ACCESSORIES

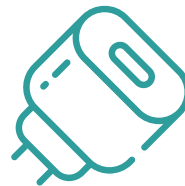


NETWORKING & CONNECTIVITY

MOBILE & IOT



SMARTPHONES



MOBILE ACCESSORIES



WEARABLES



SMART HOME

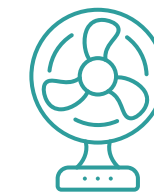


PERSONAL AUDIO

ELECTRONICS & SDA



KITCHEN APPLIANCE



HOUSEHOLD APPLIANCE



HEALTH & PERSONAL CARE



URBAN MOBILITY



ENTERTAINMENT





## PRE-ARRANGED 1-TO-1 MEETINGS

The meeting system goes live ahead of the show and enables participants to **build up their personal itinerary**. Exhibitors have access to a detailed buyer profile resource, to support their preparation.



## The 60's to Convince!

This program revolves around exhibitors showcasing their products on stage to the audience, but there's a twist: they only have a brief **60-second** window.

Essentially, it's a challenge where you must confidently pitch your product to potential buyers, aiming to convince them of its distinction.



## WORKSHOPS

The Channel Summit workshop series delivers a number of deep dive sessions exploring a range of essential topics in the IT and consumer tech markets.



## NETWORKING

Channel Summit META makes plenty of provisions for exhibitors and delegates to get together and enjoy quality networking time. A great way to follow up on meetings and find out what's happening in the META channel.



The 2nd edition of the **Electronics Channel Strategy Forum** is a platform for C-level executives from the region's most influential retailers and vendors to evaluate ideas, solutions and services in line with the latest trends anticipated 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 highly focused and interactive session that provides participants with access to exclusive insights and thought leadership from leading market research houses, industry analysts and service providers.

# EVENT AGENDA

WEDNESDAY  
7 MAY

- 09:00 - 12:30 Exhibition Setup
- 12:30 - 13:45 Opening Lunch
- 14:00 - 17:30 Pre-Scheduled 1 to 1 Meetings (7 slots)
- 16:00 - 18:00 Workshops
- 18:00 - 18:30 Welcome Address & Keynote Presentation
- 18:30 - 19:30 The 60s to Convince & Vendors preview
- 20:00 - 23:00 Welcome Reception

THURSDAY  
8 MAY

- 07:30 - 08:30 Breakfast
- 08:30 - 09:15 Panel Discussion
- 09:30 - 13:00 Pre-Scheduled 1 to 1 Meetings (7 slots)
- 10:00 - 13:00 **Electronics Channel Strategy Forum (Part I)**
- 13:00 - 14:30 Lunch
- 14:30 - 18:00 Pre-Scheduled 1 to 1 Meetings (7 slots)
- 14:00 - 17:00 **Electronics Channel Strategy Forum (Part II)**
- 15:00 - 16:00 Workshops
- 20:00 - 01:00 Award Evening - Closing Dinner



FRIDAY 9  
MAY

- 09:00 - 10:30 Breakfast
- 10:30 - 12:00 Dismantling
- 12:00 Event closes



**The Best Product Award** is a yearly contest honoring the Business Potential of new products presented at Channel Summit META.

**Who can participate?** Vendor attending the Event

**How is it decided?** Winners will be determined by LIVE voting by the Buyers

**Voting Criteria:** Business Potential

[details >](#)



**The Best Vendor Award** recognises the creativity, product attractiveness, company & team performance of the Vendors present at the event.

**Who can participate?** Vendor attending the Event.

**How is it decided?** Winners will be determined by LIVE voting by the Buyers

**Voting Criteria:** Combination of products presented, business potential & team interaction during the event

[details >](#)



**The Best Distributors Award** recognises the creativity, product attractiveness, company & team performance of the Distributors present at the event.

**Who can participate?** Regional Distributors based in UAE.

**How is it decided?** Winners will be determined by LIVE voting by the Buyers

**Voting Criteria:** Combination of products presented, business potential & team interaction during the event

[details >](#)



The META region plays host to many innovative and exciting product launches at retail so we are delighted to announce this award to give retailers the chance to share their best work. The awards are split by product categories: **Entertainment / Health&Fitness / Home / IT / Mobile**

[details](#) >

**Who can participate?** Retailers, e-tailers, Vendors operating in META region.

**How is it decided?** The award is application based, and will be assessed by the ChannelHub committee



The circular economy is an important and developing area for the region's consumer technology industry. This award is to celebrate the campaigns and initiatives at retail level that support key circular principles including recycling, refurbishment, repair and buy back programmes .

[details](#) >

**Who can participate?** Retailers and e-tailers operating in META region

**How is it decided?** Winners will be determined by Judging Panel

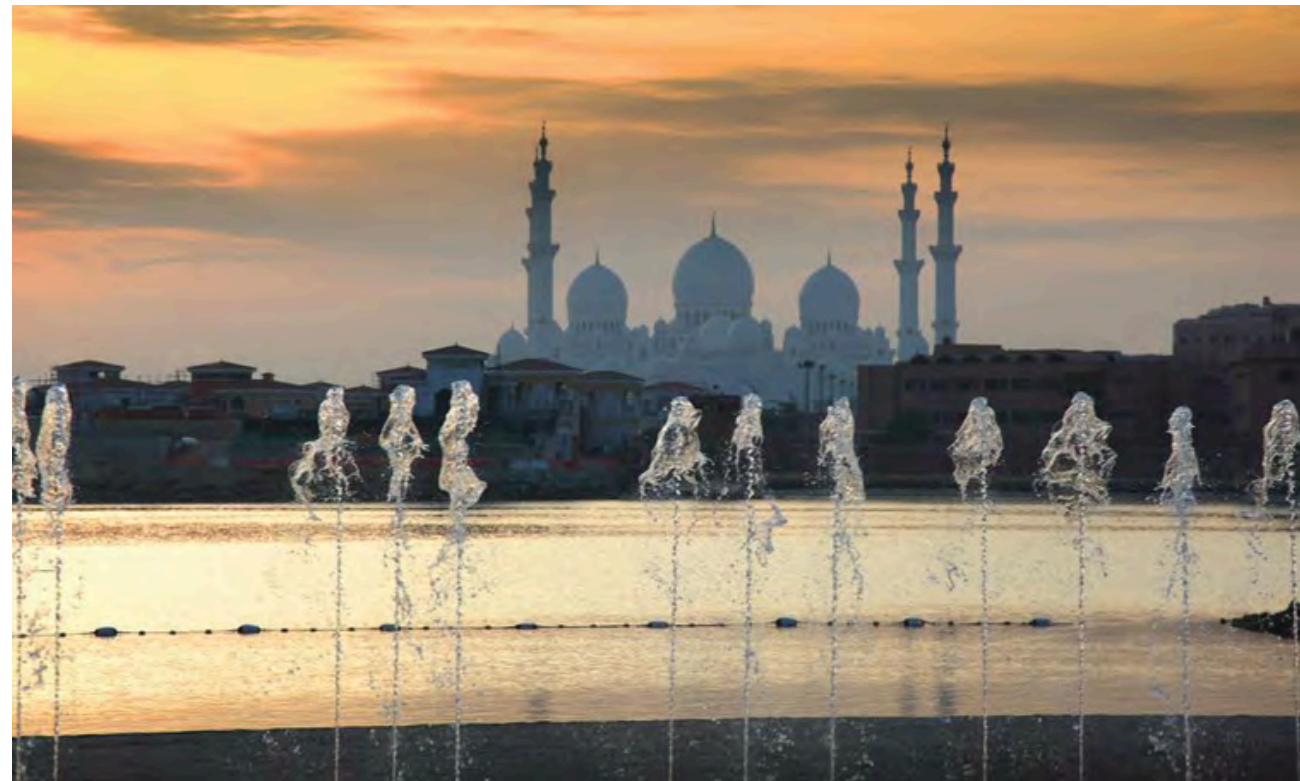
**Voting Criteria:** Overview of the initiative, the environmental benefits, how did each applicant communicate this initiative to their target audience, etc



## Fairmont Bab Al Bahr

Abu Dhabi - United Arab Emirates

Situated at the gateway to the capital city is Fairmont Bab Al Bahr, a beachfront five star hotel in Abu Dhabi with unrivalled views of a design masterpiece - Sheikh Zayed Grand Mosque.



## Travel

The closest airport to Fairmont Bab Al Bahr is Abu Dhabi International Airport (AUH).

The Abu Dhabi International Airport is 25 kilometers (15.5 miles) or a 15 minute drive from the hotel while the Dubai International Airport is 180 kilometers (112 miles) from the hotel. **Free airport shuttle will be provided from Abu Dhabi Airport to the hotel**



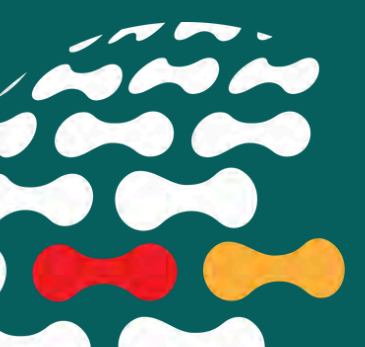
ChannelHub is dedicated to bridging the gap between IT and Consumer Electronics (CE) vendors and their global network of distributors, retailers, and resellers.

By offering a premium environment for high-level business discussions, ChannelHub ensures that its participants can engage in meaningful and productive interactions.

Central to the success of ChannelHub is its meticulously curated audience of buyers, coupled with a professional yet welcoming atmosphere.

The platform is designed to facilitate pre-scheduled meetings, insightful conferences, and unparalleled networking opportunities.

With the founding team boasting over 25 years of industry expertise, including the creation of **DISTREE** Event and IT Distri, ChannelHub stands as a beacon for innovation and connectivity in the IT and CE sectors.







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*Join us  
in  
Abu  
Dhabi*

***#ChannelSummit***