

# MUCHO MÁS

EMEA DISTRIBUTION CONFERENCE | 6-9 November 2023 | Sitges | Spain

## Agenda

### Monday 6th of November

*Location* Bar Malvasia – Restaurant Verema

**19.00–evening** Meet us at the hotel bar for welcome drinks followed by dinner.

### Tuesday 7th of November

*Location* Conference center – Mediterrani

**09.00–09.20** **Welcome**

Julian Rutland (Distribution Director EMEA)

**09.20–10.00** **We're all players in an infinite game**

Verena Rathjen (VP EMEA) and Ray Mauritsson (CEO) share their perception of the changing world around us and explore the opportunities that it presents for Axis to deliver long term profitable growth together with our partners.

**10.00–10.20** **Setting the pace in EMEA**

Verena Rathjen (VP EMEA) presents our growth ambitions in EMEA and how we intend to reach them together with you and our channel partners.

**10.20–10.40** **Stronger than ever**

Jeanette Skjelmoose (VP Operations) reflects on last year's availability situation and the learnings we took with us. She shares how we have been shaping to be even more resilient, robust and responsible.

**10.40–11.00** Q&A

**11.00–11.30** **Break**

**11.30–12.30** **Late morning with Julian**

Julian Rutland (Distribution Director EMEA) brings guests on stage to discuss further the areas where we are working to scale our business: supply chain resilience, process digitalization, business operations and sustainability.

*Location* Restaurant Verema

**12.30–14.00** Lunch

*Location* Conference center – 3rd Floor

**14.00–16.30** **Growth workshops/discussions**

#### **Track 1:**

– Partners nurturing and activation

*How can we encourage partners to make more frequent purchases?*

– New business opportunities

*How can customers increase their business efficiency with Axis and partners' solutions?*

#### **Track 2:**

– Enterprise projects

*How do we secure enterprise customers together?*

– Technology Alliances

*How do we drive hardware sales by leveraging technology partners' applications?*

<i>Location</i>	<i>Conference center - Mediterrani</i>
<b>16.30–16.45</b>	<b>Wrap up with Julian</b>
<b>16.45–19.00</b>	<b>Debrief at the bar and free time</b>

<i>Location</i>	<i>Cos La Plana</i>
<b>19.00</b>	<b>Departure for dinner</b>

### Wednesday 8th of November

<i>Location</i>	<i>Conference center - Mediterrani</i>
<b>09.00–09.30</b>	<b>Welcome back!</b> Sheetal Rao (Distribution Manager, Middle East & Africa) and Gordon Grünwald (Distribution Manager, Middle Europe) will make sure you're wide awake and ready for a new day!
<b>09.30–10.15</b>	<b>Trust is the global new currency</b> Atul Rajput (Director Channel Partners & End Customers EMEA) will explain how companies' evaluation by customers has changed significantly over time. Atul will explore what drivers influence trust in a company today, how trust is increasingly a source of competitive advantage and how this will be reinforced by a raft of upcoming legislation which impacts both Axis and our valued business partners.
<b>10.15–10.45</b>	<b>Break</b>
<b>10.45–12.00</b>	<b>Late morning with Sheetal &amp; Gordon</b> Sheetal & Gordon will invite guests to discuss how we can foster trust in our market together, especially when it comes to cybersecurity and sustainability.

<i>Location</i>	<i>Restaurant Verema</i>
<b>12.00–13.30</b>	Lunch

<i>Location</i>	<i>Conference center – 3rd Floor</i>
<b>13.30</b>	<b>Discussions and tech games</b> <b>Track 1:</b> – HR talk: How attractive can we be? <i>A discussion around employer attractiveness in today's competitive labour market.</i> – Is the price right? <i>This game requires analytical skills, dexterity and an ability to convince others.</i> <b>Track 2:</b> – Management talk: What's your point of view? <i>An opportunity to share your opinions, and listen to the thoughts of others, when it comes to our strategic priorities.</i> – Östersund lab <i>This game is for agile problem solvers who are also great team players.</i>

<i>Location</i>	<i>Conference center - Mediterrani</i>
<b>16.00–16.15</b>	<b>Wrap up with Julian</b>
<b>16.15–18.30</b>	<b>Debrief at the bar and free time</b>
<b>18.30</b>	<b>Departure for dinner and evening</b>

### Thursday 9th of November

Departures