
Handover of Baton at DMEA: Burcu Dural-Lange Takes Over Management of DMEA at Messe Berlin



The old and new DMEA trade fair project manager Ursula Baumann and Burcu Dural-Lange.

Burcu Dural-Lange succeeds Ursula Baumann as trade fair project manager for DMEA, Europe's leading event for the digitalization of the healthcare system. Ursula Baumann is leaving Messe Berlin at the end of the year and handing over management of the DMEA, which she has successfully built up at Messe Berlin since 2008.

After the successful DMEA 2024, which took place from April 9th to 11th at the Berlin exhibition center and broke all the records of previous years with around 19,000 trade visitors and more than 800 exhibitors, Burcu Dural-Lange is now taking over as trade fair project manager the DMEA – Connecting Digital Health. She is replacing Ursula Baumann, who has been in charge of the leading Berlin event for digital health since 2008 and has made a significant contribution to organizing the DMEA, formerly conhIT, together with the DMEA organizer Federal Association of Health IT - bvitg e. V., the cooperation partners GMDS and BVMI and the associations CIO-UK and KHIT at the Berlin exhibition center and to persistently promote it.

"I am very proud that the DMEA has grown so much and what contribution it has been able to make to the development of the industry," says **Ursula Baumann**. "Last week, the DMEA once again showed what potential there is in this industry and I am pleased to be able to hand over this successful project, which we built together with the bvitg at Messe Berlin, to my competent successor Burcu Dural-Lange."

Burcu Dural-Lange has been with Messe Berlin since 2006. To date, she has led the Project Management Conventions team in the Guest Events area and has supervised numerous events, especially leading national and international medical conferences at the Berlin exhibition center. "I'm really looking forward to the new tasks that await me as DMEA trade fair project manager," says Burcu Dural-Lange. "I felt it last week at the DMEA – the industry is on the move, many important players from the healthcare sector exchanged ideas about their central issues and are working together on implementation. We at Messe Berlin, together with our partners, are happy to offer Europe's leading industry meeting for digital health a platform year after year."

"As the organizer of the DMEA – the brand of the European digital health community – the bvitg can look back on a very successful collaboration with Messe Berlin as the organizer of the event. The association would like to thank Ursula Baumann for her great commitment and years of expertise. We are looking forward to the next DMEA with Burcu Dural-Lange," explains **Anja Brysch**, Head of DMEA and Association Services at bvitg.

Ursula Baumann will continue to advise Burcu Dural-Lange until the end of the year.

Source: [DMEA](#)

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Published on : Wed, 17 Apr 2024