IDS 2011: another record breaker for dentistry

Daniel Zimmermann

COLOGNE & LEIPZIG/Germany: Visitors of next year’s IDS in Germany should probably schedule more time to get hands on the latest advancements in dentistry. After the record breaking show in 2009, the number of exhibitors has increased again due to more foreign companies showing interest in becoming a part of the world’s largest dental trade fair.

The company expects over 1,800 dental companies from 56 countries to attend the exhibition. Due to the high demand, Hall 2 will be opened for companies and visitors for the first time, they said.

The additional requests for trade fair attendance mainly come from companies active within the fields of implant restorations and digitalisation. The number of companies exhibiting CAD/CAM system, for example, has increased by over 40 per cent compared to IDS 2009.

“The great level of participation from all over the world is attributable to the fact that the International Dental Show is the leading trade fair for the entire international dental world,” Oliver P. Kuhrt, Executive Vice-President of Koelnmesse GmbH, summarised the exhibition concept.

According to Kuhrt, online business services will enable IDS visitors and exhibitors to get in touch with each other before the start of the show in March 2010. The product catalogue will be both revamped and presented with a new layout and improved search options. Owing to the growing popularity of mobile services, a free IDS app will be offered for iPhone, Blackberry and other mobile operating systems.

The 54th International Dental Show will be taking place at the Cologne exhibition center in Cologne, Germany, from 22 to 26 March 2011. In addition to the dental exhibition, there will be a substantial specialists programme supported by manufacturers, the German Dental association and the Association of German Dental Technicians’ Guilds.

Advance sales tickets are still available online on the Koelnmesse website (www.koelnmesse.de).