

**PRESS RELEASE**

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## **Third Digital Consumer Channel event for Central Europe opens in Croatia**

***Third event doubles personal meetings to 650 in two and half days,  
attracts new key international vendors and introduces home-grown  
digital vendors from Central Europe***

**26 June 2007, Split, Croatia:** The Third Digital Consumer Channel for Central European (DCC CE) retailers opened today with a record number of 650 personal "one-on-one" meetings between invited retailers and participating vendors. Organised by DISTREE EVENTS, a leading EMEA communication company specialized in the planning, organization, staging and management of Information Communications Technologies (ICT) events, the event will run from 26<sup>th</sup> to 28<sup>th</sup> June, 2007 at Le Meridien Lav in Split, Croatia.

Farouk Hemraj, co-founder, Distree Events, said, "This year we have listened to the needs expressed by retailers and ensured that we have the right mix of vendors that they want to meet from giants like AMD and Microsoft to home-grown vendors like Go Clever and Raptocx. It is important for us to ensure that we continue to develop and ensure that both the retailers and participating vendors get more out of our events than just networking."

This year's event has some new elements like a TV Chat Show style forum and a revised format that allows for more one-on-one meetings. DCC CE's workshops this year will tackle several new topics of interest including "Playing the China card"; "Blu-Ray"; "Up-selling" and a special presentation by one of the larger retail distributors, BGS Levy putting the spotlight on "Czech Republic & Slovakia".

In addition, Microsoft will create special gaming zones to demonstrate the new Xbox 360.

“DCC CE serves as a vital educational update for the retail executives in this region and vendors who are interested in doing business in Central Europe’s fast-growing, but highly fragmented, digital consumer markets,” pointed out Marco Wellermann, Event Director, DCC CE. “We have been working with some key local vendors and retail distributors to ensure that we bring the right mixture not just of vendors and retailers but experts who can share knowledge on important business trends impacting the region.”

DCC CE will once again bring together senior executives from the most dynamic high volume retailers representing over 2,250 outlets in 18 countries around Central and Eastern Europe.

**About DISTREE EVENTS:**

DISTREE EVENTS is a communication company specialized in the planning, organization, staging and management of Information Communications Technologies (ICT) events. All its events are based on the concept of bringing high-level buyers from hard-to-reach markets into productive contact with vital key international vendors through special boardroom presentations, open forums, workshops and one-on-one meetings.

The rapidly expanding DISTREE EVENTS’ team has successfully organized such events for the past ten years gathering more than 6000 senior executives from 60 countries. For more information, visit [www.distree.com](http://www.distree.com).

**About Digital Consumer Channel:**

Digital Consumer Channel is the only regional high level channel event to reach the top IT and Electronic retailers in three specific regions: CIS (covering Russia, Ukraine and former USSR Republics); MENA (covering Middle East and North Africa); and CE (covering Central Europe from Balkans to the Baltics). For more information on DCC CIS, visit [www.dcc-ce.com](http://www.dcc-ce.com).