

Largest independent channels event now covers LATAM

- More than 500 partners already confirmed as attendees in the region
- ‘Engage, Inspire, Accelerate’ is the theme that will guide the global agenda

Palo Alto, Shanghai, Singapore and Reading (UK)

Canalys today announced that it will host the largest independent channels event LATAM has ever seen. The company is bringing its very successful Channels Forum from EMEA and APAC to LATAM and already has tremendous support from the major distributors in the region. The event will take place from 21 to 23 October in Rio de Janeiro, Brazil.

Steve Brazier, Canalys President and CEO, said, ‘The channel is in great shape, with leading distributors and channel partners enjoying share prices near all-time highs. The channel ecosystem is thriving, despite the industry changing dramatically around it. The cloud is creating both new partners, and new opportunities for existing partners. Vendors that embrace the channel are succeeding, and their participation in the Canalys Channels Forum demonstrates their commitment to the community. We expect pure cloud vendors to embrace the channel thoroughly in 2014, as they recognize the need to serve their global customers cost effectively.’

Distributors that have confirmed their participation so far include Ingram Micro, Tech Data, Officer, Westcon/Afina, Avnet and Intcomex.

Ingram Micro will bring more than 100 of its most important partners to the forum. Michael Zilis, Executive VP and President, Latin America, said, ‘We understand the importance of this event to the region and it will be a great platform to host our most valuable customers in one convenient location. Latin America needs an event of this caliber, where new ideas, vision and practices are shared.’

Tech Data will host more than 100 of its leading channel partners at the forum. Luis Oliveira, Vice President and General Manager, Latin America at Tech Data said, “This event will provide new opportunities for channel enablement both for our valued solution providers and vendor partners. We look forward to a successful event.”

Daniela Paoli, Vice President of Marketing from Officer, said, ‘We are proud that Canalys has chosen Brazil as the destination for the inaugural Channels Forum for LATAM as the country is thriving! We will be treating our partners with access to the event and to all the exciting industry knowledge that will be shared.’

This year’s EMEA forum will experience the fresh Cannes air in September, while over 900 executives will be making their way to Shanghai for the largest APAC channels conference in November. Confirmed sponsors already include HP, Lenovo and EMC at keynote level; Juniper, Avaya, Webroot, Autotask and Vision Solutions, with others set to join in the coming weeks.

Social, mobile, analytics, clouds and security are playing an increasingly vital role in shaping technology demand, influencing perceptions and determining budget allocation. This presents an array of interesting

opportunities for technology suppliers who are able to harness this new demand pattern. This has driven the 2014 global theme of 'Engage, Inspire, Accelerate'.

'We have seen changes in customer engagement, how the need to inspire has increased and why enabling accelerated implementation will determine winners. Our event theme, 'Engage, Inspire, Accelerate', allows us to focus on these three core areas channel partners can focus on to improve their win rates,' said Canalys Principal Analyst Alastair Edwards.

- [EMEA](#): 23-25 September, Cannes, France.
- [LATAM](#): 21-23 October, Rio de Janeiro, Brazil.
- [APAC](#): 4-6 November, Shanghai, China.

For further information on these events please contact us at events@canalys.com.

About Canalys

Canalys is an independent analyst company that strives to guide clients on the future of the technology industry and to think beyond the business models of the past. We deliver smart market insights to IT, channel and service provider professionals around the world. Our customer-driven analysis and consulting services empower businesses to make informed decisions and generate sales. We stake our reputation on the quality of our data, our innovative use of technology and our high level of customer service.

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