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#idscologne

IDS 2021: VDDI and Koelnmesse postpone the International Dental Show from March until autumn 2021

Decision to give exhibitors and visitors more planning security

With a view to the unchanged challenges the Corona pandemic is raising in Germany and the anticipated continuation of the extensive restriction of personal contacts by the Government, States and municipalities at the beginning of the new year, the VDDI board, the Gesellschaft zur Förderung der Dental-Industrie mbH (GFDI) (the commercial enterprise of the VDDI) and Koelnmesse have decided to postpone IDS - the International Dental Show. The trade fair that was originally planned to take place from 10 to 13 March, will now be held from 22 to 25 September 2021. The organisers are taking this step in reaction to the currently ongoing Corona policy, which may be extended in Germany into the new year. By postponing the 39th edition of IDS to the September, the organisers are hoping that due to the then anticipated, improved health situation and relaxation of the travel restrictions more international partners and customers will travel to Cologne.

The presently essential political decisions taken by the Federal Government are also affecting trade fairs in Germany. And are also impacting IDS. It will thus be staged in September with the new trade fair concept that was planned for March, which unites hybrid, i.e. physical and digital elements. The #B-SAFE4business concept that is based on the applicable Corona Protection Ordinance will also accompany IDS in September in order to offer the exhibitors and visitors the highest possible level of safety. "The Association of the German Dental Industry and Koelnmesse have kept a close eye on the developments of the pandemic at all times and have analysed the possible consequences on the trade fair activities of all personal involved. The health of our exhibitors, partners and visitors takes top priority for us here. After assessing the current facts, we have had to refrain from staging IDS in March and are postponing the always successful dental show to the autumn of next year," is how Mark Stephen Pace, Chairman of the VDDI and Oliver Freser, Chief Operating Officer of Koelnmesse GmbH, explained the decision.

More planning security: Dental industry to be united again at IDS in Cologne after two and a half years

The exhibitors now have six months longer to prepare their presence at the leading global trade fair and push innovations. The dental industry will meet up again in the exhibition halls in Cologne after two and a half years: This decision will enable the exhibitors and visitors to engage in a physical and personal exchange live again and experience the pronounced community principle, which has distinguished the dental industry for decades. The prospect of a strong and economically attractive re-start



IDS 2021
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<https://english.ids-cologne.de/>

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after the Corona pandemic thus exists.

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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.

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