

Mar 07, 2016 10:00 UTC

# From the Motto to Internationalization: The Initial Highlights of dmexco 2016

## Press Release

#dmexco #motto #2016 #highlights

**“Digital is everything – not every thing is digital.” Under this motto, dmexco 2016 will demonstrate at its exposition and conference why digitization is so important and why everything benefits from digital added value. Jack Dorsey (Twitter), Shane Smith (Vice), and Bruno Sälzer (Bench) will be the first highlights of an event featuring more than 550 top speakers, over 950 exhibitors, and more than 50,000 trade visitors – a number that is expected to set a new record. dmexco, the global business and innovation platform of the digital economy, presents the initial highlights for 2016: The event will be even more international, its official partner will be the IAB, and its initial focal topics will be video and the Internet of Things.**

**Cologne / Germany, March 7, 2016** - Jack Dorsey (founder & CEO of Twitter), Shane Smith (founder & CEO of Vice), Bruno Sälzer (CEO of Bench) will join other high-level speakers, and 50 percent of the exhibitors will represent international companies. dmexco 2016 is already demonstrating its great significance as a global business and innovation platform of the digital economy. dmexco is being supported by its new official partner for 2016, the Interactive Advertising Bureau (IAB), which is also forging ahead with the internationalization of the event. The further expansion of dmexco is also being promoted by the successful dmexco satellite events around the globe – which will celebrate two premieres in 2016. Exclusive satellite events in Stockholm (on March 17) and Tel Aviv (on April 18) will give dmexco the highest relevance ratings in Scandinavia and Israel as well.

## **The initial focal topics at dmexco: Video and the Internet of Things**

It's already clear at this early stage that dmexco 2016 will welcome more than 950 exhibitors at its exposition, thus filling four complete halls. Over 550 top speakers and more than 220 hours of programmed activities at the dmexco conference will also set new records. In terms of content, dmexco 2016 will offer its trade visitors from all over the world – more than 50,000 are expected to attend – more topics than ever before. Under the motto “Digital is everything – not every thing is digital” it will address all of the innovations, technologies, and trends of the global digiconomy. As its initial focal topics, dmexco 2016 has selected video and the Internet of Things.

## **The dmexco motto for 2016 shows why everyone benefits from digital added value**

Through its motto “Digital is everything – not every thing is digital,” dmexco 2016 will showcase the entire spectrum of digitization, a trend that for quite some time now has been the key driver of growth in many sectors and areas of the global economy. Even though there are still many things that don't seem to be digital at first glance and may never be digital either, everything can be improved through digitization. New added value and new solutions that add value to the relationship between a consumer and a brand can be created on a digital basis. In our economy, digitization is the key to further development, the optimization of processes, improved networking within companies, the right deployment of a company's own strengths and knowledge resources, and the further expansion of business operations. That's why the motto of dmexco 2016, “Digital is everything – not every thing is digital,” points the way to sustained success on a digital basis.

**Christian Muche and Frank Schneider from dmexco:** “dmexco 2016 will be bigger, more international, absolutely top-class, and uniquely relevant to business. It will surpass everything the global digiconomy has seen so far. Under the motto ‘Digital is everything – not every thing is digital,’ this year's dmexco will present the entire spectrum of digitization, which today permeates almost every area of the economy and daily life. It is the backbone of a whole range of communication channels, and it drives the development of all the tools and devices that enable consumers to form boundless networks. This opens up entirely new opportunities for the media and marketing industry to connect with people's daily lives. And these opportunities won't just be available tomorrow or later on – they are already

available here and now, at dmexco 2016.”

**Matthias Wahl, the President of the German Association for the Digital Economy (BVDW), which is the conceptual and professional partner of dmexco:** “The digital transformation is making continuous progress and creating broad-based growth opportunities and potential in every area of the economy and for the entire digital value chain. Most importantly, the Internet of Things and the next level, the Internet of Services, will promote new business models and create new areas of growth. That also applies to the ongoing digitization of production that is summed up as Industry 4.0. The BVDW, as a center of expertise and the top address for digitization issues, aims to make this development more tangible and open up a variety of channels to the digital future for the economy and society through its central marketing event, dmexco.”

Suggestion for Twitter

From the #motto to internationalization: The initial highlights of #dmexco #2016. Further information is available at <http://dmexco.de/2016/en/motto.html>

Suggestion for Facebook

“Digital is everything – not every thing is digital.” Under this motto, dmexco 2016 will demonstrate at its exposition and conference why digitization is so important and why everything benefits from digital added value. The event will feature more than 950 exhibitors and over 550 top speakers such as Jack Dorsey (founder & CEO of Twitter), Shane Smith (founder & CEO of Vice), and Bruno Sälzer (CEO of Bench). More than 50,000 trade visitors are expected to attend – and set a new record for dmexco. As the global business and innovation platform of the digital economy, dmexco presents its first highlights for 2016. It will become even more international, its official partner will be the IAB, and its initial focal topics will be video and the Internet of Things. Further information is available at <http://dmexco.de/2016/en/motto.html>

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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).