



MESSE
MÜNCHEN

Press release | February 5, 2026

DMEA will take place in Munich starting in April 2027

- Europe's most important meeting place for the digital health industry, with more than 20,000 visitors, is moving from Berlin to Munich
- New location enables strategic further development of DMEA to the benefit of the industry, exhibitors, and visitors
- Leading industry representatives welcome: "New location offers the best environment"
- DMEA 2027 will take place from April 13-15, 2027, at Messe München

The German Association of Healthcare IT Vendors (bvitg) and Messe München are today announcing a strategic partnership for the joint organization of DMEA. In April 2027, Europe's leading event for digitalization in healthcare will take place at the Munich exhibition center for the first time. More than 20,000 visitors and over 800 exhibitors are expected annually. The focus of the cooperation is on the growth and stronger international orientation of the event.

"With this trade fair location, we are creating nothing less than the epicenter of digital healthcare in Europe. Industry, research, and self-government are pooling their expertise here for the benefit of customers and patients—for innovations that set standards and have a decisive and lasting impact on markets," says Matthias Meierhofer, CEO of bvitg.

"Munich offers the right ecosystem and ideal conditions for sophisticated technology and science trade fairs. DMEA stands for quality, expertise, and innovation exchange at the highest level. We look forward to further developing the event together with bvitg and the entire industry in Munich," say Dr. Reinhard Pfeiffer and Stefan Rummel, the two CEOs of Messe München.

"The number one is going to the number one. Starting in 2027, DMEA will be cooperating with a trade fair partner at the absolute top level: economically high-performing, a leader in trade fair technology, and perfectly designed for the growth of Europe's most important digital health format," says Dagmar Brandenstein, Managing Director of bvitg Service GmbH, who negotiated the agreement.

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*"Munich marks the next stage in the success story. DMEA remains the original and is realizing its full international potential here—in a location with outstanding infrastructure, global networking, and unique appeal for the digital healthcare industry," says **Sascha Raddatz**, managing director of bvitg.*

The annual DMEA offers experts from practice, IT, politics, and science a common platform for exchanging ideas about products, trends, and innovations related to digitization and IT in healthcare. It is considered a central meeting place for medical progress and digital health applications. According to forecasts, the global market for software, hardware, and services in this area will grow by well over 20 percent by 2030. In Europe alone, the market volume is expected to exceed US\$265 billion by then (2024: US\$79 billion). DMEA is a central marketplace for this growth.

Industry welcomes realignment

Leading industry representatives welcome the move and emphasize the importance of a central meeting place for the industry:

Bernhard Calmer, Managing Director, CEO at CGM Clinical Europe GmbH:

"DMEA stands for digital healthcare that is noticeably improving everywhere in Germany – not just in the capital. In a federal system, states and regions bear central responsibility for hospital planning, investment, and implementation. A location like Munich combines this with one of the strongest high-tech and innovation ecosystems in Europe – with clinics, research, medtech, start-ups, and industry in close proximity. This strengthens DMEA as a leading national platform: less debate – more implementation power."

Jens Naumann, Managing Director of medatixx GmbH & Co KG:

"With its practice programs, complementary add-ons, and services, medatixx supports and connects medical practices and medical care centers in their everyday care work. Since 2019, DMEA has been connecting the medical profession with the digital healthcare industry, politics, self-government, and science once a year. With the move to Munich, a stronghold of companies in the digital economy, the topic of digital health is moving even more strongly into the European context and is ideally positioned for a successful future. I am looking forward to DMEA 2027 in the Bavarian capital."

Munich – Heart of Europe, engine of innovation

As one of Europe's most important technology and healthcare locations, Munich offers ideal conditions for the further development of DMEA. Key factors in the decision in favor of the Bavarian capital were:

- **Excellent international accessibility** in the DACH region and beyond

- **Direct integration into a strong innovation ecosystem** of clinics, research institutions, universities, and health tech companies
- **Modern, top-quality trade fair and convention infrastructure** that enables flexible formats and growth
- **More space for innovation**, a growing start-up scene, expertise in co-creation, and the development of new event formats

Exhibiting companies can find contact persons on the Messe München website:

<https://messe-muenchen.de/en/company/dmea-2027/>

About Messe München

As one of the leading trade fair organizers, Messe München presents the world of tomorrow at around 90 trade fairs worldwide. The portfolio comprises trade fairs for capital and consumer goods, as well as for new technologies. This includes 14 world-leading trade fairs such as bauma, BAU, IFAT, and electronica, cooperation events such as IAA MOBILITY, and numerous guest events.

With an international network of affiliated companies and foreign representatives, Messe München is active worldwide. Together with its 1,200 employees in the group, it organizes trade fairs in China, India, Brazil, South Africa, Turkey, Singapore, Vietnam, Hong Kong, Thailand, the USA, and Saudi Arabia.

Around 150 events per year attract over 50,000 exhibitors and around three million visitors in Germany and abroad. This makes Messe München an important economic engine that generates billions in purchasing power.

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 platform. For more information, visit: www.bvitg.de and www.dmea.de