IDS ‘the premier showcase for innovation in the global dental industry’

An interview with Oliver P. Kuhrt, Executive Vice President Koelnmesse, and Dr Martin Rickert, Chairman of the Association of German Dental Manufacturers (VDDI)

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From 55 countries to attend IDS in 2011. Due to the increasing participation figures, both the organiser and the VDDI are looking forward to replicating the success of the 2009 show where more than 100,000 visitors from all around the world came to Cologne.

A lot of manufacturers have released new products prior to IDS Cologne. Is this going to affect the number of visitors?

Dr Martin Rickert: I do not anticipate any effect as the IDS is the premier showcase for innovation in the global dental industry. You see, dental professionals have to deal with complex solutions and applications that go beyond the news value of common consumer products and, therefore, innovations for practice and laboratory do not lose their appeal once they have been released. The decision on whether and how to incorporate new methods into our own businesses is based on how deep we are willing to look into it. Overall, IDS still offers the most comprehensive overview of innovations for dentists and dental technicians.

The last IDS saw an increased number of Asian manufacturers. Will we see any new country participations this year?

Oliver P. Kuhrt: According to the latest exhibitor survey there will not be any new joint country participations. The markets with the largest exhibitor count are traditionally Germany, Italy, South Korea, Switzerland and the United States. In addition, we will also be welcoming companies from countries like Argentina, Australia, Brazil, Bulgaria, China, Japan, Israel, Pakistan, Russia, Spain and Taiwan.

At IDS 2009, the focus was on implant solutions and CAD/CAM technologies. Will this trend continue in 2011?

Dr Martin Rickert: We expect a lot of new products and trends in 2011 but digitalisation will definitely be the runner. This field, ranging from high quality impression scans to milling processes of different, new dental materials, is increasingly becoming important.

Implantology has been a booming segment for years.

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and smaller and shorter implants have been launched over time. Even teeth that show high levels of decay can now be restored to their former functionality for many years to come. In endodontics, the effective cleaning of root canals remains one of the most important topics.

In regard to new business models, the cooperation between distribution centres and the industry comes into mind. Nowadays, a non-stop for business contacts and negotiations during the whole spectrum of diagnostic services.

What product segments are showing high prospects? Oliver P. Kuhrt: We experience growth in many dental fields which is basically a result of manufacturers extending and complementing their portfolio by promising new products and solutions. The most prominent segments will probably be aesthetic and cosmetic dentistry, laser, dental hygiene, cosmetic dentistry and CAD/CAM. However, we also observed growth in the field of dental practice equipment and functional systems for dental laboratories. The worldwide economy is recovering fast. Have you experienced similar developments in your industry as well?

Dr Martin Rieckert: The steady demand for dental services by patients confirms that the willingness to sustain their health has not been negatively affected by difficult economic circumstances. Most people know that investments in their health are investments in their quality of life and, last but not least, in their own future.

Due to the recession, the US dental industry has been struggling recently. Do you think this could have an effect on the position of IDS as the world’s largest dental trade show?

Dr Martin Rieckert: The undisputed position of IDS as the world’s leading dental trade show is a result of a continuing target-oriented strategy of the German dental industry and its partner Koelnmesse. The strong presence of forerunners and creators is creating an atmosphere of global awareness that makes the IDS what it is today, an international dental trade show that is independent of temporary or local economic developments.

Will the first day of the dental trade show again be dedicated to dental dealers and international exhibition space?

Dr Martin Rieckert: Definitely! According to most exhibitors and international dealers, this is the “Dealers’ Day” on Tuesday has been received very well in the past. Most industry representatives are of the opinion that specialists are available non-stop for business contacts and negotiations during that day.

What else can be expected from this year’s IDS?

Oliver P. Kuhrt: In addition to halls three, four, ten and eleven, we are going to open hall two with an additional exhibition space of 145,000sqm this year. Due to this measure, all exhibition halls are now located next to each other and are easily accessible through the South, East and West entrances to easily guide the stream of visitors.

Biodentine™ The Ultimate Dentine Substitutes, at this year’s IDS Launched in the UK in September 2010, Biodentine™ can be used wherever dentine has been lost or damaged. At this year’s IDS in Cologne, delegates can find out more by visiting the Septodont stand for the German launch of this revolutionary new product. Biodentine™ is an inorganic material that is the only bioactive and biocompatible dentine substitute. Everyday dentists are facing multiple conditions involving dentine including • Permanent Dentine Restoration • Pulpotomies • Apicectomy • Pulp exposure • Perforations • Internal/External Resorptions • Apical surgery Biodentine™ can be used to improve the following indications. Based on unique Active Bondable Technology™ never before has a product so closely resembled dentine in its structure. The Tricalcium Silicate core, Biodentine™ helps preserve pulp vitality by promoting reactionary dentine. Only the IDS has two exhibition halls next to each other. The steady demand for dental services by patients confirms that the willingness to sustain their health has not been negatively affected by difficult economic circumstances. Most people know that investments in their health are investments in their quality of life and, last but not least, in their own future.

Biodentine™ also needs no surface conditioning or bonding, making it simple and easy to use for the busy clinician and an ideal tool in emergency restorative situations where time is of the essence.

Visit Septodont at the IDS in Hall 11.2, stands L010 & M011. Alternatively contact GC UK on 01908 218 999 or visit www.dmg-dental.com/ids 2011: a wealth of competence at the DMG booth New products and developments from the leader in dental materials DMG wants to offer its visitors at IDS 2011. With Luxafix® R that the material experts will be presenting the next generation of their successful product. The focus will of course also be placed on icon, the first product that offers drill-free treatment of early cavities through the use of infiltration. There will also be a number of renowned experts visiting the DMG booth. Amongst them are Prof D.M. Riedel, Hendrik Meyer-Lücker and Dr. Sebastian Paris, the – together with Prof Dr. M. Kallawya and DA Dr. Müller – main developer of Luxafix® R. With this prominent support, the Innovation Lounge at the DMG booth offers practice-oriented lectures on various topics every day, in both German and English. The concrete dates and topics can be found on the DMG website at http://dmg-dental.com/de/DMG DMG Industrial Park 23547 Hamburg Germany Phone +49 40 94095 0 info(at)dmg-dental.com www.dmg-dental.com IDS at the IDS 2011: hall 10.1, stand F42/G41

Philo Press Information
Philips invites visitors to the worldwide preview of their new care and cure products at IDS 2011 in Cologne and to experience the difference for themselves.

Philips is inviting IDS visitors to the worldwide preview of new ground-breaking oral care innovations, so that they can experience the difference for themselves before these products launch later in 2011.

IDS 2011: a wealth of competence at the DMG booth New products and developments from the leader in dental materials DMG wants to offer its visitors at IDS 2011. With Luxafix® R that the material experts will be presenting the next generation of their successful product. The focus will of course also be placed on icon, the first product that offers drill-free treatment of early cavities through the use of infiltration. There will also be a number of renowned experts visiting the DMG booth. Amongst them are Prof D.M. Riedel, Hendrik Meyer-Lücker and Dr. Sebastian Paris, the – together with Prof Dr. M. Kallawya and DA Dr. Müller – main developer of Luxafix® R. With this prominent support, the Innovation Lounge at the DMG booth offers practice-oriented lectures on various topics every day, in both German and English. The concrete dates and topics can be found on the DMG website at http://dmg-dental.com/de/DMG DMG Industrial Park 23547 Hamburg Germany Phone +49 40 94095 0 info(at)dmg-dental.com www.dmg-dental.com IDS at the IDS 2011: hall 10.1, stand F42/G41

IDS Cologne Exhibition Stand: Prestige Medical stand L-034 Hall 10.2 Prestige Medical say that they have booked a larger stand this year in order to showcase the full range of decontamination solutions they can now provide for dental practices.

The stand will include a demonstration layout featuring a stylish new version of the Advance autoclave, Ultraclean 21 Bench and Bench Top Washer Disinfectors together with Paradigm cabinetry and the Hygea 2 ultrasonic cleaner. All these products are available from Prestige Medical - providing dental practices with a one stop shop for their decontamination needs.

For more information contact Christine Bonnens, Sales & Marketing Manager on 01254 844 101 or email to sales@prestigemedical.co.uk