

## Over 1,800 exhibitors already registered for IDS

■ According to Koelnmesse, around 1,800 companies from 60 countries had already registered for the show by the end of January. After the largest exhibitor participation, which comes from Germany, the next strongest international participation currently comes from Italy, South Korea, France, Switzerland, Spain, Turkey and the US. Argentina, Brazil, Bulgaria, China, Israel, Italy, Japan, Hong Kong, South Korea, Singapore, Turkey and the US will be represented by group booths. This year, Halls 1, 2, 3, 4, 5, 10 and 11 of the Cologne fair grounds will be open for IDS visitors.

With a completely new booth concept, innovative product highlights and exciting new ideas, Amann Girrbach will bring the world of digital dentistry to life for visitors. Amann Girrbach will be attending as an exhibitor with a completely new look. At the new booth location in Hall 1.2, visitors will be able to experience how digital workflows can sustainably facilitate daily routines in dental laboratories and dental practices and thereby set new standards in patient treatment.

Dr Wolfgang Reim, CEO of Amann Girrbach, said: "An incredible amount has happened at Amann Girrbach since the last 'real' IDS in 2019. We have dedicated ourselves to digital transformation across a wide spectrum, developing solutions aimed at making interdisciplinary collaboration between the dental practice and laboratory as convenient and versatile as possible."

In 2021, Dentsply Sirona did not participate in IDS, but it will have a significant presence at this year's event, and all its activities there will



be tied to the theme "United for better dentistry". Attendees are invited to experience the digital universe at Dentsply Sirona's immersive

1,900 m<sup>2</sup> booth. Situated in Hall 11.2, the booth will feature the company's entire portfolio of products and solutions, which visitors will be

able to see in action through product demonstrations and live presentations.

"IDS offers a fantastic moment to unite with the global dental community, and we are eagerly looking forward to the next edition in 2023," said Gerard Campbell, group vice president for commercial in Europe, the Middle East and Africa at Dentsply Sirona. "We know that, through close collaboration and partnership, we can take dentistry to the next level and ultimately help bring healthy smiles to more people around the world."

Visitors to Planmeca's booth at IDS will be treated to exclusive demonstrations of the company's entire product portfolio and have the opportunity to learn more about Planmeca's new clear aligner solution, HeySmile. Planmeca's representatives will also be offering expert guidance to dentists at the show. Located conveniently near the entrance to Hall 5, Planmeca's booth will be situated next to KaVo Dental, which joined Planmeca Group last year. Those looking to find out more about Planmeca's products and receive advice can head to Booth A020/C029 in Hall 1.

Jouko Nykänen, senior vice president at Planmeca, said: "After a couple of years affected by the COVID-19 pandemic, we are truly looking forward to IDS 2023. Although we have found new ways to communicate with our customers and partners remotely, nothing beats the energy of IDS and networking with dental professionals in person. We can't wait for inspiring discussions and to demonstrate the intelligent features of our products at our booth at IDS 2023." ◀

## IDS 2023 to place strong focus on periodontics

■ The 40<sup>th</sup> International Dental Show (IDS) is fast approaching. This year, the focus will be on periodontics,

odontal therapy and prophylaxis and the importance of involving the dental patient in all four therapy stages—

health. It has been established that thorough periodontal therapy and prophylaxis can help prevent a severe case of COVID-19. For example, a mouthwash has been developed that, according to research, can reduce the SARS-CoV-2 viral load in the mouth by 71% after only a single rinse, thus helping the immune system to fight infection.

During IDS, speakers will also discuss methods to remove plaque and calculus in periodontitis and peri-implantitis patients in the dental practice. These include manual tools, ultrasonic systems and airflow devices. According to the EFP clinical practice guideline, advanced periodontitis cases might require soft-tissue surgery.

The differentiated approaches demonstrate how individualised development and performance of therapy and prophylaxis for periodontitis and peri-implantitis patients have become, Mark Stephen Pace, chairman of the board of directors of the Association of the German Dental Industry—which organises IDS—said in a press release.

"Since the respective measures have an impact on much more than the mouth, going to the dentist is an essential element in a comprehensive prevention strategy. As the leading trade fair of the dental industry, IDS 2023 offers the ideal opportunity to inform oneself about current concepts and tools for successful and efficient dental care and to engage in an exchange with [other] professionals," he commented. ◀

■ In a few weeks, the leading dental trade fair opens its doors again. Tickets for the International Dental Show (IDS) 2023 can be purchased now in the IDS ticket shop. In addition, the IDS app has been activated and can be downloaded. Tickets for the trade fair can be ordered exclusively online and will be issued as personalised tickets.

To purchase a ticket, prospective visitors need to create a Koelnmesse account via the ticket shop or use their already existing access data from previous years. This log-in data is also valid to log into the trade fair app and the digital event platform IDSconnect.

The IDS entry ticket comes with a transport ticket that is valid for public transport in the Verkehrsverbund Rhein-Sieg (VRS) and the Verkehrsverbund Rhein-Ruhr (VRR) transport systems without additional costs. The transport ticket is only valid within the indicated trade fair period for arrival and departure to IDS 2023.

### IDS app is now available

The free IDS app is provided in German and English and is available from the App Store (iOS) or from the Google Play Store (Android). In order to use the digital ticket at the trade fair entrance, visitors should download the app, which will display the ticket in the wallet of the app after login. The

transport ticket will also be displayed automatically.

Aside from these benefits, the app offers all trade fair participants additional advantages—before, during and after the event. Prior to the event, visitors can arrange discussions and meetings with other industry participants and network using the organiser in the app. Various types of content and networking options will be available in the app in the months following the event.

Other advantages include the exhibitor search, current information and livestream of the event programme, an interactive hall plan and the option to create a personal favourites list of the different programme points.

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



particularly with regard to the treatment guideline developed by the European Federation of Periodontology (EFP) and the connection between oral health and general health.

IDS offers a great platform for professional exchange on topics that are relevant to the dental industry and dental professionals. The focal point of the upcoming event will be the significance of systematic peri-

topics that are also highlighted in the EFP guideline. Other related subjects include home oral care, diabetes management and smoking cessation.

Periodontitis has been associated with rheumatism, adverse cardiovascular events, stroke and chronic respiratory disease, among others. The COVID-19 pandemic has produced even stronger evidence on the link between oral health and general





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