

## Press Conference

IDS 2017

6 December 2016, 4:00 p.m.

Comments by Katharina C. Hamma, Chief Operating Officer of Koelnmesse GmbH, on the occasion of the European Press Conference in "The View" in Cologne.

### **The spoken word takes precedence!**

Slide 1

Dear Dr. Rickert,

Dear Dr. Landi,

Dear Ladies and Gentlemen,

Also on behalf of Koelnmesse GmbH, I heartily welcome you here in Cologne today. I hope you have had a good journey and an informative afternoon so far in our lovely city. I am delighted that you have come here during the pre-Christmas season to find out and engage in an exchange about the latest developments of the industry and the event. IDS attracts visitors and exhibitors from all over the globe to Cologne every two years. IDS has established itself as the industry's meeting point and as a leading international business and communication platform of the entire dental world. And that is why we are very proud that the next IDS is opening its doors again in Cologne from 21 to 25 March 2017.

Over the course of five days, we will then inform the decision-makers from the dental profession, the dental technology trade, dental specialised trade and dental industry close-up about the latest products, developments and trends of the industry. International research departments and development laboratories face the direct competition here. They present their latest product and process developments.

The digitalization is a universal key theme here: IDS 2017 is the real hub of an excellently networked industry that understood at an early stage how to take advantage of the digitalization. As such, IDS is in the best hands at the Cologne trade fair location. Strong digital brands like gamescom and dmexco attract hundreds of thousands of visitors to our fair grounds every year. We also exploit the numerous new opportunities that the digitalization brings with it for all other events within our portfolio. Digitalization is not an end in itself hereby, but should above all create added value for the visitors and exhibitors.



37. International Dental  
Show Cologne  
23.03.-25.03.2017  
[www.ids-cologne.com](http://www.ids-cologne.com)

And so, the visitors, exhibitors, but also yourselves, ladies and gentlemen, can fall back on the numerous digital services that will allow you to prepare yourself optimally for IDS in advance and exploit your time optimally at the trade fair. These include an own free IDS app, which you can already download now. It not only contains the list of exhibitors, but thanks to an innovative navigation system, it also guides the visitors through the halls to the desired exhibition stands in a target manner. The app also contains information on the supporting programme and on-site services.

Yet another digital service available is Business Matchmaking 365, a communication and business platform, which enables visitors and exhibitors to get into direct contact with each other. This is already possible in the run-up to IDS, but also to contact people after the event. In the run-up to the event, visitors can also e-mail exhibitors via the online schedule planner to request meetings, while the online route planner compiles a personalised visit plan, including an optimal route through the trade fair halls.

And we also have a further special service for you in your capacity as media representatives: Our online novelty database, which is appreciated by journalists worldwide, because it presents the new products of IDS on the Internet in a compact and clearly arranged format. In 2015, it was around 820 products, news items and innovations that the dental world presented alone in the online new products database to journalists on the IDS website. This figure also proves that IDS is the most important barometer for the latest developments and trends on the dental markets and as such quite rightly does justice to its claim to be the innovation trade fair worldwide. It will be available from January 2017 onwards.

Before I present further details on IDS 2017 to you in a moment, I have brought along our trade fair film containing some impressions from IDS 2015.

Dear Ladies and Gentlemen, as one can see - a special atmosphere prevails at IDS. We want to continue writing the success story of IDS. I am sure that we will do so, because I am delighted to be able to report very good news for the coming IDS in March 2017: The application deadline is over, the planning of the hall layout is well-advanced, so I already have the concrete figures for you today: In total, over 2,000 companies have already registered, around 70 percent of which are from abroad - which is an indication of the high level of internationality of IDS. We are expecting more than 2,400 exhibitors in total from around 60 countries.

The most strongly represented countries among the exhibitors are Italy, the USA, South Korea, Switzerland, France, Great Britain and China. These also include numerous foreign group stands again.

#### *Folie 6 - Hall plan*

As you can see from the hall plan, we will be completely covering five halls, namely Halls 2, 3, 4, 10 and 11. Due to the high demand, we are additionally opening a

further floor of Hall 5. This corresponds to a gross exhibition surface of over 160,000 m<sup>2</sup>.

Page  
3/4

Naturally, we want to further top the number of visitors. In 2017, we are hoping to welcome 150,000 trade visitors. The excellent development of IDS over the last ten years, but also the results of an independent exhibitor and visitor survey give us reason for this optimism. It clearly underlines the satisfaction of the IDS visitors in 2015: More than three quarters of those questioned are planning to visit the International Dental Show again in March 2017. Overall, 95 percent of the visitors questioned would recommend visiting IDS to their business partners. The reason for this satisfaction was above all the comprehensive spectrum of products and the high amount of new products at the trade fair. This level of internationality and quality on the supply and demand side is what makes IDS the most important, global dental trade fair brand.

The "Dealer's Day" on the first day of the trade fair, 21 March 2017, also contributes towards this. This concentrates on dental specialised traders and importers. The "Dealer's Day" offers all parties involved the opportunity to hold exclusive sales discussions at the stands of the exhibitors undisturbed.

This is no doubt also one of the keys to success for the strong growth rates that have been recorded in the attendance figure since IDS 2011: IDS 2015 particularly recorded strong growth in the number of visitors from the Near and Middle East, Eastern Europe, the United States and Canada, Brazil as well as from Asia, particularly from China. The business development in the European market, primarily in Italy and Spain, has also increased noticeably.

Even if we are clearly placing the focus on the business and the product information at the stands of the exhibitors again in 2017, we are also offering an interesting supporting programme at IDS again, which accompanies the comprehensive live demonstrations and presentations at the stands. It offers additional impulses as well as further possibilities for initiating business and gaining information. Here we rely on a mixture between trusted and fresh ideas: The "Speakers' Corner" has been well-established for many years: From 21 to 24 March, the format offers the exhibiting companies of IDS the opportunity to engage in dialogue with the visitors in the form of specialised lectures on current developments in the dental industry and product presentations.

On 25 March we will be conducting the IDS Career Day for the second time. Here, we offer exhibitors the opportunity to position themselves as attractive employers in the form of short lectures and personal job interviews in their bid to win over the best employees. Once again this time, the programme is to lead the guests beyond the fair grounds: In the scope of the so-called "Know-how Tours", a small group of interested people will visit modern Cologne dentist surgeries. Visiting dental laboratories is also planned. Afterwards, there will be the opportunity for a professional exchange in a casual, relaxed atmosphere. Two daily tours at least,

each comprising of a group of around 15 to 20 persons, are planned after the trade fair on the second and third day. These are just a few of the key items on the supporting programme of IDS 2017. Further information about all the details will be posted shortly on the IDS website.

Page  
4/4

Now, I am looking forward to spending a lovely pre-Christmas evening here in Cologne with you. I hope you enjoy the special flair that prevails here in the city during the festive season. I look forward to reading your coverage and hope that I will be able to welcome many of you and your readers in Cologne in March.

Status:19.10.2016

Initials:mde