



Electronics Channel
Strategy Forum

8 May 2025

Fairmont Bab Al Bahr
Abu Dhabi, UAE



ABOUT ECSF

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.



ABOUT ECSF

The 1st edition of the **Electronics Channel Strategy Forum** was attended by many of the leading retailers and consumer technology brands in the region. Session highlights include a series of pitch sessions from French retail tech startups delivered by Business France. Key market insights courtesy of content partners GfK and CONTEXT. Tech brands Epson, Linksys and Logitech shared some business updates and future product and channel developments.

Speakers & Participants include:

AARDEE, CEO

Ace Hardware, Chief Commercial Officer

AL FUTTAIM ELECTRONICS - AFTRON,
Managing Director

B.Tech, Head of Digital Channel

CARREFOUR UAE, Head of Merchandise

EPSON, Regional Sales Director - ME

Eros Digital Home, COO

Jacky's Retail LLC, COO

Jumbo Electronics, Chief Business Officer

Jumia, Group Senior Vice-president Commercial

LINKSYS, Managing Director - MEA

LOGITECH, METCAP Region Director

LULU GROUP INTERNATIONAL, Director Buying

MONSTER MIDDLE EAST,
Regional Director

Noon, GM Commercial -
Electronics

NOTHING, Regional Director

Ocean Star Trading Est.,
Managing Director

One Retail Group, CEO

SHARAF DG LLC, CEO

TASK MI, General Manager

TEG (THE ELECTRONIC GROUP)
Chairman

X-CITE BY ALGHANIM

ELECTRONICS, VP - Commercial

EVENT PARTNER
2025



The Electronics Group is an Association formed by some of the most reputed electronics organizations in the UAE who work together towards the betterment of the electronic industry in the Middle East and UAE.

We're pleased to have TEG's support and participation at the 2nd edition of the Electronics Channel Strategy Forum.

ECSF THEMES INCLUDE:

AI DRIVEN INVENTORY MANAGEMENT

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

ESG REGULATIONS

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BUY NOW PAY LATER

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PROGRAMMATIC OOH

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DIGITAL TWIN

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QUICK COMMERCE

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PRELIMINARY AGENDA

Thursday, 8th May 2025

10:00 - 10:05 Welcome and Introduction	14:40 - 14:55 Vendor Insights
10:05 - 10:35 Market Intelligence	14:55 - 15:10 Coffee Break
10:35 - 11:05 Session 1	15:10 - 15:40 Session 4
11:05 - 11:55 Panel Discussion	15:40 - 15:55 Vendor Insights
11:55 - 12:10 Coffee Break	15:55 - 16:20 Session 5
12:10 - 12:40 Session 2	16:20 - 16:35 Vendor Insights
12:40 - 14:00 Lunch	16:35 - 17:00 Session 6
14:00 - 14:40 Session 3	20:00 - 23:00 Gala Dinner & Awards

A wide-angle photograph of the Dubai skyline, featuring numerous skyscrapers and modern buildings under a clear sky. The image is used as a background for the top section of the document.

QUALIFIED PARTICIPANTS

C-level executives from Tier 1 brands and Power Retailers are invited to join this exclusive forum.

QUALIFIED BRANDS (partial list)

Acer, Anker, ASUS, Belkin, Bose, Braun, Canon, Dell, DeLonghi, Dyson, Electrolux, Epson, Garmin, Groupe SEB, Haier, Hisense, Honor, Hoover, HP Inc., Jabra, JBL, KitchenAid, Lenovo, LG, Logitech, Marshall, Microsoft, Nothing, Oppo, Panasonic, Philips, Samsung, Sonos, Sony, VIVO

QUALIFIED RETAILERS (partial list)

Amazon, B.Tech, Carrefour (MAF), Cenomi Retail, Darwish Holding, E-City, E-Max, Eros, eXtra, Jacky's, Jashanmal, Jarir Bookstore, Jumbo, Lulu, Noon, Sharaf DG, Virgin (Azadea), X-cite



CO-LOCATED

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 a relevant and focused audience of buyers.



PARTICIPATION OPTIONS

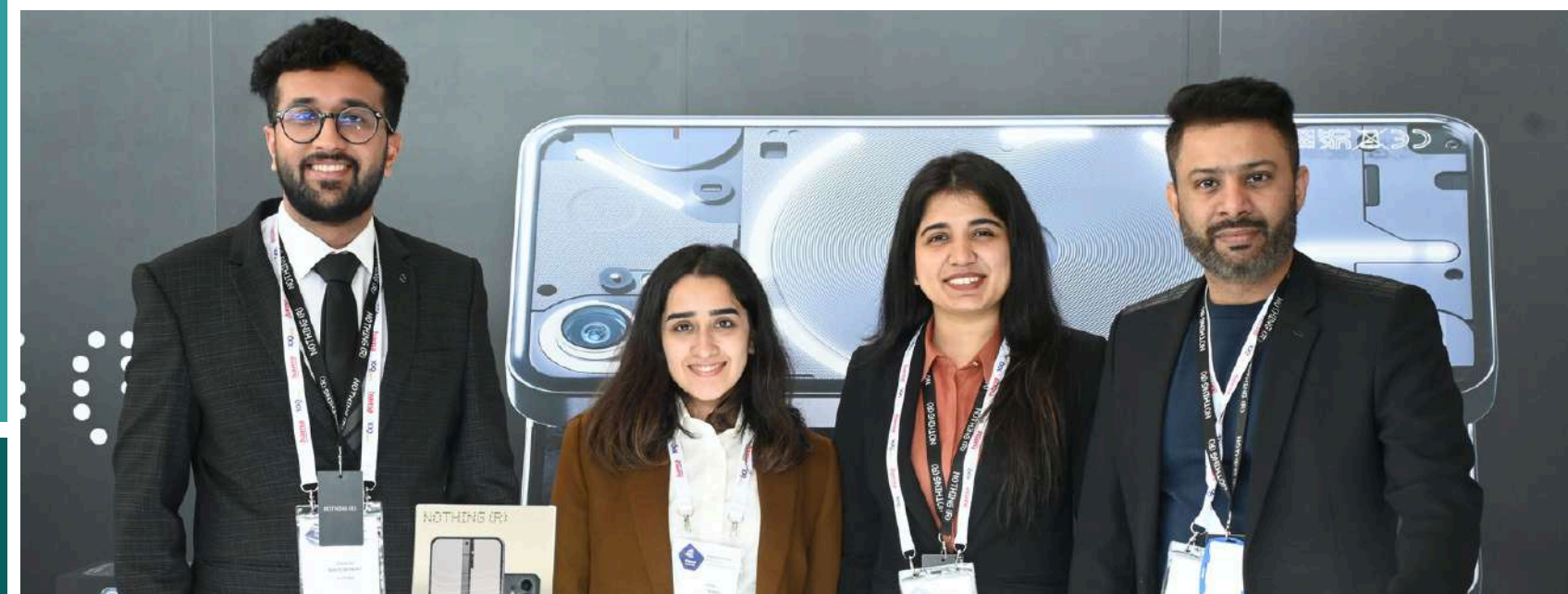
VISITOR PASS

Visitor Pass benefits include:

- 1 badge for the Channel Summit and ECSF events
- Accommodation for 2 nights at Fairmont
- All meals including the Gala Dinner and refreshments as per the agenda
- Shuttle bus service to/from Abu Dhabi airport

Cost: 3000 US\$

Additional Pass: 2500 US\$



NETWORKING PACKAGE

Networking Package benefits include:

- **2 Badges** to the Channel Summit and ECSF events
- Access to the **meeting scheduler**
- **Reserved table** for Welcome Dinner, Gala Dinner and all lunches
- Shuttle bus service to/from Abu Dhabi airport
- **Discounted** hotel rate

Cost: 5000 US\$

Additional Pass: 2500 US\$



ELITE PACKAGE



EXHIBITION SPACE: Stand (6,25 sqm) **OR** Hospitality room (25 sqm)

BADGES: 4 passes including 2 passes for the ECSF

1 TO 1 MEETINGS: Up to 100 pre-scheduled 1-to-1 meetings

RESERVED TABLE for all lunches and dinners

COST: 14800 US\$

Options

- | | |
|---|-----------|
| • Extra Showcase area in the exhibition (2,5m x 2,5m) | 5000 US\$ |
| • Speaking slot at ECSF | 3000 US\$ |
| • Additional badge | 1000 US\$ |
| • Booth branding (6,25sqm stand) | 750 US\$ |

ADDITIONAL BENEFITS INCLUDE:

- Participation to the Best Product Award pitch session
- Access to all retail and distributor online profiles
- 1-to-1 meeting support service
- Dedicated Help Desk for exhibition & meeting support
- Lighting & power to your stand
- Abu Dhabi Airport transfer service
- Meals and refreshments as per the agenda
- Discounted hotel rates
- Access to workshops

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RETAILER INVITATION PACKAGE

Benefits include:

- Free entrance to the Channel Summit and ECSF events
- Accommodation for 2 nights at the Fairmont Bab Al Bahr
- Airport transfer service
- 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.*



Farouk Hemraj
CEO

E: farouk@channelhub.net

Tel: +33 6 07 68 62 67

*Join us
in
Abu
Dhabi*

#ChannelSummit



EMEA: MARCH 2025

4th edition of our flagship event in Monaco
channel-summit.com



META: MAY 2025

2nd edition of our flagship event in Monaco
channel-summit.com



Channel Hub

- 20 Years experience in setting-up executive-levels events for the Consumer Tech channels across all continents.
- Founder of DISTREE EVENTS and presence in Middle East region since 2005.
- Today Channel Hub operate both online and in-person events