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#Idscologne

## Impulses, innovations, IDS: Leading global trade fair guides the dental world into the future

**135,000 visitors from 156 countries ++ Over 15 percent increase in the number of visitors ++ High level of internationality, quality and motivation on both the exhibitor and visitor side ++ Willingness to invest meets innovative power ++ IDS underlines Germany's role as the driver of the dental industry.**

The international Dental Show 2025 was more than just an industry meeting point for many people concerned - it stood for a joint step forwards into a future-looking, increasingly digitalised and connected dental world. The immense joyful anticipation among the companies, dental practices and laboratories was clearly tangible in the exhibition halls: People met people, ideas and solutions were discussed and exchanged in the course of personal dialogues. Furthermore, a high level of internationality characterised the overall picture in the halls - the worldwide dental industry was visibly represented both in terms of the exhibitors and the visitors.

More than 2,000 companies from over 60 countries presented a comprehensive offer of dental medicine and dental technology products - with visibly higher motivation and professional depth and diversity. The more than 135,000 visitors from 156 countries encountered this commitment with openness and willingness to invest. In spite of geopolitical uncertainties and economic challenges, the number of trade visitors rose by more than 15 percent compared to the previous event - with particularly strong growth from Germany. As such, this year's trade fair demonstrated what is possible when the industry comes together.

In this way, the 41st IDS came to an end on 29 March 2025 with a convincing overall result that not only exceeded the key figures of IDS 2023, but which also confirmed its claim of being the international benchmark in quality, reach and professional relevance. It became apparent once more: Germany is a key innovation hub of the dental world - and here the trade fair location Cologne serves as an active driving force for the future of the industry.

"IDS has fortunately clearly exceeded our expectations once again. Overall, we are observing that the German dental industry is very well-positioned in terms of the international competition and is an innovation leader. This is also reflected by the high interest in innovative products and system solutions. IDS is the beacon for the global dental industry," said Mark Stephen Pace, Chairman of the Executive Board of the Association of the German Dental Industry (VDDI).

"IDS 2025 was a total success in every respect. It showed that Cologne is not only the



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home of the dental industry, but also a place where the future is shaped. As the leading global trade fair, it is both the showcase and driver - for sustainable progress, the quality of the supply and for global partnerships," added Oliver Frese, Chief Operating Officer of Koelnmesse.

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With digital tools like the IDS app and IDSconnect as well as targeted formats for young skilled workers, IDS 2025 once again satisfied the demands of a modern, connected dental world. Hence, the leading global trade fair not only served as a showcase for innovations, but also as a platform for an exchange across several generations and borders.

### **Encounter and vision: BZÄK and VDZI praise IDS 2025 as a platform for exchange and shaping the future**

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. IDS offers us the opportunity for exchanging examples of best practice so that our patients continue to have access to close-to-home and low-threshold dentistry in the future," summed up Prof. Dr. Christoph Benz, President of the German Dentists Association (BZÄK).

For Dominik Kruchen, President of the Guild Association of German Dental Technicians (VDZI), IDS 2025 was a complete success: "This year's IDS continues to be a leading trade fair for many dental technician laboratories. The laboratories examine new technologies, materials and workflows here and search for game changers, who supply prostheses. And in doing so they fall back on their entrepreneurial vision and professional experience. Well-founded investment decisions are taken with a view to the implementation in the laboratory. The high number of trainees in the exhibition halls is an expression for the fact that our upcoming generation is getting ready for its role in the future prostheses supply chain."

### **IDS 2025 in figures**

2,010 companies from 61 countries took part in IDS 2025 on exhibition space spanning 180,000 square metres. Among them were 463 exhibitors from Germany and 1,547 exhibitors from abroad. Foreign exhibitors accounted for 77 percent of the total. Including estimates for the final day of the trade fair, more than 135,000 trade visitors from 156 countries attended IDS, of which 55 percent came from abroad. This corresponds to a 15 percent increase in the number of visitors compared to the previous event.

**The next IDS - the 42th International Dental Show - is scheduled to take place from 16 to 20 March 2027.**

### **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.

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