

The global dental industry gathers in Cologne

International Dental Show (IDS) 2025, Germany



The 41st International Dental Show (IDS) will take place in Cologne from 25 to 29 March, once again reaffirming its status as the world's premier trade fair for dentistry and dental technology. Organised by GFDI (Society for the Promotion of the Dental Industry) and hosted by Koelnmesse, IDS serves as the global hub for dental professionals, dental technicians, industry leaders, and the dental trade.

As the industry's leading event, IDS offers an unparalleled platform for innovation, networking, and knowledge exchange, shaping the future of dentistry worldwide.

Strong global demand: IDS remains the premier event for the dental Industry

In partnership with the Association of the German Dental Industry (VDDI), Koelnmesse has further expanded the international reach of IDS in recent years. Targeted marketing and sales initiatives—particularly in South America, Asia, and the USA—have reinforced IDS's position as the world's leading dental trade fair.

With around 2,000 exhibitors from over 60 countries and an international participation rate of 77 per cent, IDS 2025 underscores its strong global orientation. The largest exhibitor delegations are expected from South Korea, Italy, the USA, China, Turkey, Spain, France, and Switzerland, alongside numerous country pavilions representing all continents. The high demand from both domestic and international participants highlights IDS's critical role in driving innovation, shaping market trends, and facilitating global business, making it an indispensable platform for industry leaders.

IDS also remains a major global attraction for visitors. In 2023, approximately 120,000 trade visitors from 122 countries attended, and IDS 2025 aims to surpass this milestone.

To ensure an efficient and seamless trade fair experience, IDS 2025 features an optimised hall layout with four entrances and an expansive 180,000 square metres

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Pressing issues such as talent development, the skilled labor shortage, sustainability, and the integration of artificial intelligence take center stage. Through initiatives like the Executive Summit and the digital platform IDS-connect, IDS is creating new avenues for networking, knowledge exchange, and innovation.

Launching online in early March 2025, IDSconnect will provide a wealth of digital content, including seminars, corporate presentations, and learning sessions—seamlessly complementing the in-person trade fair experience. By integrating both physical and digital formats, IDS is redefining the future of industry exhibitions.

With a unique blend of tradition and innovation, enriched by international diversity and forward-thinking themes, IDS 2025 is setting new benchmarks for the dental and trade fair industries alike.

of exhibition space. Visitors will benefit from a comprehensive suite of services, including personalised digital tickets, which also serve as public transport passes, as well as exclusive travel offers from Deutsche Bahn and Lufthansa.

A trade fair in evolution

While product presentations remain a cornerstone, IDS has evolved into much more than a mere showcase. It now functions as a dynamic platform, fostering industry-wide dialogue and collaboration on key sector challenges.

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