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## **Biggest IDS of all time in Cologne: Growth in the number of visitors, exhibitors and exhibition space**

Around 138,500 visitors from 151 countries and 2,201 exhibitors from 56 countries at the International Dental Show 2015 - a further increased level of internationality and high decision-making competence of the visitors - an increased number of orders placed at the trade show - the industry demonstrates its innovative power and expects IDS to provide many sustainable business impulses

**After achieving a record result, the 36th International Dental Show (IDS) that was characterised by an excellent atmosphere closed its doors in Cologne after five days. Around 138,500 trade visitors from 151 countries attended the world's leading trade fair of the dental industry, which corresponded to an increase of almost eleven percent compared to the previous event. IDS also achieved new records in terms of the number of exhibitors and the exhibition space sold. 2,201 companies (+6.9 percent) from 56 countries presented a wealth of innovations, product developments and services on exhibition space covering 157,000 square meters (+6.2 percent). With an over 70 percent share of foreign exhibitors (2013: 68 percent) and a 17 percent increase in the number of trade visitors from abroad the level of internationality of the event was once again significantly increased. At the same time, the number of trade visitors from Germany also increased markedly in comparison to 2013 (+4.3 percent). "We succeeded in making the International Dental Show in Cologne even more attractive, on both a national and international basis. It is thus the most successful IDS of all time," summed up Dr. Martin Rickert, Chairman of the Association of German Dental Manufacturers (VDDI). "The quality of the business contacts between the industry and the trade as well as between the industry, dentists and dental technicians was extremely high. The number of orders placed at IDS rose once again and we are reckoning with sustainable impulses for the post-fair follow-up business," added Katharina C. Hamma, Chief Operating Officer of**



36. International  
Dental Show Cologne

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<http://www.ids-cologne.de/en/ids/home/index>

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**Koelnmesse GmbH: "In addition to the growth in the number of German trade visitors, the high international response once again underlines the character of IDS as the world's leading trade fair of the dental industry. The International Dental Show particularly recorded strong growth in the number of visitors from the Near and Middle East, the United States and Canada, Brazil as well as from China, Japan and Korea. The business in the South East European market, especially Italy and Spain, has also increased noticeably."**

### **Strong interest in innovations**

The trade and the users were extremely interested in innovative products and technologies. "In this respect, staged every two years, IDS fits in perfectly with the innovation cycles of the industry regarding the development and further development of products, materials and services," emphasised Dr. Markus Heibach, Executive Director of VDDI. "This applies for both breakthrough innovations and further developments of existing products, but also for development progress in smaller phases that are however significant in terms of quality." IDS 2015 focused on the intelligent networking of components for computer-controlled dentistry. Today, the world of digital systems in diagnostics and production encompasses the entire workflow from the practise through to the laboratory. The computer-controlled process chains are in the meantime complete and are putting their enormous flexibility to use. (Please see attached also the expert comments on IDS 2015 on this subject.)

### **Fantastic outcome of the trade fair and excellent mood**

The hustle and bustle in the halls made the high attendance at IDS very apparent. By all accounts, representatives from all relevant professional groups - from dentists' surgeries, dental laboratories, from the dental trade, but also from the higher education sector - from all over the world had visited the exhibition stands. The exhibitors were especially pleased about the high level of internationality of the trade visitors. In terms of business, IDS was very

successful for many companies, because orders were placed - by both national and international customers. Numerous companies were pleased to announce full order books. Aspects such as grooming contacts, customer bonding, winning over new customers or penetrating new foreign markets were at least equally important for the exhibitors. These goals were also achieved to complete satisfaction at the 36th International Dental Show. The exhibitors evaluated the quality of the visitors very positively. This finding is confirmed by the initial results of an independent visitor survey: 83 percent of all of the visitors are involved in purchasing decisions at their company.

"The world meets up at IDS in Cologne," summed up Sebastian Voss, managing partner of Hager & Meisinger GmbH. "More international customer contacts visited our stand this year than in 2013. Visitors from Latin America were particularly well represented, but also from Asia. "We were able to establish countless new contacts at IDS and also met up with our existing customers." Martin Dürrstein, Chairman of Dürr Dental AG, was also extremely satisfied: "The trade fair went very well for us, it was fantastic. We received a high number of particularly qualified trade visitors. We are totally satisfied with the fair, because we were able to welcome many new customers from Asia, Arabia, Latin America and South Africa." Christian Scheu, Executive Director of Scheu-Dental GmbH also praised the further increased internationality of IDS: "In comparison to 2013, we were able to further increase the number of visitors at our stand, in particular visitors from abroad. The Asiatic region, for instance China and Korea, were especially well represented, but we also registered an increase in the number of customers from Southern Europe." As well as the high frequency of visitors at his stand, Axel Klarmeyer, Executive Director of BEGO, also reported, "that the customers were well informed and that they showed great interest in new technologies." Walter Petersohn, Vice President Sales of Sirona Dental Systems, was also pleased "about the vast numbers of

international visitors, the buying interest and as always about the large number of attending German dentists and dental technicians." Michael Tuber, Executive Director of A. Titan also awarded IDS 2015 top marks. "This is the seventh time we have exhibited at IDS and we have optimally achieved the goal we set ourselves, namely further expanding our international sales network. The trade fair offers us the perfect platform for meeting up with our existing customers from all over the world, but at the same time, we were able to establish many new customer contacts. This is why the International Dental Show is an absolute must for every American manufacturer from the dental industry." IDS 2015 was also a success for Andrew Parker, CEO of Mydent International: "We met up with our international customers here in Cologne and were additionally able to make over 100 interesting new contacts to dental dealers. No other event in the world has such international appeal."

### **Satisfied visitors all round**

The visitor survey revealed that over 75 percent of the respondents were (very) satisfied with IDS. The fair's comprehensive spectrum of products and new products ensured that 81 per cent of visitors rated the product range as being (very) good. 74% of the exhibitors were (very) satisfied in terms of reaching the goals they had set themselves for the fair. Overall, 95 percent of the visitors questioned would recommend visiting IDS to business partners and 77 percent also intend to visit IDS 2017.

### **BZÄK (German Dental Association) and VDZI (Association of German Dental Technicians) draw a positive balance**

"The International Dental Show (IDS) has once again lived up to its reputation as the world's leading trade fair for the dental sector," summed up Dr. Peter Engel, President of the German Dental Association. 2,201 exhibitors from 56 countries underline that IDS is in the USA, China or Argentina the "place to be" for manufacturers in the dental technology sector." The companies presented

the latest developments in dentistry and dental technology and demonstrated the economic and innovative power of the dental industry. "We welcome the technological progress for the optimisation of diagnosis and therapy. However, we do advise all dentists to check whether surveys corroborate the effectiveness of the respective technology before investing in new equipment. The quality of dental care can only be further improved through the targeted implementation of new products." He also stated that a sensitive approach towards the technical possibilities that are integrated within the respective treatment concept is important in this connection.

Uwe Breuer, President of the Association of German Dental Technicians (VDZI) summed up: "IDS has once again impressively demonstrated its value as a trade fair for the professional dental technology laboratories and dentists' surgeries. At the world's leading trade fair for the dental industry, dental technicians and dentists were able to gain a comprehensive overview of the current status of the dental industry's further and new developments. He stated that the progress in the industry's offer shown at the fair enabled both the dental technicians and dentists to jointly ensure the high quality of patient care. He added that the diversity of the high-level developments made it even more necessary than ever that that dentists and dental technicians work together as an expert team. It also becomes clear that in future dental technology expertise will be indispensable for the optimum patient care. For this reason our trade needs excellently trained young professionals, who once again impressively demonstrated their skills at IDS in the scope of the Gysi Prize Competition."

The International Dental Show (IDS) takes place in Cologne every two years and is organised by the GFDI Gesellschaft zur Förderung der Dental-Industrie mbH, the commercial enterprise of the Association of German Dental Manufacturers (VDDI) and is staged by Koelnmesse GmbH, Cologne.

### **IDS 2015 in figures:**

At IDS 2015, on a gross exhibition area of 157,000 m<sup>2</sup> (2013: 147,900 m<sup>2</sup>), 2,201 companies from 56 countries participated (2013: 2,058 companies from 56 countries). These included 638 exhibitors and 20 additionally represented companies from Germany (2013: 647 exhibitors and 7 additionally represented companies) as well as 1,489 exhibitors and 54 additionally represented companies from abroad (2013: 1,355 exhibitors and 49 additionally represented companies). The share of foreign exhibitors was over 70 percent (2013: 68 percent). Including estimates for the last day of the fair, around 138,500 trade visitors from 151 countries attended IDS (2013: 125,000 trade visitors from 149 countries), approximately 51 percent of whom (2013: 48 percent) came from abroad.\*

\*The figures relating to visitors, exhibitors and stand space for this trade fair were determined and certified according to the standardized definitions used by the Society for Voluntary Control of Fair and Exhibition Statistics (FKM).

**The next IDS - the 37th International Dental Show - is scheduled to take place from 21 to 25 March 2017.**

Note for editors:

Photos from the last IDS Cologne are available in our image database (Image database) on the Internet at <http://www.ids-cologne.de/en/ids/home/index.php>, "For the Press".

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