This year’s **IDS sets new record in attendees**

More than **155,000 people** from 157 countries visited the International Dental Show (IDS) this year, according to final figures released by organiser Koelnmesse. This is an increase of 12 per cent compared with IDS 2015. Furthermore, the number of international attendees rose by almost 20 per cent to around 60 per cent. There was also a slight increase in national visitors.

There was a significant increase in visitor numbers from almost all regions: the Americas (+ 52.9 per cent), eastern Europe (+ 43.0 per cent), the Middle East (+ 31.9 per cent), Africa (+ 31.7 per cent) and Asia (+ 28.0 per cent). The number of attendees from North America (+ 15.7 per cent) and the rest of Europe (+ 12.6 per cent) also rose significantly.

In a visitor survey, about three-quarters of respondents were very satisfied or satisfied with IDS 2017, as well as with achieving their targets for the exhibition. The majority of those surveyed (90 per cent) would recommend IDS to business partners, and 70 per cent said they plan to visit IDS in 2019.

At the fair, 2,305 companies from 59 countries (compared with 2,182 companies from 56 countries in 2015) exhibited in an overall area of 163,000 m² (158,200 m² in 2015). These included 624 exhibitors and 20 additionally represented companies from Germany (636 and 19, respectively, in 2015), as well as 1,617 exhibitors and 44 additionally represented companies from abroad (1,480 and 44, respectively, in 2015). The proportion of foreign companies was 72 per cent (70 per cent in 2015). Of the more than 155,000 visitors from 157 countries (138,500 visitors from 151 countries in 2015), around 60 per cent (compared with 51 per cent in 2015) came from abroad.

IDS 2017 focused on digital production and diagnostics, intelligent networking solutions for practices and laboratories, smart services for dentists and dental technicians, as well as the further improvement of patient care and thus oral health worldwide.

The next IDS will take place from 12 to 16 March 2019.