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IDS 2013 gathering momentum

Very keen exhibitor interest – once again more than 1,900 exhibitors expected – Top assessments by participants at IDS 2011 underline the position of IDS as a world leading fair

In just over a year's time the next IDS will open its doors in Cologne from 12th to 16th March 2013. But even at this stage, the preparations for the 35th International Dental Show are already clearly gathering pace. In mid-January, with the mailing of the registration forms for the next edition of the world's largest fair for dental medicine and dental technology, the GFDI (Gesellschaft zur Förderung der Dental-Industrie mbH, Wirtschaftsunternehmen - Society for the Promotion of the Dental Industry), commercial enterprise of the VDDI (Verband der Deutschen Dental-Industrie e.V - Association of German Dental Manufacturers), along with Koelnmesse, signalled the official go-ahead for the event next year. Even prior to this Koelnmesse had received numerous enquiries for stand space. It is not solely for this reason, that following the record result of IDS 2011 with 1,954 suppliers from 58 countries and around 118,000 trade visitors from 149 countries, the organizers are expecting similar great interest from the entire dental world once again in 2013. "According to a representative survey, around 90 percent of the exhibitors at IDS 2011 are planning their participation at IDS 2013", explains Dr. Martin Rickert, CEO, VDDI. "That shows that the IDS is a must-not-miss event for all those who wish to successfully operate in the dental industry." Katharina C. Hamma, Vice Executive President Koelnmesse, adds: "As was the case in the past, we will support exhibitors and trade visitors with a diverse range of services and facilities for their successful fair participation."

Once again next year the tried-and-tested provision will be retained whereby the first day of the fair, in other words 12th March 2013, concentrates on the specialist dental trade and the importers as a so-called "Dealer's Day", thus offering the opportunity of uninterrupted sales negotiations on the exhibitors' stands. As was the case with the last event, the International Dental Show will



35. International
Dental Show

Cologne 2013
March, 12 to 16

www.ids-cologne.de

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occupy exhibition space of 145,000 m². The organizers of the IDS expect more than 1,900 exhibitors. In this connection, Koelnmesse and GFDI are once again expecting not only very great interest on the part of German suppliers, but also a strong international presence. Even at this stage many enquiries have been received from potential first-time exhibitors from abroad. In addition, once again twelve foreign group presentations are currently expected.

Top assessments from exhibitors and visitors for IDS 2011

The undisputed status of the IDS as the world's leading fair for the dental industry is also impressively underlined by the results of an independent exhibitor and visitor survey of IDS 2011. The event brought together decision-makers from the dental profession, the dental technicians trade, the specialist dental trade and the dental industry from all over the world in Cologne. This ensured great satisfaction among the IDS exhibitors. 97 percent of the German suppliers reached their key customers from the domestic market, 83 percent their key accounts from abroad. Of the foreign exhibitors, as many as 98 percent had contact with their international customers and 95 percent with their German key accounts. 95 percent of the German and 98 percent of the international exhibitors formed new contacts with interested German parties. At the same time 81 percent of German and 99 percent of foreign suppliers acquired new international contacts. The visitor quality was also absolutely right: 84 percent of the German and 86 percent of the foreign visitors were involved in purchasing and procurement decision-making at their respective companies. In turn, the visitors were also satisfied all round. 78 percent of the German and 81 percent of the foreign trade visitors assessed the product range as good to very good.

IDS report for download

The IDS 2011 report containing comprehensive facts and figures is available for download on the Internet at www.ids-cologne.de.

The IDS takes place in Cologne every two years and is organized by the GFDI Gesellschaft zur Förderung der Dental-Industrie mbH, the commercial enterprise of the Association of German Dental Manufacturers (VDDI), and staged by Koelnmesse GmbH, Cologne.

Note for editorial offices:

Photos from the last IDS Cologne are available in our [image database](#) on the Internet (www.ids-cologne.de), "For the Press".

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