

Organised by **DISTRE**

RUSSIAN IT CHANNEL TOUR

MOSCOW
22-24th
September 2009

Access Russian IT distributors / importers, gatekeepers to the Russian digital retail market!

Distree Events is the organiser of the annual DCC CIS forum, recognised as the most important annual event for the Russian IT Channel industry.

Leveraging its wealth of knowledge and unparalleled access to Russian distributor and retailer executives, Distree Events launches an all-inclusive business tour for vendors interested in entering the Russian market.

A fully personalised meeting agenda with nation's top distributors, insightful master-classes and stimulating business networking will allow you to jumpstart your business network and gain first-hand knowledge to succeed in this complex market.

REASONS TO ATTEND

- Present your product portfolio in face to face meetings with Russian distributor executives
- Visit federal retail chains and major independent outlets
- Learn how to build an effective distribution channel and go-to-market model
- Learn more about logistics, customs procedures and marketing in the Russia
- Learn more about the long-term plans and business style of major Russian retailers

THE TOUR INCLUDE

- 6 individual meetings with recommended distributors based on your product portfolio
- Guided tour of retail chains and independent outlets
- Master-classes by GFK Research, Russian Business Consulting & PR agency
- Networking evenings with additional distributors, retailers, IT journalists and members of Russian IT industry
- Visa Support and Invitation letter
- 3 nights' accommodation at Budapest Hotel in central Moscow
- All meals/cocktails
- Private car transfers to/from airport
- Transportation throughout the tour
- Translation during meetings, if required

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Please note that **this tour is strictly limited to six companies** and will be allocated on a first come first served policy. Act fast to secure your spot.