



**IDS<sup>®</sup>**  
**2019**

**LEADING DENTAL  
BUSINESS SUMMIT**

**IDS REPORT 2019**

**38<sup>th</sup> INTERNATIONAL DENTAL SHOW**







THAT IS WHAT IDS  
STANDS FOR.

COMMITTED TO THE INDUSTRY  
ENDURING

**LEADING**

PROMOTING SUCCESS

**TRENDSETTING**

GROWING THE COMMUNITY

FAIR **COMPREHENSIVE**

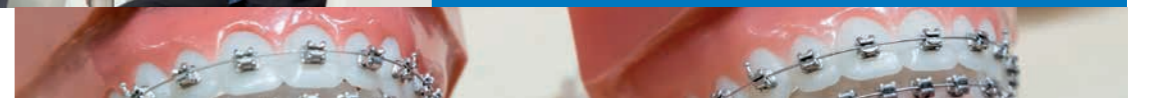
DEMANDING

HOSPITABLE



**IDS**<sup>®</sup>

Source: IDS brand values





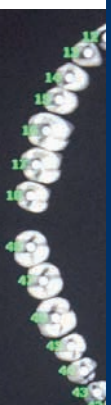


Once again in 2019, the global industry presented the very latest dental medical technology at the 38th International Dental Show - and showed thousands of visitors from all over the world the most important concepts and technology for tomorrow's dental practices and laboratories.

The top decision-makers of the industry found a unique complete overview of the market here - and were able to make well-founded business decisions, experience the trends of the coming months live on-site and set the course for the future.

IDS (International Dental Show) takes place in Cologne every two years and is organized 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.

**LEADING.** IDS IS THE UNDISPUTED LEADING GLOBAL TRADE FAIR AND A UNIQUE TRENDSETTER FOR THE GLOBAL INDUSTRY.



**” THE MOTTO "THE SPORTSMANLIKE FAIR COMPETITION OF IDS" EXPRESSES IN SIX WORDS THE STRENGTHS OF THIS LEADING TRADE FAIR: THE COMPREHENSIVE AND INTERNATIONALLY UNIQUE OFFER AS WELL AS THE EXTRAORDINARY HIGH PERFORMANCE AND INNOVATIVE STRENGTH OF THE INDUSTRY, COMBINED WITH THE FIRM INTENTION OF ALL MARKET PLAYERS TO CONTINUALLY IMPROVE AND SEEK THE SUCCESS IN THE DIRECT COMPETITION. EVERYONE, WHO WANTS TO BE SUCCESSFUL IN THE DENTAL INDUSTRY, FACES THE PERFORMANCE COMPARISON IN COLOGNE. IT IS THUS NO SURPRISE THAT THE LEVEL OF INTERNATIONALITY OF IDS HAS IN THE MEANTIME TAKEN ON HUGE DIMENSIONS. “**

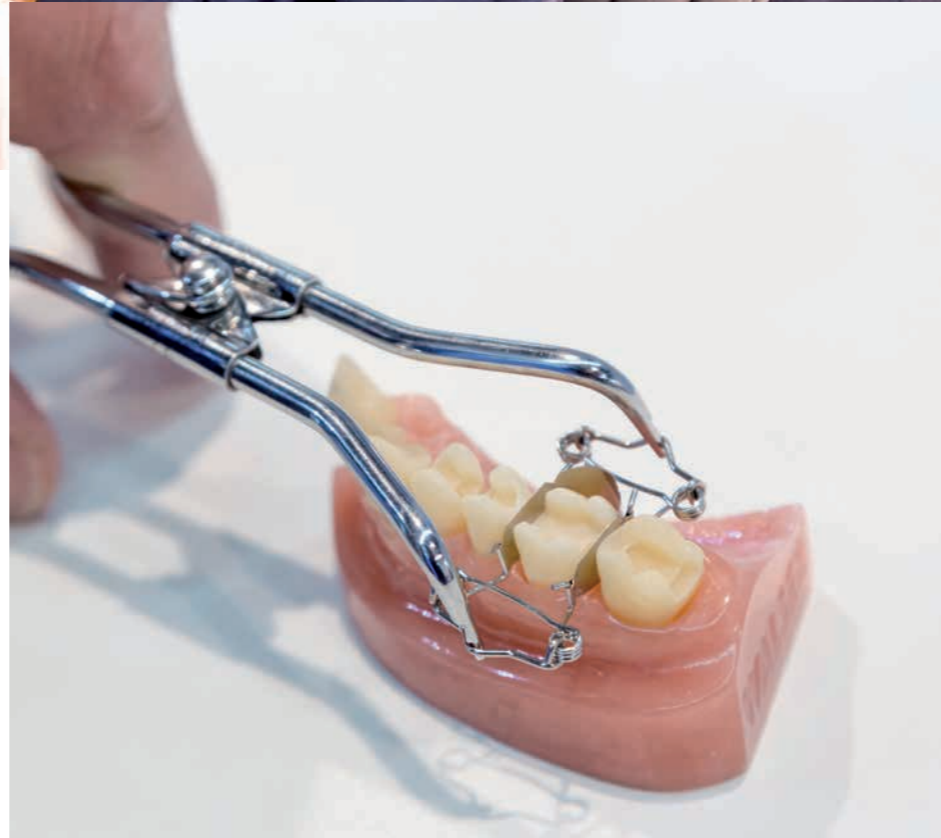
Mark Stephen Pace  
Chairman of the Association  
of the German Dental Industry e.V., VDDI  
and Executive Director,  
DENTAURUM GmbH & Co. KG





“ IDS IS THE MOST IMPORTANT EVENT WORLDWIDE FOR US AND A GOOD PLATFORM TO SHOWCASE THE NEW TECHNOLOGIES. THE BRAZILIAN COMPANIES GOT A LOT OF ATTENTION FOR THEIR PRODUCTS AT THE SHOW. IT IS SUCH A GOOD EVENT WITH GREAT ATTENDANCE AND FANTASTIC ORGANIZATION. ”

Larissa Gomes  
Trade Promotion Coordinator ABIMO (Associação Brasileira da Indústria de Artigos e Equipamentos Médicos, Odontológicos, Hospitalares e de Laboratórios)



## INTERNATIONAL EXHIBITORS

2019

Total	2,328
Abroad	1,703

2017

Total	2,305
Abroad	1,657

**73 %**  
FROM OUTSIDE GERMANY





# ORIGIN OF THE EXHIBITORS



<b>Germany</b>	<b>625</b>
<b>Europe incl. Eastern Europe (excl. Germany)</b>	<b>801</b>
Andorra, Belgium, Bosnia and Herzegovina, Bulgaria, Denmark, Estonia, Finland, France, Greece, Great Britain, Ireland, Island, Italy, Croatia, Liechtenstein, Lithuania, Luxemburg, Malta, Monaco, the Netherlands, Norway, Austria, Poland, Portugal, Romania, Russia, San Marino, Sweden, Switzerland, Serbia, Slovakia, Slovenia, Spain, Czech Republic, Turkey, Ukraine, Hungary, Cyprus	
<b>North America USA, Canada</b>	<b>227</b>
<b>Latin America</b>	<b>72</b>
Argentina, Brazil, Chile, Colombia, Mexico	
<b>Asia</b>	<b>542</b>
PR China, Hong Kong, India, Japan, Kazakhstan, Pakistan, Republic of Korea, Malaysia, Singapore, Taiwan, Thailand, Vietnam	
<b>Middle East, Africa</b>	<b>51</b>
Egypt, Iran, Israel, Tunisia, UAE	
<b>Oceania</b>	<b>10</b>
Australia, New Zealand	
<b>Total</b>	<b>2,328</b>

**+6 %**  
The number of countries of origin thus increased once again by 6 percent.



**GROWING THE COMMUNITY. THIS IS THE ONLY PLACE YOU CAN ESTABLISH A HOST OF NEW CONTACTS, INTENSIFY EXISTING PARTNERSHIPS AND CULTIVATE YOUR ENTIRE NETWORK.**







## EXHIBITION FOCUSES

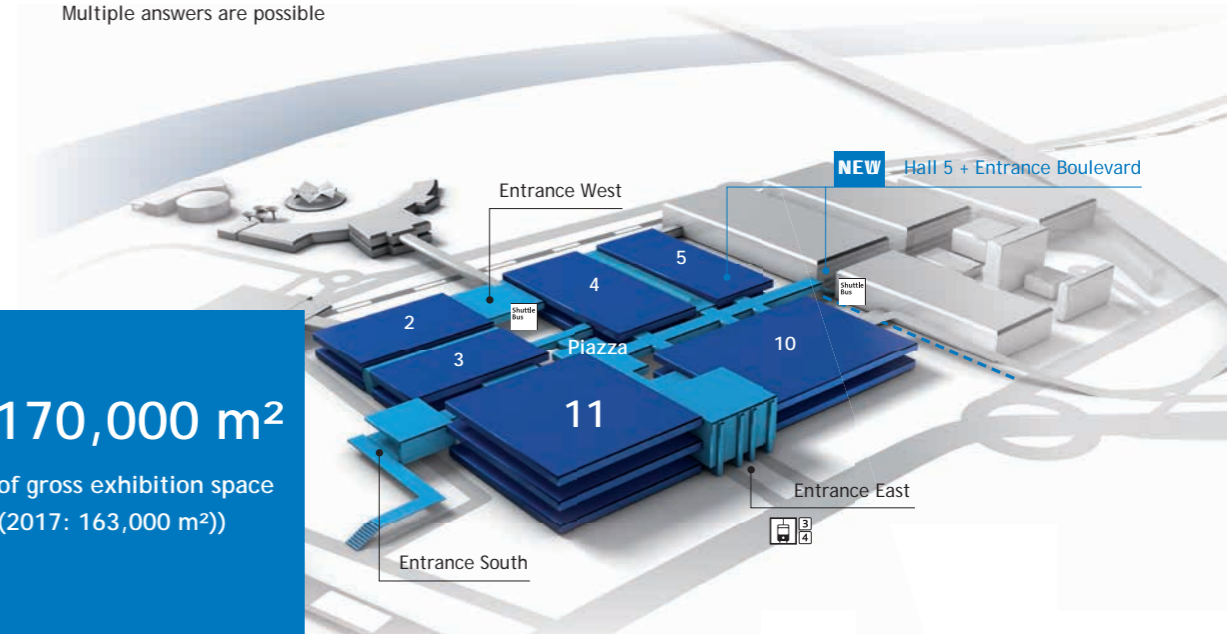
	Number of exhibitors:	Domestic	Abroad	Total
Dental section		507	1,369	1,876
Dental technology section		333	817	1,150
Infection protection and maintenance		122	330	452
Services, information, communication and organisation systems and means		161	329	490

IDS IS THE INTERNATIONAL SHOWCASE THAT BEST REPRESENTS TRENDS, TECHNOLOGIES AND INNOVATIONS IN THE DENTAL SECTOR. FOR CEFLA MEDICAL EQUIPMENT IDS 2019 WAS THE BEST OCCASION TO LAUNCH 30 NEW PRODUCTS AND MEET CUSTOMERS FROM ALL OVER THE WORLD. PERFECT ORGANISATION, EXCELLENT RESULTS AND A LOT OF PRODUCTIVE THINGS: WE THANK ALL THE PEOPLE WHO HAVE WORKED ON THIS GREAT EVENT. SEE YOU AT IDS 2021!

Paolo Bussolari  
Managing Director of Cefla



Multiple answers are possible



**170,000 m<sup>2</sup>**  
of gross exhibition space  
(2017: 163,000 m<sup>2</sup>)



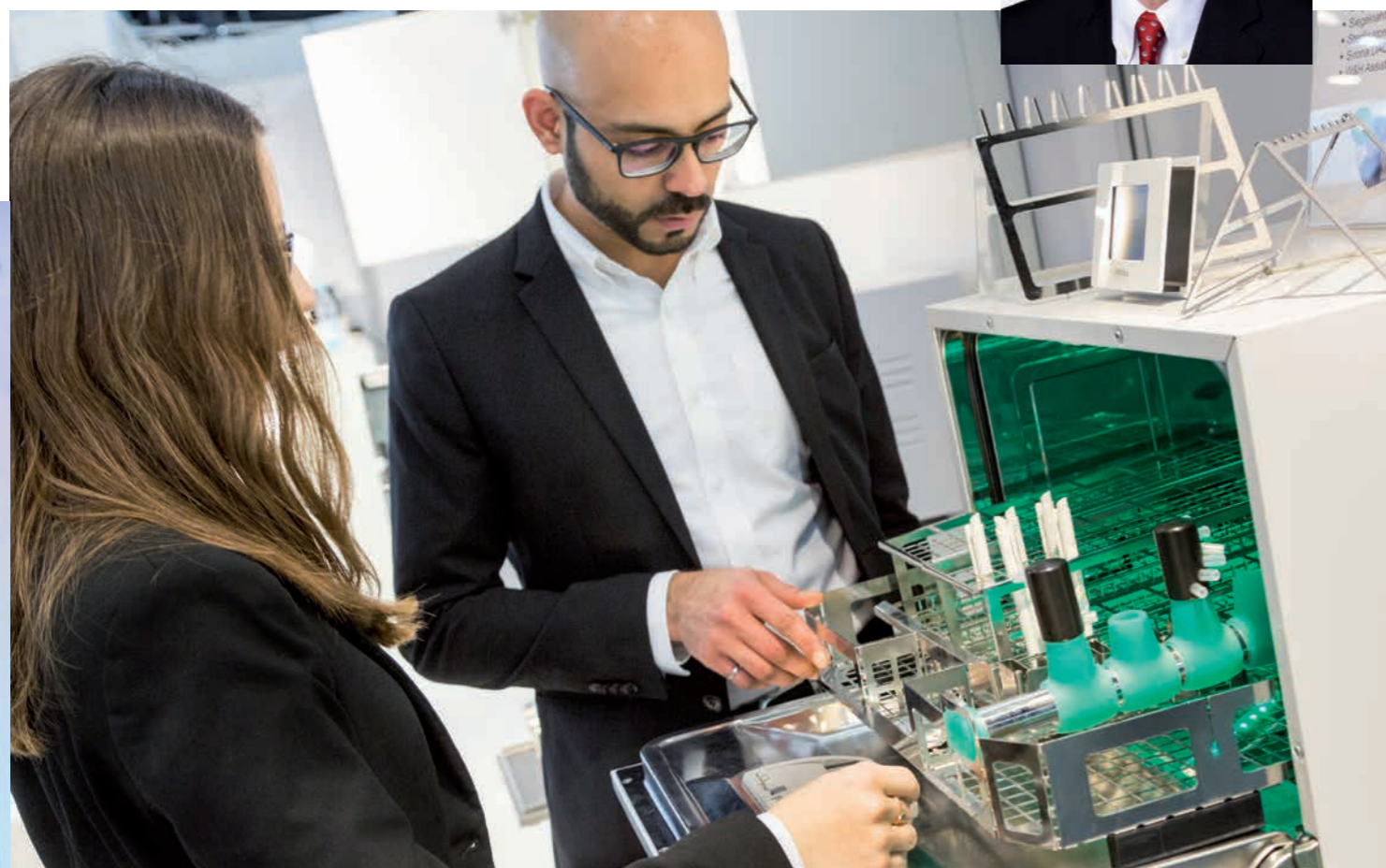
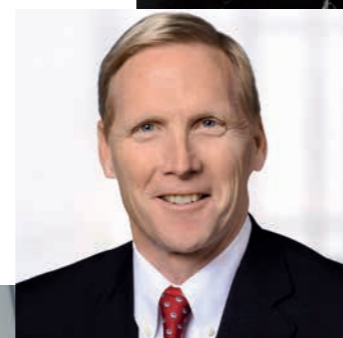
**COMPREHENSIVE.**  
ONLY HERE WILL YOU  
GET TO MEET ALL THE  
KEY GLOBAL PLAYERS IN  
ONE PLACE.





“ IDS IS THE ULTIMATE EVENT FOR THE ENTIRE INDUSTRY AND ALSO FOR US. THE DIVERSITY OF INNOVATIONS, THE ATMOSPHERE AT THE STANDS AS WELL AS THE MANY DISCUSSIONS WITH OUR CUSTOMERS AND PARTNERS IMPRESSED ME. NOT TO MENTION THE WIDE OFFER OF HANDS-ON SESSIONS AND FURTHER TRAINING OFFERS THAT AS FAR AS I KNOW HAVE NOT BEEN AVAILABLE IN THIS FORM AND THIS RANGE ANYWHERE ELSE BEFORE. ALONE AT OUR OWN EXHIBITION STANDS WE OFFERED OVER 14,000 LIVE DEMONSTRATIONS, MORE THAN 100 LIVE TREATMENTS AND 300 PRODUCT COURSES. PEOPLE VISITING IDS TODAY WANT MORE THAN JUST BEING ABLE TO VIEW NEW PRODUCTS, THEY ALSO WANT TO EXPERIENCE THEM. I AM CONVINCED THAT THIS INTENSIVE EXCHANGE BRINGS OUR INDUSTRY AND DENTAL MEDICINE FURTHER OVERALL AND THAT IT LEADS TO MILESTONES IN THE PRODUCT DEVELOPMENT. “

Don Casey  
CEO Dentsply Sirona



## EXHIBITOR SURVEY

The exhibitor and visitor survey is based on a representative poll carried out by an independent opinion research institute.

Were you able to reach your important customers/buyers at IDS 2019?	Customers from Germany	Customers from abroad
Exhibitors from Germany Yes, many/some	95	92
Exhibitors from abroad Yes, many/some	79	99

Were you able to establish contacts to new interested parties at IDS 2019?	Interested parties from Germany	Interested parties from abroad
Exhibitors from Germany Yes, many/some	95	95
Exhibitors from abroad Yes, many/some	76	98

Were you satisfied with IDS 2019 overall?	Germany	Abroad
Very satisfied/satisfied	77	73
Will your company exhibit at the next IDS in 2021?	Germany	Abroad
Yes, definitely/yes, probably	88	90
Would you recommend an affiliated company to participate at IDS?	Germany	Abroad
Yes, definitely/yes, probably	95	97

Statements in %/single response



**TOP-CLASS.** THIS IS THE ONLY PLACE WHERE YOU CAN LISTEN TO THE BEST EXPERTS IN THE WORLD IN ONE LOCATION.



**57 %**  
FROM 166 COUNTRIES

These figures also take the visitors into account, who attended the trade fair on several days. \*All figures are calculated in accordance with the usual international trade fair standard, which is confirmed in Germany by the Association for the Voluntary Control of Trade Fair and Exhibition Statistics (FKM).



## INTERNATIONAL VISITORS

2019

Total	160,095
Abroad	91,886

2017

Total	155,132
Abroad	86,685

## ORIGIN OF THE INTERNATIONAL VISITORS

Europe (excl. Germany)	45,030
Eastern Europe	12,236
North America	2,743
Latin America	5,221
Asia	14,314
Near East, Africa	11,582
Oceania	760





**81 %**  
the visitors have an influence on the buying and procurement decisions."



**PROMOTING SUCCESS. THIS IS THE ONLY PLACE THAT YOU CAN LAY A WELL-FOUNDED BASIS FOR ALL ESSENTIAL DECISIONS FOR YOUR SUCCESSFUL WORK IN THE PRACTICE AND LABORATORY.**

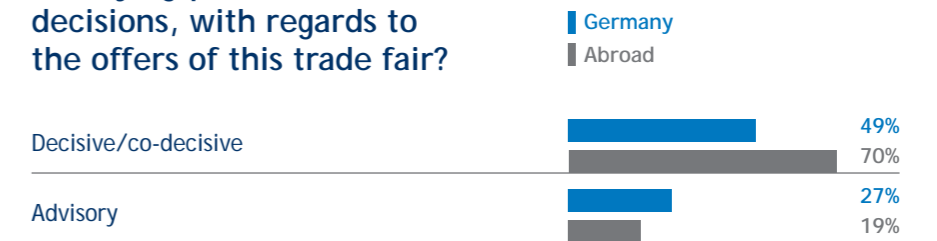
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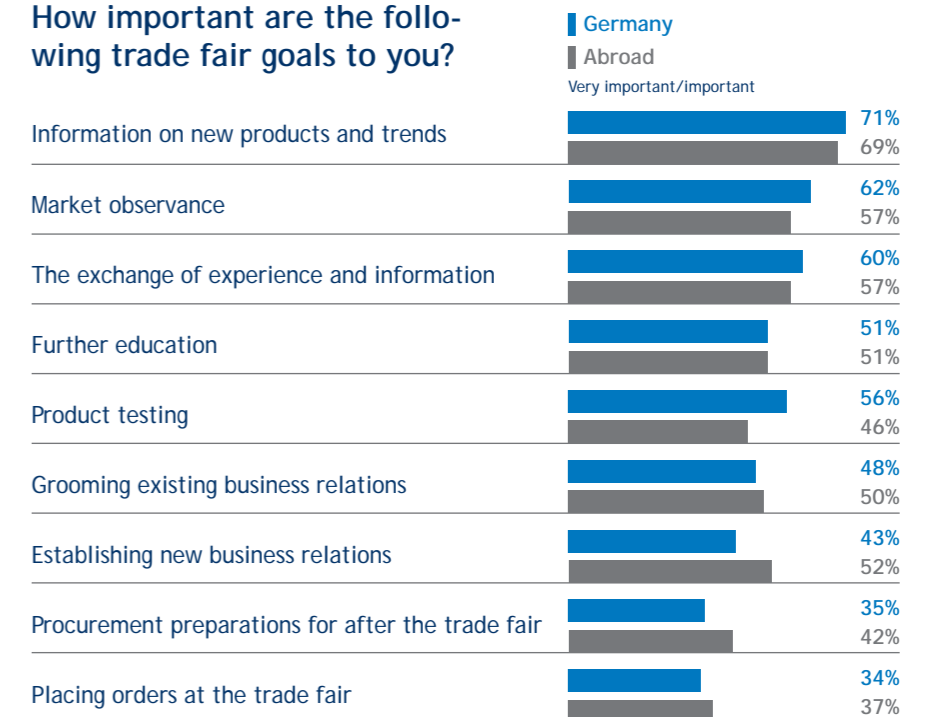
### What is your profession?

	Total	Germany	Abroad
Dentist	30%	22%	42%
Dental assistant	15%	25%	2%
Dental hygienist	2%	3%	1%
Dental technician	19%	21%	15%
Commercial merchant, sales rep, salesperson	7%	5%	10%
Self-employed commercial agent	3%	2%	5%
Pupil, student	7%	9%	4%

### What is your influence on buying/procurement decisions, with regards to the offers of this trade fair?

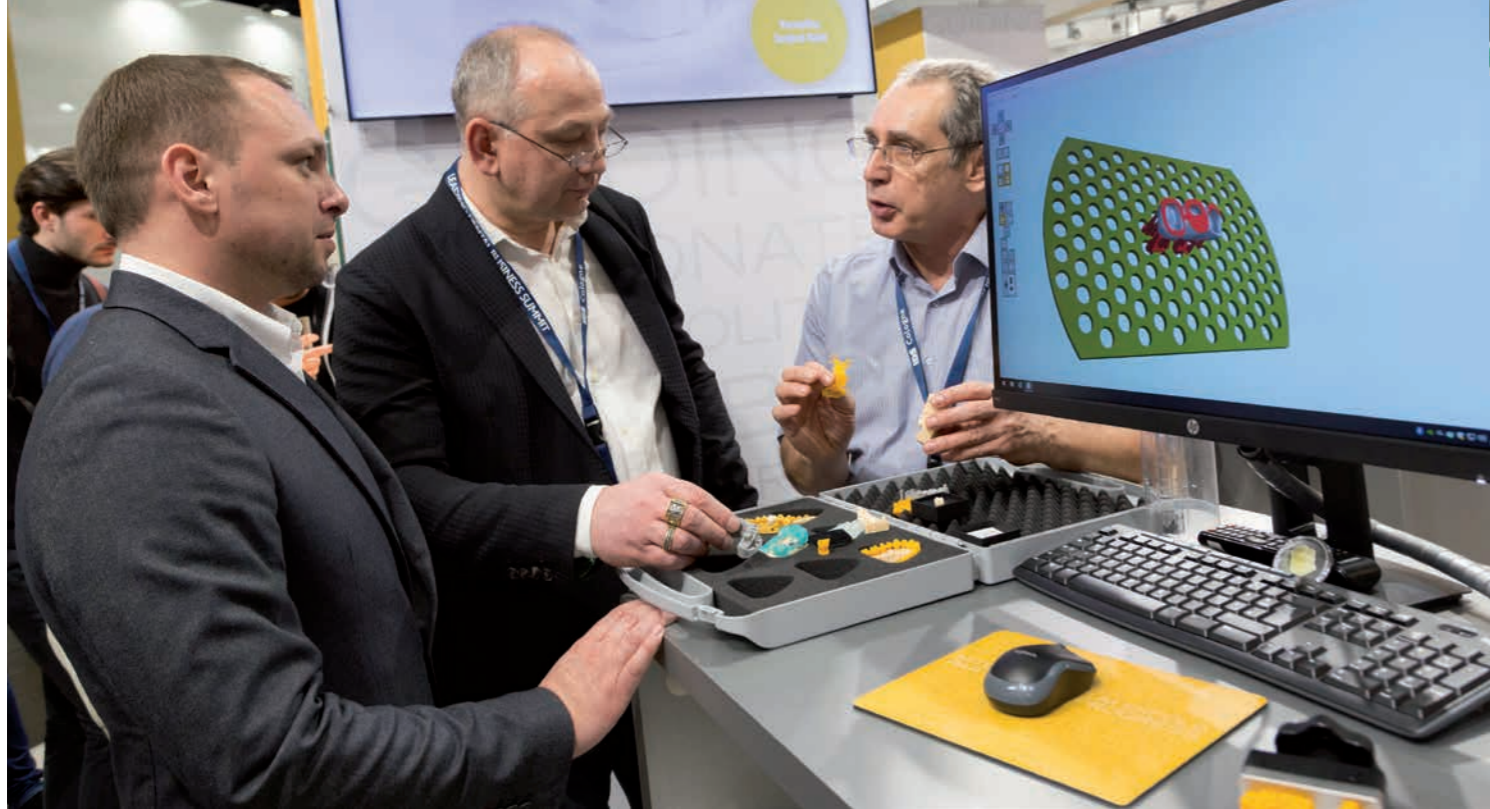


### How important are the following trade fair goals to you?



Statements in %/multiple answers





” I THOUGHT THE 2019 IDS WAS OUTSTANDING. AS A PARTICIPANT TOURING THE SHOW, IT WAS WELL ORGANIZED AND EASY TO NAVIGATE GIVEN THE SIZE AND SCOPE OF THE VENUE. THE IDS HAS EVERYTHING I WANT AND NEED TO HELP DRAKE STAY UP TO DATE ON WHAT IS NEW AND ALLOWS OUR COMPANY TO LOOK FOR WAYS TO IMPROVE AND MOVE THE BUSINESS FORWARD. I TRULY LOOK FORWARD TO THIS EVENT! I HAVE ATTENDED IDS MANY TIMES OVER THE PAST 20 YEARS AND IN EACH ONE OF MY EXPERIENCES, IDS ALWAYS EXCEEDS MY EXPECTATIONS. “

Robert Savage Jr.,  
Vice President  
Chief Financial Officer Drake  
Precision Dental Laboratory:

## VISITOR STRUCTURE

	Total	Germany	Abroad
Dental practice/practice laboratory	53 %	54 %	51 %
Dental laboratory	16 %	17 %	14 %
Industry/service	11 %	10 %	13 %
Specialised trade/other trade	11 %	9 %	15 %
Specialised pupils/students	7 %	8 %	5 %
University/research	2 %	2 %	2 %

Statements in %/single response



# Digital Denture



	Germany	Abroad
How satisfied were you with the exhibition range of IDS 2019 overall?		
Very satisfied/satisfied	78%	78%
How satisfied were you with IDS 2019 overall?		
Very satisfied/satisfied	73%	80%
Will you visit IDS 2021?		
Yes, definitely/yes, probably	68%	76%
Would you recommend a visit to IDS to a close business associate?*		
Yes, definitely/yes, probably	92%	93%

Statements in %/single response

**TRENDSETTING.** THIS IS THE ONLY PLACE WHERE YOU CAN FIND ALL IMPORTANT INNOVATIONS AND TRENDS FOR THE DENTAL FUTURE.



## INDUSTRY PARTNERS AT IDS

### BZÄK- German Dental Association and partner organisations:

Live dental medicine together – meeting point for all dentists and their teams that provides information and current themes.

### Generation Lounge of the BdZA - the Federal Association of Dental Alumni in Germany:

Here years-old experience meets new views. With exciting lectures, valuable information and stimulating tips for the practice.

### VDZI - Association of German Dental Technicians:

Meeting-Point for the Dental Technician's trade - the association experts presented the latest developments of the industry.

### 17th Gysi Award Ceremony of the VDZI:

Famous Young Talents' Competition of the 2nd, 3rd and 4th apprenticeship years of trainees in the dental technician's trade.

### Joint initiative proDente:

A joint project between the BZÄK, VDZI and VDDI on patient education founded in 1998. Award ceremony of the journalist prize "Impression" as well as the communication prize for dentists and dental technicians at IDS.



## WORLDWIDE COMMUNICATIONS

### PRESS AND MEDIA

- Around 700 journalists from 42 countries, over 200 of whom came from abroad.
- 18 press releases in 5 languages sent out to more than 700 editorial offices in over 100 countries.
- Around 1,000 product reports published by exhibitors in the IDS New Products Database.
- IDS exhibitors presented their latest products and developments to the international media at around 40 press conferences.
- Accumulated the reports in the print media reached a volume of almost 15 million copies.
- Up until now over 3,000 clippings have appeared on the Internet, TV and Internet streaming portals (web TV).

### MARKETING DIALOGUE

The visitors of IDS 2019 were extensively informed via a worldwide advertisement campaign with target group-specific mailings to the specialised dental trade, dental industry and dental technician trade at home and abroad, via manifold advertising media for exhibitors, accompanied by an extensive online advertising campaign – supported by the approximately 100 sales partners of Koelnmesse around the globe.

The most important communication channels and measures.

- Insertions in over 100 trade publications, dental magazines and special publications in over 30 countries
- eNewsletter campaigns to around 200,000 addresses worldwide
- Online advertising in around 40 online portals
- Attractive service offers on the IDS website
- Direct mailings to in total around 200,000 addresses worldwide
- Cooperative advertising with exhibitors and associations

For your success: millions of contacts for IDS 2019.

**A MUST-ATTEND EVENT FOR THE INDUSTRY.**  
**THIS IS THE ONLY PLACE TO EXPERIENCE ALL THE DECISIVE IMPULSES, INNOVATION AND INDUSTRY LEADERS: LIVE, IN ONE GO AND IN ONE LOCATION!**





SEE YOU AGAIN IN COLOGNE!

9-13 MARCH 2021

39TH INTERNATIONAL DENTAL SHOW



## ARGUMENTS WITH POTENTIAL

Performance that convinces: at the last IDS and through this report you have learnt what excellent opportunities the 38th International Dental Show offered. Take advantage of the potential IDS 2021 guarantees you in future too!

A decisive factor for your reliable success is the fair grounds and location Cologne.

In a strong economic region that lies in the heart of Europe, Cologne offers the ideal environment for the innovative presentation of your brand.

We look forward to welcoming you.

For further information:  
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