

## Press Conference

IDS 2019

04.10.2018, 11:00 a.m., The Westin Chosun Seoul Hotel

Comments by Markus Oster, Vice President Trade Fair Management, on the occasion of the IDS Press Conference in Seoul, Korea

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

Dear Dr. Heibach,  
Dear Ladies and Gentlemen,

Also on behalf of Koelnmesse GmbH, I heartily welcome you to today's Press Conference in Seoul. I am delighted to be here in Korea again and would like to thank you all for accepting our invitation to inform yourselves about the International Dental Show IDS that is held every two years in Cologne.

As Dr. Heibach already indicated, we at VDDI and Koelnmesse have been intensively working on the preparations for the world's largest trade fair for dentistry and dental technology for several months already. Koelnmesse and the Association of the German Dental Industry e.V. (VDDI) will be inviting the industry to join them for the 38th edition of the leading global trade fair and communication platform of the dental world from 12 to 16 March next year. 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. IDS (International Dental Show) 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.

2017 was once again a record year for IDS. 2,305 companies from 60 countries, which was once again well over 100 exhibitors more than at the 2015 event, presented their services portfolios in Cologne. 648 exhibitors came from Germany and 1,657 exhibitors from abroad. As such, the share of foreign exhibitors was 72 percent. In terms of the number of visitors, IDS recorded over 155,000 trade visitors from 156 countries, in comparison to the just under 139,000 trade visitors from 151 countries we registered in 2015, which is a remarkable increase. The share of visitors from abroad was around 60 percent.

Before taking a look at IDS 2019, let me first show you a few impressions of the record event, IDS 2017.



38. International  
Dental Show Cologne  
12.-16.03.2018  
[www.ids-cologne.de](http://www.ids-cologne.de)

Impressive images that were hopefully able to convey the unique flair and the mood at IDS in Cologne.

Of course, we - VDDI and Koelnmesse - are very pleased with the rapid development and the results achieved. They are the yardstick for our current joint efforts for the coming event. At the same time, they are the catalyst for our motivation to raise IDS to an even higher level and highlight the prominent standing of the IDS brand within the dental world. Not to stand still, not to rest on our laurels, but instead recognise the potential at all levels and exploit it - to the benefit of our exhibitors and visitors.

In its capacity as organisers of IDS, GFDI has concisely divided up the market into five clusters and has assigned the essential characteristics to the individual brand elements, which guarantees a continual strategic further development. Based on this brand strategy we develop concepts and measures to sustainably increase the success of IDS.

The declared aim of IDS is to continue to manifest its USP as the leading global trade fair for the dental community. A good five months before the start of the trade fair, we have recorded more applications compared to the same period for last year's event and are receiving new enquiries for a participation at the leading trade fair for dentistry and dental technology every day, so we are confident we will once again be able to top the record result of 2017. In concrete figures: To-date over 1,700 companies from 58 countries have registered, around 70 percent of which come from abroad. It goes without saying that the degree of internationality is high.

The most strongly represented companies among the exhibitors are Italy, the Republic of Korea, the USA, China, Switzerland, France and Spain. In addition to this, numerous foreign group stands will be represented in Cologne again. Up until now 19 groups have registered for IDS from Australia, Argentina, Brazil, Bulgaria, China, France, Great Britain, Hong Kong, India, Israel, Italy, Japan, the Republic of Korea, Pakistan, Russia, Spain, Taiwan, Turkey and the USA.

As the most important international business platform of the global dental industry, IDS offers companies and experts from Korea outstanding opportunities. Because the demand for cutting-edge dental technology is currently increasing here too. Which makes it all the more important for dentists, dental clinics, dental laboratories and also dental technicians to remain up-to-date with the treatment options and informed about the important trends and applications. All of this information can be found comprehensively only at IDS. At IDS 2019 we are expecting a similar strong presence from Korea as at the previous event. Renowned companies that are exhibiting individually have already registered in order to secure their participation at the world's largest dental show. These include, among others, Vatech, Osstem, Shinhung or Ray Dentium. The country pavilion, organised by the KDIA Korean Dental

Industry Association primarily offers smaller companies excellent support in accessing the European and global market.

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The strong demand from home and abroad shows that as a platform for innovations, market trends and as a central business platform, IDS is the decisive management tool for the global trade. Companies that want to be successful in this industry and who want to inform themselves in full, have to attend IDS in Cologne.

With the integration of Hall 5, where among others several large suppliers of consumer prophylaxis will be exhibiting, IDS is creating the necessary capacity for the strong demand on the part of the exhibitors and visitors. Hall 5 fits in well with the natural tour of the trade fair and is perfectly connected to the 'mobile' entrance area between Halls 5 and 10, which we will be opening in addition to the Entrances South, East and West. Here, the visitors will primarily be led to the fair grounds via shuttles from the trade fair car park and the external visitor car parks. The integration of Hall 5 further enhances the overall quality of stay for the visitors of IDS: the wide aisles and the light-flooded passages provide an improved orientation and lend the event an even better structure, a flowing visitor-friendly admission situation as well as an even distribution of the visitors across all of the exhibition halls. IDS 2019 covers Halls 2, 3, 4, 5, 10 and 11, spanning a total gross floor area of over 170,000 m<sup>2</sup> - so the event is experiencing significant growth again in terms of the exhibition space as well.

Of course, it is our declared aim to achieve an increase in the number of visitors too. The signs are looking good because IDS is recognised as the leading global trade fair of the dental industry all over the world and is "the talk of the town". At IDS 2017 we recorded a plus in the number of visitors from nearly all regions: Considerably more trade visitors attended IDS from Central and South America (+54 percent), Eastern Europe (+44 percent), the Near East (+32 percent), Africa (+32 percent) and Asia (+29 percent). North America (17 percent) and Europe (14 percent) also showed significant growth. The highest number of foreign visitors came from Italy, the Netherlands, Switzerland, France, Spain, Russia, Turkey, Belgium, the USA, Brazil and China.

And the visitors of IDS were impressed and extremely satisfied as the results of the visitor survey on IDS 2017 impressively underlined. More than three quarters of those questioned are planning to visit the International Dental Show again in March 2019. The comprehensive product range and numerous new products ensured that 76 percent of the German and 82 percent of the foreign trade visitors rated the exhibition offerings of IDS 2017 as either very good or good. Accordingly, we expect a very good visitor response this coming March.

The "Dealer's Day" on the first day of the trade fair, 12 March 2019, also contributes towards this. This concentrates on the dental specialised trade 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.

An important theme that is affecting all industry across the globe is "digitalisation". Digitalisation affects us all and is causing a dramatic change in all areas of life. The digital transformation opens up big chances for more quality of life, new business models and more efficient business economy. The international digital industry is also in a prominent position here, because the industry thinks digitally, develops digital products and lives in the future.

This is why we have completely relaunched the website of IDS, turning it into a digital information platform, which inspires with its visual imagery and which is intuitive to navigate through. The IDS app for mobile phones and iPads including a list of exhibitors, a navigation system for a targeted orientation around the halls and further information on IDS, but also our newsletters are aligned with this digital "look & feel".

Our digital services that we have been offering for several years already include the Business Matchmaking365 and the Online New Products Database for journalists. Via the Business Matchmaking tool, visitors and exhibitors can already contact each other prior to the event, but also afterwards too - appointment scheduling with an optimised route around the halls is also part of the standard features.

The Online New Products Database provides contents for the preliminary and follow-up reporting. It is in the meantime an indispensable research tool for the trade media, since it allows a compact overview of the new products at IDS.

In addition to extensive live demonstrations and presentations that take place alongside the product presentations at numerous stands, the 'Speakers Corner' of IDS opens up additional opportunities to gather information. The exhibitors can use the hosted visitor forum for lectures and product presentation as an additional means of presenting new products and trends from their offer of products and services.

Ladies and Gentlemen, IDS is the international crowd-puller for over 180,000 visitors from the dental industry, who make their way to Cologne every two years. Many of them come for one day, even more of them spend several days at IDS. Our exhibitors and visitors should feel at home in Cologne, should be able to plan their trade fair participation and travel arrangements simply and without hitches and their stay in Cologne should be pleasant. We want our trade fair guests to feel welcome and well looked after.

The unique infrastructure, which enables a smooth arrival and departure, makes your visit to Cologne very simple. The fourth largest city in Germany with the biggest economic area in Europe is the interface in the European transport network and offers a perfect connection to the world: 180 million Europeans can be reached after just a one-hour flight, who generate around 40 percent of the European gross domestic product. The Cologne/Bonn airport has direct connections to over 100 destinations. Four further international airports - Frankfurt, Amsterdam, Brussels

and Düsseldorf - can be reached simply and directly via the ICE high-speed rail network of Deutsche Bahn. The best thing about this: The train stops right next to the fair grounds at the ICE train station "Köln Messe/Deutz". Every day 1,700 trains ensure a convenient arrival and departure.

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With its international customers, leading trade fairs like IDS generate every two years in the short period of time of good seven days - including the assembly and dismantling days - several hundreds of thousands of overnight stays in Cologne and the region. Capacities that the Cologne/Bonn/Düsseldorf metropolitan area can cope with. For example, for IDS around 30 hotel ships are implemented in order to secure additional capacities. There are a variety of accommodation options in all price and quality categories, starting from simple guest houses and private accommodation services through to luxurious five-star hotels. In this way, the accommodation offers in and around Cologne receive a good reception among our trade fair guests thanks to the excellent accessibility of the fair grounds through the local transport system. The cities Düsseldorf and Bonn are reachable in under 30 minutes. Hence, IDS trade fair guests can also take advantage of all categories of accommodation options in smaller cities and communities that lie on the Deutsche Bahn routes connecting the surrounding region with the Cologne trade fair location (Düren, Leverkusen, Solingen, Troisdorf, Siegburg, Hennef). We strive to fulfil the different needs and wishes of our international guests as efficiently as possible.

And there is a further service that facilitates travelling to IDS for the trade visitors and what's more makes it less expensive. To-date purchasing an admission ticket makes the holder eligible to free usage of the local transport services of the Rhine-Sieg network (VRS), in other words the region around Cologne with a population of approx. 3.3 mil people. For the coming event, this also applies for the Rhine-Ruhr network (VRR), i.e. for the entire Ruhr area with a population of around 8.5 million people. That means that trade visitors who travel from the metropolitan area of Düsseldorf, Duisburg, Essen, Gelsenkirchen, Mülheim and Dortmund, who have booked accommodation there or who fly to Düsseldorf, can travel to the trade fair in Cologne using an Interregio and further local transport options free of charge.

Useful information on a trade fair participation is available on the IDS website, but also direct travel and the desired accommodation reservations can be made at no extra cost. The online booking system contains numerous partner hotels but also bed & breakfast offers - directly in Cologne or in the surrounding region. Reservations for groups of six rooms and above can also be made here.

Should you have any problems with your travel arrangements or hotel reservations, please don't hesitate to contact us. Simply send us an e-mail with your enquiry and we will take care of it immediately. Simply click write an e-mail under the rubric "Travel and Accommodation" on the IDS website. Of course, you can also contact our colleagues in your country or region. With in the meantime six subsidiaries and representatives in 86 countries worldwide, Koelnmesse is intensely active on the international markets. This enables us to be close to our customers even when they

are thousands of kilometres away from Cologne, enables us to learn to understand their issues and support them with their trade fair participation. The colleagues will actively support you, of course in close cooperation with their colleagues in Cologne.

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Even if business is the focus at IDS, the visitors and exhibitors will no doubt explore and enjoy the cathedral city. The heart of the metropolis with over a million inhabitants lies in the close vicinity of the fair grounds, separated only by the Rhine - the lifeline of the people from Cologne - with its liberal, friendly and cosmopolitan citizens. In addition to the cultural sights, which range from the Antique to the present day, the "Cologne lifestyle" can best be experienced in the many restaurants, breweries and pubs.

Ladies and Gentlemen, I would like to take this opportunity to thank you once again for coming. We, VDDI and Koelnmesse, would be delighted to welcome you to IDS in Cologne from 12 to 16 March 2019.

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