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#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



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<https://english.ids-cologne.de/>

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

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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:

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