

Gates ICT Summit Receives Overwhelming Channel Response from Tier 2 and 3 cities

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GATES APAC Pte. Ltd, a leader in industry channel ecosystems, conducted an in depth channel survey in order to understand the ICT channel audience, their perception towards the upcoming ICT Summit and their expectations from a summit of this magnitude. The online and telephonic survey revealed that a whopping 54% of the channel respondents operate in tier 2 and tier 3 cities and of these respondents more than 50% are first timers to a summit of this magnitude. About 80% of the respondents feel that signing up new brands is the primary take away by which they can increase their business. Ashish Kapahi, CEO at GATES APAC said, "The channel response from Tier 2 and 3 cities has been overwhelming so far. Gates ICT India Summit 2016 aims to set the stage for many vendors and channel players from all over India for their upcoming financial year business. The event will open new dimension that looks beyond just business networking opportunity and product presentations." Vasudevan K, Executive Director at GATES APAC added, "The channel wants to be heard more and the vendors also have realized the importance of listening to the channel voice especially coming from tier 2 and 3 cities. The event also aims to discuss some of the pressing issues facing the industry and evolve appropriate solutions that are viable." Strategically timed ahead of a new financial year, the Gates expects that the summit will act as a catalyst in aiding the 10.5% year on year growth rate forecasted for the devices market in 2016 by Gartner.

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