enabling new business

SWITZERLAND GLOBAL ENTERPRISE

INFO BROCHURE SWISS PAVILION DMEA 2027

Munich, 13 – 15 April 2027

Switzerland.

DMEA
13 – 15 APRIL 2027
MUNICH

DMEA – Europe’s leading event for digital health

DMEA München 13–15 April 2027
Connecting Digital Health

DMEA is the **central meeting place for the digital healthcare industry in Europe**.

You’ll meet key players from across the healthcare sector—including clinical practice, IT, industry, politics, and academia—and present your company to experts who have concrete investment and project responsibilities.

Starting in 2027, DMEA will take place at Messe **Munich**—with **an even stronger international focus** and deeper **European networking**.

20,517
ATTENDEES FROM OVER 50 COUNTRIES

873
EXHIBITORS FROM 27 COUNTRIES

>450
SPEAKERS

>350
PRESENTATIONS, PANELS & SESSIONS

88%
NATIONAL ATTENDEES

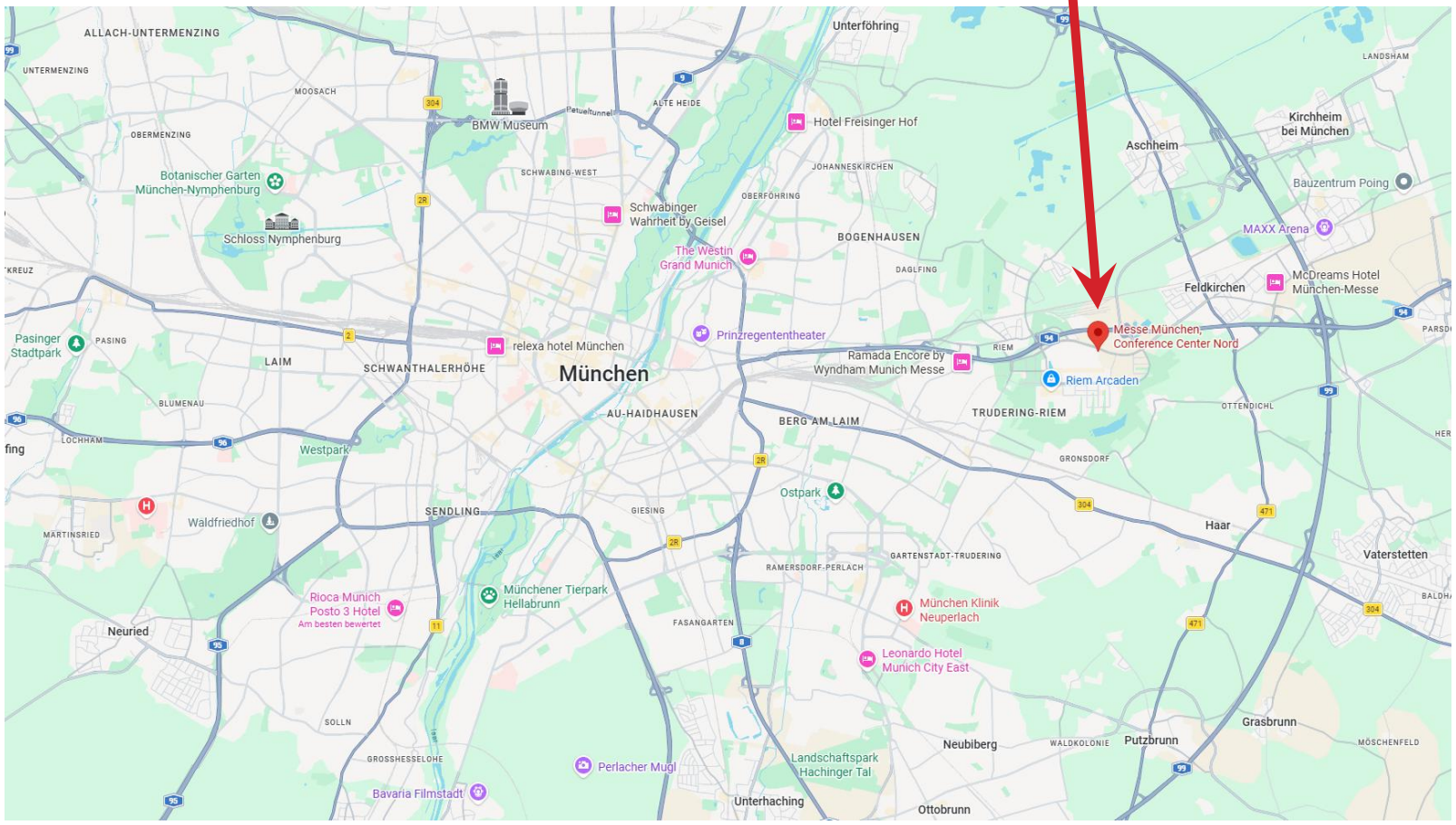
12%
INTERNATIONAL ATTENDEES

Participants' industries

LOCATION EVENT MAP

Location

Messe München



Getting there

Zürich HB – Munich Hbf: approx 4hours by train

The fairgrounds of DMEA are directly connected to the **subway stop Messestadt Ost** on the U2 subway line.

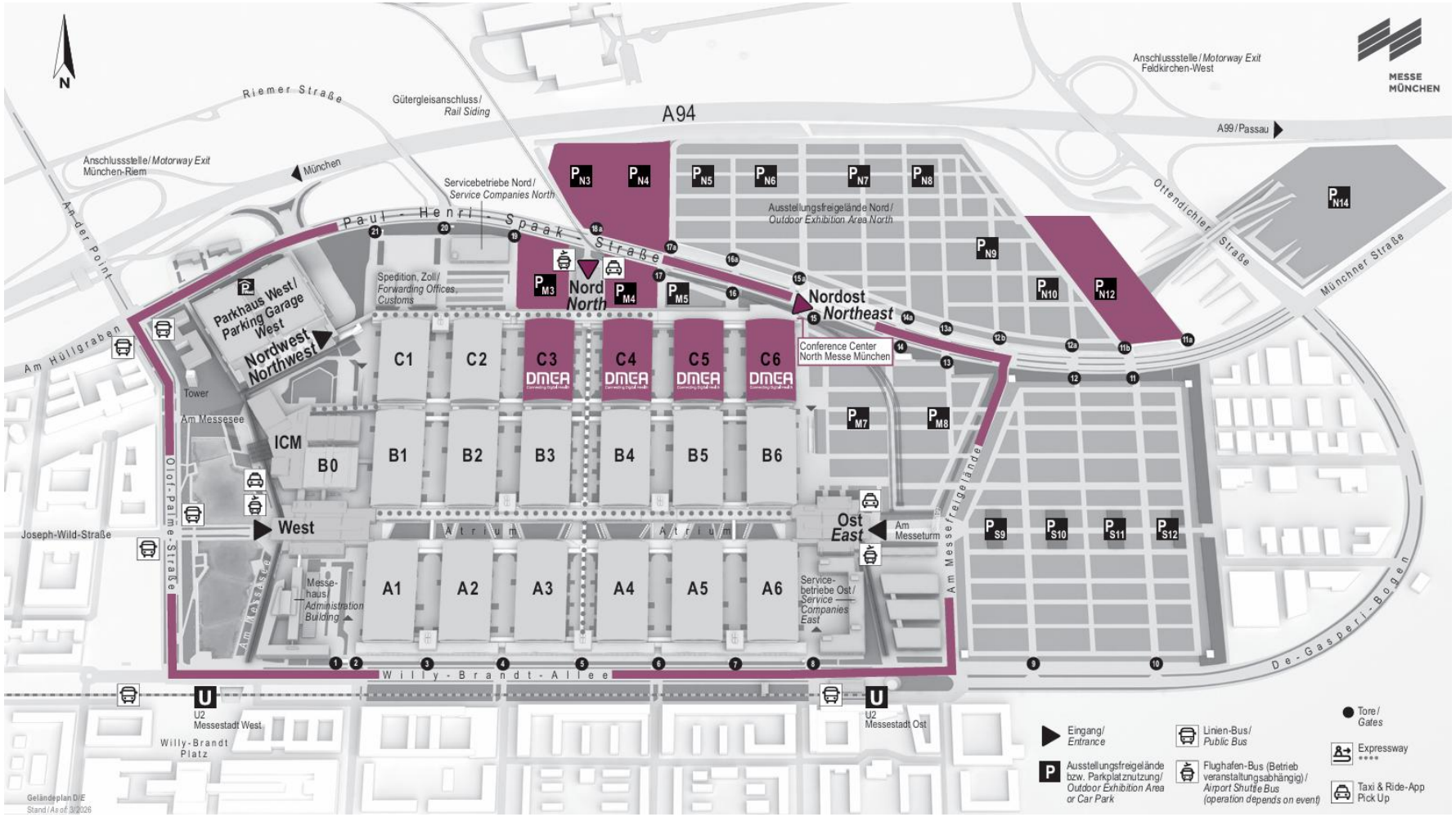
From Munich Central Station, you can reach the exhibition center in about 20 minutes without changing trains.

The Messe München fairgrounds are located directly next to the **A94 freeway**.

Messe München is located 42 kilometers south of Munich Airport. Shuttle buses, public transport and taxis take you directly to the exhibition center.

SWISS Pavilion at DMEA 2027 | © SWITZERLAND GLOBAL ENTERPRISE

Location



DMEA: C3 – C6

The detailed planning of the halls has not been communicated yet

SWISS PAVILION

Advantages SWISS Pavilion

«Switzerland» umbrella brand

High visibility at a premium location.

Exhibit under the internationally recognized «Switzerland» brand, ensuring strong awareness and a prominent position on the fair floor.

Full-service support

A dedicated team at every stage.

Our specialists support you before, during, and after the fair - covering planning, coordination, and on-site management for a smooth experience from start to finish.

Ready-to-use booth

Arrive and start - your stand is ready.

The turnkey booth is fully set up when you arrive, allowing for flexible travel planning and no setup time required.

Shared hospitality area

Host your clients in a professional setting.

Invite customers for coffee and Swiss chocolate in a shared hospitality zone. A comfortable, relaxed space for meetings and networking.

Global network & add-on services

Go beyond the booth.

Leverage S-GE's worldwide network for contact brokering, business partner verification, logistics support, and targeted trade fair services tailored to your needs.

SWISS PAVILION – IMPRESSIONS

WHX Dubai 2026, Dubai

K 2025, Düsseldorf

Chinapas 2026, Shanghai

Bio Europe Spring 2026, Milano

This is the first time that S-GE will organize the SWISS Pavilion at DMEA in Munich.

At DMEA in Berlin, the SWISS Pavilion was organized by ming agentur ag.

Therefore we share impressions from other SWISS Pavilion we organized around the world.

Booth Design for DMEA?
→ This is subject to a tender which we will do in autumn 2026.
Umbrella brand: Switzerland

PACKAGES AND PRICES

Packages and Prices

Other package needed? Please contact us!

4 sqm booth — CHF 6'500.-

- Space rental and booth construction, illumination, 1 power socket, 1 company logo
- 1 high table and 2 high chairs,1 brochure rack
- 1 screen
- 3 exhibitor badges

Start-up Package (Start-up zone SWISS Pavilion) — CHF 2'500.-

- illumination, 1 power socket, 1 company logo
- 1 small table/cube and 2 high chairs
- 2 exhibitor badges
- Requirement: Startups should **not be older than 5 years** (expansion)

9 sqm booth — CHF 9'900.-

- Space rental and booth construction, illumination, 1 power socket, 1 company logo
- 1 table and 4 chairs, 1 brochure rack
- To choose: 1 lockable sideboard or 1 showcase
- 3 exhibitor badges
- Graphics and screen: additional costs according to the stand builder's offer

12 sqm and more — CHF 995.-/sqm

- Space rental and booth construction, illumination, 1 power socket, 1 company logo
- 1 table and 4 chairs, 1 brochure rack
- To choose: 1 lockable sideboard or showcase
- 3 exhibitor badges (from 20 sqm area +1additional badge per 10 sqm)
- Graphics and screen: additional costs according to the stand builder's offer

Additional Fees by S-GE

S-GE gold member	CHF 650.-
S-GE silver or member of partner company *	CHF 800.-
Non-member	CHF 950.-

Additional Fees by the Organizer

Communication contribution Messe München:	EUR 395.–

→ S-GE Service package is included in all packages (next slide)

*partner companies:

digital health center bülach

Swiss Healthcare Startups

SWISS MEDTECH

S-GE SERVICE PACKAGE

S-GE Service Package

- Hosted hospitality and networking area
- Catering:
  - Coffee, tea, cold drinks
  - Sandwiches and snacks for lunch
  - Fruits etc
- Booth cleaning and waste disposal service
- Storage (limited space)
- Name tags in Switzerland Design
- Swiss Networking Event

And more

Example: WHX Dubai 2026

Show timetable

We will keep you up to date with regular INFO mailings with trade fair specific details. These include among others:

- Organizer (Booth location, getting there, exhibitor badges, online registration etc)
- Booth construction (contractor contact, booth allocation, order form, graphics, build-up etc)
- Onsite handling (logistics, hospitality area, catering, storage, wifi etc.)
- Staff on-site (name tag, contact details of your staff, etc.)
- Side Program, i.e. Swiss Networking Event etc

BUSINESS SUPPORT OPTIONAL

Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Schweizerisches Generalkonsulat
Swiss Business Hub Germany

SWITZERLAND GLOBAL ENTERPRISE

Optional Packages available

Market Access & Go-to-Market Germany Price: CHF 2’100 Content: Individual workshop (90–120 min., remote), tailored to your specific product, situation and goals. Incl. preparation based on your materials and a structured written summary. Analysis of relevant market segments, stakeholder decision logic and possible go-to-market models (own sales, distribution, partnerships). Goal: Clear assessment of realistic market entry options and prioritized next steps for the German market. Note: This is a strategic reality check – not a full market analysis.	**Reimbursement & Pricing Germany** Price: CHF 2’100 Content: Individual workshop (90–120 min., remote), tailored to your specific product, situation and goals. Incl. preparation based on your materials and a structured written summary. Classification into relevant reimbursement pathways (inpatient: DRG/NUB; outpatient: EBM/GOÄ), initial assessment of evidence requirements and guidance on pricing positioning. Goal: Clarity on the economic viability of your product and the prerequisites for successful reimbursement in Germany. Note: This is a strategic reality check – not a full market analysis.
Business Case & Partner Strategy Germany Price: CHF 2’100 **Content:** Individual workshop (90–120 min., remote), tailored to your specific product, situation and goals. Incl. preparation based on your materials and a structured written summary. Initial assessment of market potential, discussion of make-or-buy (own sales vs. partnerships) and identification of potential industry partners. **Goal:** Sound economic assessment and a clear, actionable partner strategy for the German market. Note: This is a strategic reality check – not a full market analysis.	**MedTech Market Snapshot** Price: CHF 500 **Content:** Validated revenue, volume and average sales price data for a specific medical device category across up to five markets (2025–2032), plus a competitive landscape analysis with market share by company. Delivered as a structured data report, tailored to your product category. **Goal:** Data-driven market intelligence to benchmark your position against global competitors and inform strategic decisions with confidence. Note: Availability of data and markets is assessed on a case-by-case basis.

Contact:
Switzerland Global Enterprise
Felicitas Gartmann
+41 44 365 55 26
fgartmann@s-ge.com

REGISTRATION

Registration SWISS Pavilion

Website with Packages and Prices:
www.s-ge.com/dmea

Questions?
Contact us!

Registration Form:
Registration Form DMEA 2027

Registration Deadline: 04.09.2026

VARIOUS

Accommodation

- There are many accommodations available - around the trade fair or in the city centre of Munich.

- Please find below the link of the travel partners from Messe München:
  - Hotels and private accommodation
  - München Tourismus

You can also book directly or through platforms i.e. booking.com, hotels.com etc

OPENING HOURS

Opening hours of DMEA 2027

Date	Visitors	Exhibitors
13.04.2027	10:00–18:00	07:00–19:00
14.04.2027	10:00–18:00	07:00–19:00
15.04.2027	10:00–16:00	07:00–19:00

Build-up day SWISS Pavilion: Monday, 12.04.2027, 1 – 5pm (tbc)
→ We take care of the booth, you can also arrive on Tuesday morning.

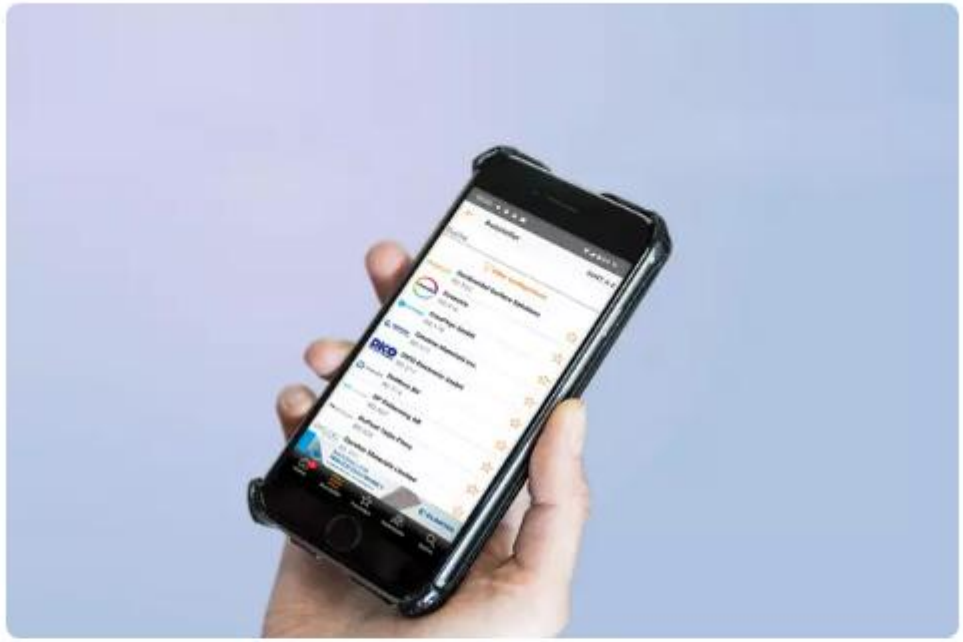
DMEA App

DMEA München 13–15 April 2027
Connecting Digital Health

The DMEA App

A trade fair visit that practically organizes itself? The DMEA app makes it possible: With interactive hall maps, a search function for exhibitors, products, and application areas, as well as many other useful features, it helps you make the most of your visit. You can also keep track of the entire conference and supporting program and plan your personal highlights directly in the app.

The DMEA app will be available for download here starting in early 2027.



Messe München offers free WiFi!

CONTACT US

CONTACT DETAILS

Project Team SWISS Pavilion at DMEA 2027

Corinne Wyler
Project Manager Trade Fairs
+41 44 365 52 53
cwyler@s-ge.com

Adelina Bajrami
Project Manager Trade Fairs
+41 44 365 55 14
abajrami@s-ge.com

Consultants S-GE:

Office Zurich
Katalin Dreher-Hajnal
Senior Consultant Central Europe
+41 44 365 54 35
kdreher@s-ge.com

Office Renens
Xavier Cornut
Consultant Europe + CIS
+41 44 365 50 68
xcornut@s-ge.cm

Office Lugano
Eleonora De Canio
Consultant Southern Switzerland
+41 79 883 42 21
edecanio@s-ge.com

Nicolas Panzer
Senior Manager Life Sciences
+41 44 365 53 46
npanzer@s-ge.com

Felicitas Gartmann
Startup & Strategic Growth Manager
+41 44 365 55 26
fgartmann@s-ge.com

Swiss Business Hub Germany:

Ines Banhardt
Senior Consultant
+49 711 2229 4318
ines.banhardt@eda.admin.ch

Lukas Keller
Senior Consultant Export Promotion
+41 58 483 60 88
Lukas.keller@eda.admin.ch

SWISS Pavilion at DMEA 2027 | © SWITZERLAND GLOBAL ENTERPRISE

THANKS TO OUR PARTNERS

SWITZERLAND GLOBAL ENTERPRISE

digital health center bülach

Swiss Healthcare Startups

SWISS MEDTECH

BTO

ming agentur

digital & live experience.

Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Schweizerisches Generalkonsulat
Swiss Business Hub Germany