

## «1 – 100 years of IDS

months later than usual—the event attracted around 23,000 visitors from 114 countries. Of these visitors, around 57% came from abroad—from Europe, mainly Italy, France, the Netherlands and countries in eastern Europe, as well as from the Middle East. A total of 830 companies from

59 countries participated in a gross exhibition space of 115,000 m<sup>2</sup>.

IDS 2023 will cover a unique, wide-ranging combination of areas, including dental medicine, dental technology, infection prevention and control, maintenance, customer service and communication. According to the organisers, no other dental trade fair presents such a wide spec-

trum of product offers and services. IDS 2023 will be staged in Halls 1, 2, 3, 4, 5, 10 and 11 of the Cologne fair grounds on exhibition spaces spanning around 180,000 m<sup>2</sup>. According to Koelnmesse, around 1,700 companies from 60 countries had already registered by the end of January.

In addition to the physical exhibition, the IDS connect digital platform

will provide information on products and system solutions and enable the streaming of various events, including seminars, webinars, press conferences, corporate presentations and product presentations. It will also allow one-to-one interactions with industry decision makers, increasing international reach and providing a successful trade fair experience.

Trade visitors to IDS can go live or call up content at any given time. IDS connect is easy to use and intuitive and does not require previous digital experience. All functions are presented as video tutorials on the IDS website, from navigation to networking.

More information about IDS can be found at [www.ids-cologne.de](http://www.ids-cologne.de). ◀



◀ The booth of Dr. Jean Bausch, German manufacturer of articulating and occlusion test material, at IDS in 1962. (Image: Koelnmesse/IDS)



## «1 – Ivoclar

In parallel with these developments, the company has striven to maintain the fundamental principles on which it was built 100 years ago:

customer-focused innovations coupled with integrated solutions and efficient applications, excellent quality and utmost reliability, and respectful working relationships. Together with its customers, Ivoclar pursues

the goal of giving people a healthy and attractive smile and promoting a better quality of life.

The Ivoclar Group is family owned and attaches particular importance to cultivating closer relationships with its customers and employees. Ultimately, people are at the centre of what the company does. Its products and solutions are developed with the main aim of making its customers and their patients smile, literally. Ivoclar products and solutions are developed with this goal in mind. To assist in fulfilling this objective, Ivoclar offers its customers and partners an extensive knowledge platform and world-class training and education opportunities in the form of the Ivoclar Academy. The platform showcases the cutting-edge expertise and practice-oriented course

offerings of international dental specialists. Apart from proven on-site events, the academy offers innovative, tailor-made online training courses. In the 2023 centenary year, customers can look forward to an exciting academic programme.

The dental company maintains long-standing and trusting business partnerships with suppliers, customers and universities throughout the world. They are just as instrumental to fulfilling the company mission of “Making People Smile” as the employees of the family-owned business are. In the 2023 anniversary year, everyone can look forward to a series of special activities and events highlighting and celebrating “A Century of Innovation”. Among these will be trade fair showcases and further education and



◀ IPS e.max ZirCAD Prime delivers a superior level of quality and high-end aesthetics in zirconium oxide restorations.

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◀ Diego Gabathuler has been Ivoclar's CEO since 2019.

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training courses as well as the inauguration of the new administration building at the company headquarters, which will also house the visitor and education centres.

Visit Ivoclar at IDS 2023 in Hall 11.3 at Booths A010/C019, A011 and A020/C029 to find out more about the company's innovative products. ◀

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**LET'S MEET  
IN NEW HALL 1  
AT BOOTH  
A040/C041**

**THE PLACE TO BE  
IN TWENTY-THREE!**

Exclusive product news, exciting live demos, and meet-ups with the exoFamily—  
it's IDS time again! We look forward to seeing you at our booth in the new hall 1.