



**CHANNEL SUMMIT MENA**  
**7-9 May 2025**  
**Fairmont Bab Al Bahr, Abu Dhabi, UAE**

Powered by **ChannelHub**







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



# ABOUT



**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** to meet and do business with consumer technology and IT brands.

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.



# 1-to-1 MEETINGS & SHOWCASE AREA



## PRE-ARRANGED 1-TO-1 MEETINGS

Exhibitors can access our online meeting system to send and receive meeting requests with the delegates for a face-to-face discussion.

**Meetings last 20 minutes** with 10 min gap between each meeting.

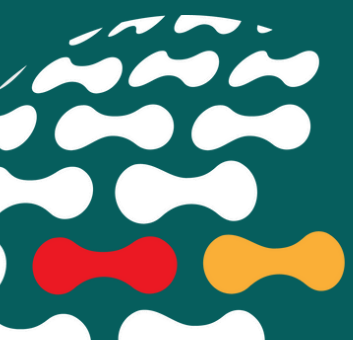
The meeting system goes live ahead of the show and enables participants to **build up their personal itinerary**. Exhibitors have access to a detailed buyer profile resource, to support their preparation.



## MEETING SYSTEM

The online meeting system utilises the latest **matchmaking algorithm**, powered by ChannelHub, so exhibitors and delegates can access a refined list of prospective business partners based on their online profile and buying needs, The higher the **Matching score**, the more chances to create a longterm partnership.

Discover what sets Channel Summit apart from traditional trade shows





# NETWORKING

02



## DAY 1: Welcome Evening

Channel Summit MENA 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 MENA channel.



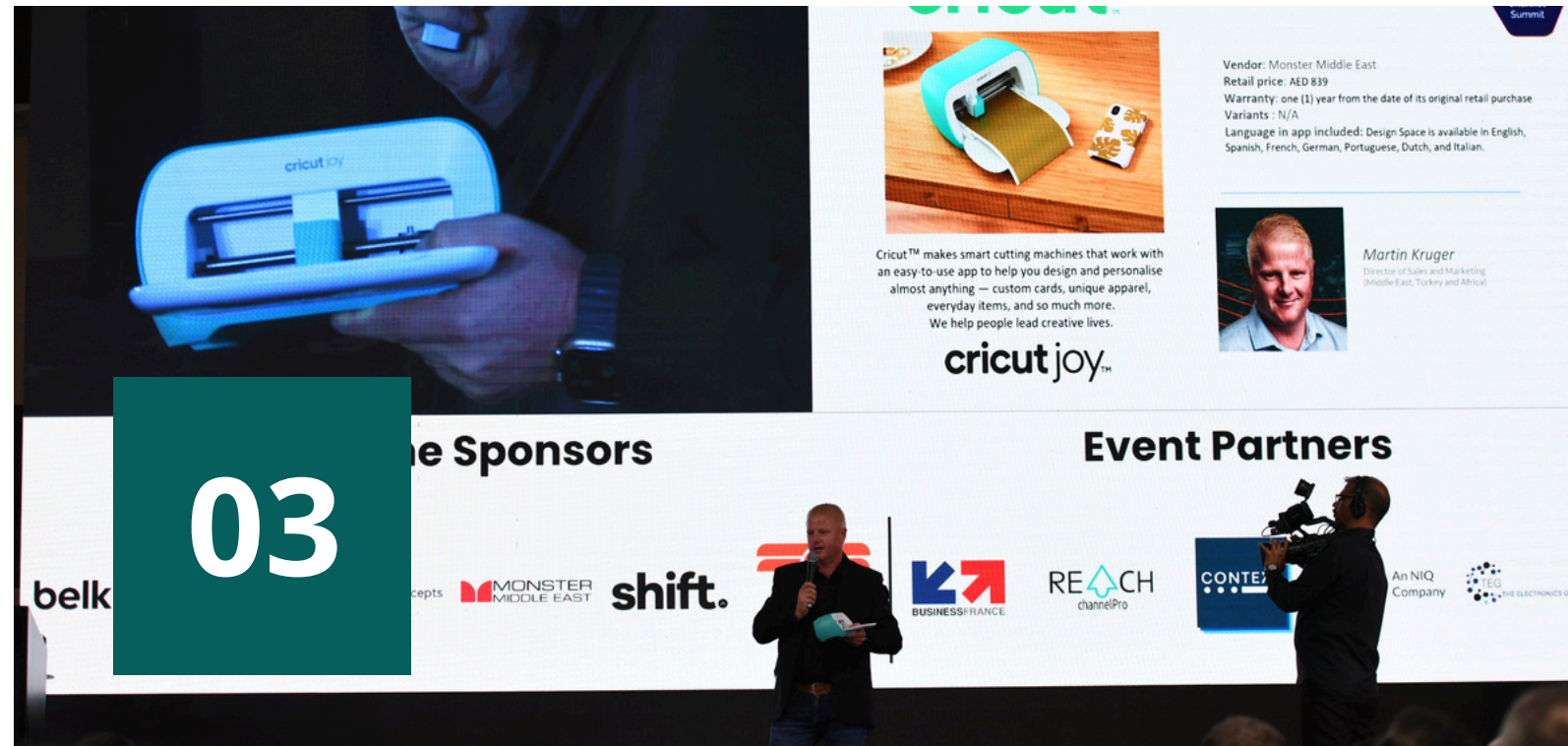
## DAY 2: Gala Dinner

Following day is for the Gala Dinner. This is your opportunity to catch up with all buyers and your channel peers, here attendees can unwind, connect, and foster meaningful relationships in a relaxed and luxurious environment. At the Channel Summit, we believe that networking is not just about exchanging business cards—it's about forging genuine connections in a memorable setting.



# BEST PRODUCT AWARD

OUR FORMAT



## 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.



## Product preview

Prior to the Event each exhibitor can submit a 2-minute video presenting their latest innovation.

Delegates will vote online to select the finalists who will then go on stage during the event for a live 60 sec pitch in front of the audience. A live voting will decide the winner for each of the 6 product groups.



# WORKSHOPS



Take some time out from the showfloor and arm yourself with the latest channel trends, market insights and business thinking.

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.

Topics covered in 2024 include:

- *Smart Home Appliances Market: Simplifying consumers' lives and catering for their need*
- *Channel Dynamics Transformed: Unveiling the Influence of AI*
- *Circular Economy & Retail: the Role and Value of BuyBack Programmes*
- *KSA and Oasis of growth - Unpacking the Saudi consumer behavior and the drivers behind the retail spend*
- *Navigating the Consumer Odyssey: Strategies for Capturing and Retaining Today's Dynamic Shopper*
- *Supply Chain and Sustainability*
- *Omnichannel Retail strategies: Why one size does not fit all?*





Co-located with Channel Summit, The **Electronics Channel Strategy Forum** (ECSF) is an invitation only event for CxO level executives from the most influential consumer electronics brands and retailers in the MENA region.

This is a valuable opportunity for decision makers to engage with premium level content addressing today's challenges and tomorrow's opportunities.

ECSF will present exclusive channel research courtesy of event partner GfK, as well as essential insights into topics including digital transformation, sustainability and retail media from a variety of solution providers and industry leaders.

ECSF will take place on 8 May from 10:00 to 17:00







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

**Who can participate?** Any vendor attending the Event

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

**Who votes?** Votes will be only collected from 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?** any vendor attending the Event.

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

**Who votes?** Votes will be only collected from the buyers.

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

[details](#) >





The MENA 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 country / region (Egypt, GCC, Saudi Arabia and UAE).

[details](#) >



E-waste is a growing issue for our industry but we are seeing more retailers step up to the challenge. This award is to celebrate the campaigns and initiatives at retail level that encourages consumers to reuse and recycle their tech.

**Who can participate?** Retailers and e-tailers participating at the Event.

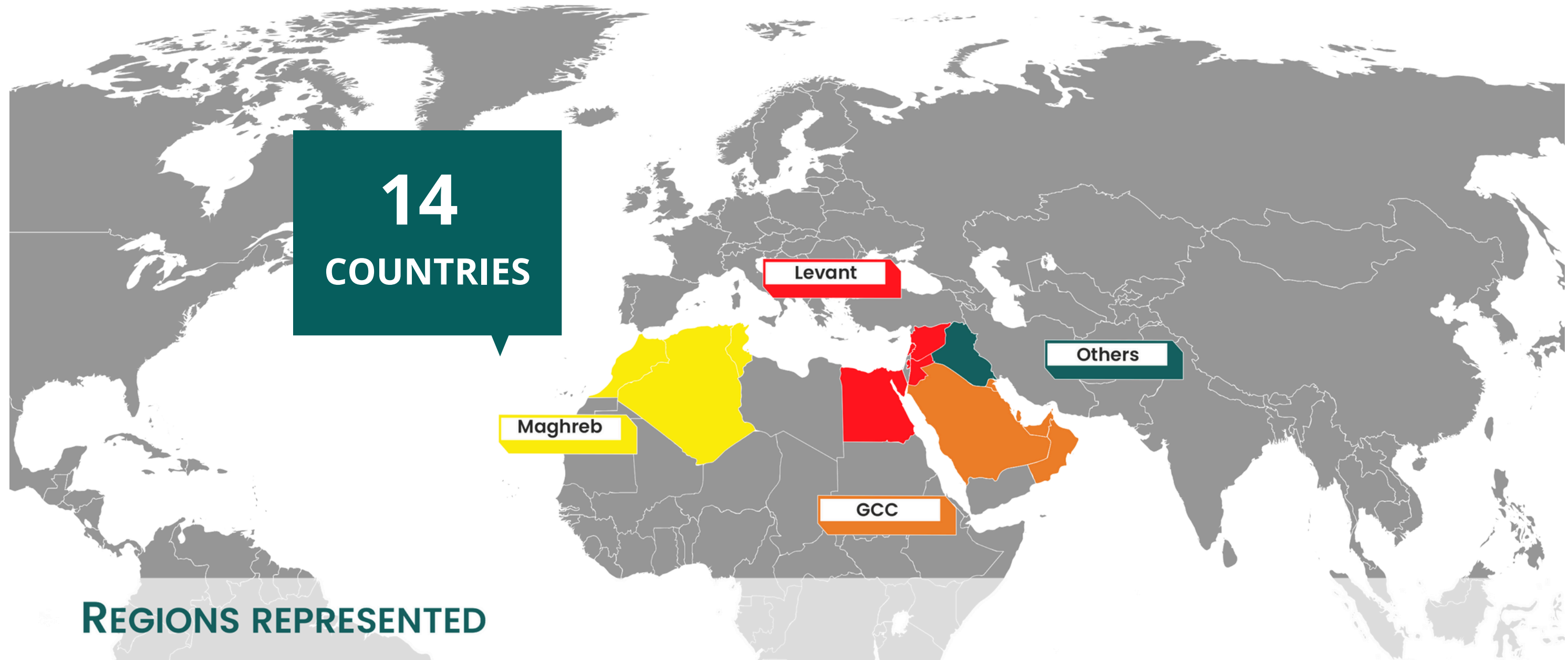
**How is it decided?** Winners will be determined by Judging Panel

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

[details](#) >



# REGIONS



## REGIONS REPRESENTED

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

**Levant**  
Egypt  
Jordan  
Lebanon  
Syria

**Maghreb**  
Algeria  
Morocco  
Tunisia

**Others**  
Iraq



# ATTENDEES



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 MENA 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**



# ATTENDEES



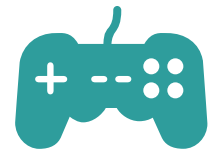
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GAMING & COMPUTING



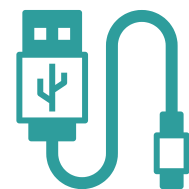
COMPUTING



GAMING



PERIPHERALS



PC ACCESSORIES

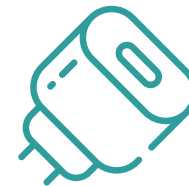


NETWORKING & CONNECTIVITY

MOBILE & IOT



SMARTPHONES



MOBILE ACCESSORIES



WEARABLES



SMART HOME

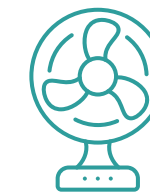


PERSONAL AUDIO

ELECTRONICS & SDA



KITCHEN APPLIANCE



HOUSEHOLD APPLIANCE



HEALTH & PERSONAL CARE



URBAN MOBILITY



ENTERTAINMENT



# GENERAL AGENDA



MONDAY  
7 MAY

- 09:00 - 12:30** Exhibition Setup
- 12:30 - 13:45** Opening Lunch
- 14:00 - 14:45** Welcome Address & Keynote Presentation
- 14:45 - 15:45** The 60s to Convince & Vendors preview
- 16:00 - 19:00** Pre-Scheduled 1 to 1 Meetings (6 slots)
- 16:00 - 18:00** Workshops
- 20:00 - 23:00** Welcome Reception

TUESDAY  
8 MAY

- 08:00 - 09:00** Breakfast
- 09:00 - 13:00** Pre-Scheduled 1 to 1 Meetings / Showroom time
- 10:00 - 13:00** **Electronics Channel Strategy Forum (Part I)**
- 13:00 - 14:00** Lunch
- 14:00 - 18:30** Pre-Scheduled 1 to 1 Meetings / Showroom time
- 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





*Overall, the event was a resounding success, thanks to its excellent organization, informative content, and valuable networking opportunities. It was a truly rewarding experience for anyone involved in the business channel ecosystem.*

**Fawad Mir, Regional Managing Director , Belkin**



*“Channel Summit MENA 2024 was such a success. Events like these play a vital role in fostering collaboration & innovation within the industry. I am eagerly looking forward to an even bigger & better event next year!”*

**Ramesh Ramachandran, Retail Sales Manager, HP inc**



*It was a fantastic opportunity to engage with industry professionals on a personalized level, and I look forward to participating in future events organized by Channel Hub.*

**Zafer Mohiuddin, Country Manager KSA & GCC , Linksys**



*“A very well organized and a great event to meet new contacts for new business and to interact with key personnel for developing existing business in this market of opportunities.”*

**David Antunes International Key Account Manager, Kodak & Agfa**





*"Amazing experience, it is a great opportunity for a buyer like me to build some connections and to know other brands/suppliers"*

**Dexter Pingol, Senior Buyer, Cenomi Retail KSA (Aleph & Fnac)**



*Channel Hub event is a great platform for industry professionals to interact freely away from daily routine with open mind. A must event for UAE Consumer Electronics, IT & Mobility professionals to network, meet potential customers & vendors, strike new alliances*

**Mohamed Shakeeb, Head of Buying & Merchandising, E-City**



*"Channel Summit proved to be a truly enlightening experience. The conference not only showcased the latest advancements shaping the future of the retail industry in the region but also provided exclusive access to European vendors and brands.*

**Sandeep Narayanan, Senior Vice President, Jumia**



*"Channel Hub's event was an absolute show! Exceptional organization, insightful discussions, and invaluable networking opportunities. A truly enriching experience"*

**Youssef Chaouki, Senior buyer Electronic & Gaming, Virgin Morocco**

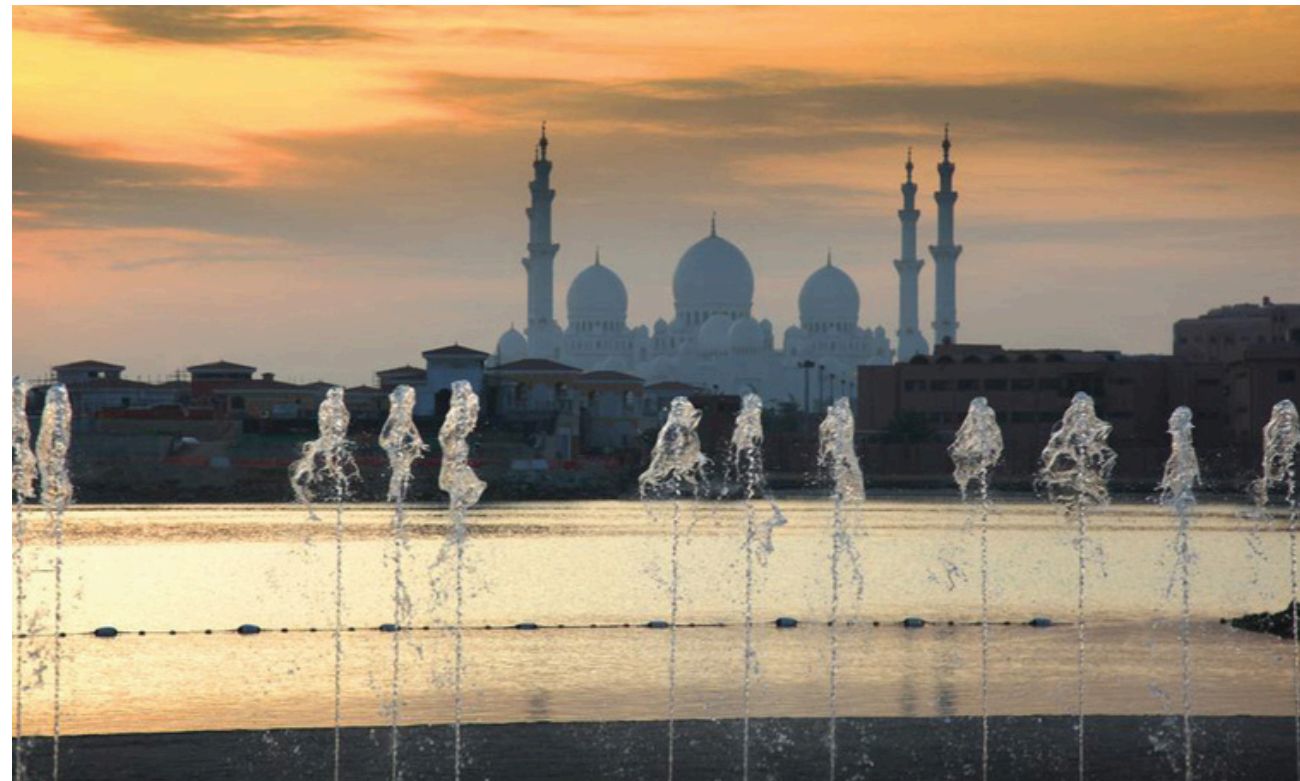




## Fairmont Bab Al Bahr

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.





*Join us  
in  
Doha*



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