After achieving a record result, the 36th International Dental Show (IDS) that was characterised by an excellent atmosphere closed its doors in Cologne after five days. Around 138,500 trade visitors from 151 countries attended the world’s leading trade fair of the dental industry, which corresponded to an increase of almost eleven per cent compared to the previous event. IDS also achieved new records in terms of the number of exhibitors and the exhibition space sold.

2,201 companies (+6.9 per cent) from 56 countries presented a wealth of innovations, product developments and services on exhibition space covering 157,000 square meters (+6.2 per cent). With an over 70 per cent share of foreign exhibitors (2013:
68 per cent) and a 17 per cent increase in the number of trade visitors from abroad the level of interna-
tionality of the event was once again significantly increased. At the same time, the number of trade
visitors from Germany also increased markedly in comparison to 2013 (+4.3 per cent).

“We succeeded in making the International Den-
tal Show in Cologne even more attractive, on both a
national and international basis. It is thus the most
successful IDS of all time,” summed up Dr Martin
Rickert, Chairman of the Association of German
Dental Manufacturers (VDDI). “The quality of the
business contacts between the industry and the trade
as well as between the indus-
try, dentists and dental tech-
nicians was extremely high.
The number of orders placed
at IDS rose once again and we
are reckoning with sustain-
able impulses for the post-fair
follow-up business,” added
Katharina C. Hamma, Chief
Operating Officer of Koeln-
messe GmbH.

Furthermore she said: “In
addition to the growth in the
number of German trade vis-
itors, the high international
response once again under-
lines the character of IDS as
the world’s leading trade fair of the dental industry.
The International Dental Show particularly recorded
strong growth in the number of visitors from the
Near and Middle East, the United States and Canada,
Brazil as well as from China, Japan and Korea. The
business in the South East European market, espe-
cially Italy and Spain, has also increased noticeably.”

_**Strong interest in innovations**_

The trade and the users were extremely interested
in innovative products and technologies. “In this
respect, staged every two years, IDS fits in perfectly
with the innovation cycles of the industry regarding
the development and further development of prod-
ucts, materials and services,” emphasised Dr Markus
Heibach, Executive Director of VDDI. “This applies for
both breakthrough innovations and further devel-
opments of existing products, but also for develop-
ment progress in smaller phases that are however
significant in terms of quality.”

IDS 2015 focused on the intelligent networking
of components for computer-controlled dentistry.
Today, the world of digital systems in diagnostics
and production encompasses the entire workflow
from the practise through to the laboratory. The computer-con-
trolled process chains are in the
meantime complete and are put-
ing their enormous flexibility to
use.

_**Fantastic outcome of the trade fair and excellent mood**_

The hustle and bustle in the
halls made the high attendance at
IDS very apparent. By all accounts, representatives
from all relevant professional groups—from dentists’
surgeries, dental laboratories, from the dental trade,
but also from the higher education sector—from all
over the world had visited the exhibition stands. The
exhibitors were especially pleased about the high
level of internationality of the trade visitors. In terms
of business, IDS was very successful for many com-
panies, because orders were placed—by both na-
tional and international customers.

Numerous companies were pleased to an-
nounce full order books. Aspects such as grooming
contacts, customer bonding, winning over new cus-
tomers or penetrating new foreign markets were
at least equally important for the exhibitors. These
goals were also achieved to complete satisfaction at
the 36th International Dental Show. The exhibitors
evaluated the quality of the visitors very positively.
This finding is confirmed by the initial results of an
independent visitor survey: 83 per cent of all of the
visitors are involved in purchasing decisions at their
company.

“The world meets up at IDS in Cologne,” summed
up Sebastian Voss, managing partner of Hager &
Meisinger GmbH. “More international customer contacts visited our stand this year than in 2013. Visitors from Latin America were particularly well represented, but also from Asia. “We were able to establish countless new contacts at IDS and also met up with our existing customers.” Martin Dürrstein, Chairman of Dürr Dental AG, was also extremely satisfied: “The trade fair went very well for us, it was fantastic. We received a high number of particularly qualified trade visitors. We are totally satisfied with the fair, because we were able to welcome many new customers from Asia, Arabia, Latin America and South Africa.”

Christian Scheu, Executive Director of Scheu-Dental GmbH also praised the further increased internationality of IDS: “In comparison to 2013, we were able to further increase the number of visitors at our stand, in particular visitors from abroad. The Asiatic region, for instance China and Korea, were especially well represented, but we also registered an increase in the number of customers from Southern Europe.” As well as the high frequency of visitors at his stand, Axel Klarmeyer, Executive Director of BEGO, also reported, “that the customers were well informed and that they showed great interest in new technologies.”

Walter Petersohn, Vice President Sales of Sirona Dental Systems, was also pleased “about the vast numbers of international visitors, the buying interest and as always about the large number of attending German dentists and dental technicians.” Michael Tuber, Executive Director of A. Titan also awarded IDS 2015 top marks. “This is the seventh time we have exhibited at IDS and we have optimally achieved the goal we set ourselves, namely further expanding our international sales network. The trade fair offers us the perfect platform for meeting up with our existing customers from all over the world, but at the same time, we were able to establish many new customer contacts. This is why the International Dental Show is an absolute must for every American manufacturer from the dental industry.”

IDS 2015 was also a success for Andrew Parker, CEO of Mydent International: “We met up with our international customers here in Cologne and were additionally able to make over 100 interesting new contacts to dental dealers. No other event in the world has such international appeal.”

_Satisfied visitors all round_

The visitor survey revealed that over 75 per cent of the respondents were (very) satisfied with IDS. The fair’s comprehensive spectrum of products and new products ensured that 81 per cent of visitors rated the product range as being (very) good. 74 per cent of the exhibitors were (very) satisfied in terms of reaching the goals they had set themselves for the fair. Overall, 95 per cent of the visitors questioned would recommend visiting IDS to business partners and 77 per cent also intend to visit IDS 2017.

The International Dental Show (IDS) takes place in Cologne every two years and is organised by the GFDI Gesellschaft zur Förderung der Dental-Industrie mbH, the commercial enterprise of the Association of German Dental Manufacturers (VDDI) and is staged by Koelnmesse GmbH, Cologne.

The next IDS—the 37th International Dental Show—is scheduled to take place from 21 to 25 March 2017._

www.ids-cologne.de