

# today

**SHOW  
PREVIEW**
**37<sup>th</sup> International Dental Show Cologne • 21-25 March, 2017**


## Interview

today international spoke with Chief Operating Officer of Koelnmesse Katharina Hamma about her expectations for the 2017 edition of the International Dental Show and what visitors can expect this year. » **page 6**



## Dental products in focus

The International Dental Show 2017 in Cologne will be an excellent opportunity to see the most up-to-date technologies and achievements in the field of dental medicine. » **page 18**



## What's on in Cologne

As interesting as the International Dental Show is, its doors are closing each day at 18:00. There is plenty to do in the evenings however as Cologne is a city of culture that has a lot to offer. » **page 36**

## International Dental Show only a few weeks away

Thirty-seventh edition of global dental industry event to start on 21 March in Cologne. By DTI

■ COLOGNE, Germany: Worldwide, anticipation is growing for the next International Dental Show (IDS) in Cologne in Germany. The 37<sup>th</sup> edition is scheduled to begin in just a few weeks' time. Plenty of innovations and new products are to be launched by some of the largest dental manufacturers in the world.

"Our new exhibitors come from various fields of dentistry and their ranges will expand the already large and diverse offering at the show. Furthermore, IDS is becoming increasingly international with companies from North America, Asia and Europe exhibiting their latest products and solutions at the event for the

from overseas, particularly from Asia, North America, Brazil and the Middle East.

Dr Martin Rickert, chairman of the board of the Association of the German Dental Industry, which is co-organising the event, said: "IDS 2015 was once again an impressive milestone in a very long success

ties that come with it. At the show, attendees are in the best hands, having tools like the new products database, IDS app and Matchmaking365 tool at their disposal," Hamma explained.

In addition to the large-scale exhibition, visitors will be able to participate in a diverse and interesting accompanying programme that includes the established Speakers' Corner, held in the passage between Halls 4 and 5 this year, as well as the recently introduced Career Day and Know-how Tours. For the last, registrants will have the opportunity to view two highly regarded dental practices in Cologne and learn how they apply state-of-the-art equipment in daily practice.

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Dental professionals from Germany and around the world will have the opportunity to see and experience the latest technological developments in their fields, including the newest dental materials, implants and laboratory equipment and state-of-the-art practice management solutions, during the five days of the show. According to the latest figures from the organisers, over 2,300 manufacturers and dealers have registered to participate in the 2017 exhibition, which has been extended again and will now be held over six halls of the Koelnmesse fairgrounds. In addition to long-term exhibitors, a number of new companies will be showcasing their portfolios at this year's event. Furthermore, joint exhibitions have been announced by dental industry associations from the US, Italy, France, Korea, Brazil and the UK, among many others.

first time," Koelnmesse CEO Katharina C. Hamma told today international in February.

Despite the worldwide recession in 2008/2009, IDS has grown extraordinarily over the last two decades, now attracting over 130,000 visitors from around the globe for every edition. Although held in Germany only every two years, the show has become one of the most important international platforms for dental manufacturers to launch new products to global markets, establish new business contacts and obtain potential new customers, according to industry experts. Figures released by the organisers after the show in 2015 showed that 70 per cent of the exhibitors came from outside Germany, and the number is expected to increase further this year. Particularly strong growth was also reported in the number of visitors

story. With the 37<sup>th</sup> IDS this year, we want to continue the successful series of the previous International Dental Shows."

He said that the event would once again cover the entire spectrum of dental products and services, such as implantology and, increasingly, orthodontics. Advancements in dental materials and their extended application in terms of their function and aesthetics will also be on display. In addition, a focus of this year's show will again be the increasing digitalisation and its impact on different fields of dentistry, an area in which the organisers have heavily invested in the last two years.

"IDS is the real focal point of a tremendously connected industry that from early on understood how to benefit from these technological advancements and the new opportuni-

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"Both formats were very well received by our visitors and will be continued in 2017. While IDS focuses primarily on the business and product presentations at booths, we strongly believe that an interesting auxiliary programme can generate leads for information gathering and new business negotiations," Hamma said.

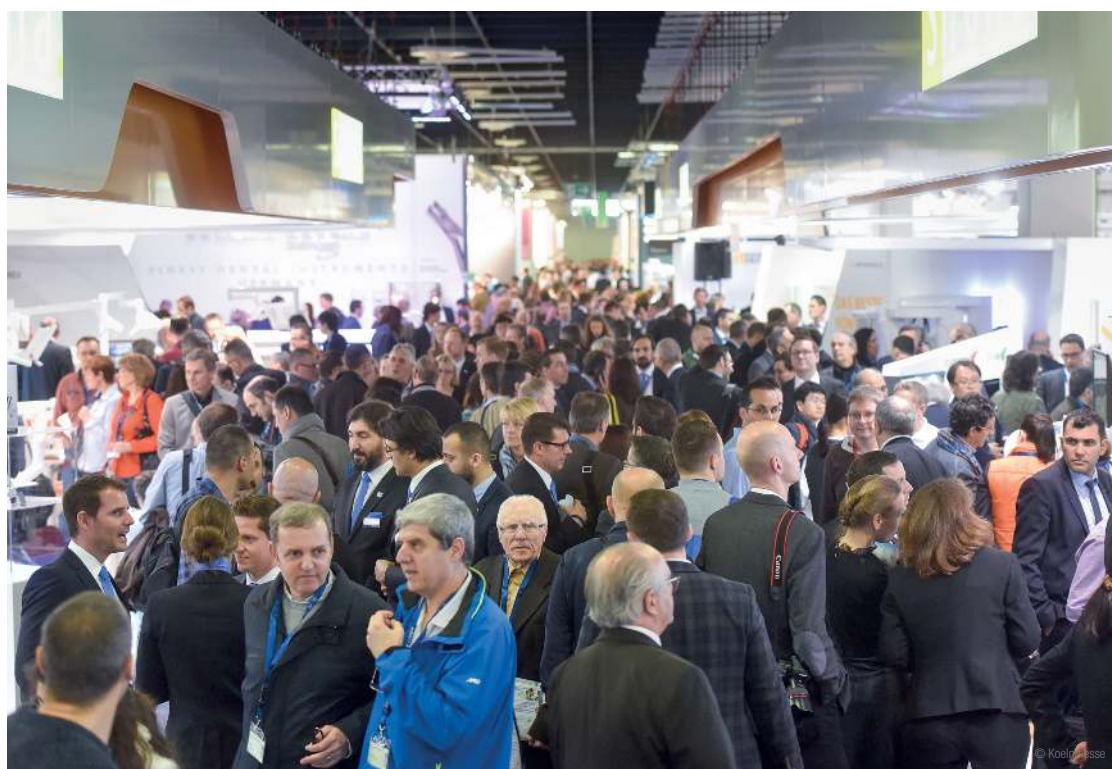
The 2017 International Dental Show starts on the morning of 21 March with Dealers' Day. This first day of the show is traditionally re-

served for business-to-business negotiations.

At the event, visitors will be able to pick up their free copy of the *today international* show newspaper, produced jointly by Dental Tribune International and OEMUS MEDIA, with the latest from IDS 2017, new products and things to do in Cologne. Daily news updates, photographs and videos in English will also be available online at a dedicated IDS page on the Dental Tribune website. In addition, the pub-

lisher will be sending out special newsletters during the show. Dental professionals wishing to receive these can register at [www.dental-tribune.com](http://www.dental-tribune.com).

For those interested in attending the show, tickets can still be purchased on-site during the entire period of the event. The organisers are offering a number of travel discounts through their partners, Lufthansa and Deutsche Bahn (German rail). More information is provided at the official website, [www.ids-cologne.de](http://www.ids-cologne.de). ◀



## Easy navigation at IDS with *today* Messeguide app



■ This year, more than 2,300 exhibitors will be attending the International Dental Show (IDS), which takes place from 21 to 25 March in Cologne, to present their innovative products to a broad audience. The new *today* Messeguide will help visitors to navigate through and plan their visit to the world's largest dental trade fair most effectively.

The *today* Messeguide was developed as a complementary tool to the *today* newspaper, which is traditionally published and distributed by Dental Tribune International and its partner OEMUS MEDIA on every exhibition day of IDS.

It is a user-friendly smartphone app that features a comprehensive

exhibitor search function and an up-to-the-minute news feed in English and German. In addition, users can view special offers from selected exhibitors and find useful information about the trade fair, including a de-

tailed floor plan. Furthermore, with its save function, users can plan their visit in advance and access their individual list at any time.

Via push notifications, users of the app will be updated regularly on the latest products and highlights.

More information can be found online at [www.messeguide.today](http://www.messeguide.today). The app is now available for download from the iTunes Store and Google Play for iPhones and Android devices free of charge. ◀



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Booth M060 - N069, Hall 10.2

## Prevention in dental practice a focal theme of IDS

■ Held biennially, the International Dental Show (IDS) in Cologne is the largest and most important event for the dental profession and industry. This year's edition will focus on prevention, professional and home



prophylaxis, as well as imaging and microbiological diagnostics, the organisers have announced.

Over the last decades, the global dental market has seen a shift from restorative-based treatment to a preventive approach in dental practice, mainly driven by an increasing awareness of the likely implications of untreated dental disease for overall health, as well as the growing number of older populations worldwide and, consequently, the need for maintaining natural dentition for a lifetime.

Oral prophylaxis, including home prevention measures and professional dental scaling, and education is thus one of the most important pillars of long-term oral health. During IDS 2017, dental professionals will be updated on the most recent tech-

niques and product innovations in this area.

Participants will receive information on the latest oral hygiene products for use at home and on a large variety of new manual curettage instruments, as well as sonic, ultrasonic and air-polishing devices and air scalers. In addition, innovative diagnostic tools for targeted oral prophylaxis and interdisciplinary collaboration, such as high-resolution intra-oral cameras, camera-supported fluorescent and infrared technologies, as

well as analogue and digital radiographic and computer tomography systems, will be on display at IDS.

During the event, participants will have the opportunity to enter into discussion with distinguished prophylaxis specialists and representatives of various dental companies.

"Prophylaxis is a dental core competence. IDS offers the entire team a unique opportunity: dialogue with specialists of exhibiting companies, discussions with experienced users, the entire spectrum of modern prophylaxis concepts, current diagnostic, prophylaxis and therapy trends in one location. Every two years, it offers a unique experience, which I am personally most looking forward to," emphasised Dr Markus Heibach, Executive Director of the Association of German Dental Manufacturers. ◀

## IDS 2017 to showcase latest in 3-D printing and dental practice hygiene

■ Cologne will become the capital of the dental world again when the IDS is held in Cologne for the 37<sup>th</sup> time in a few weeks' time. Visitors will be able to learn more about 3-D printing technologies, which have gained increasing importance in recent years.



Visitors to IDS 2017 will be able to see and try out the latest advances in dental technology, and 3-D printing techniques and additive manufacturing in particular. Today, these technologies are widely used in the manufacture of crowns, bridges and denture

device manufacturers and, more crucially, within clinical settings. Therefore, companies specialising in this field will be showcasing new means of consistent hygiene management in the dental practice during IDS 2017.

Another focus of the event will be hygiene and infection control in the dental practice.

From 21 to 25 March, more than 2,400 dental companies from all over the world will be exhibiting their latest products in five halls of the exhibition centre of Koelnmesse, which organises about 80 trade fairs, exhibitions and special events for the most important markets worldwide every year.

bases in the dental laboratory or in-house, for example.

Moreover, the 2017 event will give a comprehensive overview of current hygiene and infection control concepts, a topic on which it is necessary to be constantly updated owing to new laws and regulations. Over the last decade, biofilms and the spread of multidrug-resistant micro-organisms have become an increasing problem, both for medical

In 2015, almost 139,000 trade visitors from 152 countries attended the world's leading dental trade fair, corresponding to an increase of almost 11 per cent compared with 2013. The event also set new records in terms of the number of exhibitors and the exhibition space sold. About 2,400 companies from 59 countries presented their innovations, product developments and services in an exhibition space covering 157,000 m<sup>2</sup>. ◀

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## Organisers to stage Career Day again

■ After its successful launch in 2015, Career Day will be hosted again during this year's IDS. Young people seeking a career in the dental industry, as well as experienced dental professionals looking for job opportunities or further training, will have the opportunity to meet with representatives of prominent dental companies from all over the world.

More than 2,400 companies from about 60 countries are expected to attend the world's most important industry get-together for the international dental market in Cologne from 21 to 25 March 2017.

For IDS exhibitors, Career Day offers a platform for presentations on professional training, further education and career advancement. In the Recruitment Lounge, linked to the presentation area, facilities will be available for individual meetings in discreetly partitioned areas.

On Career Day, held on 25 March, university graduates, trainees in the fields of dentistry and dental technology, and pupils and school-leavers who would like to find out about training and career opportunities in the dental industry can obtain a first impression of the various spheres of activity of the participating companies. In addition, the initiative offers fully trained persons or career-chang-



ers information about further training options and career opportunities in the dental industry.

Meetings with candidates on Career Day can easily be arranged using the online scheduling facility on the IDS homepage. However, spontaneous speed meeting is also possible. All exhibitors involved in the initia-

tive will be announced on the IDS homepage and be mentioned in a dedicated printed flyer.

Career Day was successfully introduced at IDS 2015 by the Association of German Dental Manufacturers and Koelnmesse. This year, the event will be hosted in the area between Halls 4 and 5. ◀



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## “Another outstanding event”

An interview with Koelnmesse CEO Katharina Hamma

■ With more exhibitors expected than ever before, the International Dental Show (IDS) in Cologne in Germany promises to be the essential event in this year's dental calendar. In only a few weeks, the Koelnmesse fairgrounds will again welcome dental professionals from all around the world. *today international* spoke with CEO Katharina Hamma about her expectations and what visitors can look forward to this year.

**today international:** According to your figures, 2015 was the most successful year in Koelnmesse history with regard to revenue. What role did the last IDS have in this?

**Katharina Hamma:** IDS currently ranks among our top ten events and therefore contributes significantly to our overall business results and attendance figures.

**The last IDS, held in 2015, exceeded all expectations. Will the next edition be able to surpass the already good results from that year, in your opinion?**



▲ Hamma (centre) with representatives of the Association of German Dental Manufacturers and German Dental Association.

We definitely expect another outstanding event. With about 2,300 ex-

hibitors from over 60 countries, the range of products will be larger and

more diverse than ever. Owing to the increasing demand from the industry, we are opening a level of Hall 5 for the very first time. This extends the total exhibition area to 160,000 m².

Furthermore, we expect more professional visitors this year. There is steady interest in the show, particularly from abroad.

dustry that from early on understood how to benefit from these technological advancements and the new opportunities that come with it. At the show, attendees are in the best hands, having tools like the new products database, IDS app and Matchmaking365 tool at their disposal. In this manner, we help exhibitors and visitors to prepare optimally for their visit and make their week in Cologne an all-out success.

**In addition to digital dentistry, what other areas will be in focus at the show?**

Some of the areas that will be in the spotlight are periodontology, implantology and endodontics. Prophylaxis will also continue to be a topic of importance at IDS, in addition to many other areas of dentistry.

**A number of new auxiliary show concepts, like Career Day and the Know-how Tours, were introduced in 2015. How were they received and will they be continued?**

Both formats were very well received by our visitors and will be continued in 2017. While IDS focuses primarily on the business and product presentations at booths, we strongly believe that an interesting auxiliary programme can generate leads for in-

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**You mentioned that the exhibition area will be expanded again through the opening of a new hall. Can you say where the new exhibitors mainly come from?**

Our new exhibitors come from various fields of dentistry and their ranges will expand the already large and diverse offering at the show. Furthermore, IDS is becoming increasingly international with companies from North America, Asia and Europe exhibiting their latest products and solutions at the event for the first time.

**Over time, IDS has become a platform for the increasing importance and use of digital technologies in dentistry. Will this trend continue with the 2017 edition?**

Definitely. IDS is the real focal point of a tremendously connected in-

formation gathering and new business negotiations.

**What are the long-term prospects for IDS, and what concepts are being developed to extend the trade show offering?**

Owing to the development and particular success of IDS in recent years, we can look positively towards the future. In this dynamic industry, one has to keep pace with changes; therefore, we will sit down with our co-organiser, the Association of the German Dental Industry, after the show to discuss the outcome of the event and explore how we can continue its success in the long term.

**Thank you very much for the interview.** ◀

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