TECHNOLOGY EVENTS 2019-20

Theme of the year:
VARINDIA brings a synergy between IT Corporates and B2B business community in India. VARINDIA India’s Frontline IT Magazine, popularly known as the Ultimate voice of Indian Value Added Resellers (VARs), earned its reputation as a one-stop destination for IT News, views and analysis to propagator the Technological revolution by continuously providing its readers and patrons on the latest news related to ICT.

VARINDIA serves as a major resource of business intelligence for VARs (Channels) controls 90% of the average business in the country and always tried to find futuristic way in its approach with respect to the content. Our focus for this year will be on how business could leverage from smarter Analytics. We were focusing on the bridging digital divides in India by engaging with the Indian VARs and partners by providing various B2B events in various market places like Delhi, Mumbai, Kolkata, Bangalore and Bhubaneswar.

VARINDIA events are the benchmark for the IT Corporates and partners (VARs) for creating a single platform for discussing, introducing new technology and sharing feedback to bridge the gap between vendors and channels.
VAR INDIA Event Calendar is divided into 3 parts:
National, International and Regional

National Events - New Delhi
a. VARINDIA Star Nite Awards (SNA) (18th edition) - Nov 21st 2019, New Delhi
b. Cyber Security India Conclave – June 2019, New Delhi
c. VARINDIA IT Forum (17th edition) - 7th June 2019, New Delhi
d. VAR Symposium: Planning to organize off site

Regional Events – Bangaluru, Mumbai, Kolkata, Bhubaneswar
a. Odisha IT Fair (OITF) - 11th Year, 21st January 2019, Bhubaneswar
b. Eastern India IT Fair (EIITF) - 10th Year, 19th July 2019, Kolkata
c. South India IT Fair (SIITF) - 10th Year, September 2019, Bangaluru
d. West India IT Fair (WIITF) - 10th Year, 15th March 2019, Mumbai
VERTICALS FOCUSED WITH VALUE ADDED OFFERINGS

- OEMs
- Distributors
- Telco
- Software Companies
- Corporates
- ISPs & ISVs
- VARs & CPS
- System Integrators & Network Integrators
Future Internet in World

- Global challenge exponential growth of information flows
- Internet traffic growth +21%
- Multimedia traffic share growth +2.3%
- High cost of network hardware upgrade and bandwidth
- Cybercrime losses ~1.4% of GDP
This is the 11th year of OITF, the annual event organized in the hotel Mayfair Lagoon, Bhubaneswar to understand the opportunity in the state Govt. and how the partners can gear-up to face the challenges ahead.

**Current Scenario**

- About 45% of the SMEs in Odisha are going through the first wave of building basic IT infrastructure
- Only 10% are in the connectivity phase and use their website for transactional purposes
- Only 2% are leveraging the benefits of ERP applications, intranet and managed security solutions and this segment is witnessing the highest growth rate
GROWING CONCERN ON CYBER-ENABLED ESPIONAGE

Hotel Shangri-la, New Delhi
7th Friday, June 2019
In the annual VAR SUMMIT there is a convergence of VARs(System Integrators, Solution Partners and VARs) come together from across the Western India to discusses, shares and networks with the vendors. The vendors get opportunity to present the value propositions they can bring for the discussion across the table.

**Issues Discussed:** e-commerce boom where partners get effected, Emergence of retail, Cyber Intelligence brings newer opportunities, Credit Policy etc.

**Venue:** Hotel Taj Lands End, Mumbai

**Audience Size:** 150+ across Western India

The agenda of this years was on to discuss on how Technology transformation is happening in the cyber world. The Topic of the event will be “Channel Transformation” where Corporates will understand the pain points of the Partner community in the western India. Apart from the VAR fraternity, 60 CIOs and 80 VARs had attended the summit and there were lots of deliberations of cyber security and cyber intelligence. For more visit: [https://www.varindia.com/2019/wiitf/web/index.html](https://www.varindia.com/2019/wiitf/web/index.html)
VARINDIA IT Forum turns 17th year. The objective of the forum is to bring government and corporate bodies and the policy makers to come under one common platform for better understanding of the e-Governance practices and challenges as well as to provide support to those who are working towards building a better IT infrastructure.

This forum happens in two phases. In the first phase, the government and corporate bodies present their focus on e-governance and in the second phase, panel discussions are held to explore the opportunities in Government and PSU business.

Topic: Collaboration To Drive Digital Transformation

Unveiling of the 8th edition of the Brand Book.

This time we are recognizing the Digitally enabled PSUs of the Year (Only 10 PSUs to get recognised) in the morning session.

Target Audience: Sr. Government officials, PSU, IT consultants, CIO, CTO and CISO.
In its 10th year, the annual event is going to be organized with the support of the Govt. of West Bengal, STPI and COMPASS to understand the potential of SME growth in West Bengal and how there could be Digitization under the confluence of ICT.

In the event Top partners (SIs, NIs, VARs) in total 150 from the eastern part of the country will attend to understand the opportunity, where senior officials from WEBEL and Eastern India Trade associations and Confederations will attend to the pain points of the Partners.

Through this platform vendors can venture into the Upcountry market in (B, C, D class) class cities with their product offerings and also can interact on how to target on the SME growth. It is also a platform for the channel partners and IT associations of the eastern India to raise the voice on various issues

Theme: Channel First
The 10th annual event (Technology summit) is going to be organized with the support of the Govt. of Karnataka and STPI to understand the potential of SME growth in Karnataka and how there could be Digitization under the confluence of ICT.

This tech summit has been organized with a strong belief on Future Technology since Karnataka is the most preferred destination for frontier technologies and thereby create a conducive environment for related industries. A total of 150 CIOs/CXO sand CTOs from leading IT and Telecom Companies are going to attend the Technology summit.

Corporates will showcase their bigger success in their business with latest focus on Technology innovations and experts from across India will attend the brain storming session on technology adoption and survival.

Theme: **Channel Profitability**
18th Star Nite Awards 2019
November 2019- Hotel Taj Palace, New Delhi

The VARINDIA Star Nite Awards (SNA, which is popularly known as the DNA of Channel) turns 18th this year. The event recognizes the CMO (Chief Marketing Officers) and the performance of various IT Vendors (Hardware and Software, Networking, Peripherals, etc). The awards function is held every year. This annual felicitation happens on the basis of a stringent selection procedure.

VARINDIA considers different parameters including Price Performance, Product availability, Pre- and Post-service support, Training and Certification, Marketing Communication, Brand Building and Vendor–Partner relationship for deciding the winners. This event acts as a benchmark for product positioning in the Indian market.

**Theme**: Channel Transformation

**Target Audience**: National Distributors, Regional Distributors, Sub-distributors, VARs, System Integrators, Resellers and leading IT Associations of the country
360 DEGREE EVENT PROGRAM

Pre-scheduled Meetings
Go online, read up on the confirmed delegates and send a meeting request. Fill up your agenda before arriving onsite.

Market Insights
Hear the latest channel news, statistics and trends through a series of keynotes, workshops and panel discussions.

Make Some Headlines
Meet the region’s tech press and get some column inches about your latest product announcement.

Networking Time
Enjoy free time with your customers and new contacts at a number of functions and events.
Integrated Marketing Solutions

360° media approach

Since 1996 our media products and services have been seen as the most credible resource on the IT Channel community.

- We provide integrated marketing solutions that help technology marketers manage channel strategy and accelerate technology sales.

- Our mission is to provide world-class editorial coverage, research, consulting, events and marketing services for vendors in the technology industry.
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