The DTI publishing group is composed of the world’s leading dental trade publishers that reach more than 650,000 dentists in more than 90 countries.

Bigger than ever: IDS 2015 reports visitor, exhibitor and area increase

By Dental Tribune International

COLOGNE, Germany: On 14 March, the 50th International Dental Show (IDS) in Cologne closed after five days with a record result. The organisers reported that about 136,500 visitors from 151 countries attended the most important trade fair in the dental industry, which represents an increase of nearly 11 per cent compared with the 2015 IDS.

A new record was also set with regard to the number of exhibitors and exhibition space. A total of 2,201 companies (+6.9 per cent) from 56 countries presented their latest innovations, product developments and services over 157,000 m² (+6.2 per cent). More than 70 per cent of the exhibitors came from abroad (+2 per cent). In addition, the number of visitors from Germany increased by 4.5 per cent.

“We managed to make the International Dental Show in Cologne, both nationally and internationally, even more attractive, making it the most successful IDS ever,” concluded Dr Martin Rickert, Chairman of the Association of German Dental Manufacturers (VDDI).

Katharina C. Hamma, Chief Operating Officer at IDS organiser Koelnmesse, stated: “The increasing international attendance once again underlines the character of the IDS as the world’s leading trade fair for the dental industry. Particularly strong growth was recorded at the International Dental Show in the number of visitors from the Near and the Middle East, the US and Canada, Brazil, as well as China, Japan and Korea. We also noticed re-emerging business in the southern European market, especially Italy and Spain.”

The 2015 IDS focused on intelligent networking of components for computer-based dentistry. As computerised processes have gained increasing importance, digital systems in diagnostics and production today span the entire workflow from the practice to the laboratory.

A visitor survey showed that more than 75 per cent of attendees interviewed were either satisfied or very satisfied with the show. Overall, 95 per cent of the visitors surveyed would recommend visiting business partners at IDS and 77 per cent plan to attend the show in two years’ time.

The next IDS will be held from 21 to 25 March 2017.
DTI Media Lounge Where movers and shakers in the dental market meet

By Dental Tribune International

COLOGNE, Germany: Over the past week, the International Dental Show (IDS) drew thousands of people from all over the world to Cologne. As an IDS tradition, Dental Tribune International (DTI) invited its partners to a number of cocktail receptions to the DTI Media Lounge. During the receptions, attendees received business updates on international markets and had the opportunity to connect with their peers and leaders from the dental industry.

The traditional Russian Night was celebrated at the DTI booth on the first day of IDS. The event was organised in collaboration with the Russian Dental Association, the Moscow Dental University, and Dentalexpo. Ilya Brodetski, General Director of Dentalexpo, provided some insights into the Russia dental market and its importance for the global dental industry. Currently, there are 85,000 dentists and 25,000 dental technicians in Russia. The market has a yearly supply turnover of US$ 1 billion.

On the second day of IDS, DTI hosted the CHANNEL3 Night, which was organised together with Exit Strategies, for the first time. About 80 key opinion leaders from 15 countries gathered on Wednesday at DTI’s MEDIA Lounge for their annual meeting. As part of the event, Harvard professor Myron Nevins received the first annual PI Brånemark Award. The number three in CHANNEL3 signifies the three channels of sales in the dental industry: sales by dealer, direct sales and sales resulting from the work of key opinion leaders. The group consists of leaders from all three areas.

On 12 March, industry partners of DTI gathered for the DDS WORLD and Chinese Night in Hall 4.2. In 2014, DTI launched its Digital Dentistry Show, the first exhibition to focus solely on digital products and applications for dentistry, in Milan in Italy as part of International Expodental. The show will travel around the world and be present in all major dental markets. Participants of the night were informed that the next DDS World show will take place in Athens from 22 to 24 May 2015 and will be organised in collaboration with OMNIPRESS. Further shows in 2015 are planned in Moscow, Budapest, Istanbul, Shanghai and New York. The event on Wednesday was also attended by representatives of the Chinese Stomatological Association.

The Brazilian Night on 13 March attracted many people. The event was a joint project of DTI and Associação Paulista de Cirurgiões-Dentistas (APCD), the São Paulo association of dental surgeons, with which DTI entered into an international media agreement in 2013. Under the contract, DTI’s today trade show newspaper became the official and exclusive publication at the Congresso Internacional de Odontologia de São Paulo (CROSP), one of the leading congresses worldwide.

CHANNEL3 Night was attended by almost 100 guests. (Photograph: Robert Strehler)
SHOFU celebrates, announces change of management

By Dental Tribune International

Cologne, Germany: No Thursday during the IDS would be complete without the traditional SHOFU evening program—and this year was no different. The festive setting of the Cologne Hyatt Hotel served as backdrop for news about a number of important matters. These included the announcement that Martin Hesselmann will succeed Akira Kawashima as managing director of the company on 1 April 2015.

Thursday evening provided several reasons for the global Japanese company SHOFU to enjoy a special sense of satisfaction. By this time, the company’s team had not only enjoyed three successful days at the IDS, it had also seen a positive start to the year, as Akira Kawashima, Managing Director of SHOFU Dental, and Noriyuki Negoro, President of SHOFU Japan, announced during their welcoming comments while also offering a strategic outlook on the coming year.

As in the past, some 500 guests from home and abroad, consisting of sales partners, SHOFU staff and representatives of the media, were invited to share in an evening of excellent food, pleasant conversation and a fine-mind ed exchange of views in a stylish atmosphere. The guests at this year’s event also included the general managers from Singapore and the US, together with their staffs, who contributed to making the evening a success through their expertise: and their insights into the market—presented in a spirit of friendly cooperation and professional exchange. SHOFU places considerable importance on the event as a way of showing appreciation for productive teamwork while also using the occasion to provide a look ahead to future projects.

Martin Hesselmann, responsible for Sales and Marketing at SHOFU Dental, had two reasons to be pleased. He was not only celebrating his 50th birthday, it was also announced that he had been chosen to succeed Akira Kawashima. The sincere congratulations offered by numerous guests was an indication that the company has found an ideal successor in Mr Hesselmann, who stands out not only in terms of his professional skill and market expertise but who also possesses the right human element necessary to lead this venerable company successfully into the future.

Planmeca presents real-time visualisation of jaw movement and other highlights

By Dental Tribune International

Cologne, Germany: Incomparable visualisation and measurement data of mandibular 3-D movements in real-time are possible with the new Planmeca 4D Jaw Motion system now on display by Finnish dental equipment manufacturer Planmeca in hall 11.1 at IDS in Cologne. According to Vice President of the Group, Tuomas Lokki, to whom Dental Tribune International had the opportunity to speak on Tuesday morning, the system is available for the camera feature of Planmeca

The company introduces several novelties at this year’s IDS, one of them being the compact and intra-oral scanning system CS 8100, for the second half of 2015. At its booth, Carestream Dental offers individual consultations for interested visitors in order for them to find out which imaging solution is the right one for them and how they can optimise their own workflow. Moreover, the manufacturer offers dentistry students the opportunity to download its 3-D diagnosis software, “3D Viewer” and “Demo-volumen,” for free during IDS.

To learn more about Carestream Dental’s products, IDS attendees can visit the company’s booth (T040/L049/T045/T049) in Hall 10.2.

Imaging expert Carestream Dental introduces latest trends at IDS

By Dental Tribune International

Cologne, Germany: Global manufacturer of imaging solutions Carestream Dental presented the latest trends in oral imaging and the CAD/CAM technologies yesterday at their stand at the International Dental Show (IDS) in Cologne. The company is one of few that offer a complete product range in the field of dental imaging.

“We have a very good technology range. The challenge is to bring it into practice so that dentists can efficiently work and get the benefits of all that technology,” Lokki said.

Lokki added that in the future, practices will be an all-around connected system, for which the IDS is a good example.

“We have seven kilometres of cable here connecting everything. Every single product here is connected, and that is the way it goes. It is all about productivity, whether it is CAD/CAM or imaging.”

“With our products, dentists are able to experience the whole world of dental imaging because we are the only company in the field of radiographing that offers a complete portfolio from film to 3-D imaging,” said Frank Barsch, Trade Marketing Manager at Carestream Dental.

The company introduces several novelties at this year’s IDS, one of them being the compact and intra-oral scanning system CS 8100, an advancement of its renowned system, CS 8000, for the second half of 2015.

Carasstream Dental’s booth at IDS can be found in Hall 10.2 (T040/L049/ T045/T049). (Photograph: Dental Tribune International)

By Dental Tribune International

“Afterwards we can use that to analyse the bite and the situation around it and combine that with the CAD/CAM data to have the bite analysis.”

Besides this innovation, Planmeca also has its complete renewed Planmeca Romexis 4.0 on display, as well as the Planmeca Romexis Smile Design software that allows dentists to create harmonious new smiles for patients, among other things. The company’s overall presentation is bigger and better this year with about 200 sqms additional booth space compared to 2013.

Connectivity and digital workflow are a particular focus of this year’s presentation, Lokki said.

“We have a very good technology range. The challenge is to situate around it and combine that to analyse the bite and the situation around it and use that to put the bite analysis.”

Connie Woyke, Vice President of the Planmeca Group. (Photograph: DTI)
KaVo Kerr Group Prepares to Present 35+ New Products at the 36th IDS in Cologne

By KaVo

New products in Digital Imaging, CAD/CAM, Equipment and Consumables further cement organization’s role as global innovation leader.

KaVo Kerr Group, a global portfolio of leading dental brands, presented 55+ new products at the 36th International Dental Show (IDS) in Cologne. KaVo Kerr Group delivers products and solutions to 99% of dental practices worldwide, making IDS — the world’s leading trade fair for the dental industry — the ideal stage to share the latest KaVo Kerr Group has to offer. The meeting, March 10–14, 2015, expected more than 125,000 attendees from 149 different countries.

The 35+ launches include brand new products, products released in North America but new to the global market, and updates designed to take legacy products to the next level. These releases will cover everything from Digital Imaging, to CAD/CAM, Operatory Units, Handpieces, and a wide range of Consumables. The breadth and depth of product development on display not only reinforces the role of KaVo Kerr Group as a leader in innovation, but will highlight the organization’s unmatched role in delivering complete workflow solutions and introduce its own sophisticated approach to digital dentistry.

Among the 35+ products introduced at IDS, highlights included:

- The KaVo Lythos Intraoral Scanner is designed to replace traditional impressions, facilitating a fully integrated workflow. Dentists can capture highly detailed images quickly, with or without powder, in an intuitive and flexible scanning workflow that offers the clinician maximum flexibility, easily rescanning during the scanning process.

- The KaVo MASTERmatic Series offers excellent visibility and access for speed increasing instruments, combined with maximum precision and durability. Its new design and product features — including a 20% reduction in head size — make it the ideal replacement to the 12-year leader in the Premium series, GENTLEpower.

- Kerr elementsfree: Kerr Endodontics is proud to introduce its latest innovation in endodontic obturation, the cordless elementsfree obturation system. Designed for use with the warm vertical condensation technique, the elementsfree obturation system offers both downpack and backfill capabilities in a cordless design — giving dentists and endodontic specialists the freedom of movement to perform endodontic procedures anywhere without restrictions.

- The KaVo ESTETICA E70/E80 Vision is a delivery system designed to help dental professionals get in touch with their vision for optimized chairside treatment. Product features include sensitive touch screens with a completely new user interface; hygiene center with automated cleaning programs; a modern patient communication system with integrated intraoral camera and hi-res KaVo HD screens; and unique system software CONEXIO for direct access to all relevant patient data. Its innovative suspended chair concept features new arm rests and the ability to accommodate patients up to 180 kg.

On the evening of March 10, 2015, KaVo Kerr Group hosted the “Art of Innovation” event, inviting dental professionals, dealers, partners, industry leaders, and global media to see many of the new products up close. This first-class event took place at the Flora Köln, an historic formal park and botanical garden located adjacent to the Cologne Zoological Garden.

“It was just over a year ago that KaVo Kerr Group formally brought together our world class dental brands under one identity, with shared values and a lasting commitment to the dental profession,” said Henk van Duijn-hoven, Senior Vice President of the KaVo Kerr Group. “We have started the work of taking more than 500 years of combined experience among these market leading brands and translating that expertise into leading product innovation that improves patient care and enhances clinical workflows for dental professionals. We can’t wait to showcase our unmatched global brand on this one-of-a-kind global stage.”

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IDS 2015
Sirona introduces broad digital product line-up at IDS

By Dental Tribune International

COLOGNE, Germany: Under the motto “Proven Digital Solutions”, global dental manufacturer Sirona presented many product novelties for the modern dental practice and keynote speaker Mr. Torsten Oemus, CEO of Dental Tribune International (DTI), shares his views on the future of dentistry, the global dental industry and market challenges that dentists are facing.

Mr. Torsten Oemus, CEO DTI

Sirona press conference on 10 March

Sirona employs a workforce of 3,500 at 20 locations worldwide and markets its products in more than 135 countries on all continents. The company develops, manufactures and markets a complete line of dental products, including CAD/CAM restoration systems (CEREC), digital intra-oral, panoramic and 3-D imaging systems, dental treatment centers and dental handpieces.

Jeffrey T. Slovin, President and CEO of Sirona spoke about the product novelties Sirona is introducing at IDS. (Photograph: Dental Tribune International)

By Dental Tribune MEA/CAPPMEA

UBA, UAE: In this interview, Dental Tribune MEA speaks with Torsten Oemus, CEO and founder of Dental Tribune International (DTI), who shares his views on dentistry and the dental industry as a whole, placing particular emphasis on the Middle Eastern region. It has already been three years since CAPME became the official licence owner of Dental Tribune International (DTI), who shares his views on dentistry, the dental market in the Middle East and Africa (MEA).

Dr. Dobrina Mollova, Dr. Dobrina Mollova

A tooth was not taught in dental schools. We launched a business magazine and a business school for dentists in Germany, an idea that took off immediately. Within ten years, our German operation had become the leader in German-speaking markets, and CAPPMEA on reaching this important milestone! The CAD/CAM and Digital Dentistry International Conference in Dubai is one of the largest global gatherings concerning the latest developments in digital dental technologies. The conference has certainly paved the way for the high acceptance of the digital workflow in offices across the region and worldwide. Digital dentistry is not simply a trend, but it will continue to change the entire workflow in dental offices and is certainly changing the way all service and product providers interact. Thousands of new digital products have recently been introduced at the International Dental Show (www.ddsworldshow.com), the new event formats, such as the Digital Dentistry Show (www.dtsworldshow.com), and our high-end Tribune OME programmes (www.dtrubne.com). All these initiatives serve the purpose of creating strong global communities and marketplaces with a critical mass through a global reach, where dental professionals and product and service providers can effectively interact and achieve their goals.