

# Welcome to the International Dental Show 2013

By Dr Martin Rickert, Chairman of the Association of German Dental Manufacturers (VDDI)

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• Dr Martin Rickert, Chairman of the Association of German Dental Manufacturers (VDDI).

■ The dental industry in Germany is very dynamic in every aspect, technologically and economically. Particularly in the last ten years, the field has seen the introduction of numerous preventative and treatment procedures, all of which were inconceivable a mere 15 years ago. New ceramic dental materials, synthetic filling materials, CAD/CAM in restorative dentistry, digital imaging and implant treatment planning—we have been working as a team in every area, keeping the German dental industry a world leader. Together, we are smart and full of ideas, as well as innovative and flexible in our thinking. Nowhere else can you feel this more than at the International Dental Show, which is to be held from 12 to 16 March in Cologne in Germany.

Well, what can you expect to see at the show? CAD/CAM is in-

creasingly finding its way into daily practice with an ever-expanding offering of intra-oral scanners of all varieties. Video signals, blue LEDs, the confocal principle, with or without scanning powder, you will have the opportunity to see and experience everything within a day to help you make your purchasing decision.

At the same time, once-closed systems can now be used with different software, production units and scanners. This flexibility offers numerous possibilities for you to optimise work procedures in your own practice and in collaboration with your dental partners.

Likewise, more and more options are becoming available to you owing to developments in the dental industry. The outsourcing of dental

work requiring large and expensive machinery has been en vogue for years. Recently, there has been the opposite trend, which has been a surprise to many, of insourcing previously outsourced manufacturing steps.

With the recent advancements in CAD/CAM technology, decisions regarding material selection can increasingly be tailored to every single patient. With state-of-the-art ceramic materials, dentists and dental technicians, for example, can work on multiple indications and with conventional metal ceramics using high gold-content alloys, which themselves are very up to date. Modern rapid-prototyping procedures could also become more important in the field of high-performance ceramics.

Is everything becoming digital then? The answer is yes, but everything is also becoming more biological and interdisciplinary—nowadays, dentists increasingly refer patients to other medical specialists. The fight against periodontitis and peri-implantitis has to be viewed in the context of systematic disease, a link clearly supported and illustrated by recent scientific results. Therefore, microbiological studies on genetics in particular have gained a more prominent role in dental science. In this field, the International Dental Show is also expected to showcase more precise and faster procedures.

In addition, innovations in the field of imaging have made their mark in the high-tech sector. Increasingly

combined into compact hybrid systems, intra-oral cameras, fluorescent cameras and even polymerisation lamps have become effective tools in the diagnosis of caries and in dental filling.

Owing to these developments, I am looking forward to the upcoming International Dental Show, and particularly to your visit and expert opinion on the innovations presented there. ◀◀

## The industry highlight of the year

By Katharina C. Hamma, COO of Koelnmesse

■ The countdown to the International Dental Show (IDS) has started. In a few weeks, the global dental community will meet once again in Cologne.

The IDS is the undisputed leading global trade show for the dental industry. A visit to the trade fair halls in Cologne is a must for dentists and dental technicians, other dental staff, members of the specialist dental trade, scientists and researchers. There is no other event in which the entire dental industry—including all international market leaders—presents such a wide range of products and services. The exhibition will be showcasing items from many areas, including dentistry and dental technology segments; infection prevention and maintenance; dental services; and all of the relevant information, communication and organisational channels.

This year, the show will occupy 150,000 m<sup>2</sup> of exhibition space for the first time. More than 1,950 companies from over 55 countries will be presenting the latest trends, as well as many innovations and services. Once again, the percentage of visitors and exhibitors from outside Germany will increase, as we are expecting to welcome 10 per cent more exhibitors from abroad than we had two years ago. Overall, 68 per cent of the exhibitors will be coming to Cologne from outside Germany. From this, it is clear that the IDS is cementing its position as the leading global trade fair.

Visitors to the IDS will be travelling to Cologne from all over the world. Two years ago, some came from as far away as the Bahamas, Trinidad and Tobago, Zimbabwe, Togo, Madagascar, Qatar, Oman, Laos, Cambodia, Tajikistan, Polynesia and Micronesia. This year we are expecting to welcome more than 120,000 visitors from every part of the world, professionals who want to take a closer look at the latest innovations in the industry. Such an international exchange of experiences and business deals is only possible at the IDS in Cologne.

Visitors can be sure that there will be no lack of innovations at the fair. The industry's innovative capacity is well known, and the IDS is the largest show of innovations in the world of dentistry. However, new products and technologies are only



• Katharina C. Hamma, chief operating officer of Koelnmesse.

one side of the coin. As usual, the supporting programme will offer added value. At the Speakers' Corner in Hall 3.1, for example, IDS exhibitors will provide information daily about new products, services and technical processes. They will also report on the latest scientific and research findings. In addition, the German Dental Association (BZÄK) and the Association of German Dental Technicians' Guilds (VDZI) will round off the events at the IDS with their professional activities.

For an event of this scope, excellent preparation is essential. We offer visitors a number of tools to enable them to plan their visit optimally. These tools include the current update of the IDS app for smartphones, which now features an exhibitor search function and a navigation system to guide visitors through the halls and to stands of their interest. The update also provides information about catering options, local services and the IDS supporting programme. Thanks to the Business Matchmaking 365 function, exhibitors and visitors can communicate with each other even before IDS 2013 begins and after it ends. The online schedule planner makes it possible to arrange meetings with exhibitors in advance via e-mail. Anyone wanting an overview of the latest products can search for them in advance using our online innovation database. All these features will make it much easier to prepare for a visit to the IDS.

You will not want to miss the IDS. It is the ideal business, information and communication platform for the entire world of dentistry. And that makes it essential for everyone active in the dental industry.

I wish you a successful IDS 2013 and a enjoyable stay in Cologne! ◀◀

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