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

## Media Alert

#dmexco #2016 #Satellite #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](http://www.dmexco.com/Paris)**

**Cologne / Germany, March 23, 2016** - 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](http://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 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!"

Suggestion for Twitter

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

Suggestion for Facebook

An extraordinary Satellite event awaits selected decision-makers from the French digital economy in #Paris on March 29, 2016. The #dmexco event at the Crazy Horse Cabaret will bring together digital business and show business in a unique program featuring glamour girl Dita von Teese as the guest star. You can find the complete program and further information about the event at [www.dmexco.com/Paris](http://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 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](http://www.dmexco.de), [www.facebook.com/dmexco](http://www.facebook.com/dmexco),

<http://twitter.com/dmexco>, and [www.youtube.com/dmexcovideo](http://www.youtube.com/dmexcovideo).