





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

#### Number of Attendees

(Source: DMEA 2024 Registration Data)

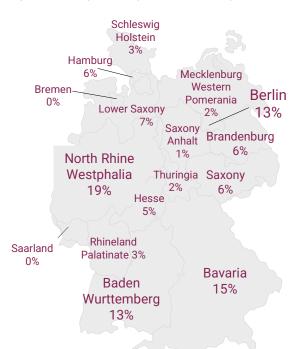
#### 18.600 Attendees from 50+ Countries

National: 89%

International: 11%

#### Origin of National Attendees

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



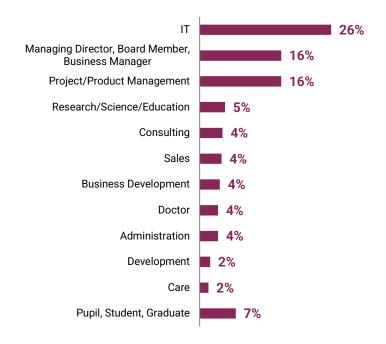
## Origin of International Attendees

(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%

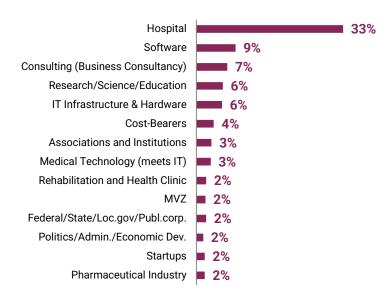
#### Function/ Job Areas of Attendees

(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.

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## DMEA 2024 Brief Analysis Attendees





9.–11. April 2024
Connecting Digital Health

#### Duration of Stay

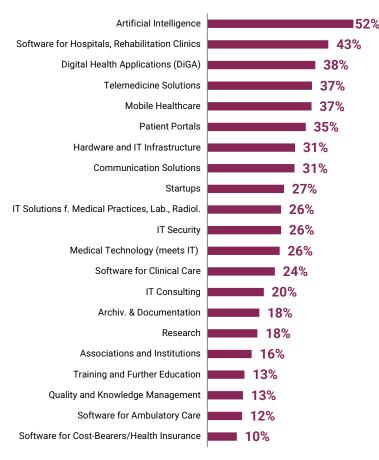
(Base: All Surveyed Participants)

2,0 days

on average, the participants stayed at DMFA

### 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

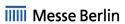
(Base: All surveyed Participants, TOP3 Values on a scale of 6)

94%	of attendees are <b>(very) satisfied</b> with the visit at DMEA and would <b>recommend</b> a visit.
94%	of attendees rated the <b>networking opportunities</b> on site as <b>(very) good</b> .
92%	rate the <b>benefit</b> of their visit at DMEA as <b>(very) high</b> .
88%	plan to <b>participate again</b> at <b>DMEA 2025</b> .
90%	consider DMEA to be <u>THE</u> digital health event.

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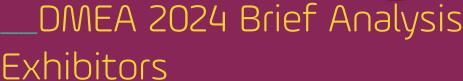














#### Number of Exhibitors

(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	
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)	
Software for Clinical Care	
Digital Health Applications (DiGA)	
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 Information for Trade Visitors 66% Finding new Business Partners Personal Contact with Trade Buyers 40% Conclusion of Contracts with Trade Visitors **35**% Marketing Publicity in the Media **28**% Introduction/ Testing of New Products HR Search for Young Talents, Search for Skilled Employees **16**% **Business Transactions with Other Exhibitors** 

## 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)

of exhibitors are <b>(very) satisfied</b> with <b>their participation</b> in DMEA.
assess the <b>benefit</b> of their company's <b>participation</b> in DMEA as <b>(very) high</b> .
would <b>recommend a participation</b> in DMEA.
plan to participate on <b>next DMEA</b> .
agree that DMEA brings stakeholders together across sectors.

**Event Organisator** 

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