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#Idscologne

IDSconnect 2025: The digital IDS extension launches on the 10 March with new features

IDSconnect, the digital platform of the International Dental Show (IDS), has established itself as a valuable extension of the physical trade fair since its launch in 2021. It complements IDS (25 to 29 March 2025 in Cologne) with digital options that promote networking, visibility and knowledge transfer. It will be available to visitors to the world's leading dental trade fair from 10 March 2025 - with additional functions and optimised user guidance.

From preparation to post-fair business: IDSconnect makes more possible

IDSconnect extends the trade fair experience far beyond the event itself. Even before IDS 2025 begins, visitors can search specifically for exhibitors, products and events and make business contacts. During the trade fair, the platform enables direct access to live presentations, industry insights and exclusive specialist content - at any time and from anywhere. After the trade fair closes, IDSconnect will remain online until 30 June 2025 so that content can be repeated flexibly and post-fair business can be used in a targeted manner.

New functions for an optimised user experience

The platform has been continuously developed since the last event to provide a comprehensive omni-channel experience. Key improvements include an optimised search function that delivers faster and more accurate results, a revamped Communication Center and an adapted networking tool with more intuitive interactions for targeted business matching.

Another key benefit this year is that the exhibitor profiles and the event programme are freely accessible without registration for the first time. Anyone wishing to actively network and interact can simply register free of charge using their Koelnmesse ID.

With these innovations, IDSconnect remains the central digital interface to the global dental industry and promotes the three pillars of success for exhibitors and visitors: business, exchange and inspiration.

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



IDS
25.03. - 29.03.2025
www.english.ids-cologne.de

Your contact:
Markus Majerus
Tel.
+49 221 821-2627
e-mail
m.majerus@koelnmesse.de

Koelnmesse GmbH
Messeplatz 1
50679 Köln
P.O. Box 21 07 60
50532 Köln
Germany
Tel. +49 221 821-0
Fax +49 221 821-2574
www.koelnmesse.com



GFDI Gesellschaft zur Förderung der
Dental-Industrie mbH
(Society for the Promotion of
the Dental Industry)
Aachener Strasse 1053-1055
50858 Cologne
Germany
Phone +49 221 500687-0
Fax +49 221 500687-21
info@gfdi.de
www.gfdi.de

GFDI is the commercial enterprise of the



Dental Solutions.
German Manufacturers.
Association of the German
Dental Manufacturers e.V. (VDDI)
info@vddi.de
www.vddi.de

commercial arm of the Association of the German Dental Industry (VDDI), and hosted by Koelnmesse GmbH, Cologne.

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If you reprint this document, please send us a sample copy.

Your contact:

For details and information on the dental industry:

VDDI/GFDI

Media & Communications

Martin Dommer

dommer@vddi.de

Burkhard Sticklies

sticklies@VDDI.de

Your contact for IDS:

Markus Majerus

Public and Media Relations Manager

Koelnmesse GmbH

Messeplatz 1

50679 Cologne

Germany

Tel +49 221 821-2627

m.majerus@koelnmesse.de

www.koelnmesse.com