

# IDS 2013: Organisers expect successful exhibition

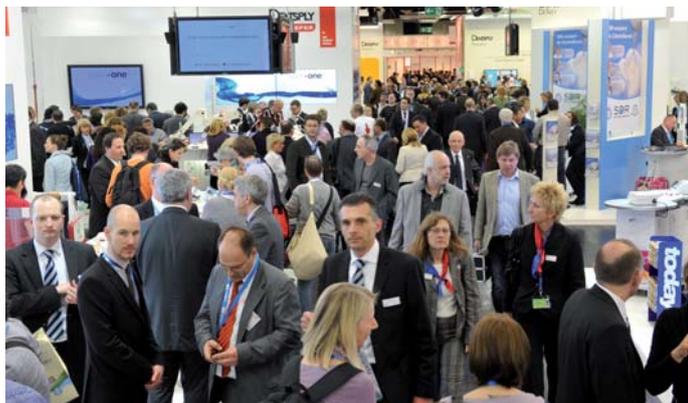
Preparations for the 35<sup>th</sup> International Dental Show (IDS), which will be hosted in Cologne in March 2013, are already gathering pace. For the 2013 show, the organisers of the world's largest fair for dental medicine and technology are expecting a repeat of last year's interest from the dental world, when nearly 2,000 suppliers and 118,000 trade visitors made IDS 2011 the most successful ever.

The Society for the Promotion of the Dental Industry (Gesellschaft zur Förderung der Dental-Industrie—GFDI), IDS organiser and the commercial enterprise of the Association of German Dental Manufacturers (Verband der Deutschen Dental-Industrie—VDDI), and global company Koelnmesse, who is staging the event, have mailed the regis-

tration forms to potential exhibitors, kicking off preparations for next year.

Koelnmesse has already received numerous enquiries for stand space. Following the record results of IDS 2011, with 1,954 suppliers from 58 countries and around 118,000 trade visitors from 149 countries, the organisers are expecting similar interest next year. "According to a representative survey, around 90 per cent of the exhibitors of IDS 2011 are planning their participation at IDS 2013," said Dr. Martin Rickert, VDDI CEO. "This shows that the IDS is a not-to-be-missed event for all those who wish to successfully operate in the dental industry."

As with previous shows, the first day of the fair will be Dealers' Day, which concentrates on the





specialist dental trade and importers, thus offering the opportunity of uninterrupted sales negotiations at the exhibitors' stands.

Also, 81 per cent of the German and 99 per cent of the foreign suppliers acquired new international contacts.

As in 2011, the IDS will occupy exhibition space of 145,000 m<sup>2</sup>. The organisers expect the dental trade show to attract more than 1,900 national and international exhibitors. Even at this stage, many exhibition enquiries have been received from potential first-time exhibitors from abroad. Additionally, 12 foreign group presentations are expected so far.

According to the survey, the majority of visitors were satisfied with last year's IDS. Moreover, 78 per cent of the German and 81 per cent of the foreign trade visitors rated the product range as good to very good.

*All images courtesy of Koelnmesse GmbH.*

According to the organisers, the undisputed status of the IDS as the world's leading fair for the dental industry was also impressively underlined by the results of an independent exhibitor and visitor survey of IDS 2011. The event brought together decision-makers from the dental profession, dental technicians trade, specialist dental trade and dental industry from all over the world, which ensured great satisfaction among the IDS exhibitors. In addition, 97 per cent of the German suppliers reached their key customers in the domestic market and 83 per cent reached their key accounts from abroad.

Of the foreign exhibitors, as many as 98 per cent networked with their international customers and 95 per cent with their German customers, according to the survey. Furthermore, 95 per cent of the German and 98 per cent of the international exhibitors made new contacts with interested German parties.

