

# today

SHOW  
PREVIEW

## A view on European dental markets



Markets in Europe have proven stable since the last IDS took place in 2011. An interview with ADDE president Dominique Deschietere.

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## IDS 2013 trends in focus



CAD/CAM and growth factors have become key areas of dental innovation. Dr Nilesh R. Parmar provides an overview.

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## A preview of the industry

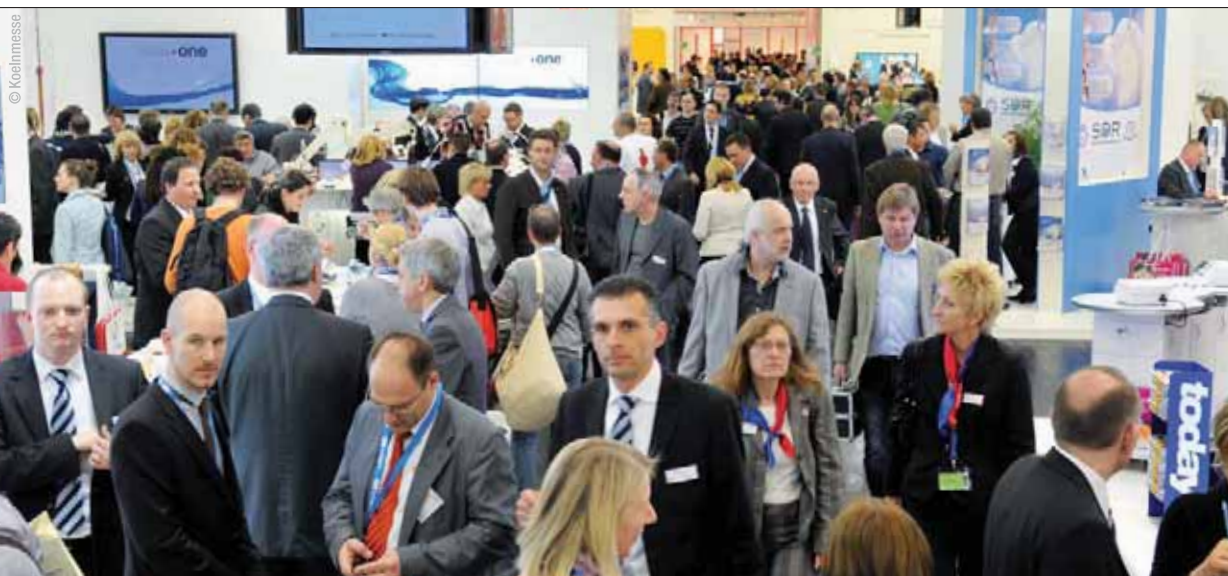


With more companies to be participating in IDS than ever before, there will be plenty of new products to see and discover.

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# High foreign demand drives the world's largest dental showcase

Number of exhibiting companies increases by more than 10 per cent/According to the organiser Koelnmesse, dental CAD/CAM, implant treatment and lasers will be mega trends at upcoming International Dental Show in Cologne, Germany



• The last IDS, held in March 2011, drew 1,954 exhibitors and 118,000 professional visitors to Cologne, according to reports.

■ The development of CAD/CAM and implantology will continue to be the determining trends at the next International Dental Show, representatives of the organiser Koelnmesse and the Association of German Dental Manufacturers (VDDI) told reporters at a press conference in December. Besides these mega topics, the use of lasers in different fields of dentistry will be given particular attention.

Reportedly, more than 2,000 dental manufacturers and distributors have registered for this year's event, which has been expanded by 5,000 sqm and will fully occupy another hall at the Koelnmesse fairground in Cologne. According to Koelnmesse's chief operating officer, Katharina C. Hamma, the increase in exhibitors is due to the high demand from companies abroad, which has grown by 10 per cent compared with the last IDS. While the number of domestic businesses will remain the same, almost two-thirds (68 per cent) of all companies exhibiting in 2013 will come from outside Germany.

"IDS will prove its position as the global leading trade show in the den-

tal industry once again. Its success is an endorsement of our trade show concept," Hamma explained. "Therefore,



• Katharina C. Hamma, Chief Operating Officer of Koelnmesse.

we will be retaining the successful formula for the upcoming event."

Her company, which hosts other well-known international trade events like Art Cologne and gamescom,

stages the global dentistry showcase in partnership with the commercial enterprise of the VDDI and the Society for the Promotion of the Dental Industry (Gesellschaft zur Förderung der Dental-Industrie) every two years. The last edition, held in March 2011, drew 1,954 exhibitors and 118,000 professional visitors to Cologne, according to reports.

Hamma announced that in addition to professional activities presented by the German Dental Association and the Association of German Dental Technicians' Guilds (VDZI), the Federal Association of Dental Alumni (BdZA) in Germany will be hosting a Generations' Lounge for the first time at next year's IDS, which is intended to serve as a meeting point for dental students, practice newcomers and established practitioners. Furthermore, visitors will be able to learn more about the latest products and technologies at the customary Speakers' Corner (in Hall 3.1).

The IDS app has recently been updated. The application, available for several smartphones, such as Apple's iPhone, allows users to search for in-

formation on exhibitors and products ahead of the show.

The next edition is scheduled to open its doors soon with the usual Dealers' Day on Tuesday, 12 March 2013. More than 120,000 dental professionals from Germany and abroad are expected to attend the event to update their knowledge on the latest developments and trends in dental equipment and materials, according to Hamma. ◀

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