

GTDC Summit EMEA Looks into Channel Transformation

Written by Marco Attard
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The Global Technology Distribution Council (GTDC) annual EMEA Summit hosts over 140 attendees in a conference featuring individual meetings, as well as a broad range of panels, presentations and networking sessions.

The conference convened 14 distributors and 38 vendor companies within EMEA. In total GTDC members represent \$150 billion in global business, making the organisation the largest international consortium of technology distributors in the world.



“GTDC Summit EMEA is the only conference bringing together senior management from top regional distributors with vendor channel leaders for strategic discussions and learning,” GTDC CEO Frank Vitagliano says. “Strong partnerships are the backbone of industry transformation. Distributors and vendors must work more closely than ever in this era of unprecedented change and innovation to fully enable solution providers worldwide. This forum helps everyone gain a better understanding of how best to advance channel initiatives, services and solutions at a time when there’s absolutely no room for complacency.”

The summit had Oxford Economics Eurozone economist Angel Talavera share an in-depth view of how economic and political forces are reshaping the industry landscape, distribution panels moderated by BBC broadcaster Declan Curry, insights from 2018 Analyst of the Margaret Adam and a market trends overview by CONTEXT co-founder Howard Davies. Michael White and Wolfgang Pregel of Quadmark, two of the foremost authorities in distribution business management and partnership, provided training breakouts.

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“The spirit of collaboration is alive and well in Europe,” the GTDC adds. “The overall industry recognizes that channel partnerships will be instrumental in driving transformation, particularly in small and mid-size enterprises worldwide. Distributors have always played a central role, regardless of how technology offerings evolve. That reality will continue to become even more dynamic as new business models take shape and promising new services and multivendor solutions emerge.”

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