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#dmexco #2015

More than 43,000 trade visitors: dmexco 2015 is the center of the global digiconomy

881 exhibitors, 500 top speakers, and a new visitor record of 43,384 trade visitors: dmexco 2015 has successfully built the key bridge in the digiconomy. "At dmexco 2015, top decision-makers and experts from all over the world are demonstrating and discussing which digital strategies companies will be relying on today and tomorrow for their business success. The continuous interest from all over the world is impressively confirming the significance of Cologne as Europe's top trade fair venue for digital business," says Gerald Böse, President and Chief Executive Officer of Koelnmesse GmbH. In 2016 dmexco will once again take place in Cologne, on September 14 and 15.

Over the past two days, the center of the global digital economy has been located in the heart of Cologne. At dmexco 2015, whose motto was "Bridging Worlds", the leading global thinkers and most important brands of the entire digital world gathered together in order to jointly take the next step into a new digiconomy. The central significance of dmexco as the leading trade fair and the key bridge between the analog and digital worlds was impressively confirmed by the continuous interest shown in the event by all sectors of the global economy. With 43,384 trade visitors (+36 percent compared to 2014), dmexco 2015 has set a new visitor record.

Approximately 33 percent of them came to Cologne from abroad in order to successfully use this event as a launching pad into the age of the digiconomy. The six formats of the dmexco Conference with its 500 top speakers were visited by more than 17,000 guests on both days of the event.



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Associated Federation



“The digital economy has an unlimited dynamism,” says Matthias Wahl, the President of the German Association for the Digital Economy (BVDW). “The digital transformation of an increasing number of sectors is rapidly expanding the spectrum of topics and fields of action available to our members and the digital economy as a whole. For us, it’s productive and important to discuss and present this dynamic development and its effects in a focused way at dmexco. We also want to offer all of our market partners a central platform so that they can successfully master the associated challenges and prepare their companies for the digital future.”

An exclusive BMW premiere at dmexco 2015

In both of its segments — the Expo and the Conference — dmexco built the key bridges in the digiconomy and demonstrated the best possible strategies and solutions for companies that are stepping into a new digital era. Like no other event, dmexco brings together in one place all of the global themes of the digiconomy. One of the event’s focal points was on the increasingly important topic of the Internet of Things. Visitors experienced it directly at the numerous sessions of the dmexco Conference and through the concrete products, solutions, and innovations they encountered all over the exhibition grounds. As a highlight of the second day of dmexco, BMW staged an exclusive premiere of the new flagship of the connected-car generation: the completely networked BMW 7 Series model, which offers its driver and passengers completely new opportunities for communicative interaction with the vehicle and the automaker.

Christian Muche and Frank Schneider from the dmexco team: “dmexco 2015 is a huge success! In every segment of this global trade fair, we have

been able to systematically continue the growth we have experienced during the past seven years. In terms of the exhibitors, speakers, and visitor numbers, we have once again set new records. And we have done so at the highest international level. Especially in view of these past two days, dmexco is numbered among the world's Big Four events in the digital marketing, media, and technology sectors, alongside the CES, the MWC, and the Cannes Lions."

dmexco 2016 will be held in Cologne on September 14 and 15.

Further comments about dmexco 2015

Lea-Sofie Cramer, founder & CEO of Amorelie:

"I come to dmexco because the conference has become similar to a class reunion, with familiar and also with brand-new and exciting solutions and technologies in the fields of marketing and products. We find exciting innovations, trends, and thinkers from the digital industry here every year."

Jessica Federer, CDO of Bayer AG:

"At Bayer, the digital transformation is a people topic, not only a technology topic. And dmexco brings together the people that are leading across the many dimensions of digitalization to find synergies, challenge norms, and drive progress."

Jay Stevens, GM International Rubicon Project:

"dmexco is one of the leading events in the digital calendar, and the smartest people in the industry are coming together at dmexco 2015. It's a trip everyone simply has to make."

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Andreas Helios, Senior Group Manager Enterprise Marketing Central Europe,
Adobe:

"The digital world knows no boundaries. Those who want to be successful in it have to keep their eye on all the global visions and developments. As the leading international exposition and conference for the entire digital economy, dmexco is the ideal place to do that. This is where the most important players and the leading thinkers of the worldwide digiconomy meet together in one place. This is where the global standards are being set for our future business activities."

Bertrand Quesada, CEO of Teads:

"dmexco brings together the best people from the areas of media, advertising, and technology for meaningful talks and discussions concerning the growth sector that is the digital economy."

Martin Michel, Managing Director of Sky Media Network:

"I come to dmexco because here, at the most important sector event of the digital economy, we can optimally present our numerous platforms and the possibility of multiscreen marketing."



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#digiconomy! dmexco 2016: Sept 14&15



881 exhibitors, 500 top speakers, and a new visitor record of 43,384 trade visitors: dmexco 2015 has successfully built the key bridge in the #digiconomy. dmexco 2016 will be held in Cologne on September 14 and 15. www.dmexco.com

About #dmexco

dmexco is the leading international exposition and conference for the digital economy. As a unique combination of a trade fair and a conference, dmexco stands for innovative and forward-looking developments and trends at the center of a new digital economy: the digiconomy. With its focus on marketing, media, advertising, technology, and the Internet of Things, dmexco is the global platform for effective knowledge transfer and direct business transactions. In varied formats, it offers the largest selection of current economic trends, growth strategies, product innovations, and creative diversity. As a result, dmexco is the central showcase in the digital age for all forward-looking brand innovators and opinion leaders, advertising executives, marketing specialists, and startups, as well as all agency segments and media companies.

The Bundesverband Digitale Wirtschaft (German Association for the Digital Economy — BVDW) is the owner of the dmexco trademark. With special assistance from OVK — Circle of Online Marketers, the BVDW is also the conceptual and professional partner of the exposition/conference.

Koelnmesse is the organizer of dmexco.

You'll find complete information on dmexco 2015 (September 16 & 17 in Cologne), as well as photos, videos, and original audio at www.dmexco.de, www.facebook.com/dmexco, <http://twitter.com/dmexco> and www.youtube.com/dmexcovideo.