

# DMEA 2025 Brief Analysis

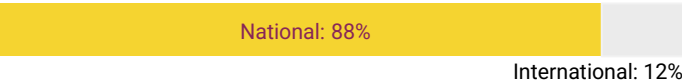
## Attendees

**DMEA** Berlin  
8–10 April 2025  
Connecting Digital Health

### Number of Attendees

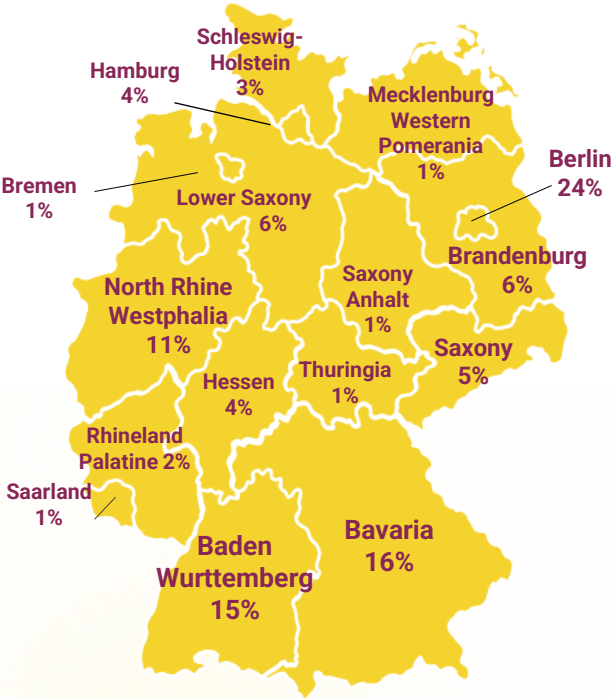
(Source: DMEA 2025 Registration Data)

**20.517** Attendees from **50+** Countries



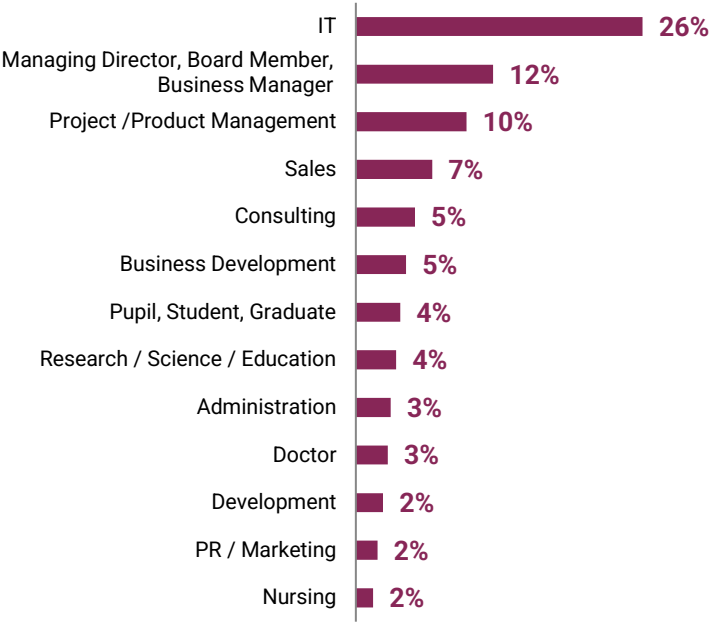
### Origin of National Attendees

(Source: Surveyed Participants from Germany, 88 % of all Participants)



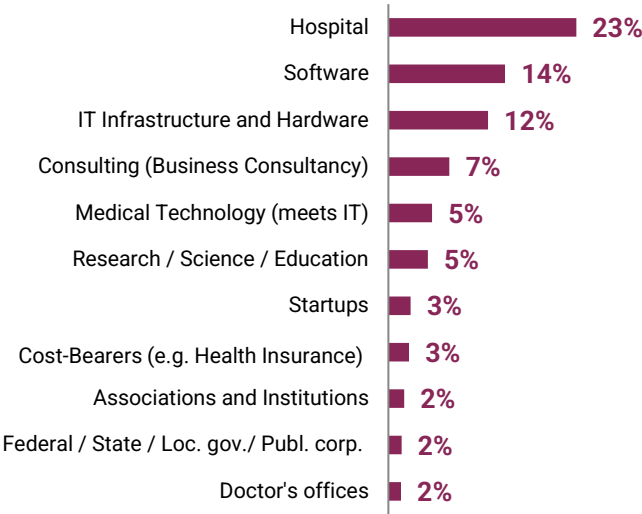
### Function / Job Areas of Attendees

(Source: Registration Data DMEA 2025, Extract of Entries n ≥ 2%)



### Economic Sectors of Attendees

(Base: Registration Data DMEA 2025, Extract of Entries n ≥ 2%)



### Origin of International Attendees

(Source: DMEA 2025 Registration Data, 12% of all Participants)

Europe	95%
Switzerland	30%
Austria	27%
Denmark, Netherlands, United Kingdom	4% each
Finland, France, Poland	3% each
Czech Republic	2%
Other countries (Belgium, Estonia, Italy, Norway, Sweden, Luxembourg, Spain, Latvia, Croatia and many more)	16%
North America	2%
South East Central Asia	2%
Near/ Middle East	1%

### Decision-making Authority

(Base: Surveyed Working Participants)

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

# DMEA 2025 Brief Analysis Attendees

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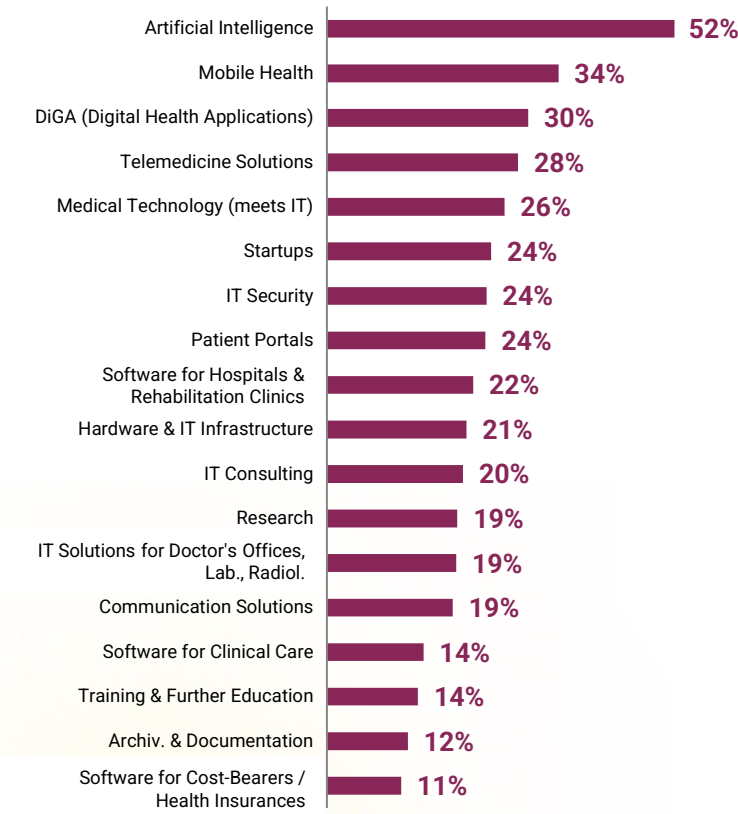
## Duration of Stay

(Base: All Surveyed Participants)

**2,1 days** on average, the participants stayed at DMEA.

## Interest in Offers

(Base: All Surveyed Participants, Multiple Citations, Extract of Entries n ≥ 11%)



## Top 10 Objectives of the Attendees

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

1. **Networking** within the industry
2. Establish **contacts** with companies
3. Information on **specialist topics**
4. Information about **new products**
5. General **market orientation**
6. Establishment of **new business relationships**
7. **Further education**
8. Find new **partnerships / cooperations**
9. **Maintaining** business relationships
10. Meeting with **potential customers/suppliers**

## Top Achievement of Most Important Attendees' Objectives

(Base: Surveyed Participants, who mentioned the respective Objective, TOP3 Values on a Scale of 6)

Networking within the industry	94%
Establish contacts with companies	94%
Information on specialist topics	97%
Information about new products	95%

## Overall Impression and Outlook

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

- 97%** of attendees are **(very) satisfied** with their visit at DMEA and would **recommend** attending.
- 95%** of attendees rated the **networking** opportunities on site as **(very) good**.
- 94%** rate the **benefit** of their visit at DMEA as **(very) high**.
- 93%** rate their **participation in DMEA** as **successful**.
- 90%** plan to **participate** again in 2026.

## Satisfaction with DMEA Areas

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

Trade Fair	94%
Solutions Hub	93%
Congress-Sessions	91%
DMEA sparks Youth Program	91%
DMEA nova Award	90%
DMEA Seminars	89%
Round Tours	88%

## Satisfaction with DMEA Program

(Base: Surveyed Participants, attended the DMEA Program; TOP3 Values on a Scale of 6)

- 93%** rate the **program** as **(very) good overall**.
- 90%** think n the topics were **highly topical**.

# DMEA 2025 Brief Analysis

## Exhibitors

**DMEA** Berlin  
8–10 April 2025  
Connecting Digital Health

### Number of Exhibitors

(Source: DMEA 2025 Registration Data)



### Origin of international Exhibitors

(Source: DMEA 2025 Stand Registration, 23% of all Exhibitors)

Europe	88%
Switzerland	23%
Austria	15%
Netherlands	10%
Poland	7%
Finland	6%
Norway, France	5% each
Denmark	4%
Hungary	3%
Other countries (a.o. Belgium, Czech Republic, United Kingdom, Slovenia, Lithuania, Spain etc.)	10%
North America	6%
South East Central Asia	5%
Near / Middle East	2%

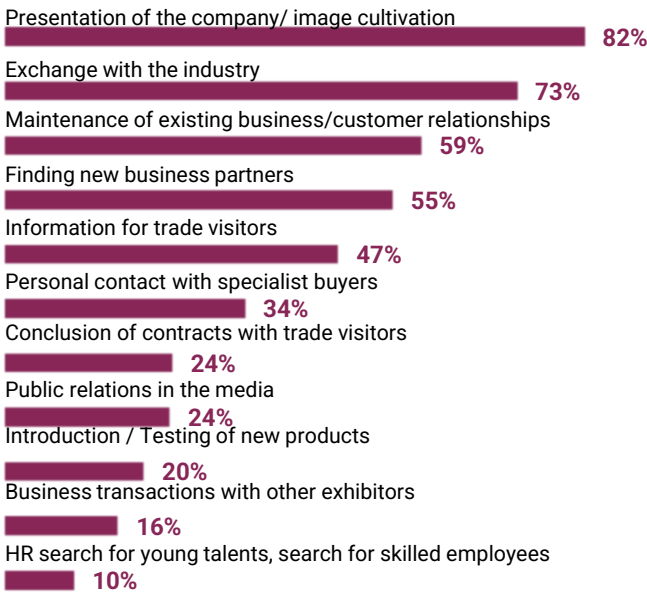
### Main Exhibition Areas

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

Mobile Healthcare	21%
Hardware and IT Infrastructure	19%
Software for Clinical Care	16%
Clinical Information Systems	15%
Communication Solutions	15%
IT Consulting	14%
Medical Technology (meets IT)	14%
Software for Patients	14%
Software for other Institutions	14%
DiGA (Digital Health Applications)	13%
Telemedicine Solutions	12%
Hospital Information Systems	11%
Software for Archiving and Documentation	11%
Patient Portals	11%
Software for Doctor's Offices	11%
Startups	11%
IT Security	11%
Administrative Information Systems	9%
Education and Research	9%

### Objectives of the Exhibitors

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



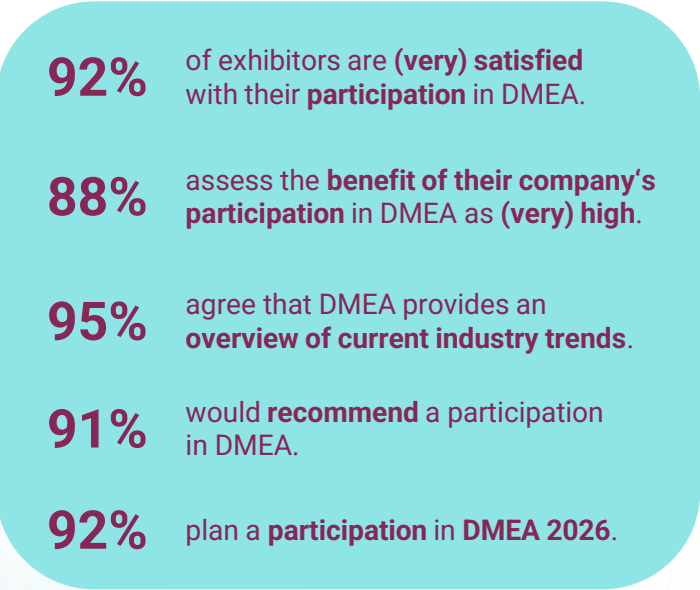
### Top Achievement of Most Important Exhibitors' Objectives

(Base: Surveyed Exhibitors indicating the respective objective, TOP3 Values on a scale of 6, excl. „no entries“)

Presentation of the company/image cultivation	91%
Exchange with the industry	97%
Maintaining existing business relationships	98%

### Overall Satisfaction and Outlook

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



The survey was conducted on-site for the first time.