

# today

38<sup>th</sup> International Dental Show • Cologne • 12–16 March 2019

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PREVIEW

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F30-40  
G39-41



## Interview

In preparation for IDS 2019, *today* met with Gerald Böse to speak about the event. The Koelnmesse CEO highlights that visitors can look forward to an exciting week. » page 6



## Trends in dentistry

According to international market research, the global market for restorative dentistry products is experiencing persistent growth. » page 12



## Latest products

IDS will be showcasing the most up-to-date products and services currently available on the dental market. » pages 15–42

## Final countdown to International Dental Show has started

Biennial Cologne event to present global state-of-the-art in dentistry once again.  
By Dental Tribune International



With over 155,000 trade visitors from 157 countries attending, 2017 was once again a record year for IDS.



Digitalisation will remain the dominant topic in the dental industry in 2019.

From 12 to 16 March, the world's largest trade fair for dentistry and dental technology will be held for the 38<sup>th</sup> time. The entire dental industry, including all international market leaders, will again be represented at the International Dental Show (IDS) in Cologne in Germany. The organisers have announced the participation of around 2,300 companies from over 60 countries, well over

70 per cent of which come from abroad, indicating the growing level of internationality at IDS. The most represented countries among the exhibitors will be China, France, Italy, the Republic of Korea, Switzerland, the UK and the US.

Not only is the number of exhibitors larger this year, but owing to the high number of registrations, the organisers are anticipating that

IDS 2019 will be able to repeat the excellent result of the previous event in terms of the number of visitors too. Two years ago, 155,000 trade visitors from 157 countries attended.

In accordance with this high visitor and exhibitor demand, a decision was made to expand the exhibition space into Hall 5, bringing the show size to around 170,000 m<sup>2</sup>

in total. Besides a large food court, Hall 5 will house, among others, some of the stands held by larger companies in the field of consumer prophylaxis. Hall 5 is centrally located at the Koelnmesse grounds and its integration into IDS means that the entry boulevard can be utilised to reach nearby parking facilities, the bus station and the new visitor car park.

Besides these arrangements, at the official trade press conference for IDS, which was held on 23 January in Bonn in Germany, speakers and special guests discussed and presented the market developments and industry trends that will shape the forthcoming edition of the show.

As the most important international business platform of the global dental industry, IDS offers companies and experts from all over the world unrivalled opportunities. The demand for cutting-edge dental technology is increasing on a global basis, making it all the more important for dentists, dental clinics, dental laboratories and dental technicians to remain up to date on treatment possibilities and important trends and applications.

At this year's IDS, one of the focal themes—which is affecting all industries across the globe alike—is digitalisation.

"[IDS is the] Davos of the dental industry," said Koelnmesse CEO Gerald Böse, likening the Cologne event to the unassuming Swiss alpine town that boasts mega financial clout through its hosting of the annual World Economic Forum. For Böse, the level of internationalism at the heart of IDS and the quality and depth of its industry coverage make it an obvious leader in worldwide dental events. But this status now comes with the challenge of accurately representing the digitalisation of dental practice at the exhibition.

This challenge is not without its pitfalls, commented Dr Peter Engel, president of Germany's federal association of dentists (Bundeszahnärztekammer). "IDS will be—as it already was in 2017—characterised by digitisation, this time with an even stronger emphasis," he explained. Engel told press representatives that the advancement of digitisation cannot be stopped and added the following caveat: while

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IDS 2019 Hall 4.2 Aisle J090  
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dti Dental Tribune International  
Hall 4.1, Booth D060/F061

being embraced, the progress of digitisation in dentistry must also be critically evaluated. Engel mused: "Which new digital technologies are actually having a positive impact for dentists? What is a 'must have', and what could be better described as a 'nice to have'?"



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17 av. Gustave Eiffel | BP 30216 | 33708 MERIGNAC cedex | FRANCE  
Tel + 33 (0) 556 340 607 | Fax + 33 (0) 556 349 292  
E-mail: [info@acteongroup.com](mailto:info@acteongroup.com) | [www.acteongroup.com](http://www.acteongroup.com)

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▲ From left to right: Frank A. Schloße (sales executive at Telekom Healthcare), Mark Stephen Pace (Chairman of the Board of the Association of the German Dental Industry), Gundula Gause (television journalist) and Gerald Böse (CEO of Koelnmesse).



▲ Koelnmesse CEO Gerald Böse (right) pointed out that IDS, as the most important international business platform of the global dental industry, will offer companies and experts from all over the world outstanding opportunities.

today ← 1

Engel commented that, for him, it remains of the utmost importance to approach the topic of digitisation with careful consideration of its impact on the ethical principles of dental practice. "One can easily gain the impression that new technologies are, by default, capable of replacing established ones," he said. Engel then pointed out the example of the essential doctor-patient relationship, which, he concluded, is unlikely to be replaced by digital technologies any time soon.

While fully embracing the new advancements in dentistry, the event organisers made it clear that the subtleties of dental practice will not be forgotten on the show floor at IDS

2019. Summing up the discussion, Mark Stephen Pace, Chairman of the Board of the Association of the German Dental Industry, commented that "trade fairs bring people together. IDS is, as the worldwide leader in dental exhibitions, always a nose ahead." Visitors to the show can also expect a focus on 3-D printing, which Pace called a "game changer that could make dentistry competitive once again."

The market for 3-D printed products in dentistry is predicted to grow by between 13 and 23 per cent annually and reach a size of US\$25.7 billion (€22.5 billion) by 2030, according to a recent Koelnmesse analysis. This development is expected to occur in two phases.

The first, which revolves around the reinvention of existing products, will last until around 2020, at which point innovative materials and optimised printing methods will allow the dental industry to take on a pioneering role.

Visitors and exhibitors can already download the official IDS app and begin to explore the halls before arriving in Cologne. The app, which can be downloaded free from the App Store and Google Play, offers users an interactive view of the exhibition areas and a number of tools designed to help visitors make the most of their days at the event. With the app, users can calculate fast routes between booths and halls and utilise the messaging

function to contact exhibitors before and during show hours.

Dental professionals can still easily register in advance for IDS on the IDS website. In addition to an e-ticket, trade visitors will receive a transport ticket for buses and trains that are part of the Rhein-Sieg transport network, allowing them to choose from attractive overnight accommodation in the outskirts of Cologne and throughout the entire Rhein-Ruhr metropolitan region and travel to IDS using public transport free of charge.

Over the past 80 years, the Association of the German Dental Industry through its Gesellschaft zur Förderung der Dental-Industrie, in partnership with Koelnmesse, has

organised IDS, guiding its development as an indispensable marketing tool for the international dental industry. As in previous years, the opening day of the fair (12 March) will be Dealers' Day, giving exhibitors specialising in dental trade, import and distribution a platform for intensive sales negotiations. Overall, IDS will again be an essential event for those seeking to ensure direct sales and to establish direct, effective and gaugeable customer contact. The event provides opportunity for new business achievements and to accurately estimate market probability within the shortest time.

For more information, please visit [www.ids-cologne.de](http://www.ids-cologne.de) ◀

## 20 years of today at IDS

Most trusted source for news and views from the event and beyond is celebrating its 20<sup>th</sup> anniversary at the world's largest dental show. By Dental Tribune International



exclusive interviews. Free hard copies of today will be made available to IDS visitors every day and can also be accessed 24/7 online. Additionally, over the course of the event, daily newsletters featuring the newspaper will be sent to over 200,000 recipients worldwide.

Speaking about the publication at IDS, DTI CEO Torsten Oemus said he believes the paper has become so trusted because of the publisher's years of experience in producing

been the most read publication at IDS at all times owing to its relevant content and extensive distribution at the show and to 150 hotels in and around Cologne," said Oemus.

In addition to its paper at IDS, DTI publishes special today show dailies for more than 80 dental shows around the globe each year. Depending on the size of the event, up-to-the-minute issues covering the respective show are produced and distributed daily. On-site edito-

**"[...] today has been the most read publication at IDS at all times [...]"**

■ With the International Dental Show (IDS) fast approaching, preparations are in full swing at Dental Tribune International (DTI). In collaboration with its German partner OEMUS MEDIA AG the publisher will be releasing another dedicated today show daily edi-

tion for IDS for the tenth time. For two decades, the newspaper has been the trusted partner of exhibitors at IDS and the most comprehensive news source for visitors to the show.

Over the course of the most important trade show in the dental in-

dustry, DTI and OEMUS MEDIA AG will be publishing a total of six daily today issues in English and German with a print run of 10,000 copies per day. The paper will be produced on-site to guarantee the most up-to-date news, product reference guides and

quality bilingual content and because the today covers all major trade shows worldwide.

Since the first today published at IDS in 1999, the paper has continually grown stronger. "Other show papers have come and gone, but today has

rial teams provide a comprehensive recap of the previous day's events. Additional content helps attendees make the most of their time, including information on course offerings, exhibitor lists, floor plans and social events. ◀



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