Press Release

No. 13 / Cologne, December 2014
Preliminary report on the IDS - 36th International Dental Show - 2015 in Cologne, Germany

IDS 2015: new new exhibitor record and increased exhibition space

Approximately 2,100 exhibitors from 56 countries / 70 percent from abroad - more than 150,000 sqm of gross exhibition space / Specialist supporting programme and many services for exhibitors and visitors

The 36th International Dental Show gives every indication that the IDS will continue its success in the coming year. Approximately 2,100 companies from 56 countries are expected at the world’s largest trade fair for dentistry and dental technology in Cologne between 10-14 March 2015 - an absolute record for the industry’s leading exhibition, which can announce a new exhibitor record even three months before the opening of the fair. The entire dental industry is represented at the IDS, including all the international market leaders, which makes it unique in terms of depth and breadth: from dental medicine, to dental technology, infection protection and maintenance, up to customer service, information, communications and organizational materials. IDS 2015 will also set a new record in booked floor space: in addition to Halls 2.2, 3, 4, 10 and 11, Hall 2.1 is now booked because of the great demand. For the first time in its more than 90-year history, the IDS will present itself on a gross exhibition area of over 150,000 sqm. The Society for the Promotion of the Dental Industry (GFDI), the commercial enterprise of the Association of German Dental Manufacturers (VDDI), and Koelnmesse have said in a joint statement: "The excellent number of registrations confirms that the IDS is the world’s leading business and communications platform for the entire dental industry. On attendance, we are also confident that the IDS will draw on the success of last year’s event when around 125,000 visitors came to Cologne. We again expect record numbers in terms of numbers of exhibitors and visitors, booked space and internationality for IDS 2015."

The International Dental Show will become the global meeting point for the international dental industry in 2015 as well. About 70 percent of the exhibiting companies come from abroad and it is generally becoming apparent...
that more international companies will be represented in Cologne than in years past. The most strongly represented countries after Germany are Italy, the USA, the Republic of Korea, China, France, Switzerland, Taiwan, Turkey, Israel and Great Britain.

Moreover, numerous group participations from abroad, which are organised in collaboration with public or private sector export-promotion organizations or associations, are expected in March 2015 again. Currently, 16 group participations are registered - from Argentina, Brazil, Bulgaria, China, France, Great Britain, Israel, Italy, Japan, Pakistan, Russia, Taiwan, Turkey and the United States. The Republic of Korea is even represented this year with two groups. This diverse and worldwide range of products provides visitors with a comprehensive overview of product innovations, customer services and current trends in the global dental industry.

**Dealer's Day and specialist supporting programme**

In terms of the International Dental Show concept, the GFDI and the Koelnmesse will adhere to their formula for success for next year's joint event. The IDS trade fair concept clearly places the focus on business transactions and product information at the exhibitor stands.

That's why the so-called "Dealer's Day" will be included in the programme again. On the first day of the trade fair (10 March 2015), this will focus on specialised dental dealers and importers. Within this framework, we let both visitor groups conduct undisturbed sales negotiations at the exhibitor stands.

The successful "Speakers' Corner" concept will also be continued in 2015. This moderated forum lets IDS exhibitors hold specialized lectures and present products in front of visitors. Numerous IDS exhibitors took advantage of this additional opportunity to present themselves at the last event. They presented innovations and trends from their range of products and services in about 65 presentations and thus generated great interest for about 3,000 visitors.

New at IDS 2015 is its "Career Day" on 14 March, which addresses the topic of promoting young researchers in a practical way. This initiative is intended to force communication and information exchange between the companies exhibiting at IDS and students or graduates and trainees from relevant disciplines as well as secondary school students or career changers. IDS exhibitors can look forward to the “Career Day” stage in Hall 3.1, book short
slots for company presentations or conduct individual interviews in the adjoining "Recruitment Lounge" with potential candidates and anyone interested.

IDS 2015 can showcase another innovation with its "Know-how Tour": after the closure of the fair interested dentists can take exclusive tours of two of the most prestigious dental offices in Cologne in three evenings. These are the "PAN-Klinik" and "Doctores Alamouti & Melchior". On the agenda is a professional exchange of expertise on the most modern and latest dental technologies in a small selected circle and in a relaxed atmosphere.

The specialist programme of IDS 2015 is rounded off by the German Dental Association (BZÄK) and the Association of German Dental Technicians (VDZI). The VDZI will award its 15th Gysi Prize at IDS 2015. This renowned talent competition confers awards on dental restoration work done by dental technician trainees. The gold, silver and bronze medals will be awarded to the prize winners on March 12 in a festive awards ceremony. The winning models will be displayed every exhibition day in an exhibit in the passageway between Halls 10 and 11. VDZI is represented with its own exhibition stand in Hall 11.2. There, dental technicians can meet competent representatives on all subjects involving dental technology.

The German Dental Association (BZÄK) is expected in Hall 11.2 together with the Association of Statutory Health Insurance Dentists (KZBV), the German Society for Dentistry, Oral Hygiene and Orthodontology (DGZMK), the Institute of German Dentists (IDZ), the Agency for Quality in Dentistry (ZZQ), the German Dentists' Foundation for Emergency Relief and Treatment (HDZ), the Federal Association of Dental Students in Germany (BdZM e.V.), the Federal Association of Dental Alumni in Germany (BdZA e.V.), the Dentista Club, the Association for Dental Hygiene (VFZ e.V.), the Campaign zahnfreundlich e.V., Young Dentists Worldwide, and the Zahnärztliche Mitteilungen (zm) trade magazine. There, dentists can follow experts' roundtable discussions on current topics, inform themselves about all the participating partner organizations, and network with colleagues.

The Federal Association of Dental Alumni in Germany (BdZA e.V.) and its "Generation Lounge" will be represented at IDS 2015 as well. It is intended to
promote the exchange between students, young professionals, practicing dentists with successful professional careers, as well as dentists who are about to retire and are planning to hand over their practice.

**Optimal IDS preparation with the IDS app and online services**

Numerous digital services are available to visitors to optimally plan their visit to the trade show. These contribute to better trade fair preparation and a more efficient visit. The free IDS app is available immediately as a free download on the IDS website. It not only includes a list of exhibitors. Thanks to its innovative navigation system, it also guides visitors unerringly through the IDS halls. The app also contains information on the supporting program and the on-site services. The app also provides information on the local gastronomy, on-site services and the supporting program of the event. Visitors can thus access important information on the IDS at any time when they are on the go or in the halls. Another available digital service is Business Matchmaking 365, a communications and business platform that enables visitors and exhibitors to come into direct contact with each other - either before the fair or afterwards. The online personal organizer also lets visitors e-mail exhibitors to request meetings, while the online route planner compiles a personalised plan through the halls.

**Booking your arrival, stay and ticket online**

Thanks to the many online services, your arrival, stay and fair ticket can be booked quickly and easily on the IDS website. You can already register and purchase your ticket today via the online Ticket Shop. Anyone with a coupon code should replace it with an E-Ticket in advance at the Ticket Shop. Because it not only counts as an admission ticket to the IDS but also as a ticket for local bus and rail transport in the Rhein-Sieg (VRS) Transit Authority. Rail passengers can travel with discounted Deutsche Bahn train tickets to the International Dental Show. Furthermore, once again Lufthansa is the official airline of the IDS. In cooperation with the Star Alliance system, it offers exhibitors and visitors alike airplane tickets at reduced prices and special conditions. Located just outside the fairground gates is the Airport Cologne/Bonn, a central hub for so-called "low-cost carriers". The railway also offers non-stop connections in high-speed and regional transport from the exhibition train station to the international airports of Düsseldorf and Frankfurt. Frankfurt Airport can be reached by train in under an hour. Lastly, hotel rooms and private
accommodation in and around Cologne can be booked through the IDS website.

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 staged by Koelnmesse GmbH, Cologne.

Note for editorial offices:
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”.

Please provide a sample copy or link if reproducing.

For 90 years, Koelnmesse has been bringing people and markets together. The success story of Cologne trade fairs began in 1924 with the opening of the first event on the exhibition grounds in Cologne-Deutz. During the "economic miracle" of the post-World War II era, the "Rheinische Messe" became a global trading center. Today Koelnmesse has the world’s fifth-largest exhibition complex and organizes approximately 75 trade fairs in Cologne and all over the world. During its anniversary year of 2014, Koelnmesse is bringing its history to the public’s attention through numerous activities, publications, and exhibitions.