

Digital european press conference on 20 May 2021 at Cologne - press kit



Agenda IDS EPK, 20.05.2021, Köln	2 >>
PR 15 "IDS 2021: Driving force of the global dental industry"	4 >>
VDDI Financial year	6 >>
economic situation	7 >>
hall plan	9 >>

IDS 2021
22.09. - 25.09.2021
<https://english.ids-cologne.de/>

IDS 2021 - European Press Conference

20 May 2021, 12:30 a.m. in Rheinsaal (Rhein Conference Room), Koelnmesse



IDS 2021
10.03. - 13.03.2021
<https://english.ids-cologne.de/>

- Welcome

Mark Stephen Pace

Chairman of the Executive Board of the Association of the German Dental Industry (VDDI)

- Key Note

Corinna Mühlhausen

Trend and Future Researcher, Zukunftsinstitut Frankfurt: "Health Report 2022". On the development of health markets.

- Press talk

Mark Stephen Pace

Chairman of the Executive Board of the Association of the German Dental Industry (VDDI)

Oliver Frese

Chief Operating Officer of Koelnmesse

Corinna Mühlhausen

Trend and Future Researcher, Zukunftsinstitut Frankfurt

Dr. Marco Landi

President of the Council of European Dentists

Host: Nadja Cleven

- Additional discussion partners:

Dr. Peter Engel

President of the German Dental Association (BZÄK)

Dominik Kruchen

President of the Association of German Dental Technicians (VDZI)

Dr. Markus Heibach

Executive Director of the Association of the German Dental Industry (VDDI) and the GFDI Gesellschaft zur Förderung der Dental-Industrie mbH, the commercial enterprise of the VDDI.

Stand: 18.05.2021
Kürzel: cl

Page
2/2

No. 15 / May 2021, Cologne
#idscologne

IDS 2021: Driving force of the global dental industry

High number of registrations from home and abroad

Just over four months before the start of the International Dental Show 2021, the most important industry platform of the global dental industry in Cologne, and the preparations are in full swing. Whereby the leading international trade fair is taking on a very special responsibility this year and will sustainably underline its strong driving force for the participating industries. And with a new, hybrid trade fair format, IDS is proving to be the reliable compass for the safe navigation towards successful business in the post-Corona era. This includes for instance the integration of IDScconnect, a digital trade fair platform that enables a consistent, international reach and customer address and unites the key strengths of a physical trade fair with the forward-looking digital possibilities.

To-date around 850 companies from 57 countries have confirmed their participation at IDS 2021 - a remarkable intermediate result against the backdrop of the past months. In line with the pandemic-related framework conditions, IDS is being staged in Halls 2, 3, 10 and 11. All halls are connected via a simple circular route that has been optimised for visitors. The four entrance areas of IDS 2021 - the South, East and West entrances and the entrance on the trade fair Boulevard - ensure that the visitors will be evenly distributed throughout the exhibition halls - in line with the current protection regulation. A Food Court Area will be installed alongside the existing food service and recreational areas to additionally ensure the visitors and exhibitors are safely provided with food services. The hall planning accommodates all necessary measures and official requirements for the protection of exhibitors and visitors, which Koelnmesse has taken into account in its safety and hygiene concept #B-SAFE4business. For its events at the Cologne fair grounds, Koelnmesse will furthermore take all precautionary measures deemed relevant by the responsible health authorities in accordance with the Coronavirus Protection Ordinance. The necessity of these procedures will be reviewed continuously until the event and prepared accordingly.

In addition to the physical exhibition, IDS 2021 is also offering the exhibitors and visitors the digital platform, IDScconnect. This hybrid approach enables visitors all over the globe, who are not able to travel to Cologne, to discover attractive trade fair profiles and products and connect with contact partners via innovative channels. Because whether at a trade fair or during everyday business, the success of a company is based on three essential building blocks: inspiration, interaction and business. Where these crucial elements fall short, IDScconnect now offers additional opportunities. Extensive features make it possible to reach more potential



IDS 2021
22.09. - 25.09.2021
<https://english.ids-cologne.de/>

Your contact:
Volker de Cloedt
Tel.
+49 221 821-2960
Fax
+49 221 821-3544
e-mail
v.decloedt@koelnmesse.de

Koelnmesse GmbH
Messeplatz 1
50679 Köln
P.O. Box 21 07 60
50532 Köln
Germany
Tel. +49 221 821-0
Fax +49 221 821-2574
www.koelnmesse.com



GFDI Gesellschaft zur Förderung der
Dental-Industrie mbH
(Society for the Promotion of
the Dental Industry)
Aachener Strasse 1053-1055
50858 Cologne
Germany
Phone +49 221 500687-0
Fax +49 221 500687-21
info@gfdi.de
www.gfdi.de

GFDI is the commercial enterprise of the



Association of the German
Dental Manufacturers e.V. (VDDI)
info@vddi.de
www.vddi.de

customers easily, experience trends and presentations on demand and establish valuable contacts - from anywhere in the world.

Page
2/2

The digital platform of IDS is very easy and intuitive for everyone to use - even without previous digital experience - bringing the world's largest dental show directly to your screen at home or office for an authentic trade fair experience.

About IDS

IDS (International Dental Show) 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 staged by Koelnmesse GmbH, Cologne.

Note for editorial offices:

IDS photos are available in our image database on the Internet at www.english.ids-cologne.de/imagedatabase

Press information is available at www.english.ids-cologne.de/pressinformation

Copyright for press information: IDS Cologne

If you reprint this document, please send us a sample copy.

Your contact:

For details and information on the dental industry:

VDDI/GFDI - Press Office

Burkhard Sticklies Agnes Plümer

sticklies@vddi.de / pluemer@vddi.de

Your contact for IDS:

Volker de Cloedt

Communications Manager

Koelnmesse GmbH

Messeplatz 1

50679 Köln

Germany

Tel. +49 221 821-2960

Fax +49 221 821-3544

Email: v.decloedt@koelnmesse.de

Internet: www.koelnmesse.com

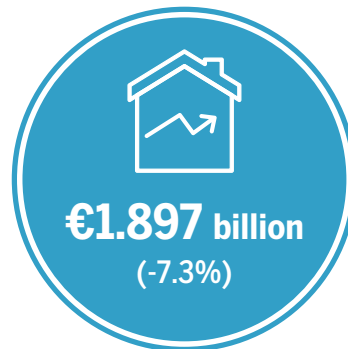
The economic position of German Dental Manufacturers



Financial year 2020 – results



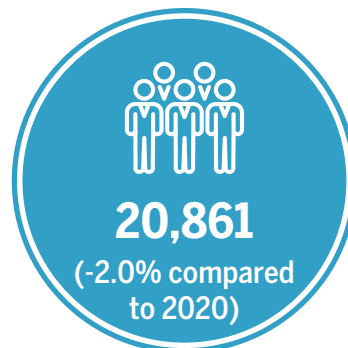
Total turnover
(including foreign sales)



Domestic turnover

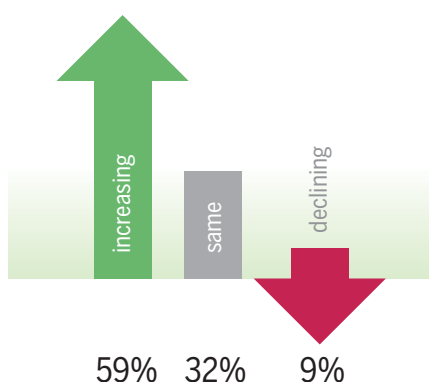


Export + international
deliveries

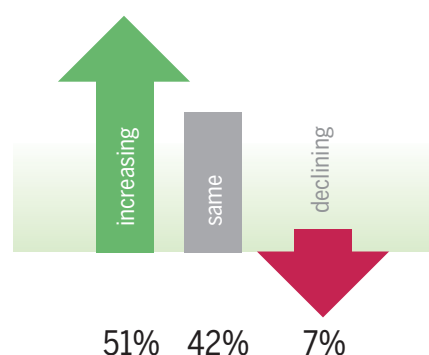


Employees
(domestic + abroad)

Financial year 2021 – expectations



Expectations for
export sales 2021
(compared to 2020)



Expectations for
domestic sales 2021
(compared to 2020)

Please note the blocking period 20 May 2021, 1 p.m.!

The German dental industry looks ahead to the coming year with confidence

IDS 2021 will continue to revive the market situation after significant declines in turnover in 2020

Cologne, Germany, 20 May 2021. At the European press conference in preparation for the 39th IDS Chairman Mark Stephen Pace still remained confident about the future economic position given the significant declines in turnover in the 2020 financial year.

The Treuhand survey of the Association from the beginning of 2021 produced the following result:

In 2020 the VDDI member companies again earned a total turnover of fewer than five billion euros (4.82 billion euros) for the first time since 2015. It was thus 13.1 percent below the 2019 result. Almost 2.92 billion euros of that was earned on export markets, a decline of 16.5 percent.

“The Companies have made great efforts to ensure that declines were not higher, achieved in particular by measures to increase efficiency and lower costs”, explained Mark Pace.

The domestic market developed considerably more robustly than the export markets. Domestic sales in 2020 of 1.90 billion euros were about 7.3 percent below the comparable sales of the previous year. Slightly more than two thirds of the companies surveyed by the dental association recorded fewer domestic sales than in 2019.

According to Chairman Mark Stephen Pace, it will take time for some companies to reach the level of 2019 again.

A positive atmosphere meanwhile comes from the expectations the companies have for the current financial year and IDS year 2021. Fifty-one percent of the member companies forecast increases in turnover over the entire exhibition year and a further 42 percent a turnover at the level of the previous year.

...

VDDI – Verband der
Deutschen Dental-Industrie e. V.

Aachener Straße 1053-1055
50858 Köln, Germany

Postfach 40 06 63
50836 Köln, Germany

T +49(0)221/50 06 87-0

F +49(0)221/50 06 87-21

www.vddi.de

E info@vddi.de

Commerzbank AG Köln

IBAN DE57 3708 0040 0309 2550 00

BIC DRESDEFF370

Postbank Köln

IBAN DE98 3701 0050 0289 1345 00

BIC PBNKDEFF

USt-ID DE273687204

The results of the **VDDI economic barometer from spring**, which have just been evaluated, also confirm the positive estimates and expectations of German Dental Manufacturers for the current year 2021.

With domestic turnover for the first half-year of 2021 almost 69 percent of those surveyed expect higher sales in comparison with the same period in the previous year. For export sales nearly 70 percent of the participants anticipate increases in turnover in this period.

Mark Pace continues: "Not all regions will recover at the same pace, some economic regions are still occupied with overcoming the corona crisis. The health systems are under a high degree of pressure with the demands, but we can assume that in the medium-term the success of vaccinations will also lead to recoveries in these regions. The general health awareness and a need for health services resulting from this will increase."

The 39th IDS from 22 – 25.09.2021 will play an important role in the further progress of oral and dental health.

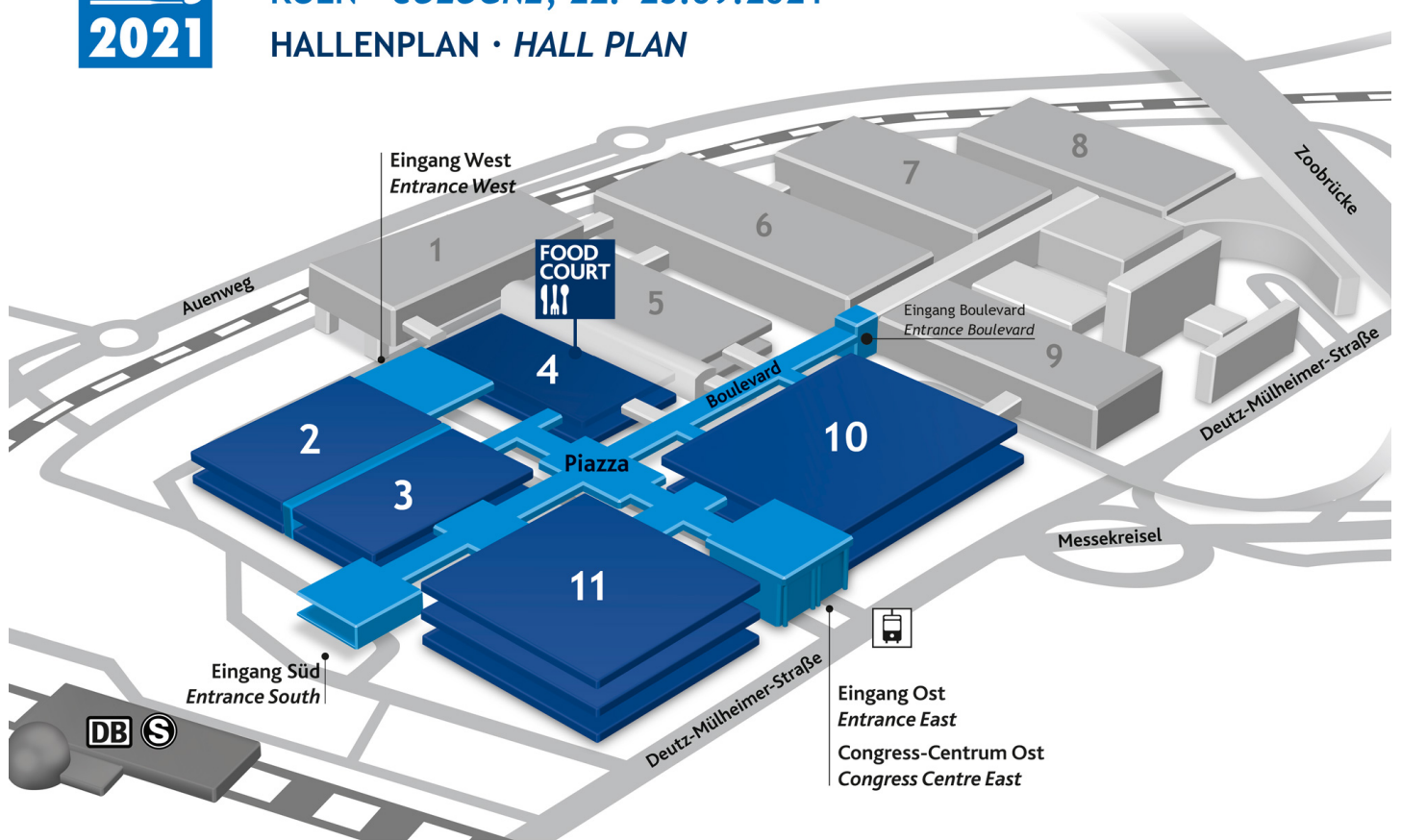
Your contact in case of further questions:

VDDI Press Office
Burkhard Sticklies / Agnes Plümer
sticklies@vddi.de / pluemer@vddi.de



39. Internationale Dental-Schau · 39th International Dental Show
KÖLN · COLOGNE, 22.-25.09.2021
HALLENPLAN · HALL PLAN

www.ids-cologne.de



hall plan