

No. 25

Final report - 33rd International Dental Show, Cologne

IDS continues to grow: More than 106,000 visitors experienced an international trade fair full of momentum and the innovations of 1820 exhibitors

Rising number of visitors (6.9 percent), exhibitors (4.5 percent) and exhibition space (6.2%) – International participation increases to 65% – 10 percent more foreign exhibitors – Dental industry stable – 1100 new products

The IDS continues to grow. After 5 days, the 33rd International Dental Show at the Cologne trade fair grounds closed with an increase in exhibitors, visitors and exhibition space. More than 1820 exhibitors (+ 4.5 percent) from 57 countries took part in the IDS 2009. With foreign participation at 65 percent and a more than 10 percent increase in international exhibitors, the IDS broadened its significance as a global trade and communications platform even further. Companies presented themselves on 138,000 square metres of exhibition space (+ 6.2 percent). The 6.9% growth in visitor numbers was reached with both domestic and international visitors. The international dental industry registered an order volume which in many cases by far exceeded expectations.

Dr. Martin Rickert, Chairman of the Association of German Dental Manufacturers: "The 33rd 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 along with it." For Oliver P. Kuhrt, Managing Director of Koelnmesse GmbH, the IDS 2009 is a superlative event: "The IDS is the prime example of a successful world trade fair and a magnet for the dental industry. It combines all the elements necessary for successful business and is a global

33rd International
Dental Show

Cologne 2009
24-28 March



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communications, trade, innovations and product platform all rolled into one."

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Dr. Rolf Koschorrek (member of the German Bundestag's Health Commission) also summed up the event positively: "Right now, in these economically turbulent times, it is of tremendous importance for the German health care management industry to have a world trade fair like the International Dental Show at the Cologne fair grounds. As an industrialised nation, the IDS was an opportunity to showcase the German dental industry's first-class export potential thanks to the world's leading quality products and wealth of innovations. Hence we also manage to shore up the health markets against future crises and develop growth rather than simply administer mass. The digitisation and increasing networking in the modern dental practice are for me the most interesting developments."

The fact that the IDS was able to provide new impetus as an international commercial platform was not only confirmed by the exhibitors, who consistently reported good to very good business and full order books.

A visitor survey showed that 74 percent of all IDS visitors are satisfied to very satisfied with the target achievement of their visit to the trade fair.

The positive resonance is a result among other things due to the comprehensive exhibition offer, which 80 percent of visitors rated as very good and good. 95 percent indicated that they will recommend the IDS to others and 80 percent have already stated they will definitely or very probably attend the IDS 2011.

News and Innovations

With more than 1100 presentations, new products and advancements, the International Dental Show 2009 once again demonstrated its potential as an international innovations platform. According to Dr. Martin Rickert (VDDI), 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 functionality.

Thirdly: the digitisation and networking between practice and laboratory increase efficiency in the economic production of dentures (see technical examination of the IDS 2009 in the appendix).

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German Dental Association: "Latitude to invest must be maintained"
Dr. Peter Engel, President of the German Dental Association (BZÄK): "In times of such general economic downturn, it is simply fantastic that a counterpoint like the IDS 2009 can be created. The trade fair's success is an encouraging sign for our progressive profession, but at the same time it should also serve as a reminder to politics to make it easier for us to invest. Every two years, the IDS makes Germany the centre of the dental world. The Association of German Dental Manufacturers and Koelnmesse have been crucial to the significance of the IDS." The German Dental Association (BZÄK) was represented at in Cologne together with the National Association of Statutory Health Insurance Dentists, the German Society of Dentistry and Oral Medicine, the Institute of German Dentists, the trade magazine 'Zahnärztliche Mitteilungen' and the Stiftung Hilfswerk Deutscher Zahnärzte für Lepra- und Notgebiete (German dentists' foundation that provides emergency aid and treatment for leprosy sufferers). The joint appearance, similar to the presence at the German Dentists' Day, proved itself according to Peter Engel. Apart from presentations, the visitors used the opportunity to meet with experts.

VDZI: "One can see a high desire to invest"
Jürgen Schwichtenberg, President of the Association of German Dental Technicians (VDZI): "The International Dental Show 2009 indicated a positive trend in dentistry. It once again served as showcase for innovations and a platform for qualified discussions for such professional policy topics of the future as the BEB Zahntechnik (federally uniform designation list for the dental industry) and the QS Dental quality assurance concept. The IDS again offered an excellent opportunity to display the efficiency of the German dental technician's craft. VDZI and industry surveys show that the future orientation of the dental industry is expressed by a surprisingly high desire to invest." In addition to the 5th Dentotechnica Forum, the VDZI again sponsored the 12th Gysi Award competition for the dedicated new generation of dental technicians.

Speaker's Corner

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With Speaker's Corner, the IDS was again building on 2005's successfully incorporated trade meeting as a highlight of the supporting programme. There, during each day of the fair, IDS exhibitors, ranging from global market leaders to new players in the market, presented information on new products, services and manufacturing technology.

The next IDS – 34th International Dental Show – will take place from 22 to 26 March 2011 (Tuesday to Saturday) in Cologne.

The German Association of Dental Technicians (VDZI) and the German Dental Association (BZÄK) will again be organising the expert supporting programme.

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

Note for editors: See under "Photos" in the "For the press" section for images of past IDS shows (<http://www.ids-cologne.de>). Please send us a specimen copy if you print.