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## Position

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100 years of IDS – the German Dental Association congratulates the world's most important dental trade fair on its anniversary

**European trade press discussion on 25 January  
2023 to commemorate the 40<sup>th</sup> International Dental  
Show**

Prof. Dr. Christoph Benz,  
President of the German Dental Association

Dear Ladies and Gentlemen,

100 years of the International Dental Show (IDS) – that means getting to know the latest innovations on the dental medicine and dental technology scene, engaging in an exchange with colleagues and experiencing a marketplace for the dental industry, dentistry and dental technology over the course of a century. The German Dental Association (BZÄK) as the long-standing partner of IDS heartily congratulates the trade fair on this exceptional anniversary. We are delighted to be on board again for the 40<sup>th</sup> edition of the trade fair and present ourselves in this cosmopolitan and dynamic environment.

As the largest and most important dental show in the world, every two years IDS grants its visitors an insight into the future of the industry. It represents the global state of the art of dentistry and dental technology and is always on the pulse of time – this is where trends and innovations are presented, which will already be implemented the day after tomorrow in many dental practices. The figures of the leading trade fair are extremely impressive too: Over 1,600 exhibitors from 60 countries are expected to participate. The wide-ranging offer presented in the exhibition halls in Cologne is also spectacular: In addition to the dental medicine and dental technology section, the range of exhibitors also covers infection protection and maintenance, but also services and information, communication and organisation materials. IDS is the only trade fair in the world to provide this diversity of products and services.

Together, the Association of German Dental Manufacturers (VDDI), the Gesellschaft zur Förderung der Dental- Industrie (GFDI) and Koelnmesse have also succeeded in keeping IDS on course in difficult times – most recently during the challenging era of the COVID pandemic, when the schedule had to be postponed from the spring to the autumn in 2021 and a sophisticated hygiene concept had to be drawn up to enable the visitors and the exhibitors a safe trade fair experience.

The new EU medical device regulation (MDR) is one of the challenges that the dental profession and the dental industry are currently faced with. According to the directive, all medical products on the market have to be recertified in line with the new MDR requirements by May 2024 at the latest. If not recertified these products will not be allowed to be sold – this also affects many dental products. At the same time, there are still not enough authorised bodies to carry out the recertification on time. The German Dental Association has repeatedly made reference to these problems.

In December 2022, the EU Health Commissioner, Stella Kyriakides, promised a postponement of the MDR and announced a corresponding legislative proposal for the beginning of 2023, because the transition over to the new MDR regulations is expected to happen much more slowly than anticipated.



This postponement is not only a successful outcome resulting from the warnings of the BZÄK, but also good news for dental professionals and the dental industry and also a nice "birthday present" for the 100th anniversary of the International Dental Show.

The German Dental Association will be exhibiting together with its partners in Hall **11.2, Aisle O/P, Stand 50/69.**

Once again, the dental aid organisations conference that the BZÄK organises every two years is being staged during IDS on 17 March.

Further information on the programme can be found [here](#)

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