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#idscologne

40th IDS 2023: European Press Conference emphasised the success story of the leading global trade fair

The most important platform for the dental world for 100 years

The "hot" phase of the final preparations for IDS 2023 were heralded in by a European Press Conference on 25 January 2023. The hosted event in the presence of around 50 trade journalists from Europe gave an outlook of the forthcoming IDS from 14 to 18 March 2023, which is also celebrating its 100th anniversary this year. In his words of greeting Mark Stephen Pace, Chairman of the Executive Board of the Association of the German Dental Industry, highlighted the impressive success story of the International Dental Show from its early days in Berlin in 1923 through to the 40th edition. IDS has been shaping the dental future for 100 years in the meantime and will also demonstrate its outstanding driving force in 2023 under the motto "100 Years IDS - Shaping the dental future, Pace emphasised.

Pace highlighted how IDS has developed into the world's most comprehensive innovation showcase, indispensable industry meeting point and dental industries exhibition.

Oliver Frese, Chief Operating Officer of Koelnmesse, stressed how delighted and proud he is that Koelnmesse has been part of the IDS success story for thirty years. He stated that one is anticipating a strong IDS 2023 and that 1,700 companies from 60 countries had already confirmed their participation. The fact that good 75 percent of the exhibiting companies come from abroad, impressively demonstrates the international USP of IDS at the Cologne location in its capacity as the largest dental trade fair in the world, Frese added.

The hosted conference that was also attended by Dr. Henner Bunke, Board Member Council of European Dentists (CED), and Dr. Juliane Winkelmann, European Observatory of Health Systems and Policies in Brussels in addition to Mark Stephen Pace and Oliver Frese, clearly underscored once again the great significance of a trade fair. The digitalisation boost is important and brings a great deal of added value, but products also have to be experienced live due to their haptic components. For example, Dr. Bunke ascertained that dental medicine is a profession that has fundamentally taken on a more preventative role in recent years. The curative part is however still highly relevant and thus dental care still forms an important part. Hence, one has to attend trade fairs to examine the new innovations and "tangibly feel them in one's hand". Oliver Frese stated that Koelnmesse is pushing digitalisation in all sections. One has however also learned over the past three years that although the digital offer creates important added



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value, physical encounters at trade fairs are indispensable. Finally, Marke Stephen Pace emphasised once again the innovative power of the international dental industry and the significance of IDS as a leading communication platform. Only the personal and trusting exchange makes successful business possible.

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Photo material, the digital press kit and a recording of the European Press Conference IDS 2023 are available as a download at [Photo material for the press | IDS | IDS \(ids-cologne.de\)](#), [Digital press kit | IDS \(ids-cologne.de\)](#) and here the link for the film: <https://www.english.ids-cologne.de/>.

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 is staged by Koelnmesse GmbH, Cologne.

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