

# today

SHOW  
PREVIEW

41<sup>st</sup> International Dental Show • Cologne • 25–29 March 2025



## Interview

Mark Stephen Pace provides an outlook on IDS and highlights key aspects that visitors should focus on at this year's event.

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## Products in focus

At IDS 2025, visitors will have the opportunity to see and try out the latest products and solutions in dentistry.

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## Travel

An overview of Cologne's cultural highlights, showcasing its landmarks and hidden treasures to help visitors make the most of their stay.

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## Cologne calling

Dental world prepares for the leading dental business summit.



From 25 to 29 March, the International Dental Show (IDS) will hold its 41<sup>st</sup> edition, underscoring its position as the world's leading trade fair for dentistry and dental technology. Organised by the Gesellschaft zur Förderung der Dental-Industrie and staged by Koelnmesse, IDS serves as a vital hub for key participants in the dental industry. The event brings together a diverse range of participants, offering a unique platform for innovation, networking and knowledge exchange. It has consistently set the benchmark for the dental industry, earning international renown for its scope and significance.

### More than just products

IDS continues to evolve beyond being a product showcase, positioning itself as an integrative network that addresses central industry challenges. Key themes this year will include the promotion of young talent, addressing of the shortage of skilled labour, implementation of clinical sustainability and integration of artificial intelligence into the dental industry. The trade fair will offer an expanded range of activities and formats to support networking, knowledge transfer and innovative collaboration. Notable additions to the event include the digital platform IDScconnect, which will provide an online extension of the fair through seminars, corporate presentations and learning sessions. This combination of physical and digital content ensures that IDS remains a forward-thinking event that adapts

to the changing needs of the dental community.

### New opportunities for remote engagement

IDScconnect, which is available since March, provides attendees with opportunities to engage digitally before, during and after the event. This platform allows visitors to explore a variety of educational resources, network with peers and exhibitors, and prepare for their time at the fair. The online services will complement the in-person experience, offering a comprehensive approach to professional development and industry insights. The digital transformation of the event reflects IDS's commitment to combin-

ing analogue and digital formats to cater for a wide range of participant needs.

### Easy access, mobility and comfort

In addition to the extensive exhibition space, which will span 180,000 m<sup>2</sup>, IDS 2025 will offer a more flexible and user-friendly experience for visitors. An optimised hall layout with multiple entrances will streamline access, and personalised tickets will enhance visitor convenience. The tickets, which can be managed via the official IDS app or stored digitally in a smartphone wallet, offer added benefits, such as valid public transport access for the local VRS/

VRR network, as well as exclusive travel deals from the national rail network Deutsche Bahn and national airline Lufthansa. Hotel accommodation can also be booked through the event's online portal, providing a seamless experience for attendees. The ticketing system for IDS 2025 has been revamped to allow for greater flexibility. Visitors can purchase their tickets online at the ticket shop.

### IDS 2025: A pivotal industry milestone

With its longstanding tradition and its significant role in shaping the future of the dental industry, IDS remains an essential event. The 2025 edition promises to be a comprehen-

sive platform for the global dental community, providing ample opportunities for business, innovation and professional development. The strong international presence, along with a robust focus on current industry trends and future challenges, makes IDS a must-attend event for anyone involved in the dental industry. Whether through its physical exhibition, digital tools or networking opportunities, IDS continues to be the central meeting point for dental professionals, manufacturers and innovators, setting the stage for the next era in dental technology and industry advancement.

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

