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International Dental Show 2017: More exhibition space for even more innovation

2,400 exhibitors - 150,000 visitors - 160,000 m²: The International Dental Show (IDS) 2017

The next International Dental Show (IDS) opens its doors in Cologne from 21 to 25 March 2017. More than 2,400 exhibitors from 60 countries will present the latest products, developments and trends of the dental industry over the five days of the fair. More than 150,000 international trade visitors, including decision-makers from the dental profession, dental laboratories, the dental specialised trade and the dental industry are expected to attend. Due to the large demand, a level of Hall 5 will be opened for the first time in 2017. The success story of IDS is thus going to continue in 2017.

The registration figures around three months before IDS opens are very positive: Over 2,100 companies have already registered, around 70 percent of whom come from abroad - an indication of the high level of internationality of IDS. 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. In total, over 2,400 exhibitors from around 60 countries are expected to participate. In addition to Halls 2, 3, 4, 10 and 11, due to the large demand, a level of Hall 5 is also going to be opened for the first time. This corresponds to a gross exhibition surface of over 160,000 m² in total.

Increased attendance expected again

The excellent development of IDS particularly over the last ten years gives us reason for this optimism: Based on the development since 2011, 150,000 trade visitors are expected in Cologne in 2017. IDS 2015 among others recorded a 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, in the case of the latter particularly from China. The business development on the European market, primarily in Italy and Spain, has also increased noticeably.

The results of an independent exhibitor and visitor survey clearly underline 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.



37. International
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www.ids-cologne.de

Your contact:

Judith Mader

Tel.

+49 221 821-2486

Fax

+49 221 821-3544

E-mail

j.mader@koelnmesse.de

Koelnmesse GmbH
Messeplatz 1
50679 Köln
P.O. Box 21 07 60
50532 Köln
Germany
Tel. +49 221 821-0
Fax +49 221 821-2574
info@koelnmesse.de
www.koelnmesse.de



GFDI Gesellschaft zur Förderung der
Dental-Industrie mbH
Aachener Straße 1053-1055
50858 Köln
Germany
Tel. +49 221 500687-0
Fax +49 221 500687-21
info@gfdi.de
www.gfdi.de

GFDI is the commercial enterprise of



Verband der Deutschen
Dental-Industrie e.V. (VDDI)
info@vddi.de
www.vddi.de

Information and Interaction

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

Once again in 2017, the focus will be on the business and the product information at the exhibitors' stands. Beyond this, IDS will again be offering an interesting supporting programme: 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.

The IDS Career Day will be held for the second time on 25 March. This 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.

The so-called "Know-how Tours" that were also successfully launched in 2015 are planned again for 2017: Here, a small group of interested people visit modern Cologne dentist surgeries in the scope of exclusive guided tours. Visiting dental laboratories is also planned. 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.

Digitalisation at the fore

IDS 2017 is the real hub of an excellently networked industry that understood at an early stage how to take advantage of the digitalisation. 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 the Cologne fair grounds every year. Koelnmesse also exploits the numerous new opportunities that the digitalisation brings with it for all other events, in order to create added value for the visitors and exhibitors.

The free IDS app is one of the digital services available. 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.

The "Business Matchmaking 365", a communication and business platform, which allows visitors and exhibitors to get into direct contact with each other, is a central tool that enables optimal trade fair preparations and follow-up. 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.

Travel and Accommodation

Thanks to its central location in Europe, Koelnmesse can be reached fast via the Deutsche Bahn railway network from many cities in and outside of Germany. In addition, the ICE train station Köln Messe/Deutz is located right next to the fair grounds. In the scope of the Deutsche Bahn Special, visitors can book their journey at particularly favourable conditions directly together with the admission ticket for the event - three months in advance already.

<http://www.ids-cologne.de/ids/anreise-und-aufenthalt/anreise/anreise-per-bus-und-bahn>

Those, who travel by airplane, can fall back on the service of the Lufthansa Group: the air mobility partner offers a global network and exclusive prices and conditions for IDS visitors. For further information and bookings see:

<http://www.ids-cologne.de/ids/anreise-und-aufenthalt/anreise/anreise-per-flugzeug>

You can also book accommodation directly via our new booking portal on the IDS website:

<http://www.ids-cologne.de/ids/anreise-und-aufenthalt/uebernachtung/>

Service for Press Representatives

From January 2017 onwards, the online New Products Database will present the new products of IDS to you in a compact and clearly arranged manner on the Internet. In 2015, around 820 products, news items and innovations were presented there, which made it an important orientation tool for journalists in the run-up to and during their visit to the fair.

Accreditation

It is exclusively possible for media representatives to apply for accreditation via the online form found in the press section of the IDS website from January 2017 onwards.

<http://www.ids-cologne.de/ids/presse/akkreditierung>

About IDS

IDS (International Dental Show) 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.

100 years of VDDI

The VDDI is celebrating its 100th anniversary in 2016. It was founded as the Association of German Dental Manufacturers on 24 June 1916 and organised the first Dental Show in 1923. In 1928 the VDDF organised the first International Dental Show. Today the VDDI has 200 member companies with 20,000 employees. The overall turnover is more than Euro 5 billion with an export share of 62 percent.

More information on the anniversary can be found at www.100.vddi.de

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Your contact:

Judith Mader
Communications Manager

Koelnmesse GmbH
Messeplatz 1
50679 Köln
Germany
Tel. +49 221 821-2486
Fax +49 221 821-3544
j.mader@koelnmesse.de
www.koelnmesse.com

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