



**Mr. Dr. Martin Rickert,
Chairman of the Executive Board
Association of the German Dental
Manufacturers e.V. (VDDI),
on the occasion of the
European Trade Press Conference on
06.12.2016 in Cologne,
in preparation for IDS 2017
(from 20 to 25 March in Cologne)**

Dear ladies and gentlemen of the European specialised dental media, on behalf of the VDDI, I heartily welcome you to our press conference.

We would like to inform you about the progress of the preparations for the 37th IDS from 20 to 25 March 2017. As you know, 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.

At this point, I would like to greet Mrs. Katharina C. Hamma, she is the Chief Operating Officer of Koelnmesse and after a

short review of IDS 2015, she will present the status of the preparations for IDS 2017 to you.

I am delighted that Dr. Landi, in his capacity as the President of CED, has joined us, he will inform us about current issues in the European dental profession.

I also greet as a further guest and discussion partner, Dr. Engel, President of the German Dentists. He and his fellow board members were just recently re-elected in Berlin for a further four years. Dr. Engel is a dedicated freelance professional and active within the European association.

I also greet Mr. Breuer, President of the German Dental Technicians. He too is a passionate representative of his profession and he also has a great deal of experience in European politics.

We would like to convey the information as compactly as possible in order to allow more time for the dialogue and discussions with you.

IDS 2015 was once again an impressive milestone in a very long success story.

With the 37th IDS next year, we also want to continue on the success series of the previous 36 International Dental Shows and have together with Koelnmesse come up with many things in order to further improve the quality of stay for the exhibitors and visitors as well as enabling you a fast orientation around the grounds that are in the meantime larger than 21 football pitches.

Once more the event will cover the comprehensive spectrum of the dental world - from the dental and dental technology section, infection protection and maintenance, through to services, information, communication and organisation systems as well as organisation tools.

100 years of the VDDI - 93 years of the International Dental Show

This year we have a special reason for taking a look back on the history of our industry and its dental show.

Our Association of the German Dental Manufacturers e.V. (VDDI) was initiated exactly 100 years ago. It was founded on 24 June 1916 in Berlin. The aim of the founding members was to find new markets and sales opportunities for dental products in the extremely difficult geopolitical and economic times of the First World War. The idea of organising a dental show was clear from the very start, in order to jointly present the products of the manufacturers to the trade audience for their appraisal.

Our industry was aware that only products that offer a real usage and added value to the users will be successful. Six years after the foundation of the association, it succeeded in staging the first dental show in 1923 in the middle of the year of hyperinflation in Germany. Our industry already invited manufacturers from abroad to exhibit at the dental show at an early stage, so that the dental show in 1928 was the first show with international participation. We have brought a brochure with us that lists the milestones of the history of the association and IDS in compact form.

What began 94 years ago on 350 square metres with around 30 exhibitors, has today developed into the largest dental show in the world. The coming IDS is the 37th IDS. Over the course of time, the national trade show has become **THE** international trade fair of the worldwide dental industry that meets up in Cologne every two years to compare its achievements.

In many ways IDS is comparable to the Olympic Games, which we experienced earlier this year in Rio de Janeiro. In the same way that the athletes of the Olympic and Para-Olympic Games prepare themselves intensively and for years in order to present their best performances over the course of the World Games, the dental manufacturers prepare themselves for IDS. Manufacturers develop their product innovations in the years

between IDS in order to present them at the central marketplace of IDS in Cologne to the trade audience from all over the globe for their critical appraisal.

The trade fair teams of the exhibitors are as equally motivated as the Olympic athletes, they too want to show top performances every day throughout IDS, in order to impress their customers with new products, system solutions and services.

It is this exuberance that makes IDS so special. Exhibitors, specialised dealers and trade visitors from all work areas of the dental industry travel to Cologne for IDS with high expectations. The IDS visitors are highly motivated, they are experts in their specialised field, they are purchasing decision-makers and marketing experts. The dentists and dental technologists from all over the world want to inform themselves first-hand about the trends of the dental world, they talk with developers, manufacturers and service providers and receive all of the significant information that assists them to shape the future of their practices and dental laboratories.

The manufacturers receive very important tips and impulses from the professional opinions of the users regarding their product innovations. The customers need this information, because they have to decide which products make them successful on the health market.

As manufacturers we are a significant and essential part of the dental health industry and have a high responsibility for our products vis-à-vis our users, dentists, dental technicians and patients.

There are comprehensive rules for the development and production, above all also for the use of medical products.

The new EU medical product law poses the manufacturers with difficult tasks.

The EU recently initiated a new medical product law, which intends to further increase the responsibility of the manufacturers and users, it is expected to be passed in the course of the coming year and will come into effect after a three-year transitional period.

The effects on us manufacturers will in some cases be severe, especially for our industry that comprises mainly of small and medium-sized companies that have to accommodate a significant increase in red tape with documentation obligations and additional monitoring and controls. This will particularly face the small companies with difficult tasks in the future, they will have to make additional resources available and bear the growing expenses for them.

The new manufacturer obligations include a comprehensive risk management system, stricter regulations for clinical evaluations and more rigorous monitoring at the manufacturers and on the market.

Furthermore, the demands for the conformity assessment are being stepped up and annual monitoring audits as well as random audits at least every five years are being introduced.

The companies visited have to bear the in some cases significant costs for the audits in full.

The numerous reports and plans that the manufacturers have to draw up in the course of an active "Post Market Surveillance" (PMS) system are a further major challenge.

All of these plans and reports are part of the "Clinical Evaluation Plan" and PMS plan connected with the risk management. The provision states: **"The manufacturers have to plan, set up, implement, document, maintain and update an active monitoring system for each product that is suitable for the risk class and type of product after its**

introduction onto the market, which is an integral part of the manufacturer's quality management system."

In future, the medical technology manufacturers will have to set up and provide resources and budgets for the fulfilment of the new demands and formalities.

From the industry's point of view, this is a fatal development, since it could become more difficult or even impossible for some innovative companies to carry on offering already launched products or even introduce new products onto the market at all.

Our industry is to a large extent a speciality industry that produces and offers a wide variety of around 60,000 products and system solutions, which the users also need, since we the patients are simply unique.

We see this diversity in products becoming threatened, yes there are voices from within our association that even say that the existence of companies could be endangered mid-term as a result of the additional high bureaucratic and financial burdens.

Regardless of these future challenges, we continue to work on our aim to provide dentists, dental technicians the best products and system solutions also in the future, which they need for their work with the patients.

Our member companies have had to overcome many challenges in the past, we want to and will succeed in doing this in the future too!

This brings me to the dental future trends at the 37th IDS 2017.

**What current developments are there among the dental products?
Which trends will shape IDS 2017?**

For me, the International Dental Show in Cologne will answer no lesser question than what form the work worlds in the practices and the laboratories will take on tomorrow and how we dentists and dental technicians can seize the opportunities that are already visible now.

This specifically applies to the digital processes. **In the field of implantology they have already significantly contributed towards exploiting the healing potential of the body to a maximum through optimised planning. For this purpose, different image data is superimposed, for example X-rays, perhaps DVT, CT, intra oral scanners or scanned model data and used for a backward planning of the desirable end situation through to the implant positions and details of the surgery. The dentists and dental technicians are moving closer together due to the "digital working method". The production of drilling templates can as of late take place more and more often in the laboratory or in the practice. This saves time and increases the value chain.**

In the guided surgery or guided bone regeneration sections, patient-individual bone blocks will most certainly play a bigger role after IDS 2017. They are industrially manufactured per CAD/CAM, so that the surgeon can insert them to fit exactly - with increased chances of success for instance for augmentations or osseo transplantations!

Implantology has long since been considered to be the flagship discipline for the implementation of digital technologies. We can see how far these have pushed forward in the spectrum of dentistry in a field that some people initially considered to be rather difficult terrain: orthodontics. Here one has to traditionally take a long-term view. One can quite rightly pose the question here: How does this fit in with the fast pace of digital technologies? My answer: Wonderfully! Since, in my experience especially dentists, who are extremely farsighted, filter out the best solutions for their practice from the manifold offer at the International Dental Show particularly well.

We are currently experiencing enormous progress: With virtual models for orthodontics, depending on the software today not only diagnostic issues can be processed and a virtual set-up created, but also more and more often orthodontic appliances can be planned, such as for example fixed devices. The orthodontist decides here to what extent he takes responsibility for the process through to the production of the transfer tray or partly or completely passes on the tasks as part of the service to a service provider - in line with his own preferences.

In addition to this, at IDS 2017 the largest orthodontic challenge for the digital technique will increasingly come under focus: removable devices such as stretching plates, activators, etc. We see the path clearly before us: The treatment is planned on the monitor, then the plastic parts are milled or pressed, the brackets are formed using a bending robot and the expansion screws are selected as finished parts. We will now see, how far these individual parts will be more efficiently put together using digital technology compared to conventional techniques.

One production process is guaranteed a promising future - I have already mentioned it: **3D printing**. As such, we currently find ourselves in a similar situation as with the zirconium oxide technology at the time, when it was in its initial stages. Initially large industry machines produced dental technology items and the laboratories were able to order them from external service providers. Later, in-house production also became attractive. In this way, a combination between central manufacturers, cooperative laboratories that carried out contract manufacturing for other laboratories established itself.

Currently, some laboratories are asking themselves about the optimal implementation of 3D printing: Alongside drilling templates, different splints, dental technology models, individual impression trays and plastic base casts for the metal cast depict the most frequent indications. Whether they are ordered from an external service provider or produced in one's own firm, is determined by the individual circumstances and preferences of

each individual company, whereby own manufacturing principally allows immediate production.

Experience shows that the dental industry often implements today's ideas for useful products as a pioneer - even faster than originally imagined. So, I now already allow myself to contemplate that with the aid of 3D printing even individual endodontical instruments will become reality in a not too far away future. The dentist will perhaps even be able to produce them himself in the practice in future.

This corresponds to the patients' growing wish to preserve their own teeth up until an advanced age. Thanks to the progress of the past years, there have been shifts in the borders in the field of endodontics: What was considered to be a healing attempt or even a "risk" five or ten years ago, has often become a challenge today that can be mastered. Among other things ever more flexible and shatterproof nickel/titanium alloys are responsible for this. At the same time, one needs less and less filing for endodontic treatment and still achieves the desired success. Today, the endo success rates are between 50 and 95 percent - also thanks to a closer interlink between the root canal treatment and the subsequent restoration of the crown.

Bulk filling composites are often ideal for this purpose, because a secure filling is also possible for an endo-typical big C factor. In the case of more strongly damaged teeth, ceramic comes into play. In general the following applies: The amount of **materials** for preservative and prosthetic dentistry is becoming more diversified. There are composites that are suitable for both direct and indirect provisions, and beyond this thanks to 3D printing new plastics such as polyether ether ketone, PEEK and possibly other related substances will soon be making their way onto the dentistry scene.

At the same time the **aesthetic possibilities** of well-known materials are also improving. For example, zirconium oxide, which is of late available in a wide selection of colours and thus

more frequently allows a monolithic provision or facilitates the production of an individual aesthetics.

It goes without says that I can't mention all of the interesting innovations in this short space of time, there are simply too many of them!

But it doesn't just suffice to develop innovations and introduce them onto the market, because our buyers decide themselves whether and how our products can be useful in their daily work for the well-being of the patients.

Depending on the main focus of your practice or specialisation in the dental laboratory, you make considerable investments, which aim to facilitate your work or indeed make new appliances possible.

Most dentists and dental technicians are prepared to make these investments, if there is a reasonable expectation that they will also amortise themselves in the foreseeable future through their services for the patients.

Here our demand to the politics is to allow innovations to reach the practice and laboratory more quickly, among others to push them being included and billable in the billing catalogues of the health insurance companies.

This brings my speech to an end, we will no doubt touch upon certain aspects again in the course of the evening.

I would now like to pass the word over to Mrs. Hamma, who will give us her report on the current progress of the preparations for IDS 2017.