

# Biggest IDS ever

The upbeat mood at IDS 2011 was especially due to the large number of visitors. Accordingly, the trade fair's halls were very busy and the exhibitors' stands were extremely well visited. Exhibitors confirmed that representatives of all important professions—ranging from dental practices and dental labs to the dental trade, plus the higher education sector—visited their stands. Exhibitors were particularly pleased with the large number of international visitors to the trade fair. This year there was a strong increase in visitors not only from Latin America and South America, Australia, the United States and Canada, but also from Italy, France, the Netherlands, Spain, the United Kingdom, Switzerland, Russia, Ukraine, Turkey, Israel, China and India. IDS was also a huge financial success for many exhibitors. Countless orders were placed, both domestically and internationally, and so numerous companies were able to boast a long list of orders. Of equal if not greater importance to many exhibitors were the opportunities to establish and maintain contacts, generate customer loyalty, win new customers and open up new foreign markets. All of these goals were also reached at the 34<sup>th</sup> International Dental Show. Last but not least, the exhibitors expressed great satisfaction with the visitors' high decision-making authority. This finding is confirmed by the initial results of an independent visitor survey, as 85 per cent of all trade visitors are involved in purchasing decisions at their company. "We've succeeded in making the International Dental Show even more attractive, both domestically and internationally. The

strong increase in international participants especially shows that IDS is the world's leading dental trade show," says Dr Martin Rickert, Chairman of the Association of German Dental Manufacturers (VDDI). "What's more, participants were able to forge high-quality business contacts, both between industry and trade professionals as well as between the industry, dentists and dental technicians. Thus the trade fair once again signalled better times ahead and generated momentum that will help the dental sector stay on course for a successful business year."

## Enormous interest in innovation

The specialist trade and users were especially interested in the innovative new products and technologies on display. According to Dr Martin Rickert (VDDI), the trade fair demonstrated that digital processes and technologies are becoming increasingly popular since they facilitate even more efficient and higher quality treatments. Hence a major focus of IDS 2011 was on products and systems that offer users and patients improvements in preventative care, diagnostics and dental treatment. These include expanded ultrasound systems that enable painless professional preventative care, digital intraoral scanners, improved root canal treatment methods, new dental filling materials, aesthetic dental crowns and bridges that look especially natural, and improved digital X-ray diagnostics that are especially useful in the area of implantology.



**35<sup>th</sup> IDS**  
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