

# today

SHOW  
PREVIEW

40<sup>th</sup> International Dental Show • Cologne • 14–18 March 2023



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## Dentistry to celebrate 100 years of IDS

After COVID-19 slowdown, IDS set to return to its former size for anniversary event.



•In 2021, 23,000 visitors from 114 countries attended IDS. (Image: Koelnmesse/IDS)

■ This year, IDS will be celebrating two milestones. In addition to holding the 40<sup>th</sup> edition of the leading global trade fair of the dental industry from 14 to 18 March, the organisers are looking forward to the show's 100 anniversary.

For over 30 years, IDS has been held at the Koelnmesse trade fair grounds in Cologne. In 1992, the Association of the German Dental Industry commissioned Koelnmesse with the planning and implementation of the event, which has been the major showcase for the latest innovations and market trends in dentistry ever since.

Despite the challenging circumstances for large-scale events that arose from the COVID-19 pandemic, IDS 2021 reaffirmed the show's position as the leading dental trade fair worldwide. Held in September–six

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## Ivoclar celebrating a century of innovations at IDS 2023

Family-owned company looks back on “A Century of Innovation”.

■ This year, the Ivoclar Group is proudly celebrating 100 years of company history and innovations in events throughout the year, including its showcase at IDS 2023. Since its founding in 1923, Ivoclar has evolved into a world leader in the dental industry with the support of its customers, partners and employees. Today, the Ivoclar Group has a comprehensive product portfolio in its specialised market segment. The global dental industry specialist, headquartered in Liechtenstein, has innovativeness, quality, trustworthiness and reliability embedded in its DNA and considers itself to be well equipped for the future.

In its 100-year history, Ivoclar has come up with numerous pioneering inventions that have had a sustained impact on the dental industry. Ivoclar maintains one of the industry's largest and most respected research and development centres. Therefore, it is not surprising that the company has chosen “A Century of Innovation” as its anniversary theme in order to highlight its innovative spirit. When asked about Ivoclar's company philosophy, Diego Gabathuler, CEO of the Ivoclar Group, explained: “We have built our suc-

cess on providing customer-focused innovations, including integrated system solutions that enhance the efficiency of the user. We ensure excellent quality and utmost reliability. Our working relationships are based on trust and respect.”

He added: “We focus on giving people a healthy and attractive smile and promoting a better quality of life. For this purpose, we supply our products to customers in around 130 countries. Our employees all over the world continuously strive to optimise the company's range of integrated solutions made up of intelligent system solutions, practice-oriented training and education offerings as well as comprehensive after-sales support and unparalleled customer service.”

The Ivoclar Group has 47 subsidiaries and branch offices, and it employs 3,500 people worldwide who are dedicated to delivering exceptional products and services. The family-owned business has production facilities in Austria, Germany, Italy, Liechtenstein, the Philippines, Sweden and the US.

The company headquarters, which are now in Liechtenstein, were originally in Zurich in Switzerland, where the company was founded in 1923.



•Visual quality control of ceramic crowns after final firing. (Image: Liechtensteinisches Landesarchiv/Walter Wachter, Schaan)

The general partnership at that time traded under the name of “Ramsperger and Co.” and focused on manufacturing artificial teeth. Dr Adolf Schneider, a mechanical engineer from Germany, took over the management of the company in 1948 and acquired it himself shortly afterwards. In 1951, he renamed the company, from “Ramco” to “Ivoclar”, derived from the French words “ivoire” (ivory) and “clair” (bright). At that time, the company name was symbolic of a new era of innovation.

Over the decades, Ivoclar established itself as a leader and driver of innovation in the dental industry at a global level through its ongoing investment in research and development. Milestones in its history include the introduction of Silicap (1965), Heliomolar (1984), IPS Empress (1991), Tetric (1992), IPS e.max CAD (2005) and the Ivotion denture system (2020). The importance of digitalisation continues to grow in the dental industry, and today, Ivoclar is well prepared for the future. In this context, the company can draw on the excellent relationships it has forged with customers and partners over the years to develop true value-added solutions.

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### «1 – 100 years of IDS

months later than usual—the event attracted around 23,000 visitors from 114 countries. Of these visitors, around 57% came from abroad—from Europe, mainly Italy, France, the Netherlands and countries in eastern Europe, as well as from the Middle East. A total of 830 companies from

59 countries participated in a gross exhibition space of 115,000 m<sup>2</sup>.

IDS 2023 will cover a unique, wide-ranging combination of areas, including dental medicine, dental technology, infection prevention and control, maintenance, customer service and communication. According to the organisers, no other dental trade fair presents such a wide spec-

trum of product offers and services. IDS 2023 will be staged in Halls 1, 2, 3, 4, 5, 10 and 11 of the Cologne fair grounds on exhibition space spanning around 180,000 m<sup>2</sup>. According to Koelnmesse, around 1,700 companies from 60 countries had already registered by the end of January.

In addition to the physical exhibition, the IDScconnect digital platform

will provide information on products and system solutions and enable the streaming of various events, including seminars, webinars, press conferences, corporate presentations and product presentations. It will also allow one-to-one interactions with industry decision makers, increasing international reach and providing a successful trade fair experience.

Trade visitors to IDS can go live or call up content at any given time. IDScconnect is easy to use and intuitive and does not require previous digital experience. All functions are presented as video tutorials on the IDS website, from navigation to networking.

More information about IDS can be found at [www.ids-cologne.de](http://www.ids-cologne.de). ◀



◀The booth of Dr. Jean Bausch, German manufacturer of articulating and occlusion test material, at IDS in 1962. (Image: Koelnmesse/IDS)



### «1 – Ivoclar

In parallel with these developments, the company has striven to maintain the fundamental principles on which it was built 100 years ago:

customer-focused innovations coupled with integrated solutions and efficient applications, excellent quality and utmost reliability, and respectful working relationships. Together with its customers, Ivoclar pursues

the goal of giving people a healthy and attractive smile and promoting a better quality of life.

The Ivoclar Group is family owned and attaches particular importance to cultivating close relationships with its customers and employees. Ultimately, people are at the centre of what the company does. Its products and solutions are developed with the main aim of making its customers and their patients smile, literally. Ivoclar products and solutions are developed with this goal in mind. To assist in fulfilling this objective, Ivoclar offers its customers and partners an extensive knowledge platform and world-class training and education opportunities in the form of the Ivoclar Academy. The platform showcases the cutting-edge expertise and practice-oriented course

offerings of international dental specialists. Apart from proven on-site events, the academy offers innovative, tailor-made online training courses. In the 2023 centenary year, customers can look forward to an exciting academic programme.

The dental company maintains long-standing and trusting business partnerships with suppliers, customers and universities throughout the world. They are just as instrumental to fulfilling the company mission of “Making People Smile” as the employees of the family-owned business are. In the 2023 anniversary year, everyone can look forward to a series of special activities and events highlighting and celebrating “A Century of Innovation”. Among these will be trade fair showcases and further education and



◀IPS e.max ZirCAD Prime delivers a superior level of quality and high-end aesthetics in zirconium oxide restorations.

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◀Diego Gabathuler has been Ivoclar's CEO since 2019.

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oral implantology

training courses as well as the inauguration of the new administration building at the company headquarters, which will also house the visitor and education centres.

Visit Ivoclar at IDS 2023 in Hall 11.3 at Booths A010/C019, A011 and A020/C029 to find out more about the company's innovative products. ◀

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# Outlook for the 40<sup>th</sup> IDS: “Things are looking up”

An interview with Dr Markus Heibach, executive director of the Association of the German Dental Industry.  
By Dr Christian Ehrensberger



Dr Markus Heibach, executive director of the Association of the German Dental Industry.

■ In this interview, Dr Markus Heibach, executive director of the Association of the German Dental Industry (VDDI), explains the importance of the 40<sup>th</sup> IDS from the perspective of the dental industry and what it means for dentists, dental technicians and their teams.

**Dr Heibach, for much of the last three years, the entire global economy has been driving with the handbrake on. There are numerous challenges facing industry at once. How is the dental industry doing?**

The Association of the German Dental Industry was constituted in 1916, at that time under the name of “Association of German Dental Manufacturers”. This was in the middle of the First World War. IDS was also started in the middle of a crisis year: 1923. Ever since then, it has been a catalyst for innovation for the entire industry.

This is not to trivialise our current problems. It’s not only the rising cost of energy that is a major issue occupying and even burdening our member companies, but also the sheer number of changes occurring together. Company leaders in the German dental industry have to wrestle with solutions to these varied and interconnected changes daily. For example, in addition to energy prices, procurement channels for raw materials have changed. This relates to glass, metals and plastic, for example, as well as logistical and transport bottlenecks in this regard. All these interacting factors in combination—not just the single issue of the energy price—have an impact on our medium-sized manufacturers.

Regarding these challenges, I think that it is apt to quote the philosopher Karl Popper: “There is no reasonable alternative to optimism.” We hope that, with the quantum leap now occurring in Germany, the course is set towards a continued

sustainable future and strengthening of the companies in the industry. Political will to free companies from bureaucratic burdens and, wherever possible, promote innovation is still absolutely critical in this regard. We are continually pursuing this jointly and in agreement with our umbrella association, the Federation of German Industries.

Parallel to that, I see further positive developments. People are placing a higher value on health than they did three years ago and are more open to high-quality dentistry. This helps the whole industry. The German industry in particular is

well positioned thanks to its high-quality products and global recognition of its dental profession and dental technician craftsmanship.

**What importance does IDS hold for the dental industry?**

The essence of IDS can be formulated very succinctly: as the German industry, we invite all competitors from Germany and abroad to a central location in fair competition to present their products to international experts and submit them to market participants for evaluation. This has developed into Olympic-level friendly rivalry to develop the

best concepts and products. The result is acceleration of the innovation cycles in our industry and correspondingly higher-quality treatment of patients.

**Do manufacturers watch each other closely at the show?**

Everyone is curious to see what others have to offer the audience of dentists, dental technicians and their teams. This is the nature of the market—there is intense competition, which our dental industry clearly perceives as incentive for innovations. Internationally, the German dental industry has been a market leader for decades in many segments of dental technology. Direct benchmarking of manufacturers under the critical eyes of customers provides enormous motivation and drives innovation in our industry. Celebrate successes, rework any deficits and triumph at the next IDS with an even better idea—that’s the name of the game! That is how the trade fair in Cologne functions as a catalyst for dental innovation.

**How does this work exactly in the exhibition halls?**

First and foremost is the professional exchange with dentists, dental technicians and their teams. Their feedback on the proven and innovative concepts and products on display is the lifeblood of the dental industry. On the basis of conclusions drawn from this feedback, research and development departments effect improvements and develop revolutionary innovations in the coming years.

Furthermore, exhibitors establish new contacts at IDS and initiate new business opportunities. Deepen-

ing existing relationships, exchanging information with the dental trade about current trends, customer wishes and expectations, involving international importers as partners—these are all crucial components for success.

International meetings have intensified from IDS to IDS. Today, importers from Asia or South America meet their customers from all global markets in Cologne, making IDS the most comprehensive marketplace.

**What’s the significance of a visit to IDS for dentists, dental technicians and their teams?**

At the trade fair, they find themselves in the position of decision maker, because they determine which of the many products will ultimately be the better solution for them. At the same time, thanks to this careful selection, they ensure that they are in an excellent position and gain an advantage over their competitors.

**How extensive will the selection of exhibiting companies be at this year’s IDS?**

We already have more than 1,700 exhibitors [as of February 2023]. This guarantees a complete and representative overview of the industry and a uniquely large showcase of products for optimal choice.

Things are looking up for us all. It is no secret that the past three years were particularly difficult. The German dental industry has overcome them. We will take a brief look at the past 100 years of IDS and then look ahead to the next century. The 40<sup>th</sup> IDS will provide the initial spark. ◀



Industry and trade representatives, dentists, dental technicians and their teams—IDS 2023 will bring together all important participants in the dental market once again.

Come see us at IDS for a preview—and connect to what's next.

# INNOVATION NEVER SLEEPS

Hall 11.1 | Stand D010/E019



## Over 1,800 exhibitors already registered for IDS

■ According to Koelnmesse, around 1,800 companies from 60 countries had already registered for the show by the end of January. After the largest exhibitor participation, which comes from Germany, the next strongest international participation currently comes from Italy, South Korea, France, Switzerland, Spain, Turkey and the US. Argentina, Brazil, Bulgaria, China, Israel, Italy, Japan, Hong Kong, South Korea, Singapore, Turkey and the US will be represented by group booths. This year, Halls 1, 2, 3, 4, 5, 10 and 11 of the Cologne fair grounds will be open for IDS visitors.

With a completely new booth concept, innovative product highlights and exciting new ideas, Amann Girrbaach will bring the world of digital dentistry to life for visitors. Amann Girrbaach will be attending as an exhibitor with a completely new look. At the new booth location in Hall 1.2, visitors will be able to experience how digital workflows can sustainably facilitate daily routines in dental laboratories and dental practices and thereby set new standards in patient treatment.

Dr Wolfgang Reim, CEO of Amann Girrbaach, said: "An incredible amount has happened at Amann Girrbaach since the last 'real' IDS in 2019. We have dedicated ourselves to digital transformation across a wide spectrum, developing solutions aimed at making interdisciplinary collaboration between the dental practice and laboratory as convenient and versatile as possible."

In 2021, Dentsply Sirona did not participate in IDS, but it will have a significant presence at this year's event, and all its activities there will



be tied to the theme "United for better dentistry". Attendees are invited to experience the digital universe at Dentsply Sirona's immersive

1,900 m<sup>2</sup> booth. Situated in Hall 11.2, the booth will feature the company's entire portfolio of products and solutions, which visitors will be

able to see in action through product demonstrations and live presentations.

"IDS offers a fantastic moment to unite with the global dental community, and we are eagerly looking forward to the next edition in 2023," said Gerard Campbell, group vice president for commercial in Europe, the Middle East and Africa at Dentsply Sirona. "We know that, through close collaboration and partnership, we can take dentistry to the next level and ultimately help bring healthy smiles to more people around the world."

Visitors to Planmeca's booth at IDS will be treated to exclusive demonstrations of the company's entire product portfolio and have the opportunity to learn more about Planmeca's new clear aligner solution, HeySmile. Planmeca's representatives will also be offering expert guidance to dentists at the show. Located conveniently near the entrance to Hall 5, Planmeca's booth will be situated next to KaVo Dental, which joined Planmeca Group last year. Those looking to find out more about Planmeca's products and receive advice can head to Booth A020/C029 in Hall 1.

Jouko Nykänen, senior vice president at Planmeca, said: "After a couple of years affected by the COVID-19 pandemic, we are truly looking forward to IDS 2023. Although we have found new ways to communicate with our customers and partners remotely, nothing beats the energy of IDS and networking with dental professionals in person. We can't wait for inspiring discussions and to demonstrate the intelligent features of our products at our booth at IDS 2023." ◀

## IDS 2023 to place strong focus on periodontics

■ The 40<sup>th</sup> International Dental Show (IDS) is fast approaching. This year, the focus will be on periodontics,

odontal therapy and prophylaxis and the importance of involving the dental patient in all four therapy stages—

health. It has been established that thorough periodontal therapy and prophylaxis can help prevent a severe case of COVID-19. For example, a mouthwash has been developed that, according to research, can reduce the SARS-CoV-2 viral load in the mouth by 71% after only a single rinse, thus helping the immune system to fight infection.

During IDS, speakers will also discuss methods to remove plaque and calculus in periodontitis and peri-implantitis patients in the dental practice. These include manual tools, ultrasonic systems and airflow devices. According to the EFP clinical practice guideline, advanced periodontitis cases might require soft-tissue surgery.

The differentiated approaches demonstrate how individualised development and performance of therapy and prophylaxis for periodontitis and peri-implantitis patients have become, Mark Stephen Pace, chairman of the board of directors of the Association of the German Dental Industry—which organises IDS—said in a press release.

"Since the respective measures have an impact on much more than the mouth, going to the dentist is an essential element in a comprehensive prevention strategy. As the leading trade fair of the dental industry, IDS 2023 offers the ideal opportunity to inform oneself about current concepts and tools for successful and efficient dental care and to engage in an exchange with [other] professionals," he commented. ◀

particularly with regard to the treatment guideline developed by the European Federation of Periodontology (EFP) and the connection between oral health and general health.

IDS offers a great platform for professional exchange on topics that are relevant to the dental industry and dental professionals. The focal point of the upcoming event will be the significance of systematic peri-

topics that are also highlighted in the EFP guideline. Other related subjects include home oral care, diabetes management and smoking cessation.

Periodontitis has been associated with rheumatism, adverse cardiovascular events, stroke and chronic respiratory disease, among others. The COVID-19 pandemic has produced even stronger evidence on the link between oral health and general

## Ticket shop for IDS 2023 now open

■ In a few weeks, the leading dental trade fair opens its doors again. Tickets for the International Dental Show (IDS) 2023 can be purchased now in the IDS ticket shop. In addition, the IDS app has been activated and can be downloaded. Tickets for the trade fair can be ordered exclusively online and will be issued as personalised tickets.

To purchase a ticket, prospective visitors need to create a Koelnmesse account via the ticket shop or use their already existing access data from previous years. This log-in data is also valid to log into the trade fair app and the digital event platform IDScconnect.

The IDS entry ticket comes with a transport ticket that is valid for public transport in the Verkehrsverbund Rhein-Sieg (VRS) and the Verkehrsverbund Rhein-Ruhr (VRR) transport systems without additional costs. The transport ticket is only valid within the indicated trade fair period for arrival and departure to IDS 2023.

### IDS app is now available

The free IDS app is provided in German and English and is available from the App Store (iOS) or from the Google Play Store (Android). In order to use the digital ticket at the trade fair entrance, visitors should download the app, which will display the ticket in the wallet of the app after login. The

transport ticket will also be displayed automatically.

Aside from these benefits, the app offers all trade fair participants additional advantages—before, during and after the event. Prior to the event, visitors can arrange discussions and meetings with other industry participants and network using the organiser in the app. Various types of content and networking options will be available in the app in the months following the event.

Other advantages include the exhibitor search, current information and livestream of the event programme, an interactive hall plan and the option to create a personal favourites list of the different programme points.

More information about IDS can be found at [www.ids-cologne.de](http://www.ids-cologne.de). ◀





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## EU grants more time to certify medical devices

European Commission gives manufacturers more time to bring products into compliance with new EU rules.

Europe is struggling with the effects of the SARS-CoV-2 pandemic and the war in Ukraine, and the bloc could not have picked a worse time to transition to its overhauled medical device regulation. The European Commission (EC) now wants to give manufacturers more time in order to avoid the real threat of device shortages, but will the extensions make a difference for companies who are withdrawing devices from the market as a result of increasing costs and bureaucracy.

The EC has adopted a proposal to amend the transitional provisions of Regulation (EU) 2017/745 on medical devices (MDR)—giving manufacturers of medical devices more time to certify their products and bring them into compliance with the new rules. Under the amendments, manufacturers now have at least three more years to have their products certified. The new deadlines are December 2027 for high-risk devices and December 2028 for devices deemed medium or low risk. These extensions apply to devices that are considered “safe” and for which the manufacturers have already taken steps to transition towards gaining certification under the MDR.

Having come into law in 2017, the MDR became applicable in May 2021, after being delayed by one year

owing to the global pandemic. A transition period of three years was provided for the MDR and its partner regulation, Regulation (EU) 2017/746 on *in vitro* diagnostic medical devices (IVDR), to supersede the existing Council Directive (EEC) 93/42 concerning

provision, emphasising that essential medical devices that are already on the market should remain available to patients in need.

European Health Commissioner Stella Kyriakides proposed the changes in Brussels in December,



medical devices (MDD) and Council Directive (EEC) 90/385 on active implantable medical devices (AIMDD).

An additional “sell-off” provision in the MDR specified a date after which products already placed on the market and certified under the MDD and AIMDD would have to be withdrawn. The EC has now scrapped that

citing multiple issues. She said: “A combination of factors has left healthcare systems across the EU facing a risk of shortages of life-saving medical devices for patients.” Admitting that most manufacturers were struggling to meet the certification requirements in the time given, the commission stated in January that the limited

progress made posed a threat to device availability. It cited a number of factors, such as the limited capacity of notified bodies (entities that check compliance with medical device regulations), the ongoing effects of the COVID-19 pandemic, global supply chain disruptions and limited preparedness on the part of manufacturers. These factors were “causing a risk of shortages of life-saving medical devices for patients,” the EC said.

The commission stated: “Many manufacturers are not sufficiently prepared to meet the robust requirements of the MDR by the end of the current transition period. This threatens the availability of medical devices on the EU market.”

Figures provided by the EC show lacklustre progress. By October 2022, notified bodies had received just 8,120 applications for MDR certification and fewer than 2,000 certificates had been issued. At that time, a total of 22,793 MDD and AIMDD certificates had been due to expire before the supersession of these regulations by the MDR and IVDR.

It all began in France in 2010 with a breast implant scandal that forced EU lawmakers into crisis mode. Many say that the resulting regulatory overhaul was necessary, but others have labelled the MDR as re-

actionary and overburdensome. Staff at Osypka, a German company which has manufactured surgical devices in Europe for decades, told Reuters in December that the company could not afford the costly MDR certification process and had been forced to withdraw five lines of its devices from sale. The company estimated that certification for one of its products, which has already undergone clinical trials, would cost the company over €1 million.

Mark Stephen Pace, chairman of the Association of the German Dental Industry, told attendees at an IDS press conference in Cologne in January that dentists and dental manufacturers needed more support from their politicians. He said that the MDR had made daily operations at clinics and manufacturing sites more complicated and more expensive, and he emphasised that a balance must be struck. Pace said: “In recent years, many requirements, guidelines and laws have been added, and these have enormously increased the bureaucratic effort for companies. Costs are rising and staff is scarce. In order to be able to offer affordable products and services, bureaucracy has to be reduced, because what it essentially does is create problems for manufacturers and for dental professionals.” ◀

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