

IDS flourishes despite economic trouble

author_ Daniel Zimmermann, Germany



The world's largest dental show has defied the economic gloom. According to a preliminary report released by the organiser Koelnmesse at the end of March, the number of visitors this year increased by 6.9 per cent to over 100,000. The number of exhibitors also rose by 4.5 per cent to 1,820. International companies held a 65 per cent share, an increase of 10 per cent compared with the previous show in 2007.

The results confirm a slight decline in the German domestic market, which is significant for the local dental industry. Sales have dropped by 2.6 per cent to € 1.58 billion compared with 2007; this is attributed mainly to financial constraints in the dental and dental technology sectors in the last quarter of 2008. Although dental physicians are the group of medical specialists who are the most willing to invest in the establishment of clinics, according to the latest results of the Institute of German Dental Physicians (IDZ), the overall investment trend has fallen significantly.

However, a survey conducted by the Association of German Dental Manufacturers (VDDI) found that export business expectations for 2009 are positive overall in spite of varying business development in individual regions. VDDI Chairman, Dr Martin Rickert said that 83 per cent of the member companies surveyed expect a rise in, or at least consistent, overseas sales for 2009. The export quota of the companies traditionally operating as 'global players' is 57 per cent.

"It is good news that in spite of the turbulence in the financial market, the dental industry and the health economy can, overall, sustain as solid markets," Dr Rickert said during a press conference in Cologne. "IDS has confirmed its status as the international leading trade show in dentistry. We are certain that the show's outcome will give positive signals for the global dental market and international health markets as well," he added.

