

40th IDS in the year of its 100th anniversary

A firm anchor for the entire dental industry

Statement by Vice-President Klaus Bartsch on the anniversary of the International Dental Show (IDS) 2023

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The VDZI, with its head office in Berlin, represents the economic interests of the dental technology master laboratories in the guilds as the federal guild association. President Dominik Kruchen and his deputy Klaus Bartsch currently head the VDZI. The main task of the VDZI and of the guilds is to represent the professional and economic interests of the German dental technology trade. The supreme goal is to secure the performance capability of the dental technology master laboratories as a prerequisite for a quality-assured supply of dental prostheses for the population of Germany. Fifteen guilds belong to the VDZI.

The time will have come from 14 to 18 March. IDS - the International Dental Show - is celebrating a special, double jubilee in 2023: The 40th leading global trade fair in the year of its 100th anniversary.

The Dental Show has been taking place in Cologne regularly since 1992. After being held at alternating trade fair locations prior to that the Association of the German Dental Industry decided to organise the 25th edition of IDS at the fair grounds of Koelnmesse. In 2023, this partnership has been ongoing for 30 years and thus stands for a continuity, which all of the players of the dental industry can rely on. The Guild Association of German Dental Technicians congratulates the GFDI Gesellschaft zur Förderung der Dental-Industrie mbH, the commercial enterprise of the VDDI, as the organisers, and Koelnmesse GmbH that stages the event on this occasion and on the anniversary.

The dental industry has not lost its innovative power even during these difficult times caused by the pandemic and the disruptions to the global economy due to the war and will be showcasing its new and further developments at the International Dental Show. Amid the drastic COVID turbulences, the structural model of the freelance dentist's practice located nearby and the dental technology master laboratory impressively showed its quality and flexibility in maintaining the provision of high-quality dental medicine and dental technology services even under extremely difficult conditions.

The performance capability of the dental industry thus remains unabated. All of the visitors can convince themselves of this over the course of five days in March. The International Dental Show is thereby more than a presentation of products and services. It is also a global get-together of all persons involved in the dental care of patients. Hence, in the anniversary year there could be no more suitable place than IDS 2023 to provide a reliable orientation in these still insecure times. This has always been the strength of the International Dental Show in the past and will also be the firm anchor in the future, which the industry needs in this present situation.

As representatives of the entire dental technology trade in Germany, we are looking forward to all people interested in dental medicine and dental technology making their way to the Cathedral City on the Rhine in this double anniversary year for the largest industry get-together in the world.

As the partner association of IDS, with its exhibition stand the VDZI will once again serve as the information and meeting point for dental technicians and for all those who are interested in this strong trade and its opportunities. Once again this year, we are celebrating the high level of aspiring dental technicians in the scope of the Gysi Prize 2023 competition. The quality of the training and the qualification of skilled workers are the order of the day in these times of a lack in skilled workers. The visitors will be able to see the fantastic performances of the young people.

The initiative proDente e.V. is celebrating a special anniversary this year. The joint initiative between the industry, dentists and the dental technicians trade has been informing the national media about dental medicine and dental technology care in Germany since 1998. As the initial point of contact, proDente has been successfully promoting beautiful and healthy teeth for 25 years. In its own anniversary year, the Cologne-based initiative simply can't be missing in this special year for IDS.

The dental technicians will attend the trade fair in high numbers again. They are looking forward to IDS 2023 and the VDZI warmly congratulates the VDDI on its fantastic anniversaries, which it will accompany with joy and a high readiness to cooperate.