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#Idscologne

## IDS 2025: Focus on young professionals

### Free visit to the trade fair for students, master students and trainees

The future of the dental industry begins with the skilled workers that are completing their training today. The International Dental Show (IDS), which is taking place in Cologne from March 25-29, is thus setting a strong signal for the promotion of young professionals: On the Saturday of the trade fair, the German dental industry invites students, trainees and school pupils in dentistry and dental technology to attend the world's leading trade fair free of charge.

IDS is using this initiative as a targeted means of promoting the exchange between young talents, established skilled workers and leading companies of the international dental industry. The aim is to grant the young professionals early access to current developments, innovative technologies and valuable industry contacts.

Numerous digital services are available to the visitors that enable them to plan their visit to the trade show efficiently and conveniently. The IDS app serves as an interactive companion on-site. The hall plan, list of exhibitors and the event programme are thus always ready to hand on the smartphone. Furthermore, the IDScconnect platform comprising of online seminars, product presentations and networking opportunities provides a digital enhancement to the trade fair.

With these offers, IDS is once again underlining its role as the central platform for knowledge transfer and upcoming industry professionals - and thus actively contributes to securing the future of the dental industry.

#### About IDS

The International Dental Show (IDS) takes place in Cologne every two years and is organised by the GFDI Gesellschaft zur Förderung der Dental-Industrie mbH, the commercial arm of the Association of the German Dental Industry (VDDI), and hosted by Koelnmesse GmbH, Cologne.

#### Note for editorial offices:

IDS photos are available in our image database on the Internet at [www.english.ids-cologne.de/imagetdatabase](http://www.english.ids-cologne.de/imagetdatabase)

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GFDI is the commercial enterprise of the



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