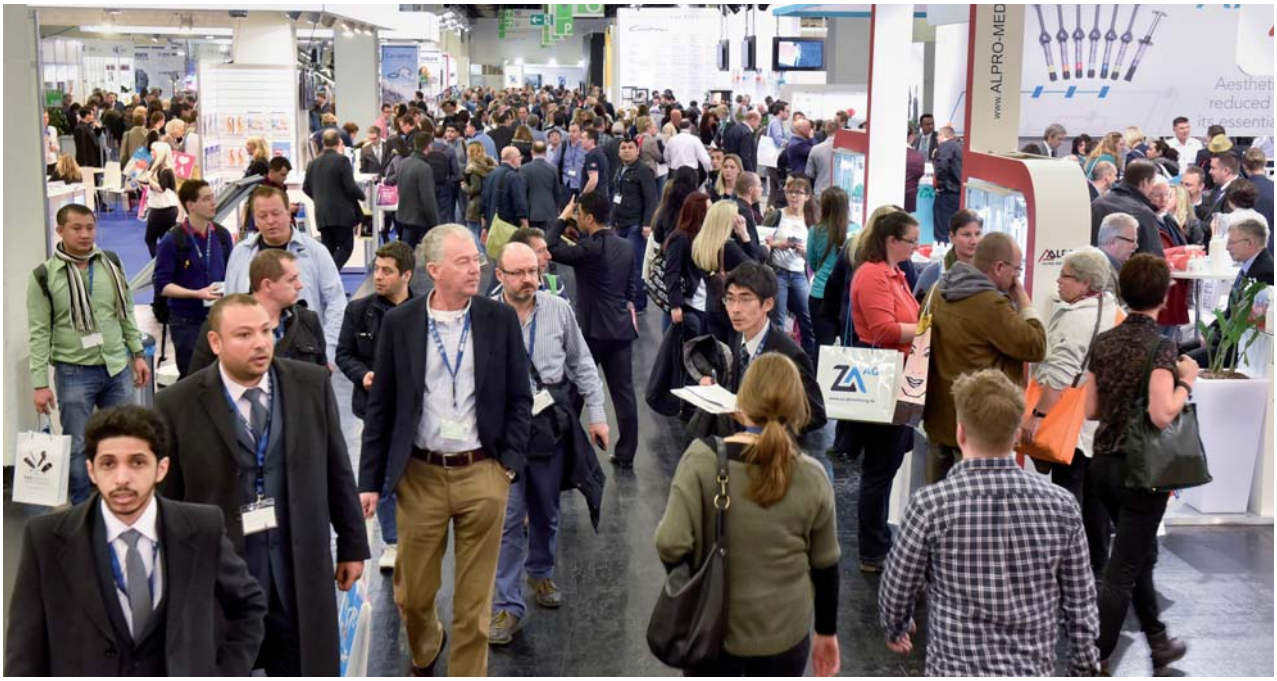
Biggest IDS of all time in Cologne

Growth in the number of visitors, exhibitors and exhibition space

Author_Koelnmesse



_After achieving a record result, the 36th International Dental Show (IDS) that was characterised by an excellent atmosphere closed its doors in Cologne after five days. Around 138,500 trade visitors from 151 countries attended the world's leading trade fair of the dental industry, which corresponded to an increase of almost eleven per cent compared to the previous event. IDS also achieved new records in terms of the number of exhibitors and the exhibition space sold. 2,201 companies (+6.9 pe rcent) from 56 countries presented a wealth of innovations, product developments and services on exhibition space covering 157,000 square meters (+6.2 per cent). With an over 70 per cent share of foreign exhibitors (2013: 68 per cent) and a 17 per cent increase in the number of trade visitors from abroad the level of internationality of the event was once again significantly increased. At the same time, the number of trade visitors from Germany also increased markedly in comparison to 2013 (+4.3 per cent).

"We succeeded in making the International Dental Show in Cologne even more attractive, on both a national and international basis. It is thus the most successful IDS of all time," summed up Dr Martin Rickert, Chairman of the Association of German Dental Manufacturers (VDDI). "The quality of the business contacts between the industry and the trade as well as between the industry, dentists and dental technicians was extremely high. The number of orders placed at IDS rose once again and we are reckoning with sustainable impulses for the post-fair follow-up business," added Katharina C. Hamma, Chief Operating Officer of Koelnmesse GmbH. Furthermore she said: "In addition to the growth in the number of German trade visitors, the high international response once again underlines the char-

acter of IDS as the world's leading trade fair of the dental industry. The International Dental Show particularly recorded strong growth in the number of visitors from the Near and Middle East, the United States and Canada, Brazil as well as from China, Japan and Korea. The business in the South East European market, especially Italy and Spain, has also increased noticeably."

_Strong interest in innovations

The trade and the users were extremely interested in innovative products and technologies. "In this respect, staged every two years, IDS fits in perfectly with the innovation cycles of the industry regarding the development and further development of products, materials and services," emphasised Dr Markus Heibach, Executive Director of VDDI. "This applies for both breakthrough innovations and further developments of existing products, but also for development progress in smaller phases that are however significant in terms of quality."

IDS 2015 focused on the intelligent networking of components for computer-controlled dentistry. Today, the world of digital systems in diagnostics and production encompasses the entire workflow from the practise through to the laboratory. The computer-controlled process chains are in the meantime complete and are putting their enormous flexibility to use.

_Fantastic outcome of the trade fair and excellent mood

The hustle and bustle in the halls made the high attendance at IDS very apparent. By all accounts, representatives from all relevant professional groups—from dentists' surgeries, dental laboratories, from the dental trade, but also from the higher education sector—from all over the world had visited the exhibition stands. The exhibitors were especially pleased about the high level of internationality of the trade visitors. In terms of business, IDS was very successful for many companies, because orders were placed—by both national and international customers. Numerous companies were pleased to announce full order books. Aspects such as grooming contacts, customer bonding, winning over new customers or penetrating new foreign markets were at least equally important for the exhibitors. These goals were also achieved to complete satisfaction at the 36th International Dental Show. The exhibitors evaluated the quality of the visitors very positively. This finding is confirmed by the initial results of an independent visitor survey: 83 per cent of all of the visitors are involved in purchasing decisions at their company.

"The world meets up at IDS in Cologne," summed up Sebastian Voss, managing partner of Hager &



Meisinger GmbH. "More international customer contacts visited our stand this year than in 2013. Visitors from Latin America were particularly well represented, but also from Asia. "We were able to establish countless new contacts at IDS and also met up with our existing customers." Martin Dürrstein, Chairman of Dürr Dental AG, was also extremely satisfied: "The trade fair went very well for us, it was fantastic. We received a high number of particularly qualified trade visitors. We are totally satisfied with the fair, because we were able to welcome many new customers from Asia, Arabia, Latin America and South Africa."

Christian Scheu, Executive Director of Scheu-Dental GmbH also praised the further increased internationality of IDS: "In comparison to 2013, we were able to further increase the number of visitors at our stand, in particular visitors from abroad. The Asiatic region, for instance China and Korea, were especially well represented, but we also registered an increase in the number of customers from Southern Europe." As well as the high frequency of visitors at his stand, Axel





Klarmeyer, Executive Director of BEGO, also reported, "that the customers were well informed and that they showed great interest in new technologies."

Walter Petersohn, Vice President Sales of Sirona Dental Systems, was also pleased "about the vast numbers of international visitors, the buying interest and as always about the large number of attending German dentists and dental technicians." Michael Tuber, Executive Director of A. Titan also awarded IDS 2015 top marks. "This is the seventh time we have exhibited at IDS and we have optimally achieved the goal we set ourselves, namely further expanding our international sales network. The trade fair offers us the perfect platform for meeting up with our existing customers from all over the world, but at the same time, we were able to establish many new customer contacts. This is why the International Dental Show is an absolute must for every American manufacturer from the dental industry."

IDS 2015 was also a success for Andrew Parker, CEO of Mydent International: "We met up with our international customers here in Cologne and were additionally able to make over 100 interesting new contacts to dental dealers. No other event in the world has such international appeal."

_Satisfied visitors all round

The visitor survey revealed that over 75 per cent of the respondents were (very) satisfied with IDS. The fair's comprehensive spectrum of products and new products ensured that 81 per cent of visitors rated the product range as being (very) good. 74 per cent of the exhibitors were (very) satisfied in terms of reaching the goals they had set themselves for the fair. Overall, 95 per cent of the visitors questioned would recommend visiting IDS to business partners and 77 per cent also intend to visit IDS 2017. The International Dental Show (IDS) takes place in Cologne every two years and is organised by the GFDI Gesellschaft zur Förderung der Dental-Industrie mbH, the commercial enterprise of the Association of German Dental Manufacturers (VDDI) and is staged by Koelnmesse GmbH, Cologne.

The next IDS—the 37th International Dental Show—is scheduled to take place from 21 to 25 March 2017._

www.ids-cologne.de

Kurz & bündig

2015 war ein Rekordjahr für die nunmehr 36. Internationale Dental-Schau (IDS) in Köln: Rund 138.500 Fachbesucher aus 151 Ländern besuchten die Weltleitmesse der Dentalbranche, was einer Steigerung von fast elf Prozent im Vergleich zur Vorveranstaltung entspricht. 2.201 Unternehmen (+ 6,9 Prozent) aus 56 Ländern präsentierten auf 157.000 Quadratmetern (+ 6,2 Prozent) eine Vielzahl an Innovationen, Produktweiterentwicklungen und Services.

„Es ist uns gelungen, die Internationale Dental-Schau in Köln sowohl national als auch international noch attraktiver zu machen. Damit ist sie die erfolgreichste IDS aller Zeiten", bilanzierte Dr. Martin Rickert, Vorstandsvorsitzender des Verbandes der Deutschen Dental-Industrie (VDDI). „Die Geschäftskontakte zwischen Industrie und Handel sowie zwischen Industrie, Zahnärzten und Zahntechnikern waren von hoher Qualität geprägt. Die Ordertätigkeiten auf der IDS sind erneut gestiegen und auch für das Nachmessegeschäft rechnen wir mit nachhaltigen Impulsen", ergänzte Katharina C. Hamma, Geschäftsführerin der Koelnmesse GmbH.

Im Vordergrund der IDS 2015 stand die intelligente Vernetzung von Komponenten für die computergestützte Zahnheilkunde. Die Welt der digitalen Systeme in Diagnostik und Fertigung umspannen heute den gesamten Workflow von der Praxis bis ins Labor. Die computergestützten Prozessketten sind inzwischen komplettiert und spielen nun ihre enorme Flexibilität aus. Eine Besucherbefragung ergab, dass mehr als 75 Prozent der Befragten mit der IDS (sehr) zufrieden waren. Das umfassende Produktspektrum und zahlreiche Produktneuheiten sorgten dafür, dass 81 Prozent das Ausstellungsangebot mit (sehr) gut bewerteten. Mit der Erreichung ihre Messeziele zeigten sich 74 Prozent (sehr) zufrieden. Insgesamt würden 95 Prozent der befragten Besucher Geschäftspartnern den Besuch der IDS empfehlen und 77 Prozent planen, die IDS auch 2017 zu besuchen. Der Termin für die nächste Veranstaltung steht bereits fest: Die 37. Internationale Dental-Schau findet vom 21. bis 25. März 2017 in Köln statt.

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