



Electronics Channel
Strategy Forum

14 May 2026

Fairmont Bab Al Bahr
Abu Dhabi, UAE

co-located with



Channel Summit
META



ABOUT ECSF

The 3rd 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.

REVIEW OF ECSF THEMES COVERED IN 2025:

SOCIAL SELLING: THREAD OR OPPORTUNITY?

Buying through socials and live shopping is a big trend in many markets across the globe but as this market develops, will it be a threat to retail or is it a golden opportunity to engage and interact with customers.

E-WASTE & CIRCULAR ECONOMY

With new legislation on the horizon, brands, retailers and distributors are under growing pressure to improve collection and recycling rates and integrate circular solutions into their businesses.

ADOPTION OF AI-BASED PRODUCT

The consumer tech industry is relying on the next wave of AI enabled products to drive demand and volume sales in the channel. While talk of AI is everywhere, sales of AI PCs and other products are not reflective of the media hype.

POWER OF VERTICAL VIDEO IN THE AGE OF MOBILE-FIRST CONSUMER

Mobile devices have redefined consumer behavior—and video now reigns supreme as the preferred medium for discovering, connecting, and purchasing. Today's audiences don't read, they watch

PENETRATION OF SUSTAINABLE TECH

Explore the rapidly evolving landscape of sustainable technology adoption within the META market. This session unveils exclusive META distribution data, spotlighting the increasing emphasis on sustainability in procurement

REAL-TIME CONSUMER INTELLIGENCE FOR THE AI ERA

Traditional consumer research is losing relevance—slow surveys, tiny samples, and siloed geographies can't keep pace with consumers who pivot in seconds and buy from anywhere



PRELIMINARY AGENDA

Thursday, 14th May 2026

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



QUALIFIED PARTICIPANTS

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

QUALIFIED BRANDS (partial list)

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

QUALIFIED RETAILERS (partial list)

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



Channel Summit
META

CO-LOCATED

Channel Summit META 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.



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in
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