

No. 16.04 // Cologne, March 10, 2016

#dmexco #2016 #satellites #stockholm

Scandinavian premiere of dmexco Satellite series in Sweden

On March 17, 2016, dmexco will visit Sweden for the first time and will bring together selected decision-makers of the Scandinavian digital economy at its exclusive Satellite event in Stockholm. The complete program and further information about the event can be found at http://dmexco.de/en/Satellite_Stockholm.html.

For its premiere in Scandinavia, dmexco will demonstrate the relevance of the digital economy in northern Europe and organize its first Satellite event in Stockholm on March 17. The event is being organized with the support of IAB Sweden and will primarily be devoted to dmexco 2016 and its business potential for Scandinavian companies. The focus will be on the Swedish country pavilion and on the attractive opportunities for joint participation. First-hand information will be provided by dmexco co-founder Frank Schneider. At a "Meet the Founder" session, Frank Schneider will describe how a shared idea was turned into the world's largest and most important trade fair for the digital industry and divulge what it's like behind the scenes at dmexco. Information at http://dmexco.de/en/Satellite_Stockholm.html.

Christian Muche and Frank Schneider from dmexco: "Digitalization is one of the key drivers of the economy. In particular, from the dynamic and innovative market in Scandinavia comes important impetus for the global Digiconomy. That's why it's high time to launch the first dmexco satellite in Stockholm!"



SEPTEMBER 14 & 15, 2016
COLOGNE

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Associated Federation





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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, www.facebook.com/dmexco, <http://twitter.com/dmexco>, and www.youtube.com/dmexcovideo.