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#dmexco #2017 #satellite

Road to dmexco 2017 begins with international Satellite events

dmexco 2017 is touring the world, on the lookout for exciting new themes, trends, and strategies of the global digital economy. dmexco has invited selected decision-makers to share ideas and build high-level networks at the well-established dmexco Satellite events in London (February 8), Zurich (February 22), and Tel Aviv (March 27). In addition, dmexco will be a conference partner of the Interactive Advertising Bureau (IAB) at the Mobile World Congress in Barcelona (February 28). Key themes related to mobile business will be discussed at the congress. You can find more information about the international dmexco events in 2017 at <http://dmexco.com/events>.

Important trends, high-caliber contacts, promising business deals: At its successful series of Satellite events, dmexco 2017 is exporting its spirit to the metropolitan centers of digital business. The next events will be held in London (February 8), Zurich (February 22), and Tel Aviv (March 27). At these events, the focus will be on first-class networking, with exciting talks and discussions about the global themes of the digital economy, and on the promising business prospects that are opened up by participation in dmexco. Here companies will find out how they can use dmexco to conclude successful business deals and gain direct access to the international market. A very special Satellite event awaits selected decision-makers from the Swiss digital economy. As a partner of IAB Switzerland, dmexco will help to organize an international conference: D:PULSE, the new meeting point and trendsetter of the digital economy in the Alpine region. As a conference



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Associated Federation



partner of IAB, dmexco will bring top-notch speakers to this year's Mobile World Congress in Barcelona. They will present the key themes and current challenges of mobile business under the title "Surviving in a Mobile-Only Marketplace: Strategies of Top Marketers and Publishers to Connect with Consumers."

Christian Muche and Frank Schneider from dmexco: "From the very start, our goal for dmexco has been to bring together the global digital economy in one place and initiate business activities between the participants and the markets. An ongoing dialogue with all the players of the digital industry is an absolute must, and it promotes the great relevance of dmexco. At our events, we identify the key themes of the global digital economy and intensify our partnership with companies from the most important digital markets. Just like previous years, 2017 will be another year of growth for us!"

You can find more information about the dmexco events in 2017 at <http://dmexco.com/events>



#roadtodmexco #2017 will be launched at international #dmexco events — <http://dmexco.com/events>



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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 trade fair 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 trade fair and conference. dmexco is organized by Koelnmesse.

dmexco 2017 will be held in Cologne on September 13 and 14, 2017. You can find all the information about dmexco 2016, as well as photos, videos, and original audio material, at www.dmexco.com, www.facebook.com/dmexco, <http://twitter.com/dmexco>, and www.youtube.com/dmexcovideo.