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#dmexco #2016 #Satellite #Paris

Business meets glamour: dmexco Satellite with Dita von Teese in Paris

An extraordinary Satellite event awaits selected guests from the French digital economy in Paris on March 29, 2016: At the legendary Crazy Horse Cabaret, dmexco will bring together digital economy and show business in a unique program featuring glamour girl Dita von Teese as the guest star. The complete program and further information are available online at www.dmexco.com/Paris

dmexco and its French partner Ratecard.fr are inviting selected guests to a Satellite spécial at "Le Crazy" on March 29, 2016. At this cult cabaret in Paris, dmexco's successful networking event will for the first time link hard business with a very special program. Alternating with valuable insights from the experts, the Crazy Horse Girls and guest star Dita von Teese will present her new burlesque show to a select audience of decision-makers from the French digital economy. The evening will be kicked off by dmexco director Frank Schneider, who will review the path that has made dmexco the global business and innovation platform of the digital economy and share fascinating insights with his guests. Further information about the event is available at www.dmexco.com/Paris.

Christian Muche and Frank Schneider from dmexco: "With its spectacular program, this year's dmexco Satellite event in Paris will for the first time host not only the key players of the French digiconomy but also directly address customers from the advertising sector. That's because our aim is to address



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Cologne
District Court Cologne, HRB 952

Associated Federation



the French market comprehensively at dmexco. We've been on the right track for quite a while now. For the digital economy of France, dmexco has already developed into a key business hotspot where companies can accelerate their domestic and international operations. It's only logical for us to follow up this development by including the customers!"



Biz meets glamour: the #dmexco Satellite event with Dita von Teese in #Paris on March 29. More www.dmexco.com/Paris



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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.

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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.