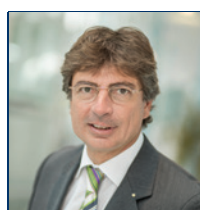


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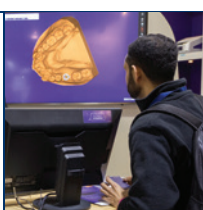
39th International Dental Show • Cologne • 22–25 September 2021



Interview

Mark Stephen Pace speaks about the innovations at IDS 2021 and major topics that are shaping dentistry.

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Industry trends

Learn more about state-of-the-art technology that will be on display during IDS 2021.

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Products in focus

From direct restoration systems to handpieces and CAD/CAM software: this year's exhibitors have it all.

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The show must go on—dental industry looks ahead confidently

IDS will help revive market situation after significant turnover decline in 2020.

■ In preparation for this year's IDS, the organisers held a live online press conference via YouTube in May to inform international media partners about the upcoming event. A unique mix of analogue and digital formats is planned for the event and will make IDS 2021 a very special event that will meet the demands of this extraordinary time.

The press conference was held under the motto “Out of crisis management and into future orientation”, which will also be the motto of the 39th IDS, which will take place from 22 to 25 September in Cologne.

Mark Stephen Pace, chairman of the board of the Association of the German Dental Industry (VDDI), said that everyone was looking forward to the event. There was great optimism, mainly because “developments are going quite well”, “measures are having an effect”, and “vaccination successes are increasing worldwide”.

Pace explained why the implementation of the IDS is so important, arguing that it is important for the dental profession to have access to innovations and to be able to talk about them. As an example, he mentioned topics such as artificial intelligence, which is progressing despite the pandemic, and which must be discussed. He further emphasised that he and the business organisation remain



• European press conference, from left to right: Dr Peter Engel, former president of the German dental association; Dominik Kruchen, president of the association of German dental technicians' guilds; Dr Marco Landi, president of the Council of European Dentists; Corinna Mühlhausen, Zukunftsinstitut Frankfurt; Mark Stephen Pace, Association of the German Dental Industry (VDDI) chairman; Oliver Frese, chief operating officer of Koelnmesse; moderator Nadja Cleven; and Dr Markus Heibach, executive director of VDDI. (Image: Koelnmesse/IDS)

€4.82 billion in 2020, 13.1% less than 2019. About €2.92 billion, a drop of 16.5%, was earned in export markets.

The German domestic market however developed considerably more robustly than the export markets. In 2020, domestic sales reached €1.9 billion and were thus only 7.3% lower compared with the previous year. Overall, slightly more than two-thirds of the companies that took part in the survey reported lower domestic sales figures than in 2019.

sales levels, the survey also indicated that the industry would most likely experience a recovery throughout the course of this year. Over 50% of the surveyed companies forecast an increase in turnover in 2021, and an additional 42% expected at least a turnover at the level of 2020.

“Not all regions will recover at the same pace. Some economic regions are still occupied with overcoming the corona crisis. The health systems are under a high degree of pressure, but we can assume that in

site events and sections that will take place online. According to Dr Peter Engel, former president of the German dental association, and Dominik Kruchen, president of the Verband Deutscher Zahntechniker-Innungen (association of German dental technicians' guilds), these concepts have already yielded positive experiences. They have found that dentists are able to get used to the new concepts relatively quickly owing to their affinity for technology and their openness. Nevertheless,

“Digitalisation helps us become more efficient, improve communication and reduce costs, but it is no substitute.”

Mark Stephen Pace, VDDI

is very important that we maintain relationships. The most important part of successful business is not possible without face-to-face meetings. Digitalisation helps us become more efficient, improve communication and reduce costs, but it is no substitute.”

Dr Marco Landi, president of the Council of European Dentists, agreed and then summed up by stating that September is the right time to take off again in the dental industry across Europe.

Although some major players in the dental industry, including Dentsply Sirona, will not be taking



• Oliver Frese, chief operating officer of Koelnmesse, stated that the security concept implemented by Koelnmesse will keep visitors safe and ensure that exhibitors are successful. (Image: Koelnmesse/IDS)

confident about the future economic position of dental companies despite a significant decline in turnover in the 2020 fiscal year.

According to a Treuhand trust survey that was launched at the beginning of 2021, the VDDI member companies earned a total turnover of

Pace stated that, by implementing measures to increase efficiency and reduce costs, dental companies had done their utmost to ensure that declines in sales did not escalate.

Although Pace assumed that some companies would keep struggling for some time to reach 2019

the medium term the success of vaccinations will also lead to recoveries in these regions. The general health awareness and a need for health services resulting from this will increase,” Pace concluded.

The 39th IDS will be a hybrid event—that is, a combination of on-

“people also want to meet in person,” Kruchen added.

Pace reiterated the importance of digitalisation and that progress had been made, but stated that there is clearly a lack of infrastructure to move forward. He also feels it is essential to meet in person and said: “It

part in this year's IDS for “various reasons”, the organisers hope that an interesting trade fair can be created with the companies that have registered so far.

The latest information on IDS can be found at www.english.ids-cologne.de. ◀