IDS to be hybrid event in 2021

German Dental Industry Association announces new digital tools for next year.

By Dental Tribune International

COLOGNE, Germany: About six months prior to the event, the organisers of the International Dental Show (IDS) have announced that they will be implementing several digital elements for the 39th edition of IDS, which will be held next year. In light of the travel restrictions in place, they aim to facilitate access to the global trade fair for visitors from abroad who will not be able to attend. The digital IDS platform will provide information on new products, live streaming of webinars, press conferences and events, as well as one-to-one communications.

Over the past months, Koelnmesse, which stages IDS, has developed and taken measures for the digitalisation of trade fairs into hybrid events. “We want to implement these digital tools that were developed over the past weeks for our gamescom and DM-EXCO formats in a targeted manner for IDS 2021, in order to be able to offer the exhibitors and visitors manifold participation options beyond the physical event in Cologne,” stated Oliver Frese, chief operating officer of Koelnmesse.

Mark Stephen Pace, chairman of the board of the Association of the German Dental Industry (VDDI), added: “The leading global trade fair, IDS, is writing a new chapter in its almost 100-year history. It has continually depicted the current developments of the dental market and its players over the past decades and supported the users with innovations. It is now time to further develop IDS in a new era. The technological innovations especially of the past years are opening up a new level of communications with our customers as well as the whole dental industry, which is already very digital-savvy in the production and application areas.”

In 2019, IDS drew over 160,000 visitors from 166 countries and more than 2,300 companies from 64 countries exhibited at the show. According to the latest figures available from the VDDI, about 1,300 companies have applied to exhibit at IDS 2021.

The organisers of IDS have set up a hybrid IDS task force to implement a number of digital tools for the 2021 event. (Image: metamorworks/Shutterstock)