IDS 2011: another record breaker for dentistry

By Daniel Zimmermann, Dental Tribune International Group Editor

Visitors of this year’s International Dental Show (IDS) in Cologne, Germany, should probably schedule more time to get their hands on the latest advancements in dentistry.

After the record breaking show in 2009, the number of exhibitors has increased again due to more foreign companies showing interest in becoming a part of the world’s largest dental trade fair, a representative from the organizer, Koelnmesse, told Dental Tribune.

Overall, representatives of Koelnmesse expect more than 1,800 dental companies from 56 countries to attend the exhibition. Due to the high demand, Hall 2 will be opened for companies and visitors for the first time, the representative said.

The additional requests for trade fair attendance mainly come from companies active within the fields of implant restorations and digitalization. The number of companies exhibiting CAD/CAM systems, for example, has increased by more than 40 percent compared to IDS 2009.

“The great level of participation from all over the world is attributable to the fact that the International Dental Show is the leading trade fair for the entire international dental world,” said Oliver P. Kuhrt, executive vice-president of Koelnmesse GmbH, when he summarized the exhibition concept.

“No other event is able to present so many innovations and trends in such a unique range, both in breadth and depth.”

According to Kuhrt, online business services will enable IDS visitors and exhibitors to get in touch with each other before the start of the show in March. The product catalog will also be revamped and presented with a new layout and improved search options.

Owing to the growing popularity of mobile services, a free IDS app will be offered for iPhone, Blackberry and other mobile operating systems.

Dr. Martin Rickert, chairman of the Association of the German Dental Manufacturers, said that despite the latest increase in trade exhibitors, IDS still remains an event that brings together dentists, technicians and all other dental professionals whose first priority is to maintain and advance oral health and the quality of life of patients worldwide.

Also, research has shown that dentistry has increasing potential for the early diagnosis of oral or systematic diseases, such as diabetes or cancer.

“As manufacturers from the dental industry, we feel we are called upon here to provide dentists and dental technicians with everything that is necessary to achieve this goal,” Rickert said.

The 34th International Dental Show will take place at the Cologne exhibition center in Cologne, Germany, from March 22-26.

In addition to the dental exhibition, there will be a substantial specialists program supported by manufacturers, the German Dental Association and the Association of German Dental Technicians’ Guilds. Advance sales tickets are still available online on the Koelnmesse website (www.koelnmesse.de).