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Press Release

Gabriele Riedl has taken over as Exhibition Director for DMEA

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As of April 1, 2026, Gabriele Riedl has taken on the role of Exhibition Director for DMEA, Europe’s leading event for digital health, on behalf of Messe München. DMEA will take place in Munich from 13 to 15 April 2027.

With this appointment, Messe München reinforces its commitment to further expanding the success of DMEA together with the German Association of Healthcare IT Vendors (bvitg e. V.). Gabriele Riedl, Exhibition Director of DMEA, commented: “DMEA has tremendous potential—for the industry and for Munich as a business location. I am excited to work alongside the Messe München team, bvitg, and all our partners to further develop DMEA and drive new momentum for the future.”

Gabriele Riedl brings a broad range of expertise to the role, including experience in auditing, media, and corporate development. She has also gained entrepreneurial know-how by founding her own start-up. Since 2024, she has been part of Messe München’s Corporate Strategy & Development division.

DMEA is organized by the German Association of Healthcare IT Vendors (bvitg e. V.) and will be held at the Munich exhibition grounds for the first time from April 13 to 15, 2027.

This press release is also available at: <https://dmea.de/en/trade-fair/press/press-releases/>

About the DMEA

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The DMEA is Europe's leading event for digital health—where decision-makers from all areas of healthcare come together—from IT specialists and physicians to hospital and nursing executives, as well as experts from politics, business, and science. Starting in April 2027, the DMEA will take place at the Messe München exhibition grounds (April 13–15, 2027).

About the German Association of Healthcare IT Vendors (bvitg e. V.)

bvitg e. V. represents Germany's leading IT providers in the healthcare sector, whose products are used in up to 90 percent of the outpatient and inpatient sector, including rehabilitation, nursing, and social care facilities, depending on the segment. Over 70 percent of the companies are internationally active. bvitg Service GmbH, a wholly owned subsidiary of bvitg e. V., organizes the DMEA – Connecting Digital Health platform. Over 70 percent of the companies operate internationally. bvitg Service GmbH, a wholly owned subsidiary of bvitg e. V., organizes the DMEA – Connecting Digital Health. For more information, visit: www.bvitg.de and www.dmea.de

Messe München

As one of the world's leading trade fair organizers, Messe München showcases the world of tomorrow at its approximately 90 trade fairs worldwide. These include twelve world-leading trade fairs such as bauma, BAU, IFAT, and electronica. The portfolio includes trade fairs for capital goods and consumer goods as well as for new technologies. Together with its 1,300 employees within the group and its affiliated companies, it organizes trade fairs in China, India, Brazil, South Africa, Turkey, Singapore, Vietnam, Hong Kong, Thailand, and the United States. With an international network of subsidiaries and foreign offices, Messe München is active worldwide. Its more than 150 annual events attract around 50,000 exhibitors and approximately three million visitors both domestically and internationally. This makes Messe München a key economic driver, generating billions in purchasing power.