

The countdown begins to the Canalys Channels Forums 2016 - the world's largest independent channels events

- Confirmed keynote sponsors for 2016 include Cisco, Dell EMC, Hewlett Packard Enterprise, HP Inc and Lenovo.
- Dropbox, APC by Schneider Electric, Fujitsu, NetApp, AMD, Eaton, Acer, Citrix, Brocade, Ruckus, VMware, Kaspersky Lab, Neustar, Extreme Networks, Delta, Sophos, Veeam, RSA, Acronis, Awingu, Autotask, BitTitan, Impartner, LogicNow, Mimecast, SOTI, Storagecraft, Cambium Networks, Universit, Bitdefender, ShoreTel, Objectif Lune, Ergotron, TeamViewer, Datto, A10 and Nokia are also supporting these prestigious events

Shanghai, Palo Alto, Singapore and Reading (UK) - Thursday, 22 September 2016

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- Canalys formally announces a unique C-level speaker line-up
 - Record number of channel executives due to attend in every region - the Canalys Channels Forum EMEA is already sold out
 - The events are underpinned and driven by the most advanced event app on the market

Canalys today announced the C-level keynote speaker line-up for this year's Canalys Channels Forum events, the only independent conferences totally dedicated to the channel.

Following the success of last year's sold-out conferences, Canalys has so far secured an exciting and world-class speaker line-up that includes:

- Michael Dell, Chairman and CEO, Dell Technologies.
- Dion Weisler, President and CEO, HP Inc.
- Gianfranco Lanci, Corporate President and COO, Lenovo.
- Edwin Paalvast, President, EMEAR, Cisco.
- Antonio Neri, EVP and General Manager, Enterprise Group, Hewlett Packard Enterprise.
- Alfredo Yopez, VP and General Manager Latin America and Caribbean Region HPE Managing Director MCA, Hewlett Packard Enterprise.
- Luca Rossi, President EMEA and LATAM, VP Lenovo Group, Lenovo.
- Peter Ryan, Chief Sales Officer, Enterprise Group, Hewlett Packard Enterprise.

- Richard Bailey, President, Asia Pacific and Japan, HP Inc.
- Amit Midha, President, Asia Pacific and Japan, Dell EMC.
- John Byrne, President, Global Channels, Dell EMC.
- Steve Brazier, President and CEO, Canalys.

‘Digital First’ is the theme that will shape the agenda. ‘The global technology landscape continues to be a vibrant one, with the digitalization of more parts of the economy fueling greater interest in enabling tools. But in some segments, such as computers and storage, innovation is disrupting traditional product propositions. This disruption is changing the addressable market for channel partners,’ said Steve Brazier, President and CEO at Canalys. ‘By taking a “Digital First” look at technology consumption, we see some business models, such as managed services, enjoying a renaissance, providing partners can bundle a number of elements. Strategies to support customers’ need for resilient and real-time analytics, user experience design and a phased investment approach will be part of the event discussion.’

This year’s EMEA forum, which has now sold out, will return to the Hotel Arts in Barcelona, while the APAC event will venture to Macau for the region’s largest channels conference. The LATAM event, which has achieved extraordinary recognition in just three years, is pushing to achieve the 1,000 delegate mark that has been achieved in the other regions. It will be held in the beautiful Riviera Maya, Mexico in November.

‘Our events’ success goes hand in hand with the seniority of the audience, our C-level speakers and the use of our sophisticated app,’ said Rita Chaher, VP Marketing and Events at Canalys. ‘We have created the most advanced app on the market. Its design is simple and intuitive, we have understood the delegates’ requirements, and it is available on all platforms and in different languages. Delegates can ask questions to the presenters live, share their location with the use of eBeacons, view partner profiles that will help them schedule one-to-one meetings, and use the chat function to make the most of their time.’

Channel partners looking for inspiration and validation will have the opportunity to engage with analysts and vendor executives to accelerate their ability to exploit the ‘Digital First’ portfolio of opportunities.

The event has once again seen a huge uptake from the top distributors in the regions. Distributors that have confirmed their participation so far include Also, Arrow, Avnet, AxizWorkgroup, Exertis, First Distribution, Ingram Micro, Prianto, Tech Data, Westcoast, Cadensworth, Comstor, VST ECS, Innovix Distribution, Redington, Westcon, Dicker Data, Ardent Networks Inc, HC L Infosystems, Aktio, CanalDigital, CompuSoluciones, Distecna, Intcomex, MPS, Solution Box, Licencias Online, Adistec, Microglobal, Team and Impresistem.

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.

Receiving updates

To receive press releases directly, or for more information about our events, services or custom research and consulting capabilities, please complete the [contact form](#) on our web site.

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