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**#dmexco #2016 # satellite #telaviv**

## **dmexco goes to Israel: The first dmexco Satellite event in Tel Aviv**

**On April 18, 2016, dmexco will launch the next stage of its worldwide Satellite tour in Tel Aviv. At its exclusive premiere event in Israel, the global business and innovation platform of the digital economy will offer top-class networking opportunities at the C-level, key insights into the presentation possibilities open to Israel's digital industry, and the current trend themes "Virtual Reality" and "the Internet of Things." The complete program and further information are available online at [www.dmexco.com/Tel-Aviv](http://www.dmexco.com/Tel-Aviv)**

The exclusive premiere of dmexco's Satellite series in Tel Aviv will for the first time bring dmexco to Israel, the hotspot of the digiconomy in the Middle East. On April 18, 2016 in Tel Aviv, top decision-makers from the Israeli digital economy will have the opportunity to make first-class contacts and find out about the multifaceted business potential offered by dmexco. At the Satellite event, renowned experts such as Kimo Quaintance (George C. Marshall Center) and Alissia Iljaitch (digital innovation strategist) will offer valuable insights into the current trend themes "Virtual Reality" and "the Internet of Things." The event will be kicked off by the dmexco directors Frank Schneider and Christian Muche, who will explain how dmexco has developed into the world's leading trade fair and conference for the digiconomy. They will also report on the current innovations at dmexco 2016. The two dmexco creators will also focus on knowledge transfer with the Israeli economy and ideas about how to integrate the trend-driving



[www.dmexco.com](http://www.dmexco.com)

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Headquarter and place of jurisdiction:  
Cologne  
District Court Cologne, HRB 952

Associated Federation



innovations of the many startups more extensively into dmexco. Further information is available at [www.dmexco.com/Tel-Aviv](http://www.dmexco.com/Tel-Aviv).

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**Christian Muche and Frank Schneider from dmexco:** "Israel is characterized by a fascinating dynamism and an outstanding spirit of innovation that is making this market an important hub of the regional and the global digiconomy. The dmexco Satellite premiere in Tel Aviv is simply the logical consequence of that fact. As a global business and innovation platform, dmexco offers Israeli companies the perfect place to establish valuable contacts with all the top players of the worldwide digital industry and further boost their own international business! We're also looking forward to receiving many new insights and bringing them back to Cologne."



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### **About #dmexco**

dmexco is the global business and innovation platform of the digital economy. It connects the existing economy with visionary trends and defines

the commercial potentials of tomorrow. Within a few years, dmexco has developed into the forerunner of the digital transformation. Today dmexco is the growth driver of the global digiconomy: It provides direct business transactions. Valuable new contacts. The evaluation of business ideas. New standards for the digital economy. Maximum value creation, and concrete added value. dmexco — the leading global expo and conference of the digiconomy.

The Bundesverband Digitale Wirtschaft (German Association for the Digital Economy — BVDW) is — with special assistance from OVK (Circle of Online Marketers) — the conceptual and professional partner of the dmexco and the owner of the brand. dmexco is organized by Koelnmesse.

You'll find all the information about dmexco 2016 (September 14 & 15 in Cologne), as well as photos, videos, and original audio material from dmexco 2015, at [www.dmexco.com](http://www.dmexco.com), [www.facebook.com/dmexco](http://www.facebook.com/dmexco), <http://twitter.com/dmexco>, and [www.youtube.com/dmexcovideo](http://www.youtube.com/dmexcovideo).