

European press conference on 22.01.2025 at Cologne- press kit



IDS
25.03. - 29.03.2025
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|--|-------|
| PR 9 "IDS 2025: New products awaited at the International Dental Show" | 2 >> |
| PR 14 "The dental world is meeting up in Cologne:" | 5 >> |
| EPG Vortrag eng | 7 >> |
| Statement Dr. Christian Öttl eng | 25 >> |
| Statement Dr. Freddie Sloth-Lisbjerg eng. | 28 >> |
| Statement Mark Stephan Pace emg | 31 >> |
| Statement Prof. Dr. Christoph Benz , eng | 34 >> |
| Statement Dominik Kruchen eng. | 37 >> |

No. 9 / October 2024, Cologne
#Idscologne

IDS 2025: New products awaited at the International Dental Show

The innovative strength of the dental industry is unabated. The rapid progress in research and development and the international competition are the drivers of the tireless product development. The companies of the dental industry are proving to be equally inventive and application-oriented. Several outstanding examples outlined below aim to highlight how the manufacturers of dental medicine technology are bringing dentists, dental technicians and their teams forward.

Practices can rely on stronger support for **caries diagnosis**:

- The aggregation of different imaging techniques such as X-rays, fluorescence and transillumination ensures a good overall picture.
- The X-ray diagnosis occurs fully-automatically supported by artificial intelligence and is thus at the disposal of the dentist for the medical evaluation - enabling the improved detection of initial caries lesions.
- The magnetic resonance tomography (MRT) has been introduced as a further digital imaging technology - for the improved detection of secondary and occult caries.

MRT opens up further opportunities:

- In the field of periodontal diagnostics, this already allows the detection of bone loss in its early stages.
- The MRT can be combined with intra oral scans, 3D X-rays and a computer tomography in implantology to enable successful backward-planning.

Furthermore, there are new developments in all sections of the practice:

- In the fields of **periodontology** and **professional prophylaxis** innovative multifunctional systems with an ultrasonic handpiece and a powder jet handpiece offer the team user-friendly operation and the patients a particularly pleasant therapy.
- More and more aesthetic, tooth-coloured materials are available for **filling therapies**, such as nano hybrid ormocers, whilst new self-adhesive composites that bond without the use of separate adhesives are eagerly awaited.
- In the field of **endodontics**, digital assistance systems reduce the risk of file breakage. Thanks to sensor-less control, the motor reacts immediately and a continual electronic length determination during the active processing helps keep the file always on the desired target.

At the same time, innovative trends are enriching the **dental laboratory**:



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- During the **work preparation** "plug-and-play" software keeps the costs under control, whereby even the novice can produce comprehensive solutions off the cuff.
- Different **production options** are enhancing the area of prosthetics, namely 3D printing. And new, four-axes CAD/CAM milling machines with water-cooled spindles allow top continuous operation performance - more and more frequently without additional abrasive materials.
- Without further ado retentions and undercuts in any form can be integrated into every object using **3D printing**. When printing restorations made from highly-filled composites, resin in the form of vacuum-sealed capsules can also be used - a simple and fast solution that even works with highly-viscous ceramic-filled resins.
- As well as metals and plastics, ceramics can also be manufactured using **additive production**. In one specific clinical case a subperiosteal jaw implant made of zirconium oxide ceramic has already been printed.
- The practices should therefore in future produce more items "**chairside**" or quickly send them over to the practice laboratory. 3D printing as a further production method is thus becoming a more and more feasible option here too.

Page
2/3

The aggregation of dental data in safe **Cloud systems** is making different additional services accessible and depending on the structure promotes

- predictive maintenance of the dental equipment
- increased patient satisfaction
- climate-friendly operation
- an improved economic balance
- safe and convenient data transmission between the laboratories, clinics and practices - for a seamless digital workflow regardless of the location and software licences.

Furthermore, we are particularly observing a larger spectrum of

- **dental chairs** from the pure chair with peripheral devices simply laid out in front through to strongly integrated units.
- A significant trend on the topic of "**Sustainability**": The dental industry has an increasing number of offers for a wide range of applications to support the practice and laboratory.

To what extent the current innovations will change the important framework conditions for running a dental practice or laboratory will ensue from the many expert discussions held at the 41st IDS in Cologne from 25 to 29 March 2025. Ultimately, the patients will profit from the new concepts, techniques, system solutions and products the dental professionals integrate into their daily work.

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Page

3/3

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No. 14 / 2025, Cologne
#Idscologne

The dental world is meeting up in Cologne:

The International Dental Show (IDS) is celebrating its 41st edition this year

From 25-29 March 2025, the International Dental Show is taking place in Cologne for the 41st time and will once again underline its position as the world's leading trade fair for dentistry and dental technology. Organised by the GFDI (Gesellschaft zur Förderung der Dental-Industrie mbH) and staged by Koelnmesse, IDS brings the most important players of the dental profession, the dental technology trade, the dental specialised trade and the dental industry together and offers a unique platform for innovations, networking and knowledge transfer.

Strong demand worldwide: IDS continues to be the highlight of the dental industry

Together with the Association of the German Dental Manufacturers (VDDI), Koelnmesse has been providing international support to IDS for the past few years. Intensive marketing and sales activities have particularly been executed in South America, Asia and the USA to further establish IDS as the leading global trade fair.

With around 2,000 exhibitors from over 60 countries and a foreign share of around 77%, IDS 2025 is currently demonstrating its strong international alignment. The most strongly represented countries among the exhibitors are expected to be Korea, Italy, the USA, China, Turkey, Spain, France and Switzerland. The offer is enhanced by numerous country pavilions from all continents. The strong demand from home and abroad shows that as a platform for innovations, market trends and as a central business platform, IDS is the decisive management tool for the global trade.

In terms of visitors, IDS also remains to be a global highlight: In 2023 around 120,000 trade visitors from 122 countries attended the trade fair - IDS 2025 aims to exceed this benchmark.

The optimised hall layout with four entrances and exhibition space spanning 180,000 square metres offers ideal conditions for an efficient visit to the trade fair. IDS offers extensive services to make the trade fair experience as pleasant as possible for the visitors - from personalised tickets that can be administered online, which are also valid as public transport tickets for the region, through to exclusive travel offers from Deutsche Bahn and Lufthansa.

A trade fair undergoing change

Whilst the presentation of products continues to be of key importance, IDS sees itself as being far more than purely a product show, it considers itself to be an integrative network that promotes the exchange about central industry themes. The focus lies on current challenges such as the promotion of young talents, the lack in



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skilled labour, sustainability and the implementation of artificial intelligence. New possibilities for networking, knowledge transfer and innovation are created in the scope of formats like the Executive Summit and the digital platform IDSconnect.

Page

2/2

The IDSconnect platform, which will be available online from the beginning of March 2025, offers digital contents like seminars, corporate presentations and learning sessions, which enhance and expand the on-site visit to the trade fair. In this way, IDS unites analogue and digital formats and creates a forward-looking trade fair structure.

By combining tradition and innovation, enhanced by international diversity and future-oriented themes, IDS 2025 sets new benchmarks for the dental and trade fair industry.

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ATLAS DENTAL

Markets in Europe and overseas /// Structures, challenges and opportunities



Special edition for the 41st IDS 2025

presented by

Dr. Bernd Rebmann
CEO Rebmann Research GmbH & Co. KG

at the

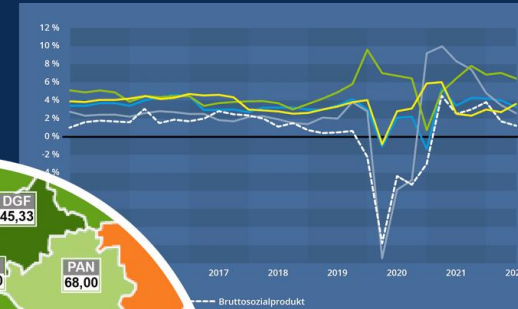
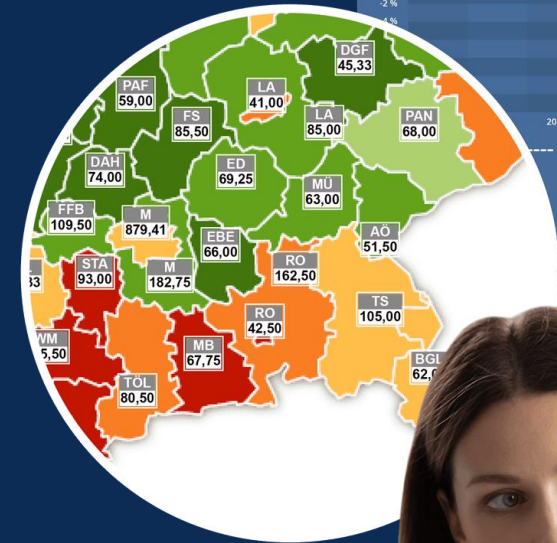
European Press Conference IDS
International Dental Show 2025

January 22, 2025, Rheinsaal, Koelnmesse, Cologne



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- 250 pages of facts and trends
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- 11 detailed European Country portraits
- 77 informative maps and illustrations



Part 1 (Analyzing structures)

- Information on the pan-European dental market
- Detailed portraits of the four largest European dental markets **Germany, France, Italy** and **Spain** as well as the potential markets **Poland** and **Portugal**
- EU market versus global market - opportunities and risks
- Country portraits of the overseas dental markets **USA, Brazil, Japan** and **Egypt**



Part 2 (Mastering challenges)

A closer look at current trends and challenges:

- Demographic change, (focus on senior dentistry)
- Technological developments (focus on digitalization/AI)
- Market consolidation
- Regulatory requirements



Part 3 (Shaping the future)

- How will the dental market develop over the next few years?
- Infographic on market development in Egypt, Brazil, Japan and the USA compared to the European lead market Germany (2023 – 2029)
- Strategic approaches for the dental players dental practices, dental laboratories, dental industry and dental trade



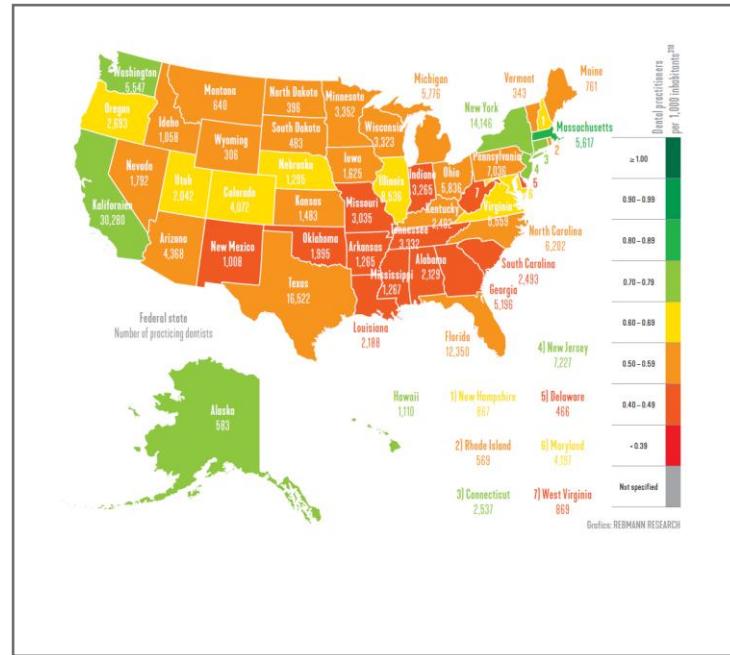
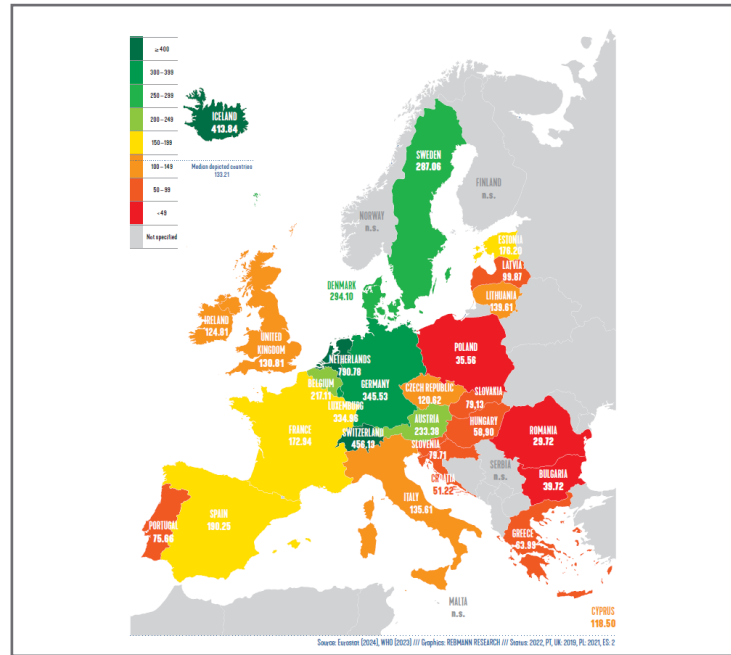


- Informative overview maps
- Regional maps
- Structural profiles
- Infographics
- More than 300 sources and links

Perspectives:

Special edition for
the 41st IDS 2025

- Demand structures
- Dentists/Practices
- Dental laboratories
- Manufacturer/Trade



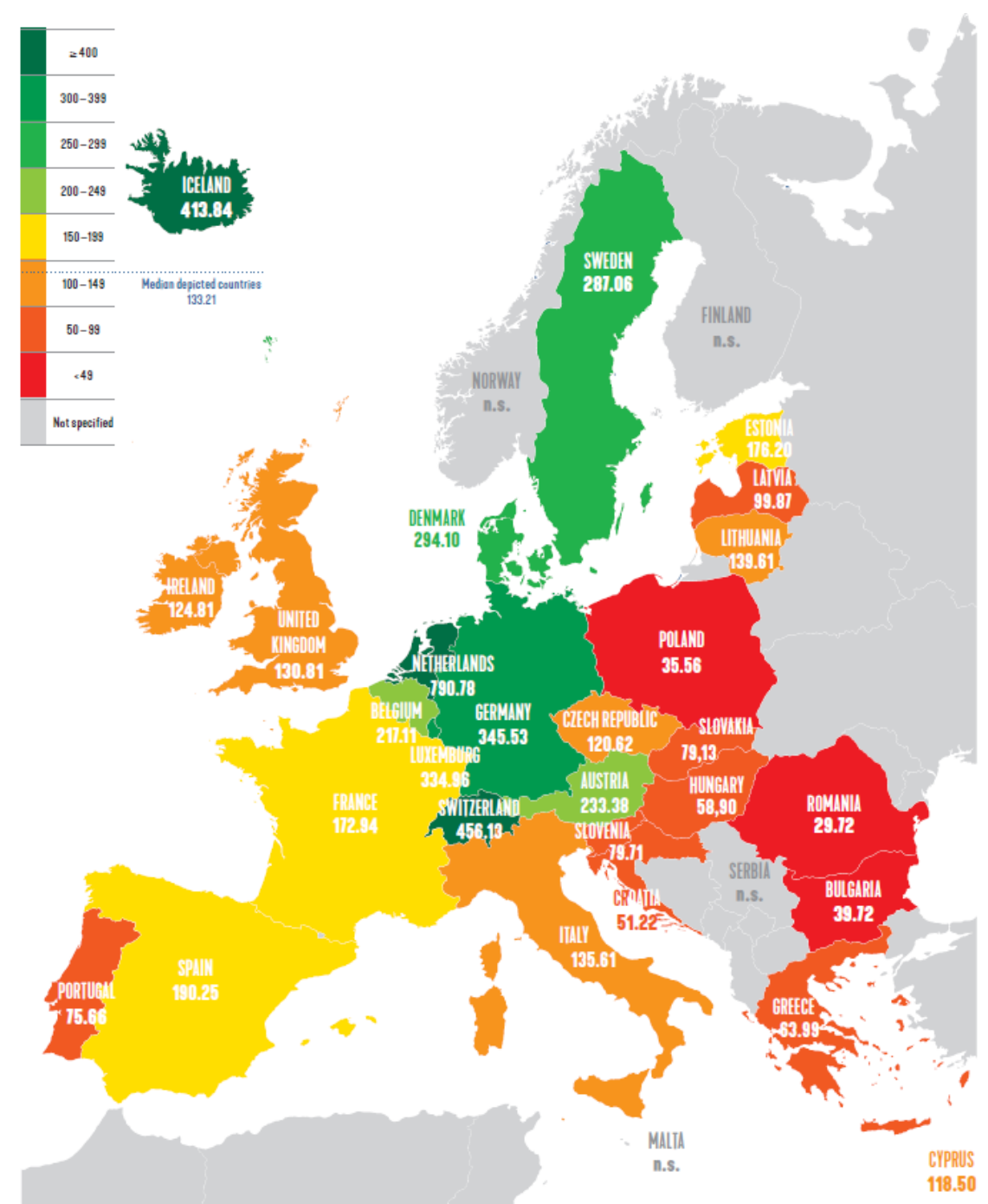
| CRITERION | VALUE | FROM | TO |
|---|-------------|------------|-------------|
| GDP per inhabitant in \$ | 81,695 | 3,013 | 81,695 |
| Population | 343,477,335 | 83,901,923 | 343,477,335 |
| Population share 65+ in % | 17.4 | 5.9 | 29.6 |
| Population growth up to 2035 in % | 5.8 | -6.8 | 18.8 |
| Median age of population in years | 38.0 | 24.0 | 49.0 |
| Utilization of dental services in % | 43.00 | 23.10 | 82.60 |
| Health expenditure allocated to dental practices in millions \$ | 165,360.00 | 329.00 | 165,360.00 |
| Per capita expenses for dental services in \$ | 483.99 | 3.30 | 483.99 |
| Share of private costs for services in dental practices in % | 81.8 | 20.3 | 81.8 |
| Dental practitioners per 1,000 inhabitants | 0.61 | 0.27 | 2.05 |
| Dentists per practice | 1.5 | 1.5 | 5.2 |
| Dental graduates per 100,000 inhabitants | 2.05 | 0.11 | 2.90 |
| Dental laboratories per 100,000 inhabitants | 2.04 | 1.66 | 16.55 |
| Dental technicians per dentist | 0.2 | 0.1 | 0.6 |
| Dental technicians per dental laboratory | 6.4 | 1.7 | 9.3 |
| Inhabitants per km² | 25.0 | 25.0 | 391.0 |
| Digitization (IMD World Digital Competitiveness Index) | 100.0 | 49.7 | 100.0 |
| Competitiveness (GC Index) | 63.5 | 24.2 | 79.7 |
| Innovation capability (GI Index) | 63.5 | 24.2 | 63.5 |
| Gini-index (0 = absolutely equal income distribution) | 29.8 | 32.0 | 31.7 |



Part 1: Analyzing structures

Per capita expenditure on dental services

- Eurozone: EUR 65 billion in 2022
- Above 2019 level again in almost all countries after corona
- Drivers: demographic development, growing willingness to spend due increased health awareness, high prevalence of oral diseases (despite the significant progress already made)
- Significant differences between countries (economic situation, healthcare systems/reimbursement)

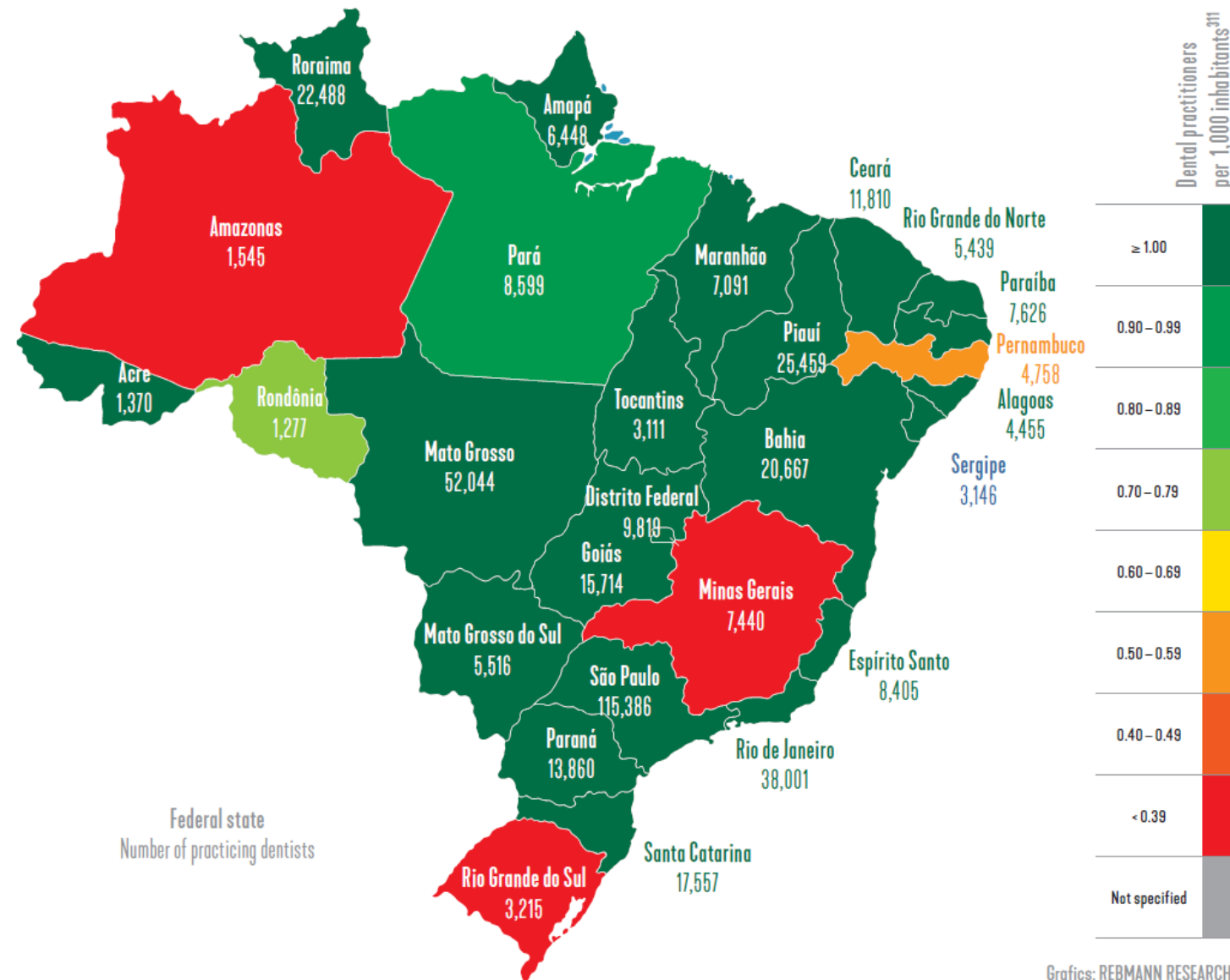


Part 1: Analyzing structures

Brazil - a dental market with potential!

- >211 million inhabitants (seventh largest country in the world)
- Largest number of dentists worldwide (>400,000)*
- Dental market volume: approx. USD 7 billion
- Forecasts: significant increase in Health expenditure
- Comprehensive public healthcare, good healthcare infrastructure (especially in the southeast)
- Oral health, utilization and availability of dental laboratories still in need of improvement

*Active dentists registered with the Brazilian Dental Association cfo (dentists working abroad may also be counted)



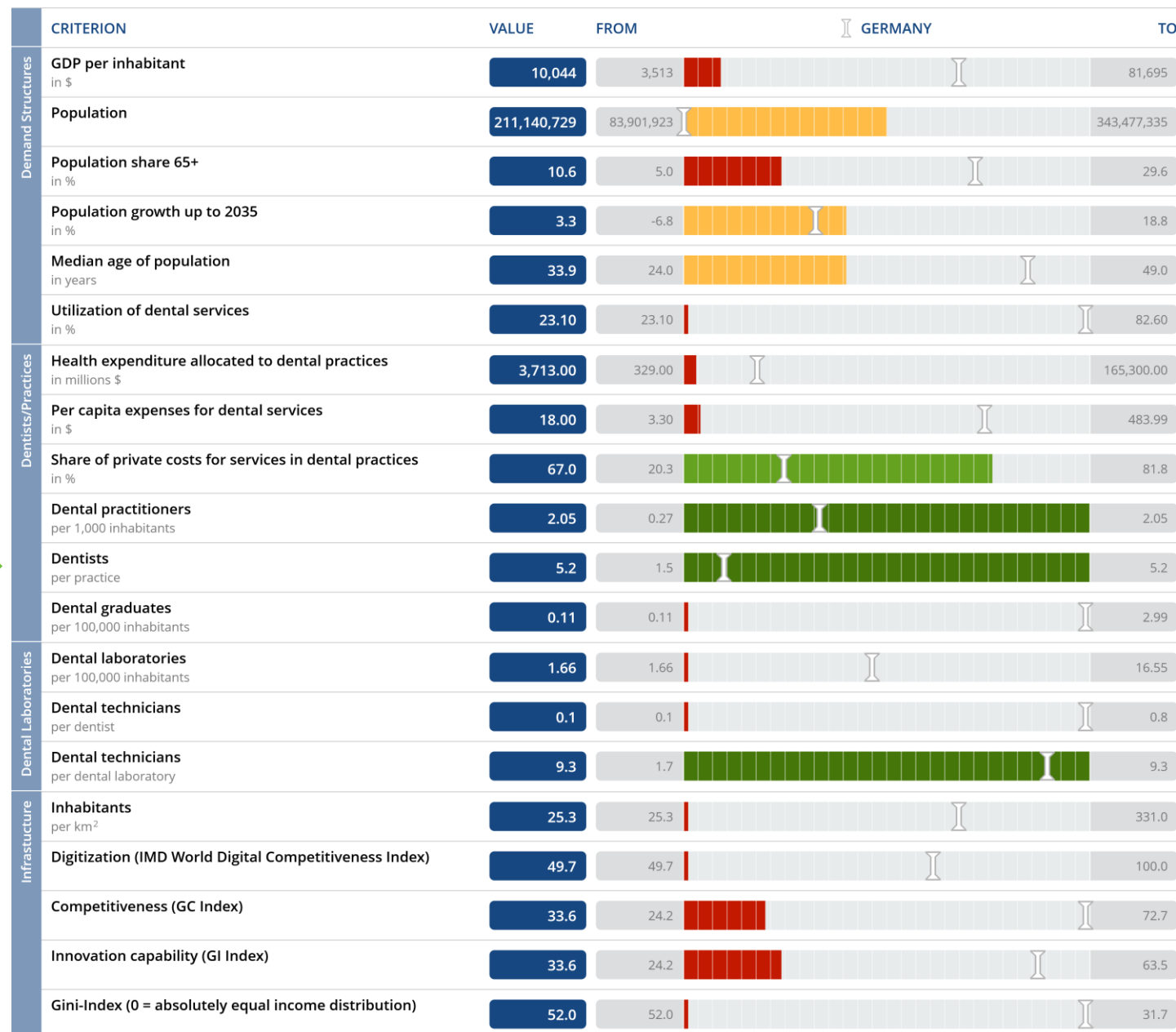
Graphics: REBMANN RESEARCH

Part 1: Analyzing structures

Brazil - a dental market with potential!

Structural profiles

Visualization of KPIs for assessing the dental country markets



Part 2: Mastering challenges

Technological developments (focus on digitalization/AI)

- Intraoral scanners = Drivers for the digital workflow and immediate restoration concepts
- Increasing dental care
 - Patient-specific
 - Minimally invasive
 - Chairside
 - Focus on prevention and tooth preservation
- Dental technology workflows are becoming ever more diverse, collaborative automated, with an increasing variety of materials, products and processes

In the dental industry, too, AI is driving innovation and further advancing digitalization.



Part 3: Shaping the future

How will the dental market develop in the future?

The global dental market is expected to continue to grow significantly in the coming years:

- Dental market volume for dental services:
 - 2024: USD 415.10 billion
 - Forecast 2032: USD 863.71 billion

Average annual growth in the forecast period: 9.6%
- market for dental equipment:
 - Projected annual average growth of +6.9% (market volume 2024: USD 7.38 billion, 2032: USD 12.62 billion)

Source of forecast data: Market analysis company Fortune

Part 3: Shaping the future

Growth driver (global dental market):

- Demographic development
- Increasing awareness of oral health and prophylaxis
- Growing demand for cosmetic/aesthetic dental treatments
- Favorable regulatory framework conditions
- Rising number of DSO practices
- Innovations in dental diagnostics and treatment
(mainly digital devices, especially for the digital dental workflow)
- Dental devices/equipment: largest market segment (globally) is dental imaging (23.9 %), followed by dental chairs and CAD/CAM devices (data status: 2023).
- Highest projected growth rates for the Asia-Pacific region
(mainly due to dental tourism and the spread of advanced technologies)

TOMORROW'S DENTAL OFFICE

- Digital, networked, smart (AI-based)
- More personal, individual, service-oriented and patient-centered
- Holistic view of the patient, not just the oral aspect
- Treatment is becoming increasingly preventive, minimally invasive, less painful and chairside.
- Senior citizens (including those with dementia and in need of care) are an increasingly important patient group.
- Bureaucratic tasks are increasingly being centralized, outsourced, or handled by AI

TOMORROW'S DENTAL LABORATORY

- More digital, networked, automated, service-oriented
- Dental technology workflows are becoming more and more varied and collaborative
- Faster, more cost-effective, and less location-dependent, yet also with more intensity of competition
- Market opportunities but also competition due to an increase in chairside restorations in dental practices
- Recruitment, apprentices, training and employee retention are becoming increasingly important as competitive factors
- Large laboratories and dental laboratory groups are growing in importance

TOMORROW'S DENTAL MANUFACTURERS AND RETAILERS

- Internet-based business models and internal business processes benefit from end-to-end digitization and networking (Industry 4.0)
- Protectionism, trade barriers, and regulatory and bureaucratic hurdles are on the rise
- Parts of the value chain migrate to other providers
- Social selling and personalized advertising using AI-based big data analysis are on the rise
- Increasingly, not only products are in demand, but complete solutions and accompanying services

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STATEMENT

IDS is the marketplace for innovations

European Trade Press Conference

for the

41st International Dental Show

Dr. Christian Öttl

Chairman

Free Association of German Dentists (FVDZ)

22 January 2025

Dear Ladies and Gentlemen,

The dental world will be casting its eyes on Cologne for one week - and ideally it is already here. Exhibitors from more than 60 countries participated two years ago and visitors from almost every country around the globe attended the trade fair. The same will be true again this year – and we are all a little proud to be hosting the entire world. IDS is quite rightly the world's leading trade fair for dental medicine, digital and dental technology innovations. Every dentist's heart will be filled with joy here, to have the latest developments in dentistry presented first-hand, to inform themselves, try new things out and simply to be right in the midst of it all.

We, the Free Association of German Dentists, are also present at this marketplace of innovations as a lobby for the interests of the dental trade, as a political initiator and critic. And we will underline why it is still important, sensible and right to help shape the future of dentistry - in community with commitment to the profession and expertise in dentistry and practice. We look forward to exchanging ideas with exhibitors, companies, organisations and all interested visitors on the road to the future of dentistry. We have already set milestones over the past 70 years and we aim to continue doing so on the path that lies ahead - as a strong lobby for the interests of the dental industry.

A strong representation of the industry's interests is becoming increasingly important in times of social individualisation. The dental profession is undergoing a phase of radical change: the demographic changes are noticeable in our practices - many older colleagues are leaving the practices, more and more patients need to be cared for because of the ageing population. On the one hand, there is an age shift, but on the other there is also a shift from rural to urban areas, from running one's own practice to working as an employee - and the framework conditions offer anything but planning security. This is another reason why it is interesting here at IDS to look beyond the German horizon over to our European neighbours. We very much appreciate the exchange of ideas.

Dentistry is becoming more modern, more precise and more effective. We see the best that health engineering can produce here - even in the digital world. As an association, we have been setting milestones for 70 years, but we have not stood still on the way to the digital age. Dentists are not only tech-savvy, they also love digital simplifications in their work. Every digital tool that simplifies practice operations, has a real benefit, speeds up treatment, supports the bureaucratic process is welcome. This is also what this year's IDS stands for.

IDS also offers us as an interest group the opportunity to talk to younger dentists. It is worth visiting our stand because of our start-up programme alone. This will demonstrate which form of practice suits your own lifestyle best, what good examples of successful practice start-ups there are and how much fun it is to work in your own practice following your own ideas. Our aim is to make people want to have a practice.

Germany holds a leading global position in the field of dentistry – we are demonstrating this once again here at IDS. We think "out of the box", we are strong in finding solutions and in innovation. And it is this positive, forward-looking mood that we want to bring to the dental profession: Dentistry has a future - if we let it. And to achieve this we need worldly innovation

and progress as well as local care in private practices. That is the brand essence of dentistry - and we want to strengthen that.

I would like to thank the organisers of this 41st International Dental Show - the Association of German Dental Manufacturers (VDDI), the Gesellschaft zur Förderung der Dental-Industrie (GFDI) and Koelnmesse - for their commitment and the many exciting approaches at this year's IDS. We wish you every success with this trade fair - which I am sure we will all return home from with a whole backpack full of ideas and good suggestions.

The Free Association of German Dentists is represented in Hall 10.2, Stand L008

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For further information see: www.fvdz.de

Dear Ladies and Gentlemen,

It is with great pleasure that I am attending the IDS Press Conference 2025, on behalf of Council of European Dentists. As a reminder, we are a European non-profit association, which represents over 340,000 dentists across Europe. The association was established in 1961 and currently comprises of 33 national dental associations from 31 European countries. This puts the CED in the unique position of speaking with one voice on behalf of dentists at European level, while taking into account many different national positions and realities when preparing our policies.

We are still at the very beginning of the new European institutional mandate, with a lot of existing and new opportunities to communicate our stance on key policies and priorities in the EU. Some of the core concerns and recommendations of European dentists can be found in our [Manifesto for the new EU Mandate](#). I would like to expand on some of these messages, particularly in the context of the IDS press conference.

This brings me to my first message: Namely that **what works for one country may not be applicable in another**, including in Europe. An example of this is the digitalisation and artificial intelligence (AI): A driving force for supporting and boosting many aspects of dental work. Nevertheless, legislation on eHealth at EU level presents various challenges for some of our members. It is necessary that all of us, as stakeholders in the same supply chain, work together to **ensure that this great digital progress does not lead to disproportionate burdens and obligations on top of our core priority: high quality dental treatments and improving oral health**. This is especially relevant for dental practices that fall under the category of small and micro enterprises.

Secondly: **when it comes to medical devices, my message is 'if it works efficiently, safely and properly, it should be available'**. This specifically relates to the Medical Devices Ordinance, whereby we European dentists are inundated with updates on which device and when it may become unavailable. The manufacturers are highlighting issues such as high administrative burdens and long re-certification times. For us, at the end of the chain and responsible for delivering safe, high-quality treatments to our patients, it is of vital importance that provenly safe medical devices are allowed to remain on the market in an easier, more streamlined manner. In an aging Europe that will require more and different types of treatments, this ongoing problem must be resolved.

Last but not least, **the European dental world is undergoing change**. In some member states, young dentists are choosing not to open their own practices, other countries are suffering from a lack of sufficient dental employees and vice versa. A tendency towards bigger units, sub-specialists and more teamwork can be seen all over Europe. Nevertheless, the balance in the relationship between the dentist and the dental team members should be maintained, with the dentist as the team leader. **Workforce challenges have to be addressed in a timely manner**, at European level, but also in accordance with national variations and specificities.

In conclusion, I would like to thank the organisers for this event! Together as a community, we are all in the same boat and we each have our own priorities – our own 'paddles'. And yet, we cannot



*CED President Dr. Freddie Sloth-Lisbjerg
Statement
IDS Press Conference, 22 January 2025*

sail if we do not work together. As such, I encourage us all to remain in contact, to exchange and interact at the premises of IDS and beyond.

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Key messages for the 41st IDS 2025 - Mr Pace, VDDI Chairman

The 41st IDS 2025 and its environment

It is just a few weeks to go before the opening of the 41st International Dental Show. The international dental industry is meeting up again in Cologne from 25.-29.03.

The framework conditions of this global get-together of the dental family are once again marked by geopolitical upheavals, as well as by economic and human challenges.

The day before yesterday a new government took up office in the USA. In the run-up to this wide coverage about high customs duties and other trade limitations circulated the media.

In February the federal elections are on the agenda in our home market Germany. We are urgently expecting a new government to introduce effective measures to significantly reduce the bureaucracy at all levels.

We don't know what tasks the politicians will bestow upon us over the next years, which we as part of the oral health industry will also have to master.

Our joint mission

But we know one thing, the dental industry comprising of dentists, the dental technology trade, the specialised dental trade and last, but not least the manufacturers of the dental industry intend to and will fulfil our mission.

We aim to continue working together on retaining or restoring the oral health of our patients. Every individual profession of the dental industry makes its specific contribution to this humanitarian task.

Oral health is often decisive for general health.

Good oral, dental and general health are not solely very desirable for humanitarian reasons. Healthy people are ultimately also a significant factor of the economic development of a country's economy.

Dental medicine products enable dentists all over the world to provide their patients with the entire range of therapies of contemporary dentistry.

The dental profession (the global association FDI, the European umbrella association CED, the BZÄK, the FVDZ and the global health organisation WHO) emphasises the special role of oral health for people's overall health.

- The need for acute treatments and long-term therapies to retain or restore oral and dental health is omnipresent worldwide. The latest special edition of the "Dental Atlas for IDS 2025" confirms this: According to estimates, around 2.3 billion people are affected by tooth decay alone. More than 1.1 billion predominantly older people worldwide suffer from severe periodontitis. The demographic development of many industrial nations towards societies with a high share of old age people and a growing need for treatment demands answers from society.
- The service providers of the dental profession and from the dental technology trade are well-qualified and highly motivated. This fundamentally applies for all markets. More than 340,000 dentists belong to the CED in Europe. According to the special edition of the Dental Atlas for IDS, there are precisely 415,537 dentists in Brazil. In Egypt there are almost 30,000 dentists, more than a dozen dental schools train dentists for the entire region. There is no lack in qualifications or motivation.
- The oral health industry serves all people, they are the patients. That is why it is important to eliminate non-tariff trade barriers worldwide. Medical and dental medicine products are absolutely unsuitable for politically motivated sanctions. Particularly in the field of health, from prevention through to the prosthetic treatment of patients, the free and unimpeded trade and sales of medical products is urgently necessary.
- The future prospects of the dental industry are very positive: We are watching the middle class grow in many regions of the world. Higher buying power and the recognition of the correlations between oral and dental health and the quality of life of the citizens is increasing the demand for health services. We are expecting an additional demand due to the ageing populations in among others most of the leading industrial countries.
- Last, but not least it depends on the politics of the respective regions and countries to also use the potential of the health of the citizens and employees to the benefit of the national economy. The WHO and the EU are working on models to enable those groups of the population with limited own funds access to better healthcare.
- To achieve this the oral health industry requires solid framework conditions that also allow the dental industry to attain a return on investment. Anyone, who aims to successfully provide health services, has to have a solid financial basis for their work with patients.
- Dentists, dental technicians, the specialised dental trade and the dental industry will all meet up at IDS to engage in an exchange about the current trends of the dental sector and develop opportunities for shaping their manifold fields of activity and future strategies.
- The 41st IDS 2025 will once again be the indispensable global marketplace of the dental industry. As the most comprehensive display window for the innovations

of dental medicine technology, it presents the entire global dental market happenings in an environment of fair competition between the suppliers. We can already assume today that in its role as a trend and pacesetter IDS will once again boost the global dental industry.

- Our task as a manufacturer and exhibitor of dental medicine technology is to present ourselves to the trade visitors from all over the globe at the 41st IDS as an efficient partner thanks to our innovations, service friendliness and the reliability of our industry.
- The German dental industry considers itself to be well-equipped for the future: Our dental industry offers all products, system solutions and innovations for the entire spectrum of dentistry. The fields of applications of our products range from expedient basic treatment through to high-end dentistry.
- The 41st event of the International Dental Show stands for unlimited cosmopolitanism as it has done for over 100 years. It stands for fair competition between the global dental industries that present their products and innovations to the international trade visitors and allow their suitability for the everyday routine of dental practices and laboratories to be tested.

Mark Stephen Pace
Chairman of the Executive Board of the Association of the German Dental

Industry. Status: Monday, 20 January 2025

Position

IDS as a dental exchange forum for best practices

**European Trade Press Conference on 22 January, 2025
on the occasion of the 41st International Dental Show**

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

Dear Ladies and Gentlemen,

Every two years, the International Dental Show (IDS) unites experts not only from Germany and Europe, but also from America, Asia and beyond. The dental world comes together in Cologne to celebrate the latest developments in dentistry and to promote the exchange of knowledge and innovations.

Over the years, IDS has established itself as the leading global forum for dental professionals. Manufacturers, service providers and dentists meet here to share their ideas and visions. IDS is a showcase for innovations in dentistry. The technologies and procedures presented here hold the potential to revolutionise the way we work and significantly improve patient care. From digital diagnostic tools and advanced treatment methods, to sustainable materials materials - the innovations we are able to experience at IDS are crucial for the further development of our industry. They enable us to make more precise diagnoses, carry out treatments more efficiently and ultimately increase patient satisfaction.

Furthermore, these advances not only support the individual practices, but also help strengthen the healthcare system as a whole. By adapting and implementing new technologies, we can ensure that the best solutions are available for our patients. In times when technological progress and digital solutions are advancing rapidly, it is more important than ever for us to work together as a dental community. We can only make sure that our patients continue to have access to close-to-home and low-threshold dentistry by sharing best practices.

In Europe, we face common tasks - whether it be ensuring high-quality care or adapting to new legal framework conditions. The dental profession is faced with a multitude of challenges, many of which result from the political and regulatory framework conditions of the European Union. It remains to be seen what initiatives the new European Commission under President Ursula von der Leyen is planning. However, the administrative burden on practices should definitely not be allowed to increase any further; it is already too high and wastes valuable time that is not available for treatment.

IDS additionally offers the German Dentists Association (BZÄK) the opportunity to talk to young professionals, who are faced with major challenges when starting their careers and setting up their own businesses. High investment sums, heavy bureaucratic burdens and a high demand for skilled workers in the practice team, which is becoming harder and harder to meet, are making it increasingly difficult for young colleagues to settle in and establish themselves in the profession. The BZÄK made proposals in its "Warnemünde Declaration" at the end of 2023, as to how the falling number of practices, in rural areas in particular, can be improved. IDS is an excellent opportunity for subjecting these proposals to a reality check in discussions with colleagues.

I am also pleased that the conference of dental aid organisations, which the BZÄK organises every two years during IDS, is taking place, this time on 28 March. Here, we offer the many committed dentists with their aid projects the opportunity to exchange ideas and network. Around 70 dental aid organisations are members of the German Dentists Association network.

I would also like to thank all of the exhibitors, who with their commitment and creativity contribute towards making this trade fair a complete success. Our special thanks also go to the organisers - the Association of German Dental Manufacturers (VDDI), the GFDI (Gesellschaft zur Förderung der Dental-Industrie) and Koelnmesse – whose tireless efforts have made it possible to put this event together.

At IDS we can discuss topics in dialogue with one another and develop innovative approaches. Let us use this platform to learn from each other and find solutions together. And let us take a joint look ahead to a future in which we develop dentistry further through cooperation and innovation – for the benefit of our patients in Germany, Europe and all over the world.

I wish all of the organisers, exhibitors and visitors an interesting, exciting and successful International Dental Show 2025!

The German Dentists Association will be presenting itself together with its partners in Hall 11.2, Aisle O/P, Stand 50/69. Further information on the program can be found [here](#).

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IDS 2025

The dental technology trade accompanies
the fast pace of the digitalisation

**Statement by the President Dominik Kruchen
on the occasion of the European Press Conference
for the International Dental Show (IDS) 2025
on 22 January 2025 in Cologne**

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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. 14 guilds belong to the VDZI.

As part of the healthcare profession the dental technology trade is an essential player in providing healthcare in Germany. It combines technical know-how, precise craftsmanship and creative design in a profession that delivers tailor-made dental prostheses of the highest quality. Together with dentists, dental technology master laboratories - supported by the dental industry - guarantee the provision of high-quality dental services.

The dental technology trade is currently facing various challenges: In particular, the issues of fair remuneration for dental technology services, debureaucratisation, investor-operated medical care centres and strengthening the infrastructure of vocational training within the trade are at the top of the professional policies agenda.

In these economically uncertain times, German medium-sized businesses urgently need reliable framework conditions. In this context, it is a positive signal that a protracted political stalemate is going to be avoided thanks to the new elections in February.

Compensation for additional costs due to inflation or crises

As a result of the legal requirements, the framework for price developments is very rigid. The topic of dental remuneration is therefore also on the VDZI's professional policies agenda: The strict and exclusive limitation down to the maximum rate of change according to § 71, paragraph 3 of the German Social Code V for price negotiations does not allow for compensation for costs due to inflation or crises. Even if the verifiable annual cost development in the dental technology trade is higher than the annual rate of change for the contribution-based income of all members of the health insurance funds, the dental technicians do not receive any compensation for the costs according to the legal requirements and cannot compensate for this in later periods either. The dental technology guilds and the VDZI are therefore still demanding that the upper limit of the rate of change should be raised or supplemented by more flexible criteria.

Surge of debureaucratisation

There is a consensus within the business world on the issue of bureaucratisation. What is needed is a surge of debureaucratisation that dispenses with superfluous documentation requirements.

In the dental technology trade, this particularly applies for the so-called clinical evaluations of custom-made products laid down in the European Medical Devices Ordinance.

Integration into the telematics infrastructure also for dental technicians

Last year, the VDZI reached a pioneering agreement with the GKV-SV (National Association of Statutory Health Insurance Funds) for dental technology companies regarding the requirements for the electronic data exchange between dentists and dental laboratories. The connection of dental laboratories to the telematics infrastructure (TI) will therefore keep the dental technology trade busy this year and beyond. To support the laboratories in the implementation thereof, the VDZI will provide a comprehensive information brochure that explains all the necessary steps and details for a smooth connection to the TI.

Modernisation of training and further education

Without well-trained specialists, a dental laboratory cannot be successful or compete in the digitalised world. The new training regulations have therefore already been modernised and came into force on 1 August, 2022.

The planned amendment to the Master's examination regulations is expected to come into force on 1 August of this year, if the plans are implemented as foreseen. This will also bring the master craftsman training into line with the dynamic requirements of the industry.

Transparent and close-to-home care structures

The professional and cooperative partnership between the commercial dental laboratory and the dental practice is the pillar of dental care with dental prostheses. The VDZI considers the model of the freelance dentist on the one hand and the self-employed master dental technician on the other to be a successful constellation for specialised and innovative quality of care. In view of the growing number of investor-operated medical care centres (iZ-MVZ) in the healthcare sector, especially in the dental field, which is disproportionately affected by this, legal regulations that create fair competitive conditions are important. In addition to the inadequate supervisory structures of iZ-MVZ, the production of dental prostheses in iZ-MVZ is not subject to competition due to the closed economic cycle. Such systems go far beyond the original intention of a "practice laboratory" and the necessary framework conditions are undermined here. The legal aspects need to be further examined here.

The pace of the digitalisation within the dental industry still high

In recent years, modern technologies such as CAD/CAM, 3D printing and, most recently, artificial intelligence have brought further advances in the work of the dental technology master laboratories and in the production of dental prostheses. For example, AI-supported digital colour determination devices make it easier to choose the precise colour of the tooth. In future, technologies such as the assisted processing of digital models or material-saving optimisation in computer-aided manufacturing could bring further progress. These technologies enable more efficient work processes, but do not replace the traditional craftsmanship. Dental technicians continue to work analogously, whereby manual skills and a strong aesthetic sense remain indispensable, especially when designing and finally adjusting dental prostheses.

The dental technology trade

The just under 7,250 dental technology master laboratories ensure a quality-tested and comprehensive supply of dental prostheses in Germany. In 2023, there were just under 46,250 dental technicians in Germany, who were subject to social insurance contributions. Almost 5,000 young people are currently completing highly qualified training in the dental technology trade. Almost two-thirds of the trainees are female. Within the trade, the dental technician profession ranks fifth among the top 10 most popular professions for female trainees. With a training rate of over 30 percent, the dental technology master laboratories provide above-average training compared to the economy as a whole.

The dental technology trade at IDS - trainees present themselves

The IDS 2025 is once again a showcase for the dental technicians of tomorrow. The VDZI is underlining the importance of training once more in the scope of its renowned competition for young professionals, the Gysi Prize, which is celebrating a special anniversary this year, it is namely being held for the 20th time. A high number of applications have been received. Our training companies are once again sending out the signal that they are continuing to invest in training despite the difficult times. I am already looking forward to being able to honour our young professionals at the International Dental Show in Cologne. The award ceremony will take place on 27 March.

The VDZI exhibition stand in Hall 11.2, Aisle S 10/12 is furthermore also the contact point for all questions about dental technology on all days of the trade fair.