

Press Conference 新闻发布会

IDS 2019

01.11.2018, 10:00 a.m., Shanghai World Expo Exhibition & Convention Center
2018年11月1日上午10时，上海世博展览馆

Comments by Katharina C. Hamma, Chief Operating Officer, Koelnmesse GmbH, on the occasion of the IDS Press Conference in Shanghai, China
科隆国际展览有限公司首席运营官卡塔琳娜·克里丝蒂娜·哈玛 (Katharina C. Hamma) 在上海举行的 IDS 新闻发布会上的讲话

The spoken word takes precedence!
优先口语表述！

Chart 1

Dear Dr. Heibach,
Dear Ladies and Gentlemen,
第 1 部分
尊敬的海巴赫 (Heibach) 博士：
女士们，先生们：

Chart 2

Also on behalf of Koelnmesse GmbH, I heartily welcome you to today's Press Conference in Shanghai. I am delighted to be here in China today and would like to sincerely thank you all for accepting our invitation.

第 2 部分

我谨代表科隆国际展览有限公司，热忱欢迎大家参加今天在上海举行的新闻发布会。我很高兴来到中国，衷心感谢大家接受我们的邀请。

Chart 3

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.

第 3 部分

正如海巴赫博士所说，德国牙科工业协会 (VDDI) 和科隆国际展览有限公司几个月来一直在加紧筹备这一全球规模最大的牙科和牙科技术展会。科隆国际展览有限公司和德国牙科工业协会将于明年 3 月 12 日至 16 日邀请业内各界人士，参加全球牙科行业的领先展会和交流平台——第 38 届科隆国际牙科展。



第 38 届科隆国际牙科展

2019 年 3 月 12-16 日
www.ids-cologne.de

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 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.

在为期五天的展览中，我们会为牙科专业、牙科技术贸易、牙科专业贸易及牙科行业的决策者们介绍业界的最新产品、发展及趋势。在这里，国际研究部门和发展实验室将面对面竞争，竞相展示最新产品和工艺发展成果。科隆国际牙科展（IDS）由德国牙科工业协会（VDDI）旗下的商业公司——德国牙科行业促进有限公司（GFDI）主办，由科隆国际展览有限公司承办。

Chart 4

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.

第 4 部分

对于 IDS 来说，2017 年又是创纪录的一年。来自 60 个国家和地区的 2305 家公司在科隆纷纷展示了他们的系列产品和服务。参展商数量较 2015 年增加 100 余家，其中 648 家参展商来自德国本土，1657 家来自德国以外国家和地区，海外参展商的比例为 72%。从观众人数方面来看，IDS 2017 接待了来自 156 个国家和地区的 15.5 万名专业观众，相比 2015 年（略低于 13.9 万名专业观众，来自 151 个国家和地区）增幅显著。海外观众的比例约为 60%。

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

在介绍 IDS 2019 之前，让我先向您呈现一下 IDS 2017 这场创纪录的展会，让您有一些初步印象。

Chart 5 – Film

第 5 部分——影片

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

令人印象深刻的图片——希望能够传递科隆国际牙科展的特色和热烈气氛。

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. And we always see the success as an additional motivation to raise IDS to an even higher level and emphasise 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.

当然,我们(德国牙科工业协会和科隆国际展览有限公司)对快速发展和取得的成果感到非常高兴,我们将以此作为筹办下届展会的标准。我们始终以成功为目标,提升IDS的筹办水平,并强调IDS品牌在牙科行业的突出地位。不要停滞不前,不要固步自封,而是要认识到各个层面的潜力并加以开发,以造福我们的参展商和观众。

Chart 6

In its capacity as organisers of IDS, GFDI has concisely divided up the market into 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.

第 6 部分

作为IDS的主办方,德国牙科行业促进协会(GFDI)将市场简要地划分为多个集群,并赋予单个品牌元素本质特征,从而保证持续的战略发展。基于这一品牌战略,我们制定了促进IDS可持续成功的理念和措施。

Chart 7

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 new enquiries to participate at the leading trade fair for dentistry and dental technology are ingoing every day. We are thus confident that we will indeed be able to top the record result of 2017 again. In concrete figures: To-date over 1,800 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.

第 7 部分

IDS的目标是继续宣传其独特的销售主张,即牙科行业领先的全球性展会。展会开幕前五个月,我们收到的申请较去年同期有所增加,每天都有很多人咨询关于参加国际牙科展的事宜。因此,我们有信心再次打破2017年的记录。以具体数据说明:迄今为止,已有来自58个国家和地区的1800多家公司注册参展,其中约70%来自德国以外国家和地区。不言而喻,我们展会的国际化程度很高。参展商中最具代表性的公司来自意大利、韩国、美国、中国、瑞士、法国和西班牙。

Chart 8

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.

第 8 部分

除此之外,许多国际展团的展位将重现科隆。截至目前,已有来自澳大利亚、阿根廷、巴西、保加利亚、中国、法国、英国、香港、印度、以色列、意大利、日本、韩国、巴基斯坦、俄罗斯、西班牙、中国台湾、土耳其和美国共19个国家和地区的展团注册参展。

Chart 9

As the most important international business platform of the global dental industry, IDS offers companies and experts from China outstanding opportunities. Because the demand for cutting-edge dental technology is currently increasing there 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 China as at the previous event.

第 9 部分

IDS 作为全球牙科行业最重要的国际商业平台,为中国企业和专家提供了宝贵的机遇。当前对尖端牙科技术的需求不断增加,牙科医生、牙科诊所、牙科实验室和牙科技师必须掌握最新的治疗方法,并了解重要的发展趋势和应用情况。只有在 IDS,您才能全面掌握这些资讯信息。在 IDS 2019 展会上,我们预计中国公司仍将保持较高的参与度。

Companies from China that are presenting at the largest dental show in the world include, among others, well-known suppliers such as Zhuhai Ziger, Ding Yuan, Aidite, Huge Dental, Woodpecker and for the first time Shanghai UEG. The country pavilion, which is being organised by the Chinese Koelnmesse colleagues, primarily offers smaller companies excellent support in accessing the European and global market.

出席全球规模最大的牙科展会的中国企业包括珠海西格、定远齿科、爱迪特、沪鸽、啄木鸟和上海优医基等知名企业。由科隆国际展览有限公司的中国子公司筹办的国家馆主要为小型企业进入欧洲和全球市场提供大力支持。

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.

来自国内外的强劲需求表明,IDS 作为创新成果和市场趋势展示平台及中心业务平台,是决定性的全球贸易管理工具。企业若想在这个行业取得成功并充分把握市场动态,就势必要参加科隆 IDS。

Chart 10

With the integration of Hall 5, IDS is creating the necessary capacity for the strong demand on the part of the exhibitors and visitors. Here, among others several large suppliers of consumer prophylaxis will be exhibiting. 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 fairgrounds 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. Furthermore, the smooth, visitor-friendly access situation guarantees a more 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 m² - so the event is experiencing significant growth again in terms of the exhibition space as well.

第 5 页, 共 9 页

第 10 部分

IDS 整合了 5 号展厅, 以满足参展商和观众的强大需求。几家大型的消费者预防治疗供应商也将参展。5 号展厅与展会的特性非常契合, 并且与 5 号展厅和 10 号展厅之间的“移动”入口区完美相连。我们将在开放南、东、西入口的基础上, 增开此入口。观众主要通过展会停车场和外部观众停车场的班车到达展馆。5 号展厅的整合进一步提高了 IDS 观众的观展体验: 宽阔的走廊和光线充足的通道提供了更好的朝向, 使展会的布局更加完善。此外, 通畅便捷的参观通道确保了所有展厅的观众分布更加均匀。IDS 2019 涵盖 2、3、4、5、10 和 11 号展厅, 总展览面积超过 17 万平方米, 在展览空间上实现了显著提升。

Chart 11

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.

第 11 部分

当然, 我们还要努力实现观众数量的增长。IDS 是全球公认的牙科行业领先展会, 备受关注。在 IDS 2017 展会上, 几乎来自所有地区的观众数量均有所增长: 来自中南美洲 (+ 54%)、东欧 (+ 44%)、近东 (+ 32%)、非洲 (+ 32%) 和亚洲 (+ 29%) 的专业观众数量大幅增加, 北美 (17%) 和欧洲 (14%) 的观众人数也有显著增长。海外观众最多的国家分别是意大利、荷兰、瑞士、法国、西班牙、俄罗斯、土耳其、比利时、美国、巴西和中国。

Chart 12

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.

第 12 部分

IDS 2017 观众调查结果表明, 展会给广大观众留下了深刻印象, 他们感到非常满意。超过四分之三的受访者计划于 2019 年 3 月再次参加国际牙科展。IDS 2017 带来了种类丰富的创新产品, 76% 的德国专业观众和 82% 的海外专业观众认为展出内容非常好或好。因此, 我们预计明年三月的展会还会引起观众的良好反响。

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.

2019年3月12日展会首日举办的“经销商日”活动也是一个重要因素，这个活动重点关注牙科专业贸易和进口商。“经销商日”为各方提供了在参展商展位上开展独家销售讨论的良机。

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.

“数字化”是影响全球各个行业的一个重要主题，数字化影响着我们所有人，并且为生活的方方面面带来了巨大变化。数字化转型创造了良机，使人们有机会改善生活质量、创新商业模式并提升商业经济效率。国际数字产业以数字化思维思考问题，开发面向未来的数字化产品和生活方式，在展会中占据显著地位。

Chart 13

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, but also our newsletters are aligned with this digital "look & feel".

第 13 部分

因此，我们要彻底改版 IDS 的网站，把它建设成为一个数字化信息平台，实现直观地浏览，以视觉意象激发灵感。IDS 的手机和 iPad 应用程序以及我们的简报材料都采取了这种数字化视感。

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.

事实上，我们已经有几年的数字服务历史，例如提供了 Business Matchmaking365（商业配对 365 系统）工具和针对新闻记者的在线新产品数据库。通过使用商业配对工具，观众和参展商可以在展会开幕前或闭幕后相互联系，该工具还有一个标准功能，便是提供含有展厅优化路线的预约日程安排。

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.

在线新产品数据库为初步报道和跟进报道提供了素材，与此同时，还简要介绍了 IDS 展会上的新产品，是行业媒体不可或缺的研究工具。

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.

除了众多展台的产品展示与大量现场演示活动之外，IDS 的“演讲角”还提供了获取信息的额外机会。参展商可以在观众论坛上发表演讲或进行产品展示，这是展示新产品和新趋势的另一个途径。

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.

女士们，先生们，IDS 是全球牙科行业最具吸引力的专业平台，超过 18 万名观众前往科隆出席两年一度的盛会。部分观众选择观展一天，而更多的观众会在 IDS 逗留数日。参展商和观众在科隆感到宾至如归，可以轻松规划参展行程和出行安排，并在科隆度过愉快的时光。我们希望各位嘉宾能够感受到友好的气氛，同时获得周到的接待。

Chart 14

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.

第 14 部分

科隆完善的交通基础设施让您抵离无忧。科隆是德国第四大城市，同时也是欧洲经济区域面积最大的城市，它地处欧洲交通网络的中心，可轻松抵达世界各个角落：一小时飞行距离即可触及 1.8 亿欧洲人口，这些人口创造了约 40% 的欧洲国内生产总值。科隆/波恩机场开通了直飞 100 多个目的地的航班。此外，通过德国联邦铁路的 ICE 高速铁路网，可直达周边四大国际机场——法兰克福、阿姆斯特丹、布鲁塞尔和杜塞尔多夫国际机场。最有利的一点是：列车停靠展馆旁的 ICE 高速铁路网 Köln Messe/Deutz 站。每天开行 1700 趟列车，确保您便捷地抵离展馆。

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. The

accommodation offers in and around Cologne receive a good reception among our trade fair guests thanks to the excellent accessibility of the fairgrounds 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.

每两年一次, 前来参加 IDS 展会的国际客户在短短 7 天时间内 (包括布展和撤展日) 为科隆及周边地区带来数十万人次的酒店住宿需求。科隆/波恩/杜塞尔多夫都会区完全能够满足这一需求。IDS 与 30 家左右酒店建立了合作关系, 确保满足客户的住宿需求。从平价住宿和私家客房到豪华五星级酒店, 各种价格和等级的住宿选择应有尽有。科隆市内和周边地区提供的住宿服务受到客户的广泛好评, 他们可以乘坐便捷的公共交通工具前往展览场地, 在 30 分钟车程内即可直达杜塞尔多夫和波恩。参加 IDS 展会的嘉宾还可以选择德国联邦铁路沿线的小城市和社区提供的各类住宿服务, 这些线路将周边地区 (杜伦、勒沃库森、索林根、特洛伊斯多夫、西格堡、亨涅夫) 与科隆展览场地连接了起来。我们将尽可能满足国际客户的不同需求和愿望。

Chart 15

And there is a further service that facilitates travelling to IDS for the trade visitors and what's more makes it less expensive. Up until now one was able to use public transport in the Cologne region for free as an IDS admission ticket holder. For the coming event, this also applies for the entire Rhine-Ruhr region. 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.

第 15 部分

此外, 主办方还为前往 IDS 参展的专业观众提供了优惠的出行服务。展会期间, 持 IDS 门票的观众可在科隆地区免费乘坐公共交通工具。在明年展会期间, 整个莱茵-鲁尔地区将统一实施该优惠政策。这意味着, 来自杜塞尔多夫、杜伊斯堡、埃森、盖尔森基兴、穆尔海姆和多特蒙德等大都市地区的专业观众, 只要在那里预订了住宿或者乘飞机去杜塞尔多夫, 就可以免费乘坐区际快车和其他本地交通工具前往科隆参展。

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.

IDS 网站上提供关于参展的有用信息, 也可在线免费预订行程和酒店客房。在线预订系统覆盖科隆市内或周边地区的多家合作酒店及床位加早餐服务, 同时提供六间以上团体客房的预订服务。

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. 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.

如果您在行程安排或酒店预订方面有任何问题,请随时与我们联系。只需将问题通过电子邮件发送给我们,我们将及时为您解决。您也可以联系我们在当地设置的分支机构工作人员。科隆国际展览有限公司在全球 86 个国家和地区设立了 6 家子公司和代表机构,是国际市场上非常活跃的一员。这使我们能够最大限度地接近我们的客户,即使他们距离科隆几千公里远,我们也能了解客户的问题,并为他们提供参展服务。我们在当地的同事会与在科隆的工作人员密切合作,为您提供积极的帮助。

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 fairgrounds, 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.

虽然参加 IDS 的重点在于寻求商机,但也不妨碍观众和参展商探索和领略教堂城科隆的风光。科隆是一座拥有 100 多万人口的大都市,市区的中心地带就位于展馆附近,与展馆隔莱茵河(科隆人民的生命线)相望。科隆市民自由、友好、极具国际化视野。除了参观古今文化景观,在许多餐馆、啤酒厂和酒吧也可以切身体验“科隆的生活方式”。

Chart 16

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.

第 16 部分

女士们,先生们,再次感谢大家的光临。我谨代表德国牙科工业协会和科隆国际展览有限公司,诚挚邀请您参加 2019 年 3 月 12 日至 16 日在科隆举办的国际牙科展。

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