After achieving a record result, the 36th International Dental Show (IDS) that was characterised by an excellent atmosphere closed its doors in Cologne after five days. Around 138,500 trade visitors from 151 countries attended the world’s leading trade fair of the dental industry, which corresponded to an increase of almost eleven per cent compared to the previous event. IDS also achieved new records in terms of the number of exhibitors and the exhibition space sold. 2,201 companies (+6.9 per cent) from 56 countries presented a wealth of innovations, product developments and services on exhibition space covering 157,000 square meters (+6.2 per cent). With an over 70 per cent share of foreign exhibitors (2013: 68 per cent) and a 17 per cent increase in the number of trade visitors from abroad the level of internationality of the event was once again significantly increased. At the same time, the number of trade visitors from Germany also increased markedly in comparison to 2013 (+4.3 per cent).

“We succeeded in making the International Dental Show in Cologne even more attractive, on both a national and international basis. It is thus the most successful IDS of all time,” summed up Dr Martin Rickert, Chairman of the Association of German Dental Manufacturers (VDDI). “The quality of the business contacts between the industry and the trade as well as between the industry, dentists and dental technicians was extremely high. The number of orders placed at IDS rose once again and we are reckoning with sustainable impulses for the post-fair follow-up business,” added Katharina C. Hamma, Chief Operating Officer of Koelnmesse GmbH. Furthermore she said: “In addition to the growth in the number of German trade visitors, the high international response once again underlines the char-
acter of IDS as the world’s leading trade fair of the dental industry. The International Dental Show particularly recorded strong growth in the number of visitors from the Near and Middle East, the United States and Canada, Brazil as well as from China, Japan and Korea. The business in the South East European market, especially Italy and Spain, has also increased noticeably.

Strong interest in innovations

The trade and the users were extremely interested in innovative products and technologies. “In this respect, staged every two years, IDS fits in perfectly with the innovation cycles of the industry regarding the development and further development of products, materials and services,” emphasised Dr Markus Heibach, Executive Director of VDDI. “This applies for both breakthrough innovations and further developments of existing products, but also for development progress in smaller phases that are however significant in terms of quality.”

IDS 2015 focused on the intelligent networking of components for computer-controlled dentistry. Today, the world of digital systems in diagnostics and production encompasses the entire workflow from the practise through to the laboratory. The computer-controlled process chains are in the meantime complete and are putting their enormous flexibility to use.

Fantastic outcome of the trade fair and excellent mood

The hustle and bustle in the halls made the high attendance at IDS very apparent. By all accounts, representatives from all relevant professional groups—from dentists’ surgeries, dental laboratories, from the dental trade, but also from the higher education sector—from all over the world had visited the exhibition stands. The exhibitors were especially pleased about the high level of internationality of the trade visitors. In terms of business, IDS was very successful for many companies, because orders were placed—by both national and international customers. Numerous companies were pleased to announce full order books. Aspects such as grooming contacts, customer bonding, winning over new customers or penetrating new foreign markets were at least equally important for the exhibitors. These goals were also achieved to complete satisfaction at the 36th International Dental Show. The exhibitors evaluated the quality of the visitors very positively. This finding is confirmed by the initial results of an independent visitor survey: 83 per cent of all of the visitors are involved in purchasing decisions at their company.

“More international customer contacts visited our stand this year than in 2013. Visitors from Latin America were particularly well represented, but also from Asia. “We were able to establish countless new contacts at IDS and also met up with our existing customers.” Martin Dürrstein, Chairman of Dürr Dental AG, was also extremely satisfied: “The trade fair went very well for us, it was fantastic. We received a high number of particularly qualified trade visitors. We are totally satisfied with the fair, because we were able to welcome many new customers from Asia, Arabia, Latin America and South Africa.”

Christian Scheu, Executive Director of Scheu-Dental GmbH also praised the further increased internationality of IDS: “In comparison to 2013, we were able to further increase the number of visitors at our stand, in particular visitors from abroad. The Asiatic region, for instance China and Korea, were especially well represented, but we also registered an increase in the number of customers from Southern Europe.” As well as the high frequency of visitors at his stand, Axel Meisinger GmbH. “The world meets up at IDS in Cologne,” summed up Sebastian Voss, managing partner of Hager &
Klarmeyer, Executive Director of BEGO, also reported, “that the customers were well informed and that they showed great interest in new technologies.”

Walter Petersohn, Vice President Sales of Sirona Dental Systems, was also pleased “about the vast numbers of international visitors, the buying interest and as always about the large number of attending German dentists and dental technicians.” Michael Tuber, Executive Director of A. Titan also awarded IDS 2015 top marks. “This is the seventh time we have exhibited at IDS and we have optimally achieved the goal we set ourselves, namely further expanding our international sales network. The trade fair offers us the perfect platform for meeting up with our existing customers from all over the world, but at the same time, we were able to establish many new customer contacts. This is why the International Dental Show is an absolute must for every American manufacturer from the dental industry.”

IDS 2015 was also a success for Andrew Parker, CEO of Mydent International: “We met up with our international customers here in Cologne and were additionally able to make over 100 interesting new contacts to dental dealers. No other event in the world has such international appeal.”

_Satisfied visitors all round_

The visitor survey revealed that over 75 per cent of the respondents were (very) satisfied with IDS. The fair’s comprehensive spectrum of products and new products ensured that 81 per cent of visitors rated the product range as being (very) good. 74 per cent of the exhibitors were (very) satisfied in terms of reaching the goals they had set themselves for the fair. Overall, 95 per cent of the visitors questioned would recommend visiting IDS to business partners and 77 per cent also intend to visit IDS 2017. The International Dental Show (IDS) 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.

The next IDS—the 37th International Dental Show—is scheduled to take place from 21 to 25 March 2017._

www.ids-cologne.de
Membership application form

Name/title: ________________________________
Surname: ________________________________
Date of birth: ______________________________
Aprobation: ________________________________

Status: □ self-employed □ employed □ civil servant □ student □ dental assistant

Address: Practice/office/institute (delete as applicable)

ZIP/city: ________________________________ Street: ________________________________
Phone/fax: ________________________________ Email: ________________________________
Private/place: ________________________________ Street: ________________________________

Due to an association agreement of DGL and DGZMK, an additional reduced annual fee for DGZMK is charged (85 EUR p.a. if you are not yet a member of DGZMK). The contribution collection is made by the DGMZK office, Liesegangstr. 17a, 40211 Düsseldorf. You will be addressed hereby.

With the application for membership I ensure that

□ I am owing an own practice since _______________ and are working with the laser type ____________________________ (exact name)

□ I am employed at the practice ________________________________

□ I am employed at the University ________________________________

I apply for membership in the German Association of Laser Dentistry (Deutsche Gesellschaft für Laserzahnheilkunde e.V.)

Place, date ____________________ Signature ____________________

Annual fee: for voting members with direct debit € 150

In case of no direct debit authorisation, an administration charge of € 31 p/a. becomes due.

DIRECT DEBIT AUTHORISATION

I agree that the members fee is debited from my bank account

Name: ________________________________ IBAN: ________________________________
BIC: ________________________________ Credit institute: ________________________________

Signature of account holder ____________________ This declaration is valid until written notice of its revocation
The DGL invites to its 24th International Annual Meeting

The laser market can currently be viewed as very positive—this is reflected in a wide range of modern and highly efficient new laser systems. The effort to further integrate laser dentistry into the individual disciplines, such as implantology, periodontics or endodontics, the acceptance of lasers in dentistry will be even more successful.

The joint conference of the 24th International Annual Meeting of the DGL and LASER START UP is from 27 to 28 November 2015 in the Hotel Palace in the city of Berlin. The event is held in collaboration with the 3rd Oral Hygiene Day, the 12th Annual Meeting of the DGKZ, and the 7th International Congress of Aesthetic Surgery and Cosmetic Dentistry (IGÄM) and the 4th Nose, Sinus & Implants.

The programme schedule enables the involved companies to offer active participation in the congress, i.e. in the form of workshops. By combining the various meetings, the request of many exhibitors will be met by providing access to a high number of participants. The expected attendance is around 400 participants.

The congress president and scientific director of the 24th International Congress of the DGL and LASER START UP is Prof. Dr Norbert Gutknecht of the RWTH Aachen University Hospital.

The objective of the LASER START UP Congress is to introduce dentists to the use of lasers in dentistry and in this context to give an overview of the relevant lasers for dental applications and the respective manufacturers. The focus group of the annual meeting of the DGL is expert users of laser technology from at home and abroad, from the dental offices and the universities.

For further information please visit www.dgl-online.de and www.oemus-media.de
Call for papers

DGL | German Society for Laser Dentistry
24th International Annual Congress
27 to 28 November 2015 in Berlin, Hotel Palace, Germany

Title

Author

Institute(s)

Address

Tel./Fax/E-Mail

Abstract (max. 250 words in Times New Roman, 11 pt.)

Session: Presentation:
(1) Scientific session (1) Lecture
(2) Case presentation (2) Poster presentation
(3) Video presentation

Abstract:
Please arrange the text in the order of:
• Purpose: Give a brief overview of the topic and in this context state the main objective of the study.
• Material and Methods: Describe the basic design, subjects and scientific methods.
• Results: Give main results of the study including confidence intervals and exact level of statistical significance, whenever appropriate.
• Conclusion: State only those conclusions supported by the data obtained and whenever appropriate, the direct clinical application of the findings (avoid speculations).

Authors:
The name of the person presenting the paper should be marked by an asterisk. Please include a copy on CD!

Presentation:
Only via computer/beamer

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Please send in your abstract until 30 June 2015