By Dental Tribune International

COLOGNE, Germany: The International Dental Show (IDS), which took place in Cologne from 12 to 16 March, fulfilled the high expectations of the global industry and once again underlined its position as the leading trade fair. With 2,927 companies from 64 countries participating, this year’s event welcomed 25,000 more exhibitors compared with those in 2017. The overall number of visitors rose by 3.2 per cent (about 5,000 more people) and the number of foreign trade visitors by 6.0 per cent.

Gerald Böse, CEO of Koelnmesse, which stages the show, said: “IDS is a trade fair in a class of its own and always sets new benchmarks. It manages to surpass the already excellent results of the previous event every time.” Both visitors and exhibitors are impressed by IDS: it is only here that one encounters supply and demand of such an extent, quality and level of internationality. “IDS is the undisputed leading global trade fair for the dental industry,” he continued.

The official figures confirm the high level of internationality at IDS: 73 per cent of the exhibitors and 62 per cent of the visitors came from 166 foreign countries, including Argentina, Australia, Brazil, Canada, Chile, Egypt, Japan, Korea, New Zealand, South Africa and the US.

Regarding the 6 per cent increase in foreign visitors, IDS 2019 recorded significant growth in the number of visitors from Asia (+23.1 per cent), eastern Europe (+19.6 per cent), Africa (+17.0 per cent), Central and South America (+14.6 per cent) and North America (+5.3 per cent) specifically.

An independent visitors’ survey reported that the largest groups of visitors came from the dental industry. Schools and universities were strongly represented too. Almost 80 per cent of those who completed the survey stated they were satisfied or highly satisfied with the range of exhibition offerings. More than 93 per cent said that they would recommend visiting IDS, and 70 per cent of the respondents were already planning to visit the next IDS, in 2021.

Dr Markus Heibach, Executive Director of the Association of the German Dental Industry, which is involved in organising the event, was also pleased with the outcome of the trade fair. "The high level of satisfaction of our trade visitors and exhibitors is an impressive confirmation of our efforts to make our guests’ stay as pleasant and successful as possible by offering them a cosmopolitan, hospitable and perfect service.”

IDS offered the ideal business platform, especially for new companies on the dental market seeking to establish themselves with high-quality innovations, such as those for improved digital workflows and additive production, new prophylactic formulas and filling materials, pioneering intra-oral scanners and implant designs, as well as flexible workflows for management of the laboratory.

The 39th IDS is scheduled to take place from 09 to 13 March 2021.