



## 100 years of IDS: Many key players have registered

# High number of exhibitors

IDS, the International Dental Show in Cologne is demonstrating all of its strengths: At the coming event from 14 to 18 March 2023, almost all of the relevant key players have already confirmed their participation. In total, IDS is currently recording well over 1,000 exhibitors as well as 11 country participations with over 400 companies represented.

“The global appeal of IDS as the most important industry platform is the driving force for both a successful present and future of the international dental family. 100 years of IDS stands for innovation and constant performance at the highest level and is thus also a synonym for the strength of the dental industry. And together we will position IDS as the leading international dental trade fair over the next decades,” Mark Stephen Pace, Chairman of the Association of German Dental Manufacturers (VDDI), and Oliver Frese, Chief Operating Officer of Koelnmesse, emphasised in a joint statement. Once again, IDS will cover the comprehensive spectrum of the dental world—from the dental and dental technology section, infection protection and maintenance, through to services, information, communication and organisation systems as well as organisation tools.

**An overview of all of the top players registered to-date as well as the overall preliminary list of exhibitors of IDS 2023 is available at: [http://Preliminary exhibitor list of IDS Cologne 2023](http://Preliminary%20exhibitor%20list%20of%20IDS%20Cologne%202023) | IDS ([ids-cologne.de](http://ids-cologne.de))**

“We are delighted to take part in IDS 2023 and come together with dentists, laboratories and specialised trade partners from all over the globe again to engage in a knowledge exchange and network for a whole week,” said Walter Petersohn, Chief Commercial Officer at Dentsply Sirona. “The diversified programme at our booth aims to support our customers in offering their patients the best possible dental treatment. You will be excited to see which product innovations we are going to introduce next year.”



“In its capacity as an industry association, VDDI is indispensable because it assists its members in dealing with the manifold, current and future challenges: MDR and regulatory framework conditions, export support and last, but not least as organisers of the leading global dental trade fair, IDS. If VDDI didn't exist, it would have to be urgently invented!”

Christoph Weiss, Chief Operating Officer, BEGO

“100 years of IDS, i.e. 100 years of world-class dental developments! There is no better place to present new products for the first time! We are looking forward to an international audience of experts!”

Werner Slapnig, Sales Director, Erkodent

“We are looking forward to participating at IDS next year. Not merely because IDS is considered to be the leading trade fair of the worldwide dental industry and because we look back on a long-term successful partnership, but also because it offers the perfect platform for an international exchange. This enables us to present products and solutions and engage in a targeted exchange with dentists, dental technicians and dental hygienists at one location.”

Norbert Wild, Managing Director, Ivoclar Germany

“It really is a special honour to take part in IDS again in the anniversary year 2023. Over the past years we have always been able to present our innovative technologies from the professional world and engage in an intensive exchange with the users at this international trade fair. We are looking forward to sharing our company’s latest product developments and their applications with our customers and partners at the next IDS.”

Carsten Barnowski, Head of Sales & Marketing D-A-CH, Kuraray Europe

Numerous group stands have also applied to take part at the jubilee event of IDS 2023: So far, groups from Argentina, Brazil, Bulgaria, China, Israel, Italy, Japan, Hong Kong, Korea,

Singapore and the USA have registered. IDS 2023 will be staged in Halls 1, 2, 3, 4, 5, 10 and 11 of the Cologne fair grounds on exhibition space spanning around 180,000 square metres.

IDS is celebrating a double anniversary next year: Not only the fortieth edition is being staged from 14 to 18 March 2023, the leading global trade fair of the dental industry is also looking forward to its 100<sup>th</sup> birthday. The success story of the dental world is inseparably linked with IDS, because the leading trade fair is based on a system of values that makes it unique. 100 years of IDS stand for the depiction of the industry in its entirety, for innovations and market trends, for a consistent and open comparison of performance in the sense of the Olympic principle and last but not least for a leadership claim as the largest international industry platform that has been repeatedly confirmed for decades.

BDIZ EDI will be there as well—together with a European partner association in Hall 11.2, Stand O61.

Source: VDDI, IDS

## About IDS

IDS (International Dental Show) takes place in Cologne every two years and is organised by the GFDI Gesellschaft zur Förderung der Dental-Industrie mbH, the commercial enterprise of the Association of German Dental Manufacturers (VDDI), and is staged by Koelnmesse GmbH, Cologne.



IDS 2021 in Cologne.