

“IDS stands out as a guiding star”

VDDI's Mark Stephen Pace gives an outlook on the 41st IDS. By Christian Ehrensberger, Germany.

■ During the European press meeting, traditionally held in the January ahead of IDS, the significance of the event for the dental market was discussed. In this regard, a number of presenters spoke on the opportunities presented by the dental market and dental practice, and in this interview, Mark Stephen Pace, chairman of the Association of the German Dental Industry, comments on their views and shares some insights on what visitors should pay special attention to at this year's IDS.

Mr Pace, based on Dr Bernd Rebmann's presentation at the European press meeting, how do you assess the future of dentistry, and what conclusions can be drawn for market participants?

Dr Rebmann highlighted the vast global market for dental services and its tremendous growth potential. According to his findings, the market is expected to double over the next seven years—reaching over US\$800 billion (€769.9 billion*) by 2032.

In recent years, we've grown accustomed to navigating from one crisis to another without knowing what tomorrow may bring. Yet, the opportunities in the dental market remain immense. In this dynamic environment, IDS stands out as a guiding



star, offering direction and clarity. That's why, like many others, I'm eagerly looking forward to the show!

During the press conference, Dr Freddie Sloth-Lisbjerg, president of the Council of European Dentists, described the US as the global leader in innovation, China as the leader in production and Europe as the leader in regulation. What is your opinion on this?

It's an interesting observation. The EU medical device regulations have certainly affected the European dental industry. Less bureaucracy and more room for innovation would benefit us all. Fortunately, potential exemptions for niche and legacy products from certain conformity assessment processes offer hope. Despite regulatory headwinds, the European dental industry continues to demonstrate remarkable innovation.

Prof. Christoph Benz, president of the German Dental Association, stated that running a dental practice remains one of the best start-up opportunities. Do you agree?

Absolutely! By providing individualised, patient-centred care and exceptional service, dentists can position themselves for success. The same applies to dental technicians. Although competition in the dental laboratory business is intensifying, differentiation and specialisation present significant opportunities.

If you had one key piece of advice for young professionals, what would it be?

If you are a young dentist, a dental assistant in training or an apprentice dental technician considering starting your own practice or laboratory—or simply exploring your ca-

reer options—be sure to visit IDS on 29 March. Admission will be free of charge for dental students and trainees on that day.

What should visitors be sure not to miss at IDS 2025?

IDS offers a comprehensive showcase of everything needed for dental practices and laboratories and has a strong focus on digitalisation. For example, in caries diagnostics, integrated imaging technologies, such as radiography, fluorescence and transillumination, provide faster and more comprehensive assessments. With artificial intelligence-assisted radiographic analysis, dentists can identify early-stage caries more accurately. MRI is emerging as a valuable tool for detecting secondary and hidden caries.

In periodontal diagnostics, MRI technology also enables early detection of bone loss. Combined with intraoral scans, 3D radiography and CT imaging, MRI supports more-precise backward planning for implants.

In endodontics, digital assistance systems reduce the risk of file breakage. Sensorless motors react instantly, and continuous electronic length measurement during root canal preparation supports precise results.

In dental laboratory preparation, plug-and-play design software keeps costs manageable, enabling even beginners to fabricate complex restorations. Additive manufacturing expands prosthetic possibilities, facilitating intricate designs such as undercut and retentions. High-viscosity, ceramic-filled resin composites can now be processed using vacuum-sealed capsules. In addition to metals and plastics, 3D printing with zirconia is already a reality. Subperiosteal implants, for example, have been successfully produced using zirconia-based additive manufacturing. Cloud computing streamlines communication and case management between practices and laboratories, enabling flexible and efficient workflows. IDS visitors can expect to see all of these technologies on show.

Beyond innovations and new technologies, what is most important to you at IDS?

For me, IDS is above all about networking, engaging in professional and personal exchanges with like-minded individuals. Products may be interchangeable, but people are not. ◀

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