

The Undercover Economist: Tim Harford signs up as keynote speaker at the Canalys Channels Forum

– Award-winning author will discuss recession buying behaviour and strategy

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For immediate release**

Tim Harford, the award-winning journalist, TV and radio personality, and author of the acclaimed book 'The Undercover Economist', today agreed to keynote the Canalys Channels Forum on Thursday 5 February 2009 in Barcelona. Tim will discuss how buying behaviour changes during a recession. He will focus on how people and businesses are likely to behave in the economic downturn and why now is the time to bring in fresh ideas and define a future strategy that works.

Tim Harford's books, 'The Undercover Economist' (2005) and 'The Logic of Life' (2008), have been translated into 30 languages and have sold nearly a million copies worldwide, hitting the bestseller lists not only in the US, UK and Canada, but also in countries such as Spain and South Korea.

Tim writes two regular columns in the FT and the FT magazine titled, 'Undercover Economist' and 'Dear Economist' and has fronted the BBC programme 'Trust Me I'm an Economist', which applies economics to everyday events. Tim presents the BBC Radio 4 series 'More or Less' – one of the BBC's most downloaded current affairs shows. In 2006, Tim won the Bastiat Prize for economic journalism.

Steve Brazier, Canalys President and CEO commented, "We are delighted that Tim has agreed to speak at the Canalys Channels Forum. Tim will also reveal the economic ideas behind everyday experiences and using the latest economic theory to help resellers with problems they may face in 2009."

With a delegate list that already reads like a 'who's who' of the EMEA channel, and which also includes prestigious companies such as HP, Acer, AMD, APC and Fujitsu Siemens Computers, the Canalys Channels Forum has become 2009's must-attend event for high-tech vendors selling through channels, as well as resellers across EMEA. For full information about the event, including registration details, please visit www.canalyschannelsforum.com.

About the Canalys Channels Forum

The second Canalys Channels Forum will take place from February 4-5, 2009 at the five-star Hesperia Tower Hotel in Barcelona. Supported by some of the world's largest technology brands including HP, Acer,

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Page 1 of 2

AMD, Fujitsu Siemens Computers and APC, it is the largest and most prestigious meeting place for channel executives taking place within EMEA. Attendees can witness hard-hitting presentations covering topical issues, including: how to manage through a recession, the impact of cloud computing and virtualisation, the rise of mobility and the future of e-commerce. Full information regarding the event can be found at www.canalyschannelsforum.com.

About Canalys

Canalys specialises in delivering high quality market data, analysis and advice to the world's leading technology vendors. It is recognised as a key provider of continuous advisory services and confidential custom projects for marketing managers and strategists within blue-chip IT, telecoms, navigation and consumer electronics companies. It has unrivalled expertise in routes to market for all kinds of high technology products and services in the consumer, SMB and large enterprise segments, and provides worldwide market data and trends analysis.

Receiving updates

To receive press releases directly, please complete the form on the Canalys web site.

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