



DMEA 2024 Brief Analysis

Attendees

DMEA Berlin
9.–11. April 2024
Connecting Digital Health

Number of Attendees

(Source: DMEA 2024 Registration Data)

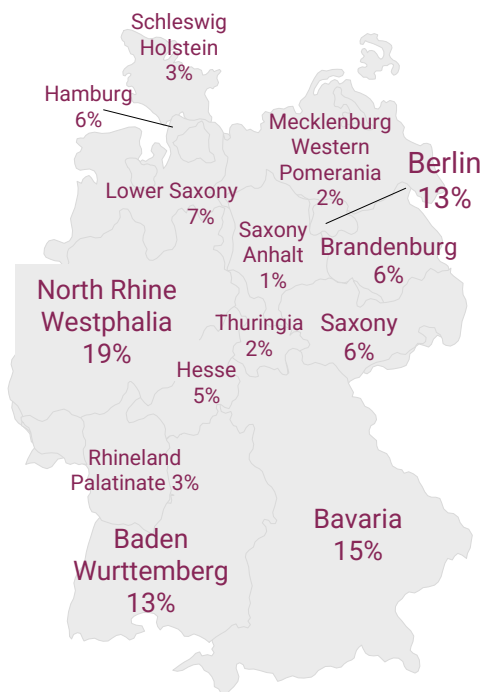
18.600 Attendees from **50+** Countries

National: 89%

International: 11%

Origin of National Attendees

(Source: Surveyed Participants from Germany, 89% of all Participants)



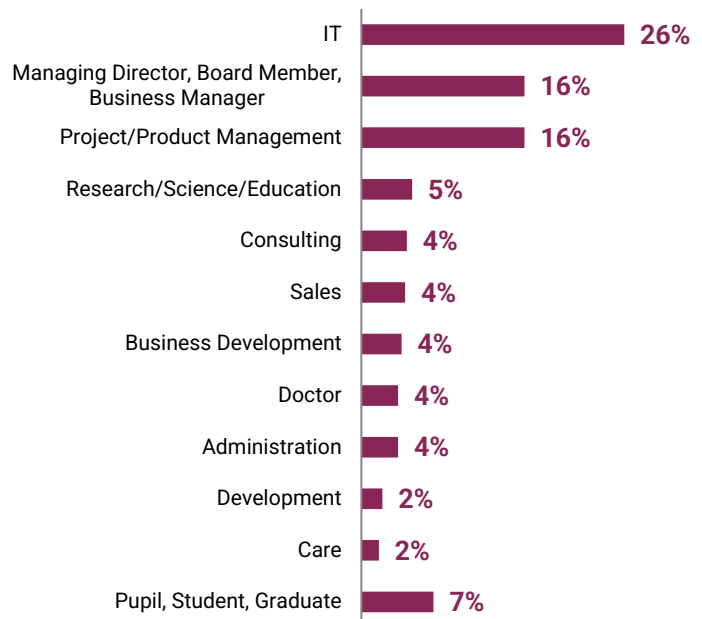
Origin of International Attendees

(Source: DMEA 2024 Registration Data, 11% of all Participants)

Europe	93%
Switzerland	29%
Austria	24%
Netherlands	5%
Finland, United Kingdom	4% each
Norway, Poland	3% each
Sweden, Luxembourg, Belgium, Spain, Denmark, Finland, Italy	2% each
Other countries (Latvia, Czech Republic, Hungary, Lithuania, Croatia, Estonia and many more)	7%
North America	3%
South East Central Asia	2%
Africa, Australia, Near/Middle East, South/Central America	1%

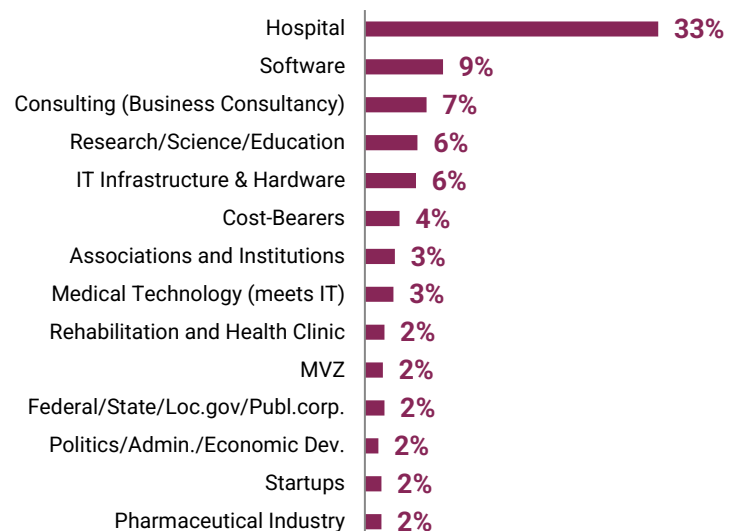
Function/ Job Areas of Attendees

(Base: All Surveyed Participants, Extract of Entries n ≥ 2%)



Economic Sectors of Attendees

(Base: Surveyed Working Participants, Extract of Entries n ≥ 2%)



Decision-making Authority

(Base: Surveyed Working Participants)

8 out of 10 attendees are involved in purchasing/ procurement decisions.

Event Organisator

Organisation





DMEA 2024 Brief Analysis

Attendees

DMEA Berlin
9.–11. April 2024
Connecting Digital Health

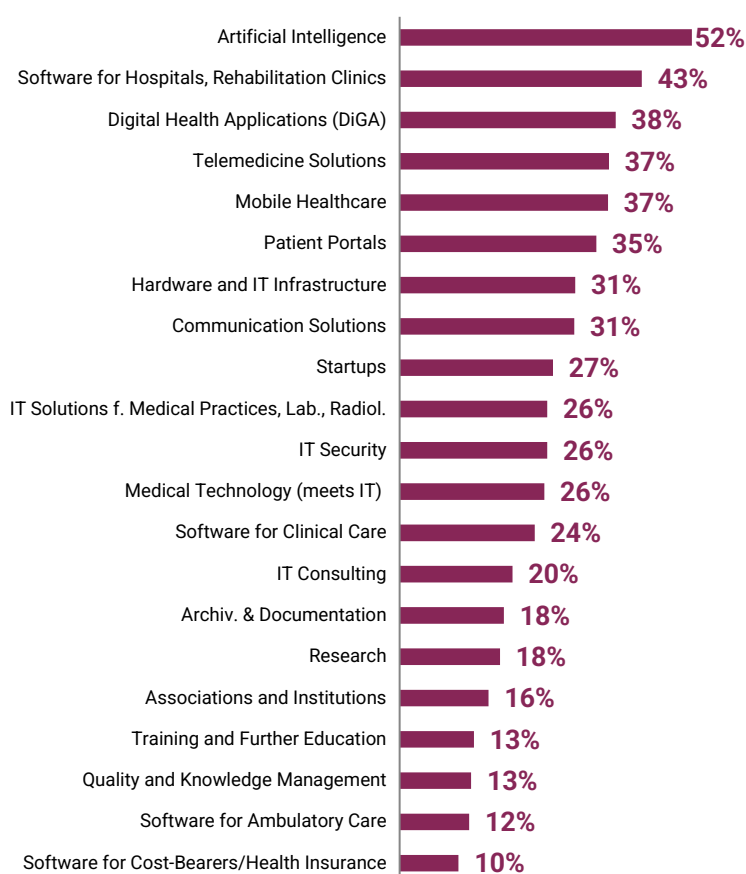
Duration of Stay

(Base: All Surveyed Participants)

2,0 days on average, the participants stayed at DMEA.

Interest in Offers

(Base: All surveyed Participants, Multiple Citation, Extract of Entries n ≥ 10%)



Satisfaction With DMEA Areas

(Base: Surveyed Participants of the [respective] Area, TOP3 Values on a Scale of 6)

Trade Fair	95%
Congress Sessions	89%
DMEA sparks Program	95%
DMEA Seminars	86%

Satisfaction With DMEA Program

(Base: Surveyed Participants who took part in the DMEA program, TOP3 values on a scale of 6)

95% rate the **program** as **(very) good overall**.

98% think the **topics** were **highly topical**.

Objectives of the Attendees

(Base: All surveyed Participants, Multiple Citation, Extract of Entries n ≥ 20 %)



Best Achieved Objectives From Attendees

(Base: Surveyed Participants, who mentioned the respective Objective, Top3 Values on a Scale of 6)

Networking within the industry	91%
Information about new products	93%
Information on specialist topics	90%
General market orientation	93%
Establish contacts with companies	90%

Overall Impression and Outlook

(Base: All surveyed Participants, TOP3 Values on a scale of 6)

94% of attendees are **(very) satisfied** with the visit at DMEA and would **recommend** a visit.

94% of attendees rated the **networking opportunities** on site as **(very) good**.

92% rate the **benefit** of their visit at DMEA as **(very) high**.

88% plan to **participate again** at DMEA 2025.

90% consider DMEA to be **THE** digital health event.

Event Organisator

Organisation





DMEA 2024 Brief Analysis

Exhibitors

DMEA Berlin
9.–11. April 2024
Connecting Digital Health

Number of Exhibitors

(Source: DMEA 2024 Registration Data)

804 exhibitors from **28** Countries

622	182
National	International

Origin of international Exhibitors

(Source: DMEA 2024 Stand Registration, 23% of all Exhibitors)

Europe	88%
Switzerland	24%
Austria	19%
Finland	9%
Netherlands	7%
Denmark	7%
Norway	4%
Belgium	4%
France	3%
Others (a.o. SWE, PL, IT)	12%
South East Central Asia	6%
North America	4%
Near / Middle East	1%
Australia	1%

Main Exhibition Areas

(Base: All Surveyed Exhibitors, Multiple Citation, Extract of Entries n ≥ 9%)

Hardware and IT Infrastructure	20%
Clinical Information Systems	16%
Medical Technology (meets IT)	16%
Software for Clinical Care	16%
Digital Health Applications (DiGA)	15%
Mobile Healthcare	14%
IT Security	13%
Software for Medical Practices	13%
IT Consulting	13%
Telemedicine Solutions	13%
Hospital Information Systems	12%
Administrative Information Systems	11%
Software for Archiving and Documentation	11%
Communication Solutions	10%
Startups	10%
Education and Research	9%
Patient Portals	9%
Software for Retirement and Nursing Homes	9%
Software for Other Institutions	9%

Objectives of the Exhibitors

(Base: All Surveyed Exhibitors, Multiple Citation, Extract of Entries n ≥ 10 %)

Presentation of the Company/ Image Cultivation	80%
Exchange with the Industry	72%
Information for Trade Visitors	66%
Finding new Business Partners	45%
Personal Contact with Trade Buyers	40%
Conclusion of Contracts with Trade Visitors	35%
Marketing Publicity in the Media	28%
Introduction/ Testing of New Products	16%
HR Search for Young Talents, Search for Skilled Employees	16%
Business Transactions with Other Exhibitors	13%

Top Achievement of Most Important Exhibitors Objectives

(Base: Surveyed Exhibitor indicating the Respective Objective, TOP3 Values on a Scale of 6)

Presentation of the Company/ Image Cultivation	93%
Exchange with the Industry	95%
Information für Trade Visitors	94%

Overall Satisfaction and Outlook

(Base: All Survey Exhibitors, TOP3 Values on a scale of 6)

- 93%** of exhibitors are **(very) satisfied** with their participation in DMEA.
- 90%** assess the **benefit** of their company's participation in DMEA as **(very) high**.
- 92%** would **recommend a participation** in DMEA.
- 92%** plan to participate on **next DMEA**.
- 97%** agree that DMEA **brings stakeholders together across sectors**.

Event Organisator

Organisation



Messe Berlin