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)

From 55 countries to attend IDS 2011. Due to the increas-
ing participation figures, both the organiser and the VDDI are looking forward to replicating the success of the 2009 show where more than 100,000 visi-
tors 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 an-
ticipate any effect as the IDS is the premier showcase for in-
novation in the global dental industry. You see, dental pro-
fessionals have to deal with complex solutions and applica-
tions that go beyond the news value of common consumer
products and, therefore, innova-
tions for practice and laborato-
ry 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 over-
view of innovations for dentists
and dental technicians.

The last IDS saw an increased
number of Asian manu-
facturers. 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 ex-
hibitor 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 ex-
pect a lot of new products and
trends in 2011 but digitalisation
will definitely be the fore-
runner. This field, ranging
from high quality impression
scans to milling processes
of different, new dental mate-
rials, 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, dental laboratories can almost offer the same portfolio as laboratories with much larger manpower. Digital imaging allows specialized centres to offer small practices 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 product offers with promising new products and solutions. The most prominent segments will probably be dental implants, restorations, laxis, dental hygiene, cosmetic dentistry and CAD/CAM. However, we also observed growth in the field of dental prac-

tice equipment and functional systems for dental laboratories. The worldwide economy is recovering fast. Have you experienced similar developments in the dental industry as well as the trade show business? Dr Martin Rickert: The steady demand for dental services by patients confirms that the will-
ingness to sustain their health has not been negatively affected by difficult economic circum-
stances. 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 ef-
fect on the position of IDS as the world’s largest dental trade show? Dr Martin Rickert: The un-
disputed position of IDS as the world’s leading dental trade show is a result of a continu-
ing target-oriented strategy of the German dental industry and its partner Koelnmesse. The strong presence of for-
casters and visitors is creating an atmosphere of global awareness that makes the IDS what it is today, an international dental market place that is independent of temporary or local economic developments.

Will the first day of the trade show again be dedicated to dental dealers and im-
porters? Dr Martin Rickert: Definitely! According to most exhibitors and international de-
alers, the “Dealers’ Day” on Tuesday has been received very well in the past. Most industry repre-
sentatives expect that specialists that are available non-stop for business con-
tacts 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 ac-
cessible through the South, East and West entrances to easily guide the stream of visitors.

Topdental in Germany
The UK’s leading producer of infection control chemical based products and wet wipes will be exhibiting at the largest dental show in the United Kingdom during March 2011, the IDS.

Topdental are the first UK Company to have the mis-
take of their product tested to strict DGKH guidelines and standards. Topdental export to more than 17 countries throughout the world and recently were awarded a £1.5m contract over three years to supply hospitals in the Middle East. The Company in charge of the Middle East market who are based in Saudi Arabia decided to choose the Topdental manufacturing over a major German competitor." samples of the UK Company’s products were preferred to the rest of the previous German producer.

Topdental will be showing the new range of alcohol free chemicals and wipes and also their new patented ‘flexi pouch’ spray. The IDS details are: 22-26 March 2011, Cologne, Germany. Stand Number: Hall 10.2, Stand U-04.

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