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#dmexco #claim #ci

A new claim, a new look: dmexco will focus on “Pure Business”

“Pure Business”: With this new claim, dmexco underlines its outstanding status as the central platform for successful business for the global digital economy. dmexco offers all digital players the perfect location to make high-caliber contacts, generate business deals, and launch cooperative ventures. dmexco makes the key trends for the entire economy visible. This is where entrepreneurs meet investors, potential partners, and new customers. This is where business deals are initiated and directly concluded. The basic idea of “Pure Business” will now be incorporated into the new corporate identity (CI) of dmexco – www.dmexco.com.

The new dmexco claim, “Pure Business,” expresses what exhibitors and visitors appreciate about dmexco: the fact that business deals at the national and international levels are concluded directly during the event. Through the close interaction of the knowledge transfer at the conference and the display of know-how at the exposition, dmexco also develops important business potential for the participating companies. In the top-notch conference program, leading brands and visionaries show what is possible in the current business scene, what drives business deals, how the framework conditions are changing, and how they can be optimized. And thanks to key themes and trends that are the definitive drivers of the digital economy, dmexco also supports the penetration of new fields of business (for example, video/broadcasting, the IoT, data/customer experience, virtual reality, artificial intelligence, and the connected consumer). As a result, dmexco



dmexco
DIGITAL MARKETING
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www.dmexco.com

Contact:

André Hoffmann
Tel.
+49 40 679 446 53
Fax
+49 40 679 446 11
e-mail
dmexco2016@faktor3.de

Koelnmesse GmbH
Messeplatz 1
50679 Cologne
Germany
www.koelnmesse.de

Management:
Gerald Böse (President and Chief
Executive Officer)
Katharina C. Hamma
Herbert Marner

Chairman of the Supervisory Board:
Mayor of the City of Cologne
Henriette Reker

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

Associated Federation



BVDW
Wir sind das Netz

offers all of its participating companies the perfect platform for conducting current and future business.

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The new dmexco CI has a clear focus on “Pure Business”

The leading idea “Pure Business” will be externally visible in dmexco’s new corporate identity (CI). In the center of the new dynamic dmexco design will be six people who symbolize the theme of “Pure Business” in expressive dmexco key visuals. Next to the dmexco claim, the most striking aspect of these pictures will be the graphic connection with the major cities of the international digital economy. In these major cities of the digital world, dmexco explores the central themes of the global digiconomy and discovers a wealth of new business potential. Visitors and exhibitors at dmexco will directly benefit from these discoveries in their business operations. The new dmexco CI graphically visualizes and publicizes the combined dynamic force and innovative strength of the global digital economy — and its resulting economic significance. One of the places where you can now see the new CI is the dmexco website at www.dmexco.com.

Christian Muche and Frank Schneider from the dmexco team: “dmexco is the central platform where the global digital economy can conclude business deals. During the two days of dmexco, the participants conclude new partnerships and pioneering cooperative projects that have long-term effects on individual industries of our economy. As an enabler of ‘Pure Business’, dmexco repeatedly confirms its leading global role in digital business every year. We are expressing this confirmation in our new dmexco claim and the new dmexco CI.”



A new claim, a new look: #dmexco is focusing on "Pure Business"
— www.dmexco.com



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About #dmexco

dmexco is the global business and innovation platform of the digital economy. It connects the real economy with visionary trends and defines the commercial potential of tomorrow. Within a few years, dmexco has developed into the pioneer of the digital transformation. Today it is the engine of growth that is driving the global digiconomy forward by means of direct business deals, 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 exposition and conference of the digiconomy.

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

You can find all the information about dmexco 2016 (September 14 and 15 in Cologne), as well as photographs, videos, and audio material from dmexco 2015, at www.dmexco.de, www.facebook.com/dmexco, <http://twitter.com/dmexco>, and www.youtube.com/dmexcovideo.