IDS continues to grow

The 35th International Dental Show (IDS) closed with a record number of exhibitors and visitors, despite the slowdown in the world economy. More than 160,000 visitors (an increase of 6.9 per cent) and more than 1,820 exhibitors (an increase of 4.5 per cent) from 57 countries took part in this year’s IDS. With foreign participants making up 65 per cent of the numbers, and a 10 per cent increase in international exhibitors, the IDS has broadened its significance as a global trade and communications platform, with the international dental industry registering order volumes, which in many cases, exceeded expectations.

Dr Martin Rickett, chairman of the Association of German Dental Manufacturers said: ‘The 35th International Dental Show gave us above all the positive signal we were looking for. Our projections about a positive development in dental markets have been outstandingly confirmed. I am certain that this IDS will serve as a lasting impetus for the global dental industry and for the international healthcare market with it.’

For Oliver P Kulth, managing director of Kavo-Imesse GmbH, the IDS 2009 is a superlative event: ‘The IDS is the prime example of a successful new world trade fair and a magnet for the dental industry. It combines all the elements necessary for successful business and is a global communication, trade, innovations and product platform all rolled into one.’

News and innovations

With more than 1,100 presentations, new products and advances in technology, the International Dental Show 2009 once again demonstrated its potential as an international innovations platform.

According to Dr Martin Rickett, this was made up of three main trends. First: natural teeth are being kept for as long as possible through early and comprehensive diagnostics and minimally invasive treatment methods. Second: if dentures are necessary, they should look, as natural as possible, and offer the highest aesthetics and function. Thirdly, the digitisation and networking between practice and laboratory increase efficiency in the economic production of dentures.

Speaker’s corner

Since 2005, Speaker's Corner has become a successful part of the show's programme where exhibitors, ranging from global market leaders to new players in the market, present information on new products, services and manufacturing technologies.

The 54th IDS will take place from 22 to 26 March 2011 in Cologne.