

IDS 2013 sets new records

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The 35th International Dental Show (IDS) posted record-setting results when it closed on Saturday, 16 March 2013, after five days in Cologne. The world's leading dental trade fair attracted 125,000 trade visitors from 149 countries. That figure represents an increase of six per cent compared to the previous event. Records were also set in terms of the number of exhibitors and the occupied exhibition area.

This year 2,058 companies (+5.3 per cent) from 56 countries presented a wide range of innovations, products and services on 150,000 square metres of exhibition area (+3.4 per cent). With 68 per cent of the exhibitors and 48 per cent of the visitors coming from abroad, the fair was also more international than ever before. "The degree to which IDS's global attraction increases from one event to the next is impressive," said Dr. Martin Rickert, Chairman of the Executive Board of the Association of German Dental Manufacturers (VDDI). "Thanks especially to the trade visitors' high level of internationality and decision-making authority; we expect the positive effects of the fair to continue for the rest of the business year. We're also expecting sustained growth in the German and international healthcare markets."

Trade visitors were also highly satisfied with the event. The visitor survey revealed that 74 per cent of visitors said they were (very) satisfied with IDS. What's more, the fair's comprehensive spectrum of products and numerous innovations caused 79 per cent of the visitors to rate the product range as either good or very good. In terms of reaching their trade fair goals, 74 per cent of the visitors surveyed said that they were satisfied or very satisfied. Overall, 95 per cent of the visitors surveyed would recommend a visit to IDS to their business partners.

"IDS is the top event for the dental market. In 2013, it again drew the attention of the international dental world," concluded Dr. Peter Engel, President of the German Dental Association (BZÄK). "Demographic developments will make continuous updates of healthcare structures necessary, and they will be dependent on technical advances and innovative therapies. At the trade fair, the industry has impressively demonstrated its ability to meet this challenge. But brainstorming for a (dentally) healthy future isn't required within the

dental sector alone. It also has to come from public policymakers. Germany is at an excellent international level technically and scientifically, as was demonstrated by this year's IDS. However, austerity regulations are making it more difficult for innovations to make their way to the dentists' practices."

