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Koelnmesse Keeps DMEXCO in Cologne for the Long Term

- **The German Association for the Digital Economy (BVDW) and Koelnmesse extend their agreement to host DMEXCO**
- **Since 2009, DMEXCO has been Europe's leading event for digital marketing and technology**
- **This annual industry gathering connects and inspires the digital sector while strengthening Cologne's position as one of Germany's most digitally advanced cities**

Koelnmesse and the German Association for the Digital Economy (BVDW) have extended their contract to host DMEXCO. As a result, Europe's leading event for digital marketing and technology will continue to be held in Cologne. Gerald Böse, CEO of Koelnmesse, and BVDW President Dirk Freytag met in Cologne to sign the contract.

"The contract extension is a sign of trust and lays the foundation for a successful future," said Gerald Böse, CEO of Koelnmesse. "It is also a positive signal for Cologne as a location, reinforcing its position as a key hub for the digital economy." DMEXCO 2025 will take place in Cologne on 17 and 18 September.

At the beginning of January 2025, Koelnmesse and BVDW announced the launch of DMEXCO ASIA, an Asian edition of the leading European event, which will debut in Singapore on 8 and 9 October 2025. Meanwhile, DMEXCO in Cologne has been firmly rooted in the city since its inception in 2009 and has since become one of the most important international meeting points for the digital economy. It is regarded as a central platform for marketing, data, and technology - the place where key industry trends and innovations take shape.

In 2024, DMEXCO featured more than 850 international speakers and 680 exhibiting companies and partners, presenting the latest developments in the digital economy. More than 40,000 participants from around 90 countries attended.

Together, Koelnmesse and BVDW aim to further develop the DMEXCO format. The digital economy is continuously growing in importance, and its topics are becoming increasingly diverse. DMEXCO will reflect these developments and bring even more key stakeholders to Cologne.

BVDW President Dirk Freytag emphasised the significance of long-term collaboration: "First the future, then history. As the brand owner and both the ideational and professional partner of DMEXCO, we look back on 15 successful years of partnership with Koelnmesse. Together, we have established DMEXCO as a leading event for the

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Executive Officer)

Oliver Frese

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Headquarters and place of

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digital economy. This long-term contract extension underscores our shared commitment to further evolving the event, refining its content, and shaping a successful future.”

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For Koelnmesse, DMEXCO is also a strategically important asset within its wider trade fair portfolio, as digitalisation is transforming virtually all industries and their respective trade fairs. “DMEXCO is a key driver of innovation for us,” says Koelnmesse CEO Gerald Böse. “We adapt its content in a targeted way for other major events, ensuring valuable cross-industry synergies. This thematic networking will continue to be an effective part of our strategy moving forward.”

A selection of images from DMEXCO and the contract signing are available at the following link: https://koelnmesse.omn5.com/showLinkedImagesEN.jsp?keywordPath=/ISY3/Abteilungen/Presse_Mitteilungen/Presse_Mitteilungen_2025/20250129_PM_dmexco&cms=neu

Additional images from DMEXCO are available online at: <https://go.DMEXCO.com/de/press-downloads-DMEXCO>

About Koelnmesse:

Koelnmesse employs around 1,100 people. The city-centre trade fair at the heart of Europe occupies the third largest trade fair grounds in Germany and, spanning almost 400,000 square metres of hall and outdoor space, it numbers among the top ten worldwide. Each year, Koelnmesse organises and manages around 80 trade fairs, guest events and corporate events in Cologne and in the most important markets around the world. Its portfolio attracts over 43,100 exhibiting companies from 125 countries and approximately two million visitors from more than 200 nations. Until 2040, Koelnmesse is investing more than one billion euro in the development of the trade fair grounds with the most extensive investment programme in its history, to allow it to cover all event formats in the future. Koelnmesse has celebrated its 100th anniversary in 2024. 100 years in which Koelnmesse has brought people and markets together worldwide. 100 years in which it has reinvented itself time and again with a visionary passion for the future: [Koelnmesse History | Koelnmesse](#)

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