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## From A for Australia to T for Taiwan – Exhibitors and Speakers From All Over the World at DMEA



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International speakers and exhibitors present innovations for digital healthcare. Image: Messe Berlin

From 9 to 11 April 2024 DMEA, Europe's leading event for digitalisation in healthcare, is gathering numerous digital health experts from around the world on the Berlin Exhibition Grounds. The following is an overview of the international topics and exhibitors at DMEA 2024.

DMEA 2024 addresses numerous topics that go beyond examining healthcare in Germany, ranging from patient care in Europe and the electronic patient record in Denmark, to sharing open data and transparency surrounding AI in Europe.

More than 300 speakers from Germany and abroad will be on the stages, at the Hubs and in the Box areas over the three days of DMEA. They include Keyrellous Adib, Technical Officer for Data Science and Digital Health at the World Health Organization (WHO), Dr. Maame Yaa Yiadom, Professor of Emergency Medicine at Stanford University, Dr. Päivi Sillanaukee, Ambassador for Health and Wellbeing at the Finnish Ministry of Foreign Affairs, Kenneth Bøgelund Ahrensberg of the Danish Health Data Agency, and Drs. Margrietha H. (Greet) Vink of the Erasmus Medical Centre, Rotterdam.

In his keynote speech, **Keyrellous Adib** will address the topic of digital health competence in Europe on 9 April at 10.45 a.m. in the Arena in Hall 6.2.

**Dr. Maame Yaa Yiadom** will talk about telemedical treatment and care models on day one of the congress at 11.15 a.m. in the Arena in Hall 6.2. Her focus will be on Stanford Medicine's Virtual Visit Track program for emergency rooms, which reduces waiting times by 50 per cent.

**Drs. Margrietha H. (Greet) Vink** will be onstage at DMEA for a live podcast about the challenges posed by the digital transformation of the healthcare system. On 9 April at 3.10 p.m. on the stage in Hall 5.2, Drs. Vink will talk to Dr. Peter Gocke, CDO of Charité Berlin, about ways to introduce digital health innovations which function and offer real benefits.

Following her participation in 2022, **Dr. Päivi Sillanaukee** will be back on the DMEA stage this year to talk about healthcare in Finland. Her keynote will start on the first DMEA day at 4.05 p.m. on the Stage in Hall 5.2.

On 10 April at 12.15 p.m. at Box 1 in Hall 4.2, **Kenneth Bøgelund Ahrensberg** will discuss his experience of the electronic patient record in Denmark with other experts. What are the benefits and challenges of the ePR in Denmark, and what lessons can Germany learn?

Full details of all the congress sessions, keynote speeches and panels can be found in the [program](#).

All the congress sessions are available in translation by AI.

**Wanted: innovative digital health solutions**

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The DMEA nova Award is being presented at DMEA 2024 for the first time. The award targets startups aiming to revolutionise digital healthcare with their outstanding ideas. A jury of experts has selected 20 startups from Germany and around Europe out of almost 90 entries who will pitch their ideas and solutions at DMEA. The awards ceremony, held in English, will take place on day three of DMEA.

### **International exhibitors present solutions for the German healthcare system**

Over 170 exhibitors from almost 30 countries are presenting their products and solutions at DMEA. The majority are from Switzerland, Austria and Finland. Exhibitors from the USA, Taiwan, China and Australia are also taking part.

Exhibitors from Austria, Denmark, Finland, Flanders, the Netherlands, Norway, Sweden, Switzerland and Vallonia are represented on joint international stands.

An overview of exhibitors from all countries at DMEA 2024 can be found in the [exhibitor list](#).

### **Networking beyond borders**

As in previous years, the Enterprise Europe Network Berlin-Brandenburg is organising the DMEA Business Meetings. From 8 to 12 April these will take place online, and on 10 and 11 April as in-person events from 11 a.m. to 3 p.m. in Hall 3.2. The meetings give companies an opportunity to meet potential business partners from Germany and around the world. The EEN is the world's largest network of information and advice centres which helps small and medium-sized companies to expand abroad. Close to 250 companies from almost 40 countries have already registered to take part. Full details of the DMEA Business Meetings and a registration link can be found [here](#).

Tickets to DMEA are available from the [online ticket shop](#).

As in previous years, students of all ages and trainees can obtain a free ticket to DMEA. All that is needed is to register [here](#).

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