

# IDS 2019 – the 38th show since 1923 – International Press Conference Shanghai

## 2019 年第 38 届 IDS 国际牙科展 - 创办于 1923 年 - 国际新闻发布会演讲稿

Ladies and gentlemen, welcome to today's press conference where we will be presenting the 38th International Dental Show, Cologne.

尊敬的女士们、先生们，今天我在此热烈地欢迎各位出席第 38 届科隆国际牙科展的新闻发布会。

On behalf of the VDDI Board of Directors and the Advisory Board I would like to convey their kind regards and bid you a warm welcome.

请允许我代表德国牙科行业协会理事会和顾问委员会，向各位表示诚挚的问候。我们非常荣幸，各位能够于百忙之中莅临本次发布会现场。

Today we warmly invite you to the 38th International Dental Show from March 12 to March 16 2019 being held in Cologne.

我们在此向各位发出邀请，欢迎来科隆参加将于 2019 年 3 月 12 日 - 16 日举办的第 38 届国际牙科展。

Celebrating its 95th anniversary, the IDS is now the world's undisputed leading trade fair for the dental industry. The IDS is the most comprehensive marketplace for dental medical technology and covers the entire international dental market. More than 2,300 manufacturers of products, system solutions, and services will present the innovations devised by researchers and developers since the last IDS, all of which will enable users to carry out their work simply and efficiently. More than 155,000 trade visitors, dentists, dental technicians, dental office and laboratory employees, the younger generation of dental professionals, as well as trainees from the field of dental technology, along with international dental dealers make the IDS a unique summit conference and the leading dental business summit in the world.

国际牙科展自创办以来已走过 95 个年头，是公认的牙科行业全球标杆性展会。国际牙科展作为最全面的牙科医疗技术市场，是整个国际牙科业市场整体发展水平的一个缩影。超过 2300 多家产品厂商、系统解决方案以及服务供应商将展出自上一届国际牙科展以来，由研发人员开发出的所有创新成果，为用户的工作提供更多的可能性和便利。超过 155,000 名专业观众、牙医、牙科技师、各牙科诊所和技工室实验室工作人员，还有牙科技术后备人才以及牙科技师培训学员等，特别是各牙科专业国际经销商，使国际牙科展成为一次独一无二的盛会和标杆性的牙科商务峰会。

Before I introduce the IDS trends for 2019, I would like to take a quick look at the underlying conditions of the international dental show. What do we experience, which environment surrounds us?

在介绍 2019 年国际牙科展的新趋势之前，我想与各位一起快速浏览一下国际牙科展的外部环境。我们正在经历什么，我们身处怎样的环境？

I will provide just a few highlights here:

以下我仅列举几项突出事例：

The 21st century world finds itself in profound change:

21 世纪的国际社会正在发生深刻的转变：

- Politics: we can observe a new grouping, shift, and transfer of political power among the superpowers, we are seeing changes in the international political power structure.  
政治格局：我们观察到大国政治势力的重新组合、更迭和转移，并见证国际政治权力结构的改变。
- Economy and trade: we see rapid, dynamic development in many regions, there is great competition in all areas, particularly in medical technology and our speciality, dental medical technology. We see a rekindled discussion about trade barriers and tariffs, things we believed to be a thing of the past once again interfere with free world trade.  
经济和贸易：我们看到许多经济区域正高速发展、富有活力。各个领域的竞争都异常激烈，包括医疗技术领域，尤其我们牙科医疗技术的专业领域。我们正经历有关重新燃起的贸易壁垒和保护性关税讨论，我们曾经认为早已解决的问题，正在影响着全球的自由贸易。
- Population growth: We see the high level of population growth in various regions of the world which poses great challenges for politics, business, and medical care.  
人口发展：我们看到世界各个地区人口高速增长，为政治、经济和居民医疗服务带来巨大挑战。
- Technological development: digitisation is making rapid progress, we can observe revolutionary upheavals in the production and distribution of goods that surpass anything imaginable. Innovation cycles become ever shorter thanks to the increasingly rapid gain of scientific knowledge in medical-technological research, improved supply chains place high demands on manufacturers and sales.  
科技发展：数字化技术飞速向前发展，我们目睹货物和商品在生产及分销中的革命性剧变，完全超出我们的想象。获取医疗技术研究成果的速度越来越快，使得创新周期越来越短，生产商和分销商在物流环节面临越来越严峻的任务。

Change, upheaval, disruption are threatening for many people or even whole societies, they pose a great threat to their existence and often cause unease and discomfort.  
许多人、甚至整个社会都认为转变、变革和分裂具有威胁性，其中潜藏着巨大的生存风险，因此总是引发不适和恐慌。

Change, upheaval and disruption are epochs which provide many opportunities for developments or to convert previously inconceivable ideas into products and services. These are periods in which we **must question the norm** and take advantage of the many new opportunities and our specific contribution to progress.  
转变、变革和分裂也是蕴育多种机遇的时期，可借此开辟新的领域，将以前意想不到的想法转化为产品和服务。在这段时期内，我们必须对**现有的东西提出质疑**，并利用各种新的机遇，为进步贡献一己之力。

»Life belongs to the living, and he who lives must be prepared for change « once said the German poet Johann Wolfgang von Goethe so fittingly.  
正如德国诗人歌德曾经做过恰如其分地表述：“Das Leben gehört dem Lebendigen

**an, und wer lebt, muss auf Wechsel gefasst sein ( 生活属于充满朝气的人 , 人活着就要时刻准备接受改变 ) ”。**

The continuing change, the steady progress in knowledge becomes clear in a special way in our international dental industry. Dentistry and the dental medical technology developed for this purpose reflects the turbulent times of development through the past decades.

持续的转变和知识的不断更新在我们国际牙科行业尤为显著。牙科和因其取得长足发展的牙科医疗技术反映了这一行业过去几十年的迅猛发展。

Our German dental industry has been a reliable partner to the dental profession and dental technology and their search for continuous progression for more than 100 years. We know our responsibility to produce products that benefit patients.

100 多年来, 我们德国牙科工行业持续不断地发展, 成为牙医及牙科技工术行业值得信赖的合作伙伴。我们深知自己的责任, 生产有益于患者的产品。

Being open to the world and to free trade is essential to people's health. The dental treatment of patients depends first and foremost on well trained and highly motivated dentists and dental technicians. Together, they apply their expertise towards preserving or restoring their patients' oral health.

人类的健康事业离不开全球开放和自由贸易。对患者的牙科医疗、牙科护理主要依赖于技术过硬并且高度敬业的牙医和牙科技师。他们共同将自己的专业知识服务应用于患者, 以保持或恢复患者的口腔健康。

To complete this task, they need a wide range of products like those our manufacturers from the German dental industry produce in high quality. Our product developments enable users all over the world to provide their patients the entire spectrum of modern dentistry.

对于这些工作, 他们需要我国德国牙科工业生产的大量高质量的产品。我们的产品开发使世界各地的用户能够为患者提供全方位的现代牙科治疗选择。

For more than 100 years, our dental industry has stood for quality, precision, and reliability in particularly user-friendly products.

100 余年来, 我们牙科工业一直代表着高度人性化产品的质量、精确度和可靠性。

In recent times, however, we have observed strong tendencies towards protectionist measures or even the rekindling of trade barriers in many world markets, above all in the field of medical products.

然而, 近来我们发现在多个国际市场存在严重的保护主义趋势, 甚至出现市场割据, 尤其在医疗器械领域。

New and additional regulatory requirements as well as costly approval procedures increasingly hinder market access for our products or make them unnecessarily expensive.

不断有新的、额外的监管要求以及成本高昂的认证程序, 对我们产品的市场准入设置更多阻碍, 或是不必要地提高产品价格。

From this we incur considerable competitive disadvantages and our industry goes to great lengths to compensate this.

这给我们带来巨大竞争劣势, 我们德国牙科工业正全力以赴进行弥补。

However, we are strong advocates of free world trade and the unimpeded exchange of certified goods and products that adhere to international standards and medical product

regulatory requirements.

对此，我们坚决支持自由国际贸易，支持经过检验、符合国际标准以及医疗设备法规要求的商品和产品自由流通。

Our industry meets the challenges and will make every effort to provide users and patients with sophisticated and proven products in future.

我们德国牙科工业准备迎接挑战，并尽一切努力为用户和患者提供成熟和经多重验证有效的产品。

We can only achieve this successfully in the long term when national and international health policies and economic frameworks promote the health economy rather than impede it!

如果各个国家和国际卫生政策及经济政策框架条件能够促进而不是阻碍健康经济的发展，长此以往，我们定能携手成功地实现这一目标！

## The IDS - an anchor of stability in turbulent times

### 国际牙科展 - 动荡时期中的定海神针

The International Dental Show always has been and still is an anchor of stability in turbulent times.

国际牙科展曾是，并且现在仍是动荡时期中的一根定海神针。

The next IDS will be the 38th since the inaugural event in 1923.

自 1923 年创办以来，国际牙科展即将迎来第 38 届展会。

For 95 years, the international dental show has itself been a motor and gauge of medical and dental technical development.

95 年以来，国际牙科展本身一直是口腔医学和牙科技术发展的引擎和衡量标准。

The IDS has survived many times of crisis, it is and always has been the most comprehensive and fascinating showcase of what is possible today, of what tomorrow will bring, and of that which is already in mental development for the future.

国际牙科展经历过各个危机时代，它曾是，并且现在仍然是广博而富有魅力的展示窗口，展现当下可实现和明日即将出现的技术，以及着眼于未来的概念发展。

Dentistry and dental technology both are highly affinitive with technology, are themselves innovative, never rest on their laurels, and always strive to achieve greater things.

口腔医学和牙科技术都具有高度的技术关联性，本身富于创新，不满足于所取得的成就并追求突破，

Engineers and developers are partners in this process, they share the motives, the search for better, more efficient, more sophisticated treatment methods, they are united in providing patients with the best possible health care for the maintenance and restoration of their oral health.

工程师和开发人员是这一过程的合作伙伴，他们有着共同的目的，尝试更好、更经济、更有效的方法的应用，他们有着共同的愿望，为患者提供最佳的健康或康复护理方案。

The IDS is the best place to compare and position one's own company with competitors

from across the world market. Dentists and dental technicians can gather information and suggestions that enable them to make future decisions for their practise or their laboratory.

国际牙科展是将自己和自己的企业与世界市场上的竞争对手们进行比较和定位的最佳场所。牙医和牙科技师可以在这里收集信息和建议，以便为自己的诊所或实验室制定未来的决策。

This is especially important in such turbulent times as today.  
这在我们这样的动荡时期尤为重要。

## **German Dental Industry: heart and engine of the IDS** **德国牙科工业：国际牙科展的核心和引擎**

Since 1923, the German dental industry has been the heart and engine of the IDS. Its 200 member companies form a strong community characterised by shared values: pronounced service, innovative, creative, flexible, service-orientated, customer-orientated, open-minded and promotes the community. That makes them so present and successful internationally.

自 1923 年以来，德国牙科工业一直是国际牙科展的核心和引擎。它拥有 200 家成员公司，形成了一个以共同价值观为特征的强大共同体：它富于创新、创造力、灵活性，以服务为宗旨、以客户为导向，注重服务意识、全球开放并支持团体发展。这使他们得以在全球发展并取得成功。

## **The German Dental Industry is growing at home and abroad** **德国牙科工业正在国内外取得长足发展**

In 2017, the 200 member companies of the Association of German Dental Manufacturers employed more than 20,700 people. Thus, the number of employees increased slightly by almost three per cent compared to 2016.

2017 年，德国牙科工业协会在德国和国外拥有约 200 家成员公司，超过 20,700 名员工。与 2016 年相比，员工人数微增约百分之三。

In 2017, the member companies of the VDDI generated total sales of just under € 5.3 billion. This is an increase of almost five per cent over the 2016 result. Of these sales, around 3.4 billion euros were generated in foreign markets (+ five per cent).

2017 年德国牙科工业协会成员公司的总销售额接近 53 亿欧元。与 2016 年的销售成绩相比，涨幅近百分之五。在这些销售额中，国外市场贡献了约 34 亿欧元（增加百分之五）。

At 1.93 billion euros, the 2016 turnover was exceeded by 4.4 per cent. Sixty per cent of Association members taking part in the survey in Germany reported in 2017 higher sales than in the year 2016.

比 2016 年增加 19.3 亿欧元，增长 4.4%。国内 60% 参与问卷调查的行业协会成员，其 2017 年的销售额均高于 2016 年。

Expectations for the current financial year remain positive. Here, 53 per cent of companies surveyed expect revenue increases and an additional 45 per cent assume sales on last year's level.

我们对今年 2018 年的预期也依然乐观。在此有 53%的受访企业预计销售额将有不同程度增长，另外有 45%的企业预计销售额与上一年持平。

## Foreign business in almost all regions of strong growth 几乎所有地区的国际业务均大幅增长

In 2017, the German dental industry reported an export ratio of 64 per cent. This impressively underlined the importance of world markets for our industry and its position in these markets.

2017 年，德国牙科工业的出口比例接近 64%。我们非常重视世界市场对我们行业的重要性及其在这些市场中的地位。

Almost half of the survey respondents report rising sales in foreign markets. Over 40 per cent had sales levels abroad similar to those of 2016.

近一半的受访企业表示，国外市场的销售额有不同程度的增长。超过 40%的受访企业表示国外市场的销售额与 2016 年持平。

## Here is a review of the most important regions: 以下是有关最重要销售区域的概述：

- Western Europe remains the strongest market next to domestic sales. Around 53 per cent of the survey participants reported an increase in sales for 2017 and a further 36 per cent a business trend at 2016 level.

除国内销售外，最强劲的市场仍然是西欧。约 53%的受访企业表示，2017 年销售额有不同程度的增长，另有 36%的受访企业表示，经营业绩与 2016 年持平。

- Nearly half of the trustee survey participants in the North American sales market expanded their business activities by 46 per cent. Additional 39 per cent reported sales at the level of 2016 sales.

46%的受托调查受访企业得以在北美销售市场扩大其业务活动范围。另有 39%的受访企业表示销售额与 2016 年持平。

- In the Far East 55 per cent of companies showed an increase and a third scored sales on last year's level.

55%的企业在远东地区的销售额有不同程度增长，三分之一的企业实现了与上一年同等的销售额水平。

- Eastern Europe developed significantly better than in 2016. Fifty-one per cent of companies surveyed by the VDDI reported increasing sales in 2017. Another 40 per cent revealed an unchanged annual revenue over the previous year.

东欧发展状况明显好于 2016 年。在德国牙科工业协会的调查中，有 51%的受访企业表示，2017 年取得不同程度的销售额增长。另有 40%的企业，年销售额与上一年相比没有发生大的变化。

- In the year under review 45 per cent of respondents reported a rise in sales in the Middle East. Further, 41 per cent of the member companies' sales in 2017 remained on par with 2016 levels.

在报告年度内，有 45%的受访企业在近东和中东地区实现销售额增长。此外有

41%的企业，其 2017 年销售额稳定在 2016 年的水平。

• Sales regions of Central and South America developed weaker than the other export regions. Only a third of those surveyed reported an increase in their sales. But 58 per cent of companies in this region reported stable sales. Another nine per cent suffered a decline of exports there.

根据调查结果，中南美洲销售区域的发展形势略逊于其它出口地区。仅有三分之一的受访企业在该区域取得销售额的增长。对此有 58%的企业表示，在该区域的销售额保持稳定。另有 9%的企业在该区域遭遇出口额的下滑。

Conclusion: Both domestic and foreign business has made a significant contribution to the growth of the German dental industry. Expectations for domestic and foreign sales in 2018 are also positive. Nearly two-thirds of VDDI member companies expect an increase in unit sales from abroad. According to our survey, more than half of the VDDI members expect domestic sales to increase in 2018.

由此看出：国内和国际业务都为德国牙科工业的发展做出重大贡献。2018 年，国内外市场的销售预期同样使人乐观。在受访的德国牙科工业协会成员公司中，近三分之二的企业预计，海外销售额将有不同程度增长。根据我们的调查结果显示，超过半数的德国牙科工业协会成员预计，2018 年国内销售额将取得增长。

We are pleased about the sales figures from our industry in its home market of Germany, as well as international markets. Revenue increases from year to year do not reflect the whole picture.

我们对行业在德国本土市场以及国际市场取得的销售成绩感到欣慰。但销售额的逐年增长并不能全面反映行业发展状况。

The turnover in our industry has increased, but margins have decreased noticeably. Our dental industry has an export rate of 64 per cent. All companies who operate within this highly competitive world market and who want to remain active in the long-term must make substantially higher investments in production plants, logistics, and communications with and to our customers.

我们德国牙科工业的销售额不断增长，但利润大幅下滑。我们牙科工业的出口率为 64%。如今，身处竞争激烈的世界市场、并且希望长期立足的所有企业，都必须在生产设备、物流和与终端客户沟通等方面投入更多资金。

We are happy and even slightly proud that our dental industry is at the core of the IDS. 对于我们的牙科工业能够构成国际牙科展的核心部分，我们备感高兴和自豪。

The IDS (International Dental Show) takes place in Cologne every two years and is organised by the GFDI (the Society for the Promotion of Dental Industry), the commercial enterprise of the Association of German Dental Manufacturers (VDDI). It is staged by Koelnmesse GmbH, Cologne.

国际牙科展每两年在科隆举行一次，由德国牙科工业协会的商业企业 GFDI（牙科工业促进有限公司）主举办。执行公司为位于科隆的科隆会展公司。

We are happy and grateful the world's dental industries and international dental traders make a significant contribution to the success of the IDS, because the manufacturers from all over the world make the biannual IDS the world's leading dental event.

对于世界牙科工业以及国际牙科经销商在国际牙科展成功举办中做出的巨大努力，我们表示欣慰和感谢。正是来自世界各地的生产商使国际牙科展成为每两年一届的牙科行业国际盛事。

## A look ahead to the IDS 2019 展望 2019 年国际牙科展

The IDS is a trademark personality with distinct characteristics. The brand core of the IDS is marked by the traditional world cosmopolitan attitude and the Olympic principle: „the IDS is the leading world summit for the dental community which secures lasting success as a platform for innovations and market trends.“ This describes the brand positioning of the IDS and be it exhibitors or specialised visitors, specialist dealer or information seekers, everyone should have a fair opportunity to reach its goal at the IDS. 国际牙科展具有特色鲜明的品牌个性。国际牙科展的品牌核心包括传统的全球开放和奥林匹克精神：“IDS 是牙科行业的世界标杆性展会，它作为创新和市场趋势方面的平台，为可持续性成功提供保证。”这是对国际牙科展品牌定位的准确描述，无论参展商还是专业观众，专业经销商还是信息搜集者，每个人都应该拥有同等机会，在国际牙科展上实现自己的参展目的。

## Which innovations and trends stand out for the IDS in 2019? 目前来看，2019 年国际牙科展将呈现哪些新产品和趋势？

The International Dental Show 2019 will cause a stir in dentistry and dental technology. The industry's seismographs are already reporting some of the main trends.

2019 年国际牙科展将会推动牙科医学和牙科技术的发展。目前，行业整合已经凸显出部分主流趋势。

### Global dental trends: 全球牙科发展趋势：

- At the top of international development are improved digital workflows and additive manufacturing.  
数字化工作流程改进和增材制造处于国际发展的最前沿。
- Analogue technologies remain indispensable requirements for laboratory and dental office - an example: Parallel to the intraoral scanners, classic impression materials are experiencing an impressive evolution. Among other things, A-type silicones are becoming more comfortable to use (for example for tooth-borne and, at the same time, for the implant-borne prosthetics) and universally applicable, while polyethers are now even faster setting.  
模拟技术依然在为技工实验室和诊所创造必不可少的先决条件 - 比如：与口内扫描仪并行，传统的印模材料正经历深入的发展。除此之外，聚硅橡胶印模材料的使用越来越普遍，同时也更舒适(比如用于天然牙支持和同时用于种植体支持的弥补术)，而聚醚现在可以提高治疗速度(凝固更快)。
- And digital technologies are now making their way into the traditionally analogue-dominated areas of dentistry such as orthodontics, full prosthetics, or endodontics.  
现在，数字化方法被应用于牙科治疗中典型的（几乎）纯粹模拟分支学科 - 例如，颌矫形外科、全口义齿或牙髓病的治疗。



### Interesting for the dentist and his team:

#### 牙医及其团队的兴趣点：

- Endodontic treatments can be planned in advance much better thanks to software support - even guide templates for the endodontic files (similar to the drilling templates in implantology).  
由于软件支持，可以更好地预先计划根管治疗 - 以及为基牙制备提供导板(类似于种植技术中的钻孔模板)。
- The diode laser is proving itself as a supplementary alternative to proven prophylaxis treatment methods (scaling and root planning with hand curettes or ultrasonic systems and powder jet equipment) for killing germs and for surface decontamination.  
在专业预防方面，二极管激光器为传统成熟方法(使用刮匙或超声波系统及空气喷砂机行刮牙术和根面平整术)提供了杀菌和去除表面污染物的额外有效补充。
- For the future treatment of periodontitis it is worth looking at minimal approaches that play out their strengths in the subgingival instrumentation, at minimally abrasive powders for the reinstrumentation - and at current software offers (such as documenting complete periodontal statuses with probe depths and loss of attachment on up to six digits per tooth, if necessary furcation involvement and temporal gradients).  
对于未来的牙周炎治疗，有必要充分发挥龈下器械操作中的优势，考虑使用义齿修复的低磨蚀性粉末完美方法 - 以及结合最新软件产品(例如记录完整的牙周状态及探诊深度和每颗牙齿多达六个部位的牙周附着丧失，必要时还包括根分叉病变以及经时过程)。
- In prosthetics, the range of materials is broadened to include other materials from the field of high-strength glass-ceramics (such as lithium disilicate, zirconium oxide-reinforced lithium silicate or hybrid ceramics such as polymer infiltrated fine-structure feldspar ceramics). The aim is to extend the indication for bridges by combining the higher translucency and opalescence, when compared to structural ceramic, with even greater strength. Depending on the material and patient case, the chairside CAD/CAM method could also be an option (workflow example: Intraoral scan, design on screen, CAM manufacturing in the milling unit).  
弥补术使用的材料范围选择更加宽泛，涵盖其它高强度玻璃陶瓷材料(比如二硅酸锂玻璃陶瓷、氧化锆增强型硅酸锂陶瓷，或混合型陶瓷材料，比如使用聚合物渗透的精细结构长石质陶瓷)。目的是与结构陶瓷相比，在争取更高透光性和乳光的同时达到更高强度，从而扩大其在齿桥区域内的适应症。根据使用材料和患者状况，也可选择在诊疗椅边进行 CAD/CAM 程序加工(工作流程概要：口内扫描、在显示器上设计、使用研磨机进行 CAM 制作)。
- Intraoral scanners are a continuous source of innovation: Here, too, the trend towards miniaturisation continues as they become even more convenient to use and sometimes powder-free. And some can be controlled by gestures and speech.

口内扫描仪仍然是一个创新领域：这里依然延续着微型化趋势，它们变得更加便捷，有部分还无需使用粉末。有些甚至通过手势和语言即可进行控制。

### Interesting for the dental technician and the laboratory team: 牙科技师和技工团队的兴趣点：

- The laboratory is increasingly stepping up to become the "problem solver". The dental technician works closely with the dentist during implant backward-planning, suggests suitable materials, chooses the aesthetically best fitting blanks and porcelain or multilayer ceramic, if required.  
技工室正发展成为真正的“问题解决者”。作为种植术倒推式规划的合作伙伴，牙科技师与牙医密切合作，给出合适的牙托底座材料建议，选择美观适用的坯料，并在需要时选择分层陶瓷或用于多层工艺陶瓷全假体的替代陶瓷。
- The wide range of prosthetic materials is becoming even more diverse: new milling and pressable blanks, more shades with internal gradients as well as thermoplastic polymers (PEEK), and other pressable plastics for short and long-term temporary restorations.  
各种修复材料仍然存在差异：新型铣削和压制毛坯，更多颜色选择，可能具有内部颜色渐变，以及热塑性聚合物(如聚醚醚酮)和其它适用于短期和长期应急措施的可印刷塑料。
- In complete prosthetics, digital-based concepts provide additional manufacturing alternatives in the lab in an area almost exclusively dominated by analogue technology.  
在全口义齿领域，数字化支持概念为技工室在迄今为止近乎完全采用模拟的领域内提供了更加广泛的制造选择。
- Subtractive manufacturing of restorations in the CAD/CAM process will be further developed, in addition the additive occurs more: with the 3D printer. The number of available models is increasing.  
使用 CAD/CAM 工艺进行修复体减法生产得到进一步发展，此外还越来越多地出现 3D 打印机增材制造。可用模型的数量不断增加。

### Interesting for the dentist-dental technician team: 牙医、牙科技师团队的兴趣点：

- Digital procedures are increasingly facilitating orthodontics. For example, virtual models can be used not only for diagnostics, but for creating virtual setups and even for planning orthodontic appliances (fixed appliances).  
数字化方法使颌矫形外科应用更加简便。比如利用虚拟模型，除可处理诊断问题外，还可创建虚拟配置，甚至可设计颌矫形外科仪器(比如固定仪器)。
- The teamwork between dentist and dental technician is determined by numerous options on the scale between "completely analogue" and "fully

digital", where different and, depending on the clinical and economic requirements, balanced part-digital workflows facilitate everyday life.

牙医和牙科技师之间的团队合作由“完全模拟”至“完全数字化”之间的多种阶梯式选择决定，同时根据临床和经济条件，各种平衡性的部分数字化工作流程为日常工作带来便利。

- 3D printing is regarded as a potential "game changer": new applications, new business models and new forms of teamwork.  
3D 打印被认为是潜在的“游戏规则改变者”：全新应用领域、全新团队合作形式、全新商业模式。

It goes without saying that not all interesting trends can be listed here now. So there is still a long list of other reasons to visit the international dental show from March 12 to 16 2019 in Cologne, because it offers a comprehensive outline of processes, workflows, and products for all dentistry.

毫无疑问，在这里无法完全列举出所有值得关注的趋势。因此还有非常多的理由，使我们于 2019 年 3 月 12 日至 16 日期间，来科隆参加国际牙科展，因为它全面介绍了整套牙科治疗的处理方法、工作流程和产品。

## **IDS - The gateway to Europe - the gateway to the world** **国际牙科展 - 通往欧洲的大门 - 通往世界的门户**

The IDS opens access to the European market and is also the international marketplace with a high level of third-party business. All international dealers are in Cologne; They shop for their customers in their home countries, they know the users and the dental markets and provide them with products that they have seen, tested and negotiated at the IDS in Cologne.

国际牙科展将开启一扇进入欧洲市场的大门，也是提供大量第三国转口业务的国际市场。所有国际经销商都会来到科隆；他们为本国客户采购、了解用户和牙科市场，并为他们提供自己在科隆国际牙科展上所看到、试验和谈判引进的产品。

At the 37th IDS 2017 we had the pleasure to welcome 145 exhibitors (2015: 100) and 3,095 visitors (2015: 2,564) from the China in Cologne. The gratifying growth in both exhibitors and trade visitors confirms the high drawing power of the IDS and a significantly higher presence of China's dental industry in the world market place for the dental industry.

2017 年第 37 届国际牙科展期间，我们在科隆接待了来自中国的 145 家参展商 (2015 年：100 家) 和 3095 位观众 (2015 年：2564 位)。参展商和专业观众的喜人增长趋势，也是国际牙科展强大吸引力以及中国牙科行业在牙科行业世界市场参与度显著提升的有力证明。

We hope we have awakened your curiosity with our IDS preview and that we have motivated you and your readers to make your way to the IDS 2019 in Cologne.

希望我们对 IDS 的展望，令各位对国际牙科展充满期待，能够打动您和您的读者，前往科隆参加 2019 年国际牙科展。

We look forward to working with you!  
我们期盼您的到来！