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#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.

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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.

Note for editorial offices:

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