



Photos: Koelnmesse GmbH



# Record-breaking IDS 2011

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**\_With 115,000 visitors** and nearly 2,000 exhibitors, this year's International Dental Show (IDS) was the biggest dental trade show ever. The show boasted a 9 % increase compared with 2009. People from 148 countries travelled to Cologne to see new products, learn about innovative treatment methods and network with other dental professionals. Exhibitors from 85 countries seized the opportunity to establish and further contacts, win new customers and open up new markets.

"The world's leading dental trade fair IDS closed, having achieved outstanding results," the organisers summed up after five busy days. Organisers and exhibitors were especially pleased with the large number of visitors from abroad. "The most customers we've had so far are from abroad," Marian Tempel, responsible for marketing at Korean company Neobiotech, told **roots** on the third day of the exhibition. IDS visitors came mainly from Latin America and South America, Australia, the US and Canada, but also from Italy, France, the Netherlands, Spain, the UK,

Switzerland, Russia, Ukraine, Turkey, Israel, China and India. The exhibition halls were constantly busy and booths extremely well visited. According to the exhibitors, 66 % of which came from outside Germany, representatives of everything related to dentistry—dental practices and laboratories, trade, the higher education sector—visited their booths. The trade show meant a huge financial success for many exhibitors. Many companies took numerous orders, both domestically and internationally.

"We have succeeded in making IDS even more attractive, both domestically and internationally. The strong increase in international participants especially shows that IDS is the world's leading dental trade show," Dr Martin Rickert, Chairperson of the Association of German Dental Manufacturers, said. "Participants were able to forge high-quality business contacts between industry and trade professionals as well as between the industry, dentists and dental technicians. Thus, the trade fair once again signalled better times ahead and generated momen-

tum that will help the dental sector stay on course for a successful business year."

Koelnmesse Executive Vice-President Oliver P. Kuhrt added: "IDS more than satisfied everyone's expectations. Once again, IDS offered a whole range of new products and excellent opportunities to exchange information, communicate with partners and place orders. That's why exhibitors, visitors and media representatives were all delighted with the trade fair."

A visitor survey carried out during IDS found that not only exhibitors, but also trade visitors considered the exhibition a success. According to the organisers, 95 % of the respondents indicated that they were satisfied/very satisfied with the event. They were pleased with the range of products and had achieved their goals at the trade fair. Furthermore, 93 % would recommend a visit to IDS to a close business associate. "It's my first time at the IDS and this is the biggest dental trade fair I have ever been to. I have scheduled three days to see everything," Dr Dusan Dimitrijevic told **roots**. This dentist from Serbia brought his son and second-year dental student Lazar with him to Cologne.

## \_Focus on digital innovation

This year, the focus of interest was on the innovative new products and technologies on display. According to Dr Rickert, the trade fair demonstrated that digital processes and technologies are becoming increasingly popular, since they facilitate even more efficient and higher quality treatments. In particular, products and systems that offer users and patients improvements in preventative care, diagnostics and dental treatment were in high demand. Those include ultrasound systems with expanded capabilities that enable painless and professional preventative care, digital intra-oral scanners, improved root-canal treatment methods, new dental filling materials, aesthetic dental crowns and bridges that look most natural, as well as improved digital X-ray diagnostics that are especially useful in the field of implantology.

"As far as we are concerned, the trade fair was very successful," said Jost C. Fischer, Chairperson and CEO of Sirona Dental Systems, leader in CAD/CAM technology. "The number of visitors was amazing. In fact, all of our employees were in dialogue around the clock. You could clearly see that the economy has picked up again.

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As a result, the atmosphere at the fair was extremely positive. In my opinion, it was the best IDS ever."

Jürgen Schwichtenberg, President of the Association of German Dental Technicians' Guilds (VDZI), an IDS partner, was also very pleased with the trade fair. "From the point of view of the dental technician trade, the IDS 2011 once again proved the dental sector's innovative power. Considering the variety of products on display in Cologne and the rapid development of new, particularly digital technologies, it will be even more important in the future for dental technicians to actively supplement these new technologies and solutions with their expert knowledge and to put these into practice in their laboratories in order to ensure an all-round high-quality treatment. Our partners in the dental industry in general and dentists in particular will be able to continue to rely on these important services."

One partnership that was started at IDS is becoming an important political aspect of the profession: collaboration between the VDZI and the European Association for Dental Technology. The aim of the collaboration is to combine dental technology expertise and provide further training of the highest standard in both theory and practice so that practitioners can learn about the latest state-of-the-art dental technology.

### **Speakers' Corner well visited**

Many IDS visitors took advantage of the Speakers' Corner feature to gather information on the latest developments in science and research. Around

80 exhibitors presented their new products and technologies. The presentation topics included implant systems, digitisation, dental aesthetics, laser technology, dental anaesthesia and the benefits of modern stress management for dentists.

Dr Peter Engel, President of the German Dental Association (GFDI), one of the IDS organisers, is happy with the positive outcome of the trade fair: "Even more visitors and exhibitors than in previous years can mean only one thing: The profession is progressive and medium-sized German businesses are fostering innovation—and they're attracting enormous interest internationally."

At the exhibition, the GFDI held a coordinating conference for aid organisations, at which over 40 participants presented aid projects seeking to improve the dental health of the world's poor. The projects were developed by dentists and dental students who work in impoverished regions all over the world. Some of them also work in Germany. They provide dental services to a range of disadvantaged patients, including orphans, homeless people, disabled patients, drug addicts and inhabitants of remote areas, who would not receive treatment otherwise. To do this work, dentists and students often have to overcome enormous challenges. The coordinating conference offered participants a special opportunity to share their experiences in organising aid efforts.

In collaboration with the VDZI, the GFDI will also organise the 35<sup>th</sup> IDS, which will take place from 12 to 16 March 2013.

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