

**PRESS INFORMATION
FOR IMMEDIATE RELEASE**

**KRISS AKABUSI MBE CONFIRMED AS SPECIAL GUEST SPEAKER AT THE
SYNAXON 'BUSINESS SUCCESS' CONFERENCE**

Warrington, 29 April 2015 – Synaxon, the UK's leading services group for IT resellers and office products dealers, has announced that GB Olympic Gold Medallist, Kriss Akabusi MBE will be the special guest speaker at this year's Synaxon National Conference.

Kriss Akabusi is world-famous for his achievements on the athletics track, where he was a World, European and Commonwealth Champion and won three Olympic medals for Great Britain. He is perhaps best remembered as part of the triumphant team 4 x 400 metre relay team that won Gold at the 1991 World Championships in Tokyo.

His greatest individual achievement was his Gold medal in the 1990 European Championships, where he beat David Hemery's 22-year-old British 400m hurdles record. In 1992, he was awarded the MBE in recognition of his services to the country through athletics.

Today, Kriss is also a renowned inspirational speaker and he will share his unique and highly-positive approach to personal and business success in a special keynote at the forthcoming Synaxon National Conference in June.

Derek Jones, Managing Director of Synaxon UK, said: "We are thrilled to have such a fantastic guest speaker for the Conference. Kriss is one of the all-time greats from the world of athletics and one of the best motivational business speakers in the UK. Everyone will have seen him on TV, winning Gold medals or receiving an MBE from Her Majesty the Queen – and now he's coming to the Synaxon National Conference to enthuse and inspire our members. It's a great chance for them to meet the great man himself and to benefit from the energy and enthusiasm that Kriss and the whole Synaxon team is bringing to this year's event. It promises to be very special indeed."

The 2015 Synaxon National Conference takes place at Staverton Park, Daventry on Thursday 18th and Friday 19th June 2015. Places are filling up fast and any members wishing to attend are advised to register as soon as possible. More information can be obtained by calling 0844 481 5844 or visiting <http://www.synaxon.co.uk/conference-and-events>.

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About Synaxon

Synaxon is Europe's largest grouping of independent IT resellers and system houses. It provides a range of services that enable resellers to enhance their marketing and build a strong presence in their chosen market and take full advantage of the extensive stock-holding and supply-chain capabilities of distributor and vendor partners. Synaxon partners have exclusive access to the unique EGIS (Enterprise Global Information System) on-line purchasing and information platform, through which they are able to locate, check availability and order products from Synaxon supplier partners. In addition, Synaxon provides a range of pro-active marketing services which reseller members can use to drive sales activity.

Synaxon is already well-established in Germany, where it has nearly 3000 partners that generate around €3 billion of gross external sales annually, representing 15 per cent of the German market. Through EGIS, these member partners have access to more than 200,000 products from over 200 distributors. Synaxon UK was established in September 2008 (fully launched in January 2009) and now has a UK reseller membership of 630 independent resellers with combined revenues of around £700 million of gross external sales.

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