IDS 2019—Amazing!

Every two years, the global dental industry convenes the largest trade show and dental business summit in Cologne in Germany for the International Dental Show (IDS). Despite many of the economic, financial and cultural issues presently facing the world, IDS 2019 (the 38th edition) marched on to record attendance and participation by clinicians, educators, auxiliaries, manufacturers, distributors and publishers, while showcasing a vast variety of products and equipment.

Koelnmesse was the centre of the dental universe for tens of thousands of participants during a full week in March, often with a crush of people trying to pass through the crowded aisles to get a glimpse of new products and technology, or watch hands-on demonstrations or brief presentations delivered by clinicians, laboratory technicians, dental hygienists and industry partners representing 2,000 exhibitors from 58 countries.

As usual, seeing everything that one might wish to see in the multiple halls was impossible. One thing was abundantly clear: there was a major emphasis on innovation and digital solutions focusing on the expanding world of CAD/CAM, 3D printing, design software from various vendors, CBCT and 3D imaging, aesthetic dentistry, smile design and the ever-expanding dental implant universe. The number of dental implant manufacturers and systems on display was almost beyond imagination!

As in previous years, Dental Tribune International (DTI) was present at IDS 2019 with an expansive and elegant lounge conceived for meeting colleagues and industry partners over coffee or a quick meal away from the din of surrounding exhibit halls. The publisher’s array of print and online publications truly illustrates the incredible scope and impact of DTI around the globe. For those who are ardent readers of CAD/CAM, we appreciate your patronage. This is one of a myriad of publications and news channels DTI offers, making the company’s portfolio an invaluable resource for all dental professionals.

For those who did not get to experience IDS 2019, keep checking the pages of DTI offerings in print or online to learn more about the innovations presented during the event. For those who want to experience IDS first-hand, the next meeting will be in March 2021—put that on your calendar and book your hotel rooms now!

Dr Scott D. Ganz
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