

Technology channel leaders unite for Canalys Forums 2021

Shanghai (China), Bengaluru (India), Singapore, Reading (UK) and Portland (US) – Thursday, 15 July 2021

Chrome Enterprise, Hewlett Packard Enterprise, HP, Lenovo, Nutanix and Trend Micro will headline 2021's most [important independent channel events, the Canalys Forums](#). The major cloud, device, infrastructure and cybersecurity vendors will connect with many of the world's leading channel partners and distributors at the forums, which take place virtually in EMEA, APAC and LATAM later this year. Other sponsors include Acer, Citrix, DataCore, Eaton, Equinix, Fujitsu, Kaspersky, Schneider Electric, Veeam, Vertiv and WatchGuard.

The forums will overcome ongoing travel restrictions and ensure the safety of delegates with a virtual model, delivered using proprietary software developed by Canalys spin-off [Canapii](#), an award-winning global event management platform. Running the events virtually allows the Canalys Forums to host the largest audiences in their history. [Register your interest for the Canalys Forums 2021 now.](#)



THRIVE

EMEA: 5 – 7 October 2021 | LATAM: 19 – 21 October 2021 | APAC: 16 – 18 November 2021

chrome enterprise | Hewlett Packard Enterprise | hp | Lenovo | NUTANIX | TREND MICRO

acer | citrix | DATACORE | EATON | EQUINIX

FUJITSU | kaspersky | Schneider Electric | VEEAM | VERTIV | WatchGuard

canalys forums

More to be announced soon!

As the world continues to struggle with pandemic-driven turbulence and restrictions, the Canalys events act as a focal point for vendors and channel partners to help cement strategies and investments for the years ahead. Canalys VP of Events Gemma Edwards said, “The Canalys Forums are distinctive due to the mix of insights from Canalys analysts and the support from the leading distributors, their partners and a variety of major channel-committed vendors. We are really pleased to announce that sponsorship slots at the headline level have already sold out, which shows the importance of the events around the world.”

Canalys continues to digitally innovate, together with the events experts at Canapii, to deliver another unique virtual experience in 2021. “We have lots of surprises planned for all our attendees – ideas that have been formulated over lockdowns and inspired by the best of virtual events around the world.”

One new such initiative is our Platinum Partnerships, where Canalys invites the top regional partners to share their specialist knowledge and opinions to educate the vendor community. Participating Platinum Partners include ATEA, Cancom, Computacenter, Insight, SCC and Softcat. More Platinum Partners for EMEA, APAC and LATAM will be announced in due course.

Edwards added, “We have listened to feedback and know that the one thing the partner community wants is to be heard! We’re finding ways to make the partner community’s voice louder. As the world’s largest independent event series, we do not have to transmit in only one direction – vendors to partners – which is how vendor-owned events often work. We have top partners already committed, alongside some of the world’s biggest distributors. Our commitment to the industry remains. We need to connect and advance together.”



The year's theme is "Thrive", which will allow us all to focus on learning more about how we can flourish as both organizations and individuals. Event topics and discussions will also seek to emphasize how we can do this in sustainable ways, in terms of helping the environment, but also looking at how we can sustain our people, jobs, customers and partnerships. To participate in the events as a sponsor, distributor or attendee please [register your interest here](#).

Sponsor Platinum partners

EMEA: ATEA, Cancom, Computacenter, Insight, SCC, Softcat

Sponsor distributors

APAC: Bluechip, Dicker Data, Exclusive Networks, Network, NEXTGEN, Soft Solutions, Synnex, VST
ECS

EMEA: Arrow Electronics, ALSO, e92plus, Exertis, Logicom, Nuvias, Prianto, SEC Datacom, Tech Data

LATAM: Adistec, Anixter, CompuSoluciones CVA, Deltron, Impresistem, MPS, Nexsys, Nuvias, SED, StarCenter, Stylus, Synnex

Canalys Forums APAC

Charlotte Woodward: charlotte_woodward@canalys.com

Canalys Forums EMEA

Eleanor Martin: eleanor_martin@canalys.com

Canalys Forums LATAM

Damian Leyva-Cortes: damian_leyva-cortes@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. We run the largest independent channels events in APAC, EMEA and LATAM. 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 media alerts directly, or for more information about our events, services or custom research and consulting capabilities, please [contact us](#) or email press@canalys.com.

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