



100 YEARS IDS

SHAPING THE DENTAL FUTURE





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FOREWORD

100 years of IDS - Time to look to the past and the future

Nowadays, the International Dental Show is undisputedly the leading trade fair for dental business throughout the world. With more than 70 percent international exhibitors and over 55 percent visitors, IDS occupies the top position.

The Dental Show premiered 100 years ago. In those times of emergency and crisis, it was impossible to foresee how the industrial exhibition would develop. I am reminded of the great scientist Sir Isaac Newton. He once said, "If I have seen further, it is by standing on the shoulders of giants".

Adapted to match the IDS, I would say, „The IDS, the world's top trade fair, heads the dental industry today because our preceding generations forged ahead so vigorously and perseveringly.“

We admire the great boldness and foresight of the founders and advocates of the Dental Show and pay tribute to their achievements.

Franz Zweiling, who named the Dental Show, as well as Dr. Adolf Abraham (Drala), then Chairman of the VDDF, should be mentioned here as representatives of many pioneers of the dental industry. Both worked very hard to bring about the first Dental Show.

Of the 25 companies known by name from the 29 that exhibited at the premiere of the Dental Show in 1923, two still exist today.

It fills me with great gratitude and deep satisfaction that the owner-managed family business, which I have the privilege of managing today, was one of the first exhibitors back then.

The following generations have successfully taken over the baton and today we continue to carry it into the future. The current generation is aware of its responsibility to develop the IDS further and thus ensure that it remains the world's leading trade fair for the international dental industry. I consider this legacy of our predecessors to be our obligation to future generations and would also like to make a personal contribution to consolidating the world's most important dental trade fair for our successors and Germany as a business location.

I am delighted that, in addition to the traditional firms, the many young VDDI member companies also share the vision of a cosmopolitan International Dental Show. They live the values of fair competition and Olympic comparison of performance of the worldwide dental industries.

This idea, „The Spirit of the IDS“ is also shared by our many international exhibitors, who have long been significant participants in developing the IDS.

We have made it our joint task to further develop the idea of the IDS by preserving the tried and tested, shedding the outdated and developing contemporary answers and viable solutions for new challenges.

This brochure invites you to peruse 100 years of IDS. As we leaf through and read, we amble past the milestones of its history and take a look at the significant turning points.

We can learn from 100 years of IDS history:

A success story starts with a vision. Our preceding generations worked single-mindedly towards a distant goal whose realisation only the boldest could have imagined. Another element in the formula for success is perseverance and persistence, so as not to lose sight of the goal even in difficult phases of development. Resilience is indispensable in times of upheaval, in that the participants recognise new opportunities and act to find solutions. Ultimately, the decisive factor for success then and now is our dedication to our core mission. Manufacturers of dental medical technology must provide all the necessary working materials and aids in the utmost quality that dentists, dental technicians and their staff, as well as the dental trade, need to maintain or restore oral health for patients all over the world.

These are some of the constants that have proven very sustainable in a continually changing world and should also create a firm foundation for development over the next 100 years.

Yours

Mark Stephen Pace
Chairman of the Board, VDDI
(Association of the German Dental Industry)



Mark Stephen Pace,
Chairman of the Board
of the Association
of the German
Dental Industry (VDDI)

THE BEGINNINGS 1916 - 1937

The vision of an own dental show of the German dental industry was the paramount objective when the Association was founded during the First World War in 1916

The objective:

Gaining new customers and a fair comparison of performance with dental manufacturers from abroad at a central location in Germany

The vision

The vision to organise an own International Dental Show in Germany dates back to the founding period of the Association of German Dental Manufacturers (VDDF). In 1916, in the middle of the First World War, the founders set their sights high: they wanted to create an opportunity to compare their products with those of other dental industries from Europe and the world at a common exhibition venue. They aimed to gain favour with customers, dentists and dental technicians as well as the dental trade in fair competition. Thus, the founders brought forward the ideas of a cosmopolitan outlook and the Olympic principle of all participants at a time when the First World War and nationalistic-patriotic sentiments were dominating events in Europe. The bold vision of an international dental show that allows an industry to compete regardless of national backgrounds has proven more than viable during the ensuing decades.

The beginning (1923-37)

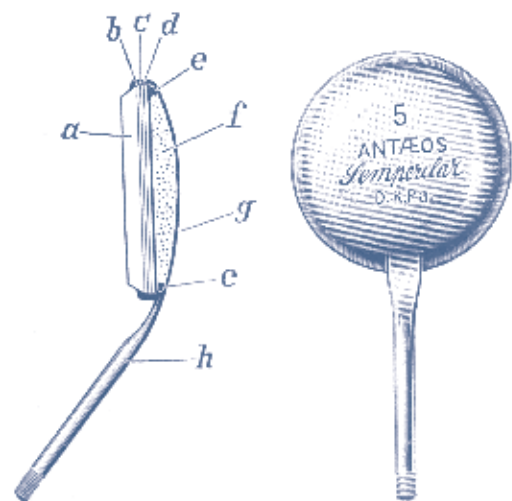
Due to the extremely difficult economic and political circumstances of the time, it took until 1923 before the first dental show was held. Despite hyperinflation, 29 exhibitors met on an area of 350 square metres in the Berlin Zoo. Exhibitors and the public found this first dental industry exhibition so interesting that they met annually from then on until 1928 for the Dental Show.

In the course of later events, foreign professionals attended and international exhibitors joined the event.

Our dental industry had been working towards international competition from the very beginning. The intention of the VDDF was to turn domestic competition into an international comparison of the performance of dental manufacturers. Competition and innovative strength go hand in hand.

The joining of innovative companies in an industry association inherently leads to stronger competition. Members meet each other more frequently at dental markets, exhibitions and trade fairs. International competition encourages even more, releases creativity and leads to the "sporting" desire to be better than the competition.

The catastrophe of the Second World War interrupted the new international relations, thus necessitating a new start in 1950.



Zoologischer Garten, Berlin. Der Marmorsaal im Zoo.

Zoological Garden, Berlin. Marble Room in the Zoo

FACTS & FIGURES

- 26 - 30-09-1923
- 29 exhibitors
- 350 m²
- Berlin Zoo

Dental Show despite hyperinflation

100 years of IDS - Today's observers are absolutely amazed by the astonishing parallels. 1923 was the year of hyperinflation in Germany. When we suffer from an inflation rate of around eight per cent today (2022), then let us take a brief look at the inflation rates of that time:

- As early as February 1922, inflation already exceeds the 100 per cent mark.
- In October 1922, inflation surpasses the 1,000 per cent mark.
- In February 1923, inflation reaches 10,000 per cent.
- By December 1923, prices were then 182 billion per cent higher than in December 1922, which is absolutely inconceivable these days!

The general conditions for the first Dental Show in Berlin could hardly have been more negative.

Mark Stephen Pace, General Assembly of the Association



1916 - 1937

FROM A VISION TO BECOMING ESTABLISHED

Steady growth gradually increased the importance of the VDDF exhibitions.

The **2nd Dental Show 1924** gains two additional exhibitors, the area almost doubles to 650 square metres.

58 exhibitors participated in the **3rd German Dental Show (DDS) in the year 1925** on an exhibition space of 850 square metres. With the first-time participation of the Sagrotan manufacturer Schülke & Mayr, the importance of scientifically recognised disinfectants also comes into focus for dental practices.

And by the time of the **4th DDS in 1926**, no fewer than 82 companies were already exhibiting their products. The demonstration of the "Krupp denture plate fabrication" attracted particular interest. Foreign visitors also attended for the first time.

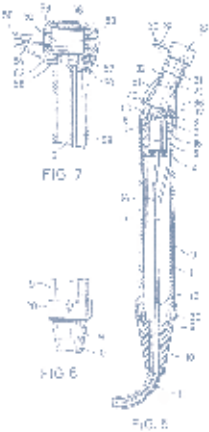
At the **5th DDS in 1927** - with 132 exhibitors on an area of 1,500 square metres - the VDDF sets up an extra exhibition hall for new inventions for the first time. Academic and non-academic dentists present their product ideas, which are very well received.



In the foreword, looking back at the previous events, they represent:

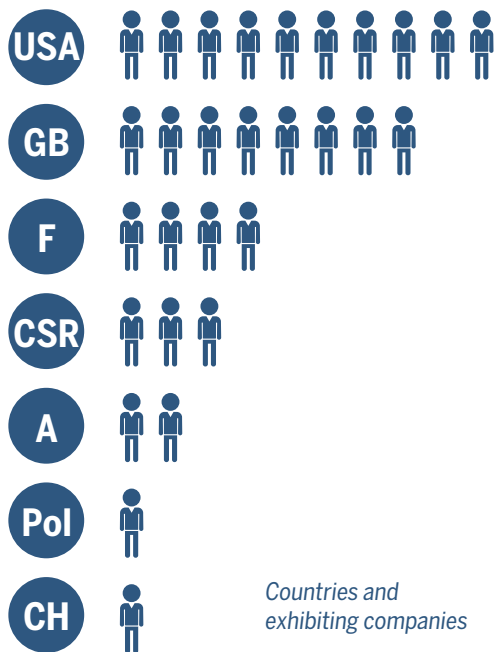
"A periodic review of the performance of our industry by a body of exceptional expertise, as represented by the visitors to our exhibitions, must become a factor of the highest educational importance for practical dentistry as well as for trade and industry in its service. (...) The industry attributes its gratifying recovery since and the continuously increasing sales to all countries of the world in no mean terms to the fact that professional criticism from the experts has given most valuable pointers for improving their products (...) We ask you to conduct this review (...) and to express your judgement openly. Where you feel it is constructive to criticise, your criticism will be an incentive to redouble efforts to perfect the product; where you can offer praise, it will be confirmation that our guiding principle that only the best is good enough for dental practitioners has brought us forward."

The intentions and objectives of providing the market with an overview of own products in a dental exhibition alongside those of other manufacturers, and in particular of presenting them to professional users for critical examination, have remained the guiding principle of IDS to this day.



6th International Dental Show 1928

The VDDF continues to develop its exhibition strategy further and invites targeted foreign manufacturers to the Dental Show in Berlin. The sixth event is given the self-confident title "International Dental Show" for the first time. It is the first event attended by major international exhibitors. Visitors from neighbouring countries already attended earlier.



The 6th Dental Show with 184 exhibitors over 229 stands on a floor space of 1,800 square metres, again confirms the interest of the professional dental world in the wide range of products exhibited. The 41 (academic) and (non-academic) dentists who presented their new developments to manufacturers and users in an own inventor section were more than well received. It was precisely in this phase that academic and non-academic dentists developed new product ideas and improvements based on everyday practice. And quite a few users and developers set up their own dental companies and became manufacturers in their own right.

"Following our invitation, the relevant foreign dental industry has attended in surprisingly large numbers in addition to German involvement, a thriving interest has become noticeable at home and abroad, so that representatives of science, practical dentistry and the trade from all European countries will be attending to see what is new and to compare the best all countries have to offer."

Foreword by the Exhibition Management to the 1928 Trade Fair Catalogue

Originally, more of a national showcase of the German dental industry, the Dental Show now aims at becoming an international meeting point for the industry in the professional dental world. The dental industry looks back on a successful partnership with research and practice and underlines its willingness to provide academic and non-academic dentists with the best they need for treating their patients. The industry seeks the international comparison as a driver for its innovation power:

"The dental industry, which has been working together with science, practice and technology for more than a hundred years to create the best aids and devices for maintaining the health of the human masticatory system, is of course quite naturally pursuing the promotion of its economic interests with this show. To the same degree, the industry is also inspired by the wish to contribute its part to promoting general health and well-being, otherwise it would have had no reason to invite foreign competition to participate."

Foreword by the Exhibition Management to the 1928 Trade Fair Catalogue

1925

1926

1927

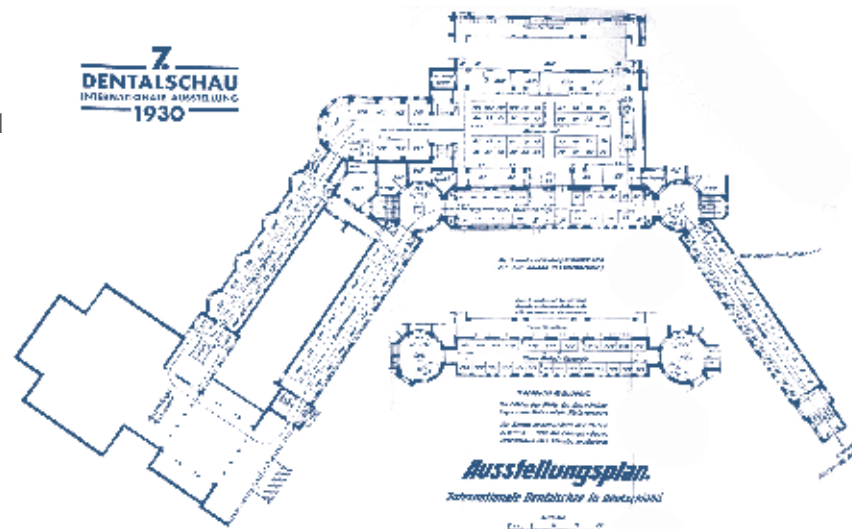
18 to 21-03

1928

26 to 30-09

Although this exhibition had been extended from three to five days, visitors crowded into the halls and in front of the stands from early morning until late at night.

Encouragingly, visitors gave German dental products a positive rating. However, a direct comparison reveals that foreign manufacturers also offer products for dentistry and dental technology purposes that challenge the previous supremacy of Germany, the UK as well as the USA.



7th IDS 1930: Dental units in transition

“To a certain extent, our seven Dental Show events represent milestones on the path of German quality work to world acclaim and to overcoming the post-war turmoil. In the midst of the most severe depression of the entire world economy, this path was hard and thorny; nevertheless, we followed it successfully.

In its eight year-old history, our Dental Show has become a manner of index for our capabilities, and acts as a permanent driver to consistently creative passion and drive us forward.

That is why our Dental Show is not merely a benchmark for our performance, but in particular also an expression of our self-confidence. (.....) We can proudly reach out to our competitors and unite with them in seeking recognition. Every one of us supports the interests of our entire special industry with our own reputation.

Foreword to the 7th International Dental Show

These were the welcoming words by Dr Hans Abraham (Drala), 1st VDDF Chairman and IDS Director, in his foreword to the 7th International Dental Show from 30 September to 5 October 1930 on the premises of the Berlin Zoo.

A total of 181 domestic and foreign exhibitors participated at this IDS, which, with a space of 1,900 m², is yet again larger than the previous event.

Several companies showcase so-called “units” for the first time, in which all the technical equipment required for the treatment measures at the time (e.g. drill, water syringe, warm air blower, diathermy apparatus, saliva ejector) is integrated. At that time, the speed of the drills and thus the rotary instruments was max. 15,000 min⁻¹. Drilling was initially performed dry, i.e. without cooling or an extractor.

In the inventors’ section, 29 dentists (academic and non-academic), dental technicians, industrial companies and dental distributors showcased their product ideas. From the hygiene point of view, the state-of-the-art dental unit equipment invented by Dr. Geue is worth a particular mention. It was later brought to serial production by the EMDA company at high investment costs.

1930

30-09 to 05-10

8th International Dental Show 1933 - X-ray technology and improved dentures

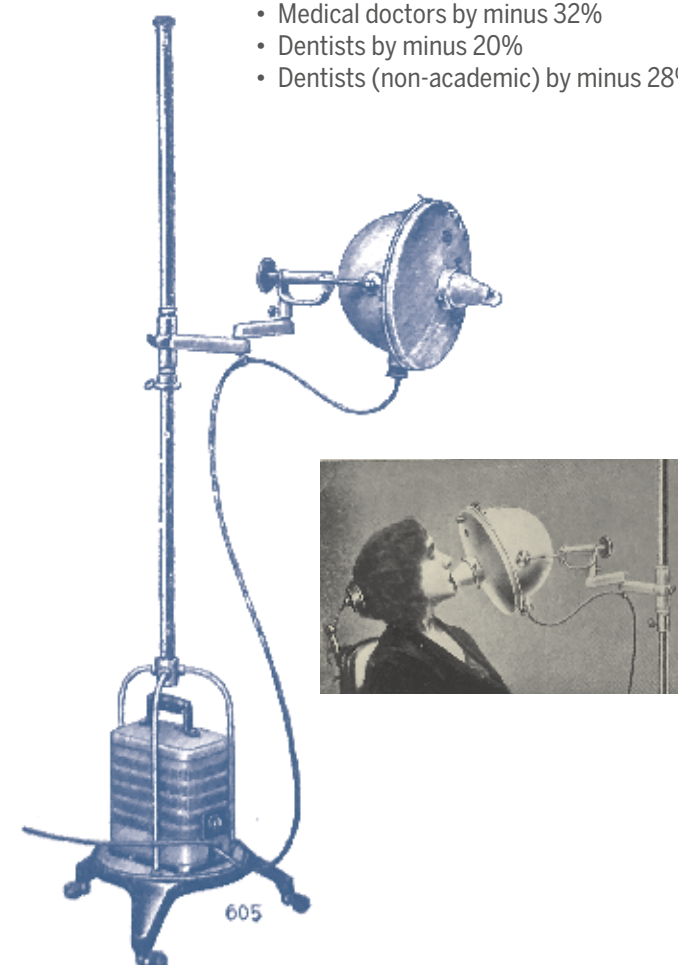
Despite the enormous longer-term impact and after-effects of “Black Friday”, the IDS is once again attempting a new start after a forced break. The 8th International Dental Show takes place from 6 September to 10 September with 203 exhibitors on 1950 sqm at the Berlin Zoo.

“After years of deepest economic decline, after the most severe hardships and after a break in festivities enforced by circumstances since the International Dental Show 1930, our Dental Show returns to the public arena....”

Foreword to the 8th IDS 1933

The world economic crisis between 1929 and 1933 significantly reduces the average income of the occupational groups:

- Medical doctors by minus 32%
- Dentists by minus 20%
- Dentists (non-academic) by minus 28%



Dental-Höhensonne



Nonetheless, there are still innovations:

In particular, the new Ritter X-ray machine, which completely does without a high-voltage connection, stands out as an innovative product.

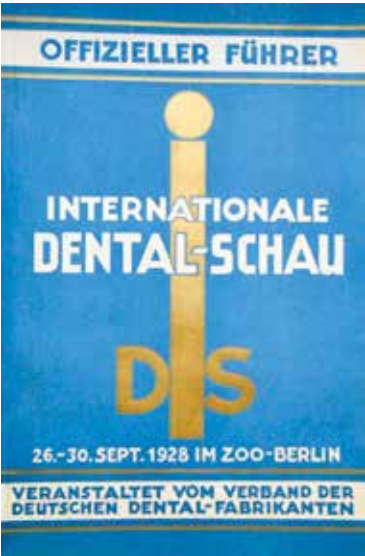
In the field of prosthetics, dental manufacturers such as Hutschenreuther, Vetter and Wienand (later De Trey, then Dentsply) as well as Zahnfabrik Dr. Hildebrandt, which was taken over by Heinrich Rauter to become Vita Zahnfabrik GmbH, contribute significantly to the improvement of dentures with their anatomically and shade-optimised tooth ranges.

The equipment from PTW is intended to enable sterile working: by avoiding the transmission of germs via non-sterilisable instruments or manually by the practitioner, which could not be ruled out until now, is ensured by the new equipment.

1933

06 to 10-09

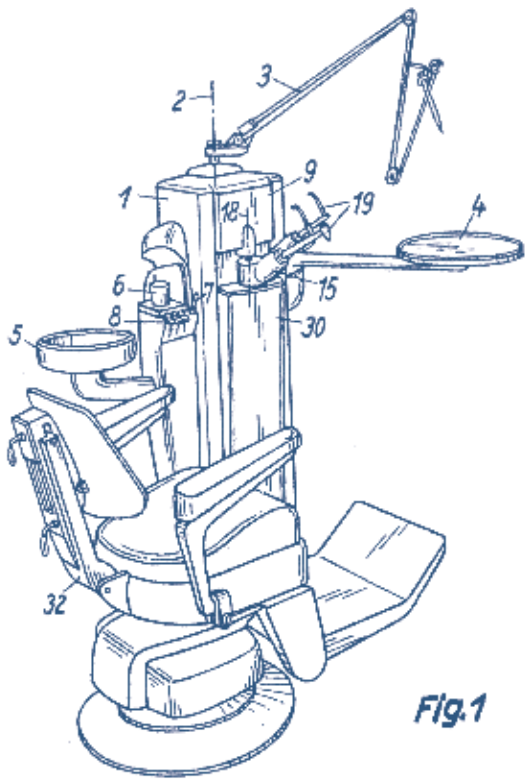
100 Years IDS



The international character of the IDS is evident by the influx of visitors from Western and Central Europe. In retrospect, one commentator assesses the 8th IDS as follows:

“Today the five days of the exhibition are behind us, and when I sum up the result, I think I can say together with all the exhibitors that we can be satisfied with the foreign attendance. A particularly pleasing aspect is that almost all the Scandinavian distributors were present in Berlin. A substantial number of visitors came from Copenhagen, Oslo, Stockholm, Gothenburg and Helsingfors to visit our 8th Dental Show here in Berlin. Likewise, almost all the Dutch distributors were present, while only some of the Swiss distributors attended. In addition to those already mentioned here, we were able to welcome a whole range of visitors from all over the world. From Prague and Brno, from Vienna and Budapest, from Constantinople and Milan, from Brussels and London, they all came and were warmly welcomed by their suppliers.”

Despite all the enthusiasm about the considerable interest of the visitors and the lively technical discussions, sales proved to be rather modest.



The 9th IDS 1935 – the last in Berlin

“The 9th Dental Show is a demonstration of power, innovative spirit and drive of the German dental industry and unlikely to quickly find an equal in the world. It is also a sign of solidarity among the members of the Association of the German Dental Manufacturers aiming to and achieving the full approval of the entire professional world. It is also a sign of loyalty and understanding cooperation between the dental industry, trade and consumers.”

Adolf Fahrenkamp,
Foreword to the 9th Dental Show

A wealth of new products is showcased by Siemens-Reiniger-Werke. The company manufactures the Siemens single tank unit in batches of 1,000 to make it affordable for all dental practices. The device is easy to handle and safe due to “the combination of a powerful high-voltage transformer with a heavy-duty special X-ray tube in a completely contact- and radiation-safe metal sphere of only 22 cm in diameter”.

A new “dental lamp in the form of four tubes is characterised by particularly rich light output, outstandingly favourable light distribution and an elegant design”.

Adam Schneider A.G. has the needs of consumers and users in mind. The manufacturer of dentist's chairs develops the “Adams” dentist's chair in view of the “shortage of money noticeable everywhere, to allow the dentist who has to economise, in particular newcomers, to purchase a chair”. The single-telescope chair has the same range of extension as a double-telescope chair and features “first-class quality and workmanship”, plus “design elegance”.

Although not too many practices are equipped with an X-ray machine in 1935, the supplier De Trey promotes X-rays with its Centralix machine. This is easier to handle than taking photographs. Degussa showcases its Gazotherm unit. By applying a low temperature for only 2-4 minutes, this enables painless drilling without side effects.

Overview IDS and participation of exhibitors 1923-1937

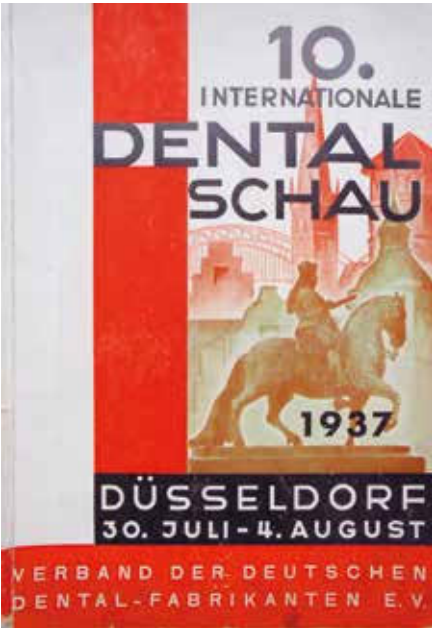
Year	No.	Description	Exhibitors	Stands	Space sqm
1923	1	Dental Show	29	32	350
1924	2	Dental Show	31	35	600
1925	3	Dental Show	65	79	850
1926	4	Dental Show	82	99	1,200
1927	5	Dental Show	132	173	1,500
1928	6	International Dental Show	184	229	1,800
1930	7	D-S Internat. Exhib.	163	237	1,930
1933	8	Dental Show	138	223	1,950
1935	9	Dental Show	185	295	2,000
1937	10	International Dental Show	130	200	2,100

1935

02 to 06-10

100 Years IDS

10th IDS 1937 – From 30-07 to 04-08 IDS at a different location for the first time



The 10th IDS in September 1937 is held for the first time outside Berlin at the new exhibition venue in Düsseldorf.

After the successful founding of the Dental Show, the VDDF pursues its progression and consolidation phase at the Berlin location until 1935. Then the Board of the VDDF takes the decision to venture westwards. After a two-year break, the IDS makes its first move into the Rhineland in 1937. The decision is made for Düsseldorf and thus appeals to additional visitor and customer audiences. This marks the beginning of the market development in densely populated western Germany and the Ruhr metropolitan area as well as the Rhine region. The internationalisation of the Dental Show envisaged in the founding vision enters into its next stage. The neighbouring countries of France, Belgium, the Netherlands and Luxembourg border on the Rhineland and promise a growth in visitors.

The foreword of the VDDF for the IDS anniversary emphasises the successful interaction of the entire dental industry as the driving force behind the IDS development:

“With its nine predecessors in Berlin, the Dental Show has become a household name throughout the entire world. The fact that it gained such significance in a relatively short space of time when compared with world events, is a sign of its inherent vigour. It is no doubt a rare occasion that a single discipline has united scientific, creative, technical and commercial minds for a joint collaboration with such mutual respect as in the fields of dentistry, dental technology, the dental retail trade and their associated dental industry. Furthermore, the multiplicity of emerging trends, the diversity within the fields, the progressive development of dental treatment and, last but not least, the realisation of its importance for mankind suffering from dental diseases have all contributed to accelerating momentum. (...)”

Foreword of the VDDF to the 10th IDS 1937

”

The VDDF cites the special show on dentistry organised by Professor Lindemann as a sign of the intensive cooperation among the professional community:

“This time, a comprehensive scientific showcase, organised by an acknowledged authority, will expand the scope of the exhibition as a sign of understanding between research and practice.”

Foreword of the VDDF to the 10th IDS 1937

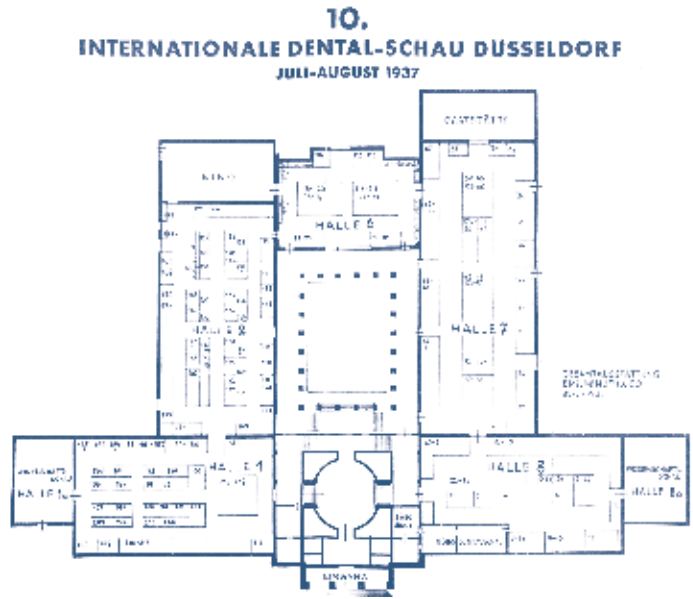
”

The strategic decision of the Executive Board to move westwards is confirmed by the success of the trade fair:

“The 10th Dental Show is now past and the German dental industry can be more than satisfied: it was a complete success! This exhibition absolutely documented the efficiency of the performance of a truly German specialist industry which, from very small beginnings, achieved world renown in the space of less than 15 years. Today, German dental products compete successfully in all countries of the world, and in countless cases they have far outperformed American and English production.”

Dental Echo August 1937, p. 414

”



The attempt to attract new groups of visitors was particularly successful, “at ten o'clock in the morning, visitors were already queuing up in front of the entrance, and the crowds continued throughout the day”.

The visitor turnout exceeds all expectations. One observer describes how he “squeezed and pushed his way through the long halls with thousands of others”.

Larger groups of professionals travelled to Düsseldorf from the neighbouring countries. The organisers note that “for the first time at the Dental Show, large groups of foreign dentists visited us. Larger tour groups came to Düsseldorf from Belgium, Holland and Italy, some of which “invaded” the dental show with elementary force. On Wednesday, we suddenly had the feeling that we were in Milan”.

The dental trade also attended in large numbers for the first time.

“On a particularly pleasing note, it must be mentioned here that our foreign wholesalers have never before been present at a dental show in such large numbers as at this Düsseldorf exhibition.”

Dental Echo August 1937, p. 414

”

1937

30-07 to 04-08

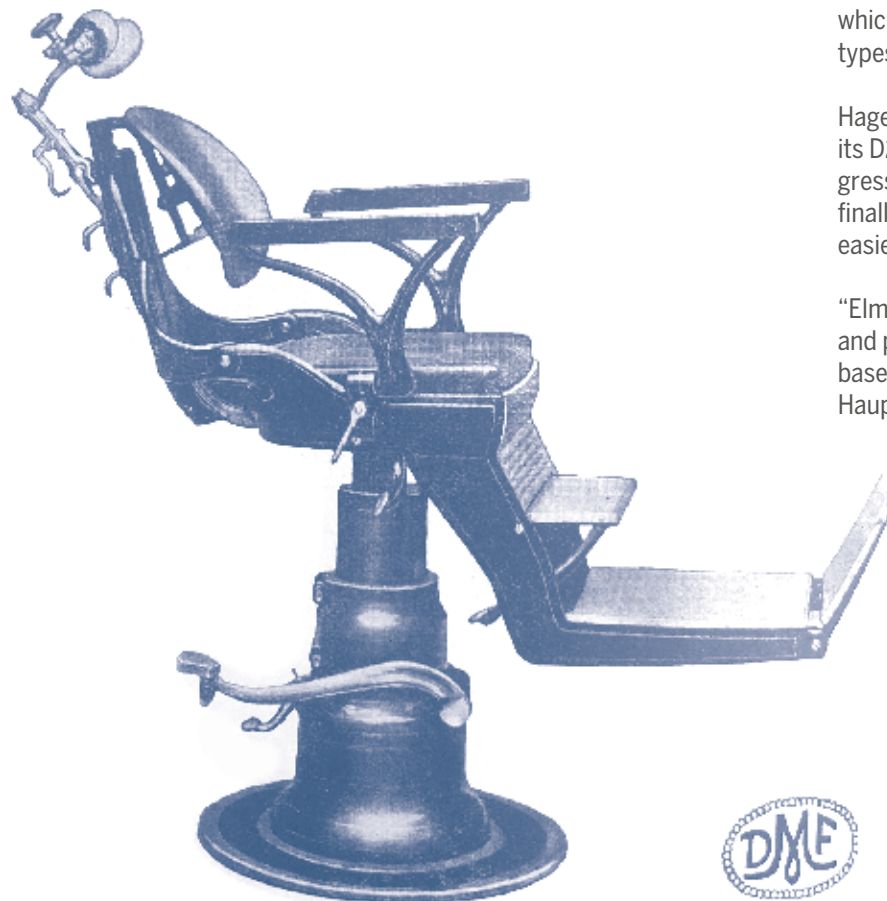
100 Years IDS

One report notes “the presence of French distributors” as particularly encouraging.

Of the wide range of new products, contemporary reports mention the following, among others:

A sensational innovation at the IDS is a heat-curing polymer called Paladon. This is the first heat-curing dental resin to enter the markets. A mixture of pre-polymerised synthetic resin powder with an unpolymerised liquid is heated in the laboratory to produce a readily mouldable compound that shows no material shrinkage and generates strong demand worldwide.

The material allows the production of high-quality prosthetics in an economical manner.



1937

30-07 to 04-08

 <p>Gebr. Ehrhardt G.m.b.H. Schmiedefeld a. Rennsteig</p>	 <p>ALBERT HANFF Schmiedefeld am Rennsteig</p> <p>ORIGINAL HACO</p>	 <p>INJECTA A.G. Berlin SO 16 Köpenicker Straße 107a</p>
<p><i>„Levit“</i></p> <p>Gummi-Werke KLEBE Akt.-Gesellschaft Klein-Wittenberg (Elbe)</p>	 <p>Heimerle & Meule Kornandspießeloch Pforzheim</p>	<p>Dr. Jacobi & Gude G. m. b. H.</p> <p>Chemisch-pharm. Fabrik Berlin-Karlshorst</p>
<p>Original  Freienstein</p>	<p>HERRMANN & CO. Manufacturers of Dental Novelties and Specialties</p> <p></p> <p>WIEN I, Kieblatzgasse 4</p>	<p><i>Jota</i></p> <p>JOTA-Werke Gebr. Funke A. O. Düsseldorf</p>
<p>Fritz Freienstein Nachf. G.m.b.H. Berlin NW 7 / Luisenstr. 21</p>	<p></p> <p>Herrmann & Rietenstahl Fabrik für Zahntechnische Maschinen und Apparate Berlin SW 19, Sebastianstr. 7</p>	<p></p> <p>Kaltenbach & Voigt POTSDAM Mammmonstr. 2</p>
<p></p> <p>Kroning-Werke Berlin-Neukölln Donaustraße 53</p>	<p></p> <p>Brüder Fuchs Charlotten- burg 1 Markowsk- str. 30</p>	<p></p> <p>Vita-Zahnfabrik G.m.b.H. vorm. Dr. Hiltzbrandt Zahnfabrik Hannover 50</p>
<p></p>	<p></p> <p>Paul König Leipzig C1, Gellertstr. 10</p>	<p></p>

Two outstanding new products were presented by the Bremer Goldschlägerei Wilh. Herbst (BEGO): A machine for gold-plating long-term and an electric tempering furnace for gold and palladium-silver alloys.

Degussa attracted considerable interest from domestic and foreign visitors for its Palliag alloys, which could be “used without reservation for all types of dental restorations”.

Hager & Meisinger was particularly impressive with its D2 fissure bur, which represented “real progress”. Furthermore, a shoulder smoothing aid “that finally makes the preparation of jacket crowns much easier” attracted attention.

"Elma rubber", which won the admiration of experts and patients due to its "veined pink" as a gingiva and base rubber, was first produced in Germany by Adolf Haupt & Co.

[illegible]

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1000 Kleinigkeiten**
stellt aus im
WINTERGARTEN STAND 121

Benutzen Sie diese einzigartige Gelegenheit, sich über die Spezialitäten, Verbesserungen und Neuheiten auf orthodontischem und technischem Gebiet zu vergewissern.

Was Sie sich selber mühsam selbst gemacht haben, bekommen Sie jetzt fabrikmäßig hergestellt in tadelloser Ausführung und billig.

Siehe Verbesserungsmöglichkeiten und Einblicke unserer wirksamen

Dentaurum G. m. b. H., Pforzheim
vormals Arnold Silber
Filiale Berlin-Schlötenberg, Marmer Str. 13

“ The VII Dental Show took place in 1930 after a two-year break and covered 1,940 square metres with 181 exhibitors. (...) At the end of this show, the chorale „Now Thank We All Our God“ suddenly sounded from the gallery of the Marble Hall. The man who had mysteriously organised a harmonium and, to everyone’s delight, ended the Dental Show with the chorale was Mr. Alexander Kegel from Emda.

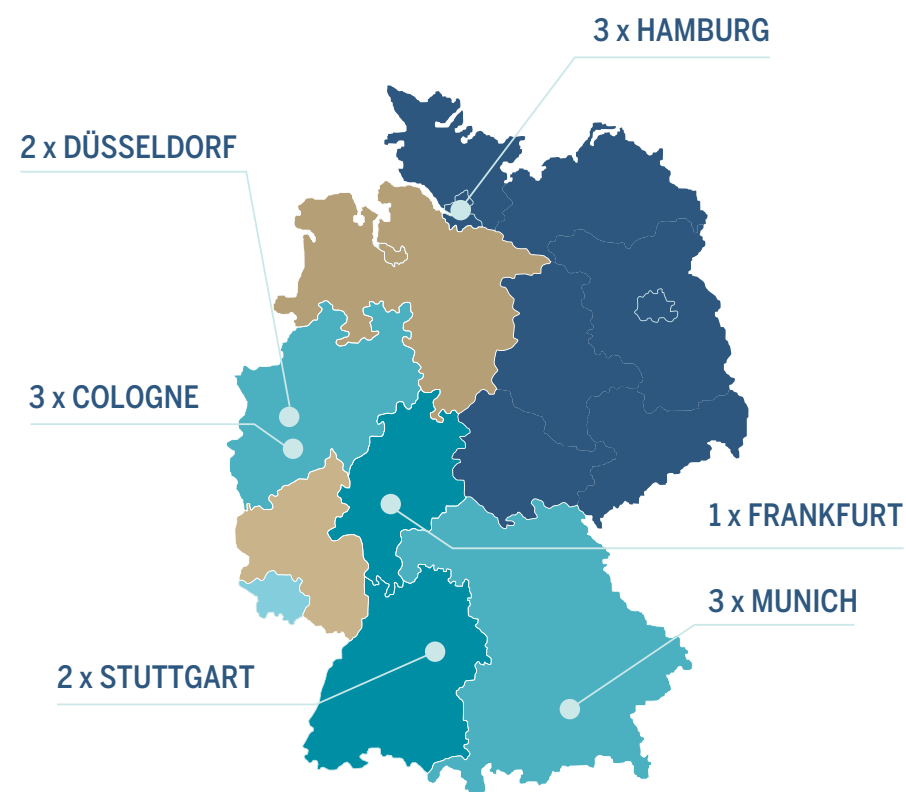
A. Kegel, Memories 1966

“

1950 - 1989

NEW START AND STEADY GROWTH AT CHANGING LOCATIONS

This second significant era in the further development of the IDS is characterised by an early relaunch of the trade fair. The Association follows on from its first step to the West in 1937 and will present itself fourteen times from 1951 to 1989 at changing fair venues.



1951: 11th IDS in Hamburg - a new dawn breaks

One of the first activities of the VDDI, which was founded on 13 January 1950 - with Alexander Kegel (EMDA) as First Chairman - is the organisation of the 11th International Dental Show in Hamburg. The 11th International Dental Show was scheduled for spring 1951 in Berlin. Due to the restrictions on travel to the divided city prevailing at the time, Hamburg is chosen as the venue for the trade fair, which at this time also hosts the German Dentists' Congress.

Meanwhile, the German dental industry has worked its way out of the ruins with considerable effort and is looking to build on its earlier successes. An important goal is to re-establish relations with the professional groups of the European and overseas dental industry.

1951

23 to 26-08

“

It took a long time for the wounds inflicted by the last disastrous war to heal. Faced with nothing after the collapse, it took five years for the German industry to recover. The same also applies to the German dental industry, which, although it only represents a small segment of the German economy as a whole, is a factor that should not be underestimated due to its importance in the health care sector. German dental products have always been well-known and in demand all over the world.

With regard to the foreword by Alexander Kegel, 1st Chairman of the VDDI 1950

”

At the first IDS after the World War, the dental industry feels “obliged to renew its image to its friends all over the world”.

In the VDDI's view, the IDS provides the most suitable setting for this. In his preview of the IDS, Alexander Kegel, First Chairman of the VDDI, writes: “However, nothing seems to us to be better suited to bring about a renewed personal contact than everyone coming together in one place and at one time. That was the reason behind the XI. International Dental Show in the year 1951. We give our business friends the opportunity to talk to their former suppliers in person, to gain an overall view of everything, to make comparisons and to enable effective planning.”

Despite considerable economic policy restrictions on exports and imports as well as in the country itself, the 11th IDS from 23 to 26 August 1951 becomes the largest joint event of the German professional community after the Second World War, together with the German Dentists' Congress. 250 exhibitors were showcased on an exhibition area of 3,300 m² and considered the trade fair to be extremely successful, even though several of the business deals initiated could not be transacted due to the trade restrictions.

The IDS exhibition programme presented a comprehensive and impressive overview of the current range of working aids and materials for dentistry and dental technology purposes.

As a notable innovation, the D & Z Emperor System to significantly improve preparation technique receives special attention. In addition, there have been significant further developments in the field of synthetic materials, which reflect the considerable progress that has been made since the previous event.





14 IDS events fall into this era of IDS development. The Association continues on the path of strategically positioning its showcase of achievements in the Federal Republic of Germany, which was interrupted by the Second World War. Every three years, the VDDI invites the dental industry to world-famous trade fair locations.

The most important objective of the IDS is to address new customer groups, particularly within Germany, and to raise the level of awareness among the professional community. The IDS quite literally accommodates the dental industry's clientele in its home market of Germany and reaches out to them in regions, which are also conveniently located for visitors from neighbouring countries. An important move, as the mobility of people in post-war Germany is still evolving.

Dominant factors of Stage 2

The VDDI sets the **event frequency to three years**. Among other things, this decision takes into account the innovation cycles of medical technology at that time. It takes a certain amount of time to develop a product idea to market maturity.

This era is above all characterised by **changing trade fair locations** in the Federal Republic of Germany - the IDS presents itself in the national market regions.

Major events of the dental associations often take place **parallel to the IDS**. The IDS is increasingly becoming the industry's meeting place for the entire dental sector in Germany and worldwide.

To keep the constantly growing trade fair manageable and visitor-friendly, the VDDI Board takes **regulatory measures**. These include establishing a grid system which is binding for exhibitors for the IDS venues from 1971 to 1983.

Reporters' comments on the IDS are noticeably **running out of superlatives**. After almost every event, they talk about the "world's biggest IDS", or announce a "new record" or a "mammoth show".



The **three big FDI World Congresses** on the occasion of the **15th IDS in Cologne in 1962, the 18th IDS in Munich in 1971 as well as the 21st IDS in Hamburg in 1980**, attracted a significantly growing number of international visitors to the trade fair events. Many of the foreign guests praise the wide range of products at the IDS and meet with German manufacturers in person for the first time. For several companies, these international meetings with the dental profession herald their entry into the world markets.

In particular, the **21st IDS with the 68th Annual Congress of the FDI (Fédération Dentaire Internationale)** in Hamburg in 1980 proved more than satisfactory for everyone involved. More than 40,000 professionals from 100 countries meet to share ideas. For the very first time, an FDI General Assembly recorded 75 delegations. Over 500 exhibitors with more than 750 company programmes present "an immense wealth of new products in the form of actual innovations and portfolio extensions" (Dental Echo 1980, p. 8).

The enormous **diversity of products motivates the dental trade** to attend the IDS in record numbers. A total of 9,042 members of the trade viewed the abundance of offers. At the previous event in 1977, the number was 6,840 specialist dealers. Particularly pleasing for exhibitors is the presence of the international specialist trade, where 4,592 dental traders even outnumbered the 4,450 representatives of the national specialist trade. Both groups benefit from the two dealer days arranged especially for them. From now on, the IDS is definitely perceived as the top event by the international trade.

At a national level, too, the IDS is often the occasion for the meetings of the German Dentists' Days as well as the annual congresses of the German Society for Dental and Oral Medicine (DGZMK).



In addition to the dental trade fair, the 16th German Dentists' Day and the 95th Annual Conference of the DGZMK were held at the **17th IDS 1968**. Even the Federal Minister of Health, Dr Käte Strobel, comes to open the IDS and Dentists' Day.

At the **19th IDS Hamburg in 1974** several specialist meetings are held: the 100th Annual Congress of the DGZMK, the German Dentists' Day, the 4th International Dental Technology Congress as well as the 3rd Advanced Training for approximately 2,000 dental assistants. At the same time, meetings of the FDI's Working Group on Dental Hygiene and the DGZMK's Working Group on Dental Ergonomics were also held.

Such crowded conference calendars reveal the limitations of parallel events.



07 to 14-07



14 to 19-09



28-08 to 01-09



23 to 28-04

100 Years IDS

In his opening speech, FDI President Prof. Dr Freihofer (Zurich) pointed out the special challenges of such a mammoth event:

“Convinced of the high value of professional scientific education, we regret that occasionally more dentists can be found in the exhibition than in the lecture hall. However, the attraction of what the dental industry has to offer is an unmistakable fact that demonstrates the great interest of our profession in the technical aspect of our work.”

This dichotomy of views characterises many International Dental Shows that take place at the same time as the meetings of dental associations. From the point of view of the congress organisers, too many congress delegates visit the dental fair. From the exhibitors' perspective, there should have been more congress delegates at the exhibition.

International trade shows and several association meetings at the same time also pose considerable challenges for the hotel infrastructure of the cities. It was soon to become apparent that the International Dental Shows proved very successful even without a simultaneous World Congress or German Dental Days.

1950-1989 - A snapshot of the technical advances

Ergonomic equipment and working materials
At the **16th IDS 1965 in Stuttgart**, a development began which today forms an indispensable part of the working environment. A majority of the German equipment manufacturers had come to realise that traditional dental units and chairs no longer reflected state-of-the-art knowledge in terms of working posture and patient positioning, nor did dental laboratory workstations. However, it took until the 18th IDS in Munich in 1971 for ergonomic products to make a breakthrough.

The **development of the turbine and of micromotors allow a low unit silhouette** without the drill linkages that have been typical until now. **Suction units were absolutely new**, but essential because of the quantities of cooling water generated during high-speed preparation.

The **17th IDS 1968 in Cologne** featured **new materials**, among them the Palakav resin filling material (Kulzer) and the Durelon carboxylate cement (ESPE), the first materials with an adhesive effect to make their debut. The denture materials Andoran (Bayer) and Copodon (Dreve) were presented for the first time. Also new were the crown and bridge materials from Dentaforum, De Trey, Vita and Zahnfabrik Bad Nauheim.

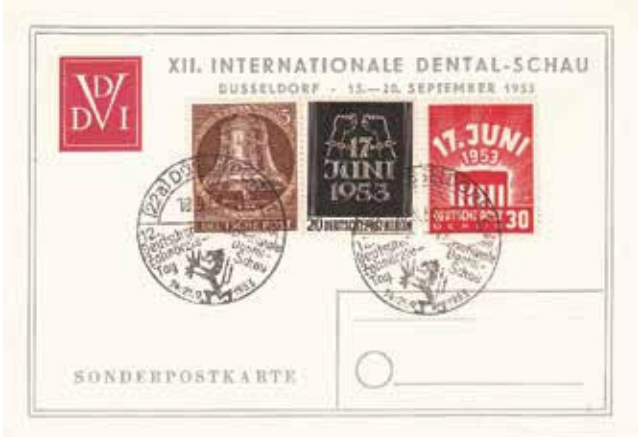


A wide range of **panoramic X-ray equipment** was on display at the **19th IDS 1974 in Hamburg**. Central extraction systems in dental practices and laboratories are gaining in popularity. In endodontics, the **colour coding of instruments** is gaining acceptance. Disposable cannulas are now standard in injection techniques. The use of composite materials is increasing and the trend towards **metal-ceramics** is continuing. **Practice hygiene** is a further major issue.

The **20th IDS 1977 in Düsseldorf** heralds the establishment of the **reception as a practice hub**. Exhibitors with products and product systems for reception design report enormous interest and record sales. The changes in work structuring in both dental practices and laboratories cannot be overlooked.

22nd IDS 1983 in Munich
The focus among the many innovations was the so-called **Tübingen Implant**, which had been developed over the past eight years by a research group led by Prof. Dr. W. Schulte and was manufactured by the then Frialit company (later Friadent as part of the Dentsply Group). The implant was made of Al2O3 and still had a limited range of indications in the maxillary and mandibular anterior region as well as the mandibular molar region.

At the **24th IDS 1989 in Stuttgart**, the **first dental laser device** (Nd:YAG) is the sensation among the new products, although it still took a few years for the KavoKEY-Er-YAG laser to gain recognition. The second generation of X-ray technology also received considerable attention, as did the topics of extraction and debris collection in chairside equipment.



30-03 to 02-04



09 to 14-05



10 to 15-04

100 Years IDS

1992 - 2003

PERMANENT LOCATION AND EXPANSION OF THE INTERNATIONALISATION STRATEGY

A very significant milestone in this stage of IDS development is the Association of German Dental Manufacturers' (VDDI) decision to hold the **IDS exclusively at one central location**. The choice of a permanent location for the International Dental Show at the beginning of the 1990s was a strategic decision by the VDDI that extends far into the future.

The very good experiences that the IDS had made with the venue in Cologne at the Koelnmesse in 1962, 1968 and 1986 led to the city of Cologne being selected as the venue. The IDS has been held there regularly since 1992. The **biennial frequency of the event** adopted by the Association from 1995 onwards takes into account the innovation cycles in dental medical technology.

In 1995, VDDI transferred the task of **organising the International Dental Show to its commercial enterprise, the Gesellschaft zur Förderung der Dental-Industrie mbH**. The VDDI is the sole shareholder, and its Members are the heart and driver of the IDS:

The IDS (International Dental Show) has been held every two years in Cologne since 1995 and is organised by the Gesellschaft zur Förderung der Dental-Industrie mbH, GFDI, the commercial enterprise of the VDDI, run by Koelnmesse GmbH, Cologne.

The expected positive effects of this decision materialise quickly. A regular location provides planning security. Now the Association's commercial enterprise is given the opportunity to **develop the IDS strategically in such a manner** that the interests of the exhibitors and their customers, as well as the expertise of a modern trade fair organiser, are equally taken into account in the longer term and can continue to evolve from event to event. The policy decision to establish a central location for the exhibition benefits both exhibitors and customers significantly: experienced teams on both sides meet in a well-known exhibition hall setting with familiar infrastructure.

In the meantime, the mobility of people within Germany as well as in Europe has grown considerably due to the **fall of the Iron Curtain** and the **founding of the European Union** with the Treaty of Maastricht in 1992. The reunification of Germany greatly facilitates exchange with Eastern Europe, and new markets open up. Distances within Germany, indeed Europe and the world, are practically no longer an obstacle to travel for exhibitors and visitors alike.

Germany's **domestic market**, which has been developing very rapidly and at a high level of quality, especially since the 1970s (when statutory health insurances first covered dental restorations), attracts the attention of foreign exhibitors and encourages them to come to Germany. More and more international exhibitors are attending to gain a foothold in the German market.

In addition, there are foreign exhibitors that use the **IDS intensively as a world marketplace for third-country business** with partners from comparable countries and regions. Exhibitors bring their customers to the IDS and expand their existing customer bases. Multinationality increases international interest in the IDS, thus constantly fuelling the internationality of the IDS.

The Association itself is also becoming more international, by opening up more and more to foreign manufacturers in its 75th year of existence.

The **26th IDS from 27-03 to 01-04-1995** surpasses the records of its predecessor event in all aspects. With 879 exhibitors, 455 from Germany and 424 from abroad, and 55,195 visitors, 10,417 of them from abroad, on an area of 52,000 square metres, the IDS presents itself on a scale never seen before.

Among the IDS innovations, the focus is on imaging systems with digital X-ray technology, such as the Orthophos Plus DS digital panoramic X-ray system from Siemens.



The **25th IDS from 06 to 11-04-1992** is a comprehensive showcase of innovations in dental medical technology with 715 exhibitors from 31 countries. Digital X-ray technology, CAD/CAM processes, laser technology, implant dentistry, infection control as well as dental alloys and all-ceramics in the materials sector are the main topics of the world exhibition.

Over 41,000 professional visitors, 9,000 of them from abroad, view the innovations of the 381 German and 323 foreign exhibitors from 29 countries.



1992-2003 - Permanent location and expansion of the internationalisation strategy

Once again, the **27th IDS from 08 to 12-04-1997 announces new record figures**: 1,035 exhibitors from 36 countries, 571 of them from Germany and 562 from abroad, all exhibiting on 66,000 square metres of space. 45,858 domestic and 10,691 foreign visitors inform themselves at the 27th IDS.



Once again, the **IDS Product Worlds** focus on imaging systems, digital radiography and intraoral cameras. The exhibitors' programmes contain a wealth of innovations and products of all kinds. About 1,200 alloy products are showcased alone. The trend towards materials for the fabrication of metal-free restorations is undeniable, nevertheless metals continue to be competitive.

The **28th IDS from 13 to 17-04-1999** builds on the successful previous events and yet again exceeds all records. On a hall space of 75,000 square metres, 1,092 **exhibitors** from 40 countries showcase their products. 576 exhibitors are from Germany and 627 from abroad. This is the first time that the **number of international exhibitors has exceeded** the number of domestic exhibitors.

The **number of visitors** increases to a total of 58,513 from 104 countries, almost 12,000 of whom are international professional visitors. The visitor structure: 29% dentists; 27% dental technicians as well as 15% specialist trade.

One of the innovations which attracts considerable attention is the rapid prototyping process used for serial production. This makes the selective laser melting process marketable for the dental sector (BEGO Medical GmbH). Meanwhile, 3D printing or "additive manufacturing" has been established for several years through industrial laser-based processes, including, among others, selective laser melting (SLM), selective laser sintering (SLS), direct metal laser sintering (DMLS) or lasercusing.

Dürr's vector process with patented linear oscillation deflection in low-pain and cause-oriented periodontal therapy meets with a great response at the trade show.

The **29th IDS from 27 to 31-03-2001** in Halls 13 and 14 of the Koelnmesse, with an exhibition area of 92,000 square metres, boasts 1,297 exhibitors and welcomes 57,788 visitors. Around 54 per cent, 711 companies, come from abroad and underline the **high level of internationality of the IDS**. The largest exhibitor group is the USA with 160 companies, followed by Italy with 140 dental manufacturers. Switzerland is represented by 45 manufacturers and France by 40 companies. Sweden, the UK and the Netherlands are also well represented. Manufacturers from nine nations are also represented on community stands: Argentina, Finland, France, Israel, Italy, Korea, Sweden, Spain and the USA.

Next to those that have been established for some time, emerging manufacturers from Syria, Hungary, Morocco, Monaco and China participate at the IDS for the first time.



The **30th IDS from 25 to 29-03-2003** attracts 581 domestic as well as 805 international exhibitors on an area of now 92,000 square metres. The trade show is accompanied by a global economic situation which has proven difficult for the previous two years. The weakness of the economy in many important economic regions is due to the **oil price shock** as well as a restrictive monetary policy in previous years. The high expectations for the potential in the IT sector are not met and animal diseases dampen the mood of the economy.

The "pay freeze" for dentists imposed by the German government as a contribution to cost containment leads to a decline in the domestic market for service providers and the industry.

IDS spreads optimism: the EU of 15 member countries and the strong export orientation of the German dental industry allow globalisation to be viewed as an opportunity. Almost 63,000 professional visitors attend.

Now in particular, the great advantage of the **IDS as the largest showcase for innovations** on the global dental market becomes apparent: "The IDS opens up an international market which turns into a lively marketplace with interpersonal contact for five days."

To celebrate the 80th anniversary of the Dental Show, the organisers invite visitors to the IDS Party "Strictly Dental Night" for the first time on 28th March.



08 to 12-04



13 to 17-04



27 to 31-03



25.-29.03.

100 Years IDS

2005 - 2019

GROWTH THROUGH TARGETED TRADE FAIR POLICY AND FURTHER INTERNATIONALISATION

This stage of the IDS development with eight events is the most successful so far in its 100-year history.

The trade fair policy of the GFDI/VDDI and Koelnmesse, which is aimed at internationalisation, reaps rich rewards at this stage. The **cosmopolitan approach** of the Association and the Dental Show, which has been practised right from the outset, and the **high innovative strength** of the German dental industry act as magnets for high international participation at the world's leading trade fair.

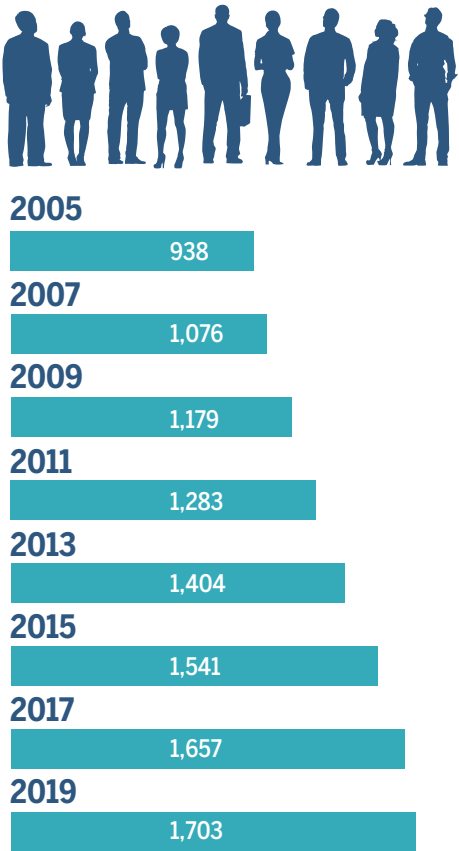
Here, too, the driver of development is digitisation. In line with the credo of technology development, "Everything that can be digitised will be digitised", the dental industry is also successfully continuing its own process of digitisation.

Visitors, foreign

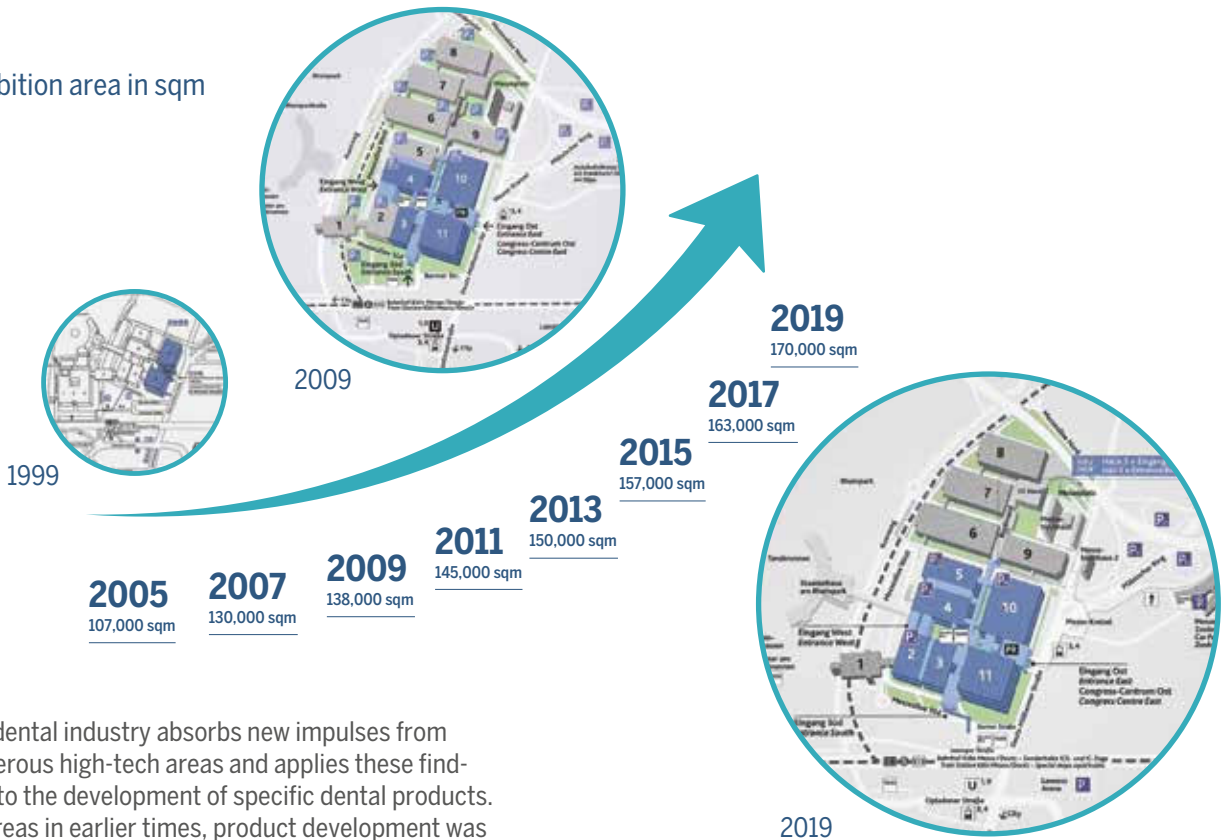


The German dental industry has recognised the **potential of digitisation** since the mid-1980s and has applied it to product development. Initially, digitisation served to optimise manufacturing processes and production. These days, digital applications exist in almost every field, from product development to the wide range of possible uses in production and applications in the dental practice and laboratory.

Exhibitors, foreign



Exhibition area in sqm



The dental industry absorbs new impulses from numerous high-tech areas and applies these findings to the development of specific dental products. Whereas in earlier times, product development was often the domain of tinkerers and DIY enthusiasts from the dental practice and the laboratory, today's innovations can almost only be developed by international alliances of several companies and research institutions.

The rapid **development of medical technology in dentistry** and a globally growing healthcare market, also in emerging countries, as well as the **growing importance of oral and dental health** for health in general make the dental sector attractive for new market participants. New companies and manufacturers are becoming involved in the dental sector and seeking to position themselves on the world markets. Dentistry and dental technology are attractive professional fields in most countries, combining human care in healing professions with the technological affinity of modern dentistry.

The best overview of the market and the state of innovations is provided by the world's leading trade fair, the IDS.

This explains the high internationality of the IDS. Internationality among exhibitors was 72 per cent. The internationality among visitors reached 57 per cent (2019).

Internationality of the IDS:

- Exhibitors **72 per cent**
- Visitors **57 per cent** (2019)



12 to 16-04

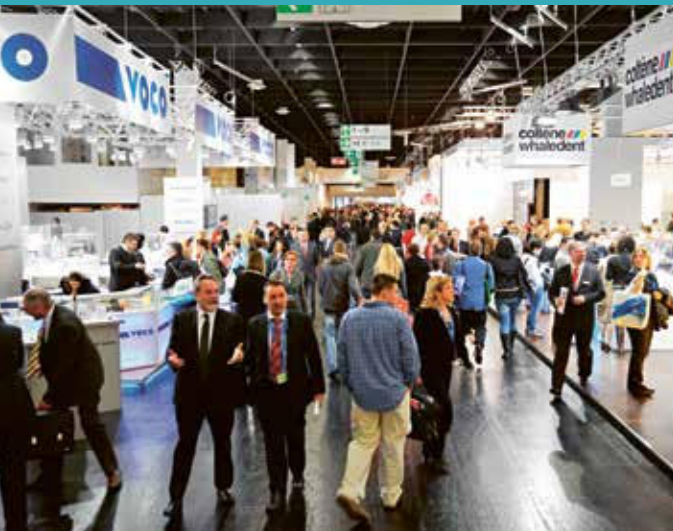


20 to 24-03



24 to 28-03

100 Years IDS



Sebastian Voss, Dr. Markus Heibach, Mark Stephen Pace, Dr. Peter Engel, Lutz Stroppe, State Secretary in the Ministry of Health (from left to right)



"The credo 'the sporting fair competition of the IDS' expresses the inherent qualities of this leading trade show: the fully comprehensive and internationally unique range of products as well as the extraordinary performance and innovative power of the industry, combined with the will of all market participants to become better all the time and to seek success in direct competition. Everyone who wants to be successful in the dental industry faces a performance comparison in Cologne. It is therefore no surprise that the internationality of the IDS has now taken on formidable dimensions."

Mark Stephen Pace, VDDI Chairman of the Board about the IDS 2019 "LEADING DENTAL BUSINESS SUMMIT"

Distinctive characteristics of the era:

- The **number of visitors from abroad** increased from 21,084 in 2005 to a staggering 91,886 visitors in 2019, which is equivalent to **435 percentage points!**
- According to the IMF, the **global financial crisis of 2008/2009** caused the real gross domestic product (GDP) of industrialised countries to shrink by 3.4 per cent for the first time since World War II. The global recession depresses the mood of the markets in the run-up to the IDS 2009.

"Despite current negative news from the fields of economy and finances, the German dental industry can look to the future with confidence. The dental sector presents itself as relatively stable. Our dental industry is an economically stable entity as it is based on genuine values and generates solid values. Owner-managed companies, personally liable partners, responsible managers, highly qualified and committed employees, state-of-the-art production facilities and a globally recognised good reputation are the foundations of our work."

Dr. Martin Rickert on preparation for the IDS 2009

- For the first time, Koelnmesse adapts the **counting method for visitors** to international practices for the 35th IDS 2013. From now on, visitor admissions count, as ticket holders for the full period of the exhibition and their visits to the trade show are recorded.
- The average length of stay of trade visitors increased from a total of 1.60 days in 1999 (foreign countries only: 2.16 days; domestic only: 1.43 days) to a total of 2.24 days in 2015 (foreign countries only: 3.16 days; domestic only: 1.57 days). International visitors stayed one day longer.

"With the IDS, we can boast a strong trade fair concept which we have developed together with our partner Koelnmesse. In particular, the abundance and topicality of innovations make the IDS the most comprehensive showcase and the liveliest and most important market-place in the dental world. As an aside, it is also important that we plan growth carefully and let it develop in a healthy manner. We already have a high level of internationality among exhibitors and visitors at the IDS, we are cosmopolitan, the quality of attendance is extremely high, the excellent organisation makes visiting the trade show easy and efficient, and the Cologne location is particularly convenient for travel, both for Germany, Europe and the world."

Dr. Martin Rickert, Chairman of the Board of the VDDI (2003-2017) on the occasion of the business press conference in preparation for the 33rd IDS 2009



Dr. Martin Rickert, Federal Minister of Health Hermann Gröhe, Mark Stephen Pace (from left to right)



A trade fair that claims to be "international" must include 10% foreign exhibitors and 5% foreign visitors according to the specifications of the trade fair industry associations.

FKM (German Society of Voluntary Control of Fair and Exhibition Statistics)/UFI (Global Association of the Exhibition Industry)/AUMA (Association of the German Trade Fair Industry)

2011

22 to 26-03

2015

10 to 14-03

2017

21 to 25-03

2019

12 to 16-03

100 Years IDS

2021

IDS 2021 in numbers:

830 companies from 59 countries took part in IDS 2021 on a total exhibition area of 115,000 square metres. This included 228 exhibitors and five additionally represented companies from Germany and 591 exhibitors and six additionally represented companies from abroad. The proportion of foreign exhibitors amounted to 72 per cent. In total, more than 23,000 trade visitors from 114 countries visited the IDS, which corresponds to a **foreign participation of approximately 57 per cent**. IDS has once again demonstrated that it is the world's leading trade show for the international dental industry, even under very adverse conditions.

The 39th IDS 2021, originally scheduled for 10 to 13 March, is held from 22 to 25 September 2021. The unchanged challenges of the Corona pandemic in Germany and the expected continued comprehensive restriction on personal contacts by the federal, state and local governments at the beginning of the new year prompted the VDDI Board of Directors, the Gesellschaft zur Förderung der Dental-Industrie mbH (GFDI) (business enterprise of the VDDI) and Koelnmesse to postpone the 39th IDS. With the safety and health of exhibitors and visitors in mind, the organisers and Koelnmesse developed a **#B-SAFE4business concept** based on the current Corona protection regulations. IDS 2021 was held in a **hybrid** format for the first time. In addition to the face-to-face trade fair, there is also the digital IDSconnect platform, where exhibitors as well as customers and interested parties meet for presentations and networking.

IDS 2021 has delivered the post-Corona momentum that the global dental industry had hoped for.

“

Optimism has returned to the international dental family. We held intensive discussions with interested visitors, and most of them attended to make investment decisions later on. Many of the decision-makers deliberately concluded their deals at the fair. We were able to send the signal to the outside world: the German dental industry is forging ahead. We offer solutions in difficult times. The exhibitors I spoke to were all happy to be present at the IDS. And I am convinced: you will profit from market changes in the wake of the IDS! But this is how business works: anyone who was present in the exhibition halls certainly took an entrepreneurial risk initially, but it's all the more pleasing to be able to chalk up well-deserved success in the end and gain market share.

Mark Stephen Pace,
VDDI Chairman of The Board.

”

2021

22 to 25-09

2023

40th IDS 2023 from 14 to 18-03-2023 again increases the already **high internationality of exhibitors to a new level of 75 per cent**.

Some 1,800 companies from 60 countries registered for the leading international dental trade show. Around 75 per cent of the exhibiting companies come from abroad. The strong international participation confirms the global appeal of the IDS for the organisers. Next to Germany as the largest participant, Italy, the Republic of Korea, France, Japan, Switzerland, Spain, Turkey and the USA currently make up the most significant international exhibitor countries.

In addition, numerous groups of foreign exhibitors are again represented in Cologne. To date, 15 groups from 13 countries, such as Argentina, Brazil, Bulgaria, China, Israel, Italy, Japan, Hong Kong, Korea, Singapore and the USA, have registered for IDS.

The 40th IDS 2023 will occupy Halls 1 (for the first time), 2, 3, 4, 5, 10 and 11 of the Cologne Exhibition Centre with a total exhibition area of around 180,000 square metres. The IDS exhibition area in

the seven exhibition halls is connected by a convenient circular walkway. This allows trade fair visitors to reach each hall via short routes. The four entrances South, East, West and the Exhibition Boulevard ensure quick access and that visitors spread out evenly.

A look into the future:

IDSonline is the future project of the Association of the German Dental Industry aimed at founding a digital platform to cement events beyond the face-to-face trade fair. In founding IDSonline GmbH the association also supports its members and the dental industry as a whole by digitising important business processes with special services. All year round, interested parties from dentistry and dental technology will be able to obtain information 24/7/365 about manufacturers' products and thus link supply and demand. Manufacturers will be able to present their products and brands strikingly in virtual showrooms all year round. At the information stand of the German dental industry, IDS online-GmbH 2023 will present a prototype minimum viable product.



2023

14 to 18-03

32

33

SUCCESS FACTORS OF THE IDS - UNIQUE SELLING POINTS

A distinctive feature of the IDS is that it is based on a sound and gradually evolving system of values. The IDS brand image incorporates a focus on everything that makes it unmistakable.

The IDS is the world's leading trade fair for the dental community, and assures sustainable success as a platform for innovations and market trends.

(IDS brand essence)

This statement sums up the core values, the aspirations and the significance of the IDS in a single sentence.

The IDS “leads the way”

Being a leader is a high benchmark. Over the past decades, the IDS has attained this high benchmark. Just taking into account the size, the exhibitor area, the number of exhibitors as well as the number of visitors, the IDS has left its competitors in the international trade fair business far behind since the mid-1990s.

The IDS is a leader in many respects. It is the most comprehensive marketplace for exhibitors and their customers. The IDS is **the** innovation showcase of the industry, which presents its new products and system solutions to a **high-quality international audience on a global scale** every two years.

The IDS is competition-oriented,
it embodies the “Olympic
principle”

The IDS promotes a direct and fair comparison of performance between the dental industries among each other. Our dental industry views competition as a constant challenge and as an incentive not to rest on its laurels. Consistent and open benchmarking motivates the industry to become better. Our industry has therefore always been a cosmopolitan host for the dental industry from all over the world. Vice versa, our German dental manufacturers are also guests at the numerous foreign trade fairs in the important and developing markets of this world.

The IDS is “absolutely comprehensive”

The VDDI and its GFDI attach great importance to representing the entire scope of dental market activities in the global dental industry comprehensively and at a high level. This includes the wide international range of manufacturers, from large corporations to typical medium-sized companies and even small manufacturers with distinctive niche products.

One of the distinguishing features of the IDS is that it is a purely industrial exhibition.

The IDS is a “business driver”

The IDS is a regular source of inspiration for the dental industry. The world's leading trade fair is the marketplace where the various market players can meet to do business and make concrete investment decisions. At the IDS, the wholesalers review the innovations to assess their readiness for market in the various countries. Dentists and dental technicians inform themselves to plan the future course of their businesses and to invest in the necessary equipment.

Yet another feature:

The IDS is an **anchor of stability in difficult times**
- **“crisis-tested”**

The economic and political framework conditions for our industry and its Dental Show were and are characterised by challenges and imponderables.

Over the course of its 100-year history, the IDS has repeatedly proven to be an anchor of stability. The course of time has also always placed very high demands of the most diverse kind on the IDS. The IDS has mastered them all.

A high degree of flexibility and a marked problem-solving competence are the special characteristics of the event promoters and the organiser. They were and remain the guarantors of success. The extensive and close-knit network between the German and the international dental industry as well as the trusting cooperation with the national, European and international industry associations are indispensable prerequisites for a leading world trade fair which has understood the interests of the entire dental industry as the foundation of its own success and which is intent on upholding this understanding in the future.



The success of the IDS is based on visions, goals, strategies, motivation and, last but not least, hard work.

This is **"The Spirit of IDS"**

Examples for times of crisis:

- Association was founded in the middle of the First World War 1916
- First Dental Show in the crisis year 1923, hyperinflation
- Cancellation of the Dental Show during the Great Depression of 1929, but back one year later!
- The Thirties - political and economic uncertainties as well as crisis-ridden conditions in Germany and Europe; nevertheless, the VDDF organises its trade fair events (7th IDS 1930, 8th IDS 1933, 9th IDS 1935, 10th IDS 1937)
- New beginning after World War II, difficult initial situation, burdens and restrictions on business form the environment for the 11th IDS 1951 and the 12th IDS 1953
- Global financial crisis, 2009
- Pandemic 2021 - worldwide health crisis - new hygiene concept and first hybrid IDS

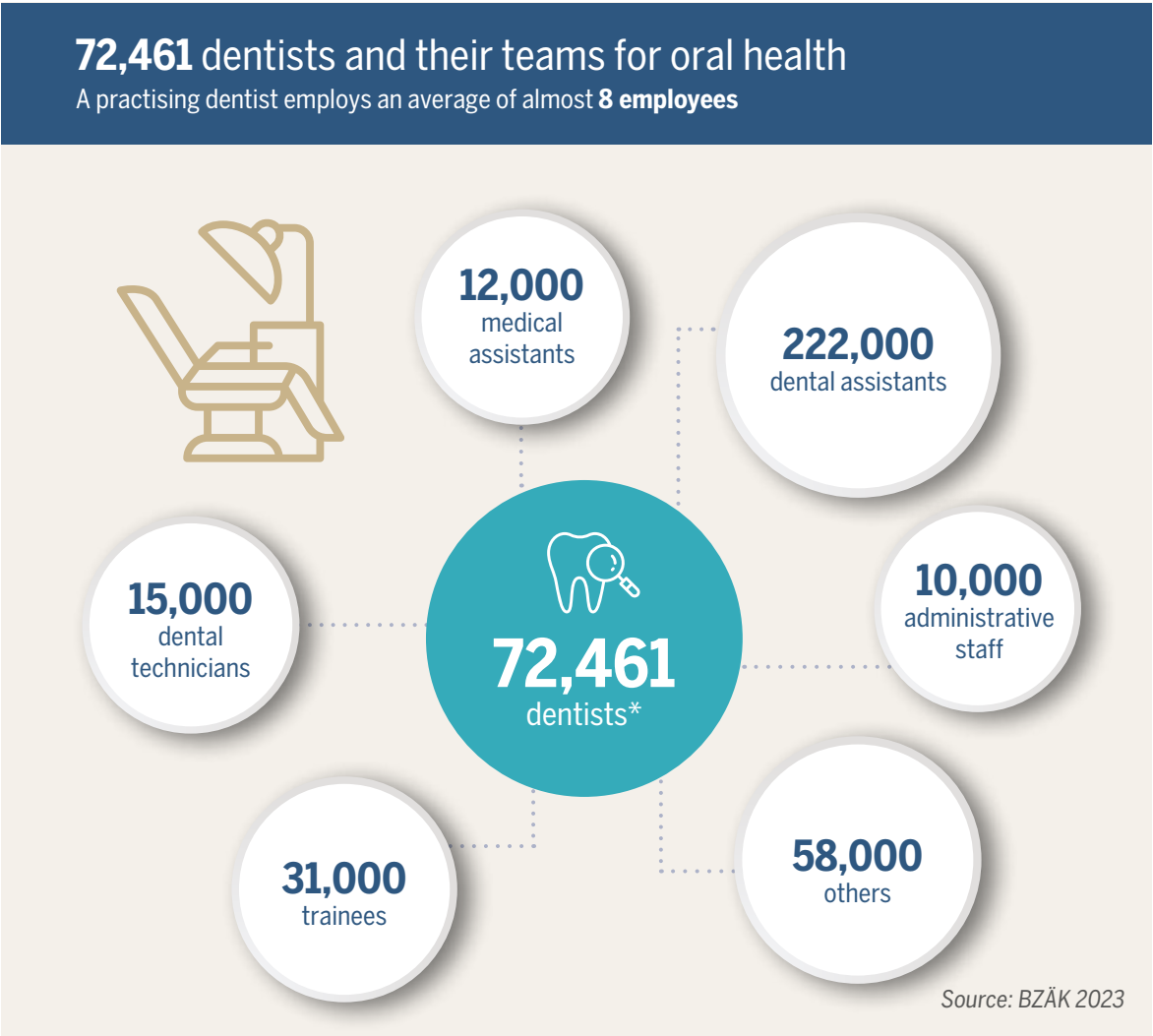


THE IDS ON THE HOME MARKET - A GUARANTOR FOR GROWTH AND GLOBAL SUCCESS

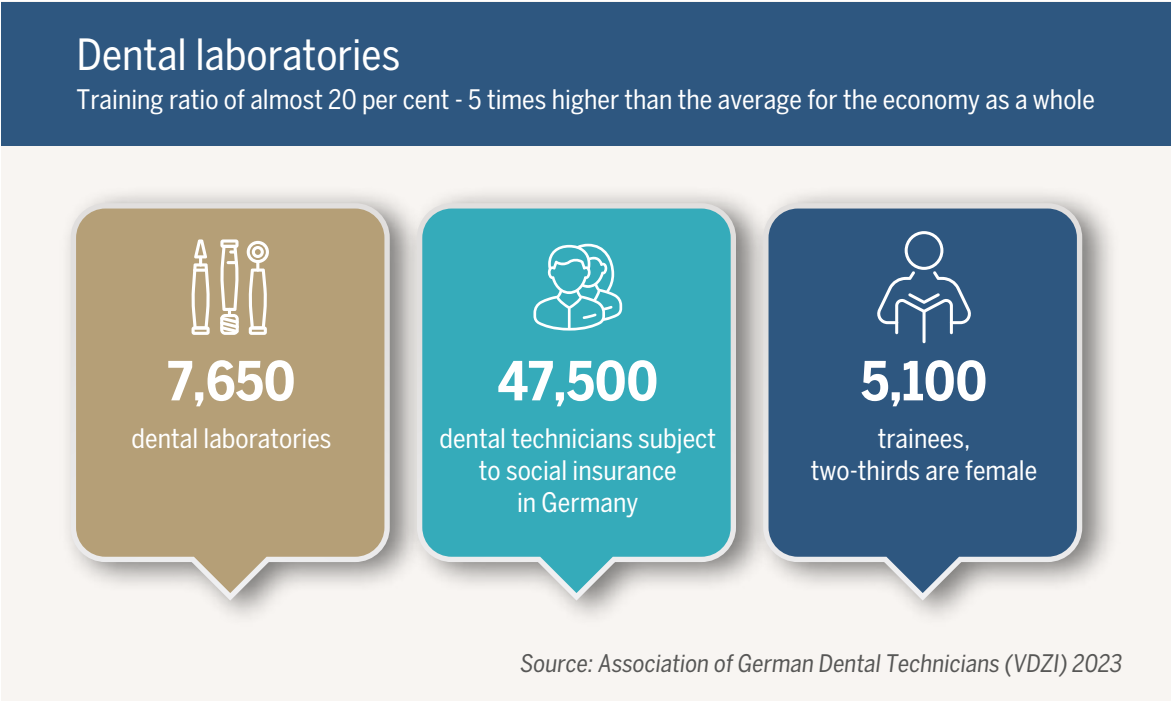
Success Factors - Dental Industry - Dental Show

The German home market offers important factors and favourable conditions for a successful symbiosis of medical and material science research and technical development. A multi-level general and vocational education system, ranging from educa-

tion and training, to dual vocational training in crafts and industry, brings forth highly qualified users. This creates a receptive market in a leading industrial nation.



* 47,700 dentists in private practice, 21,593 dentists employed in practices, 3,168 dentists employed outside practices (status 31-12-2020)



- Since the 19th century, Germany has had well-developed **and comprehensive health and social systems** that cover all social classes.
 - Dentists and dental technicians have been providing a recognised **high level of oral and dental health care** in Germany for more than 150 years.
 - There is a **high level of education and training** at all levels of vocational as well as academic preparation for all specialist professions throughout the dental sector.
 - The **research landscape is highly differentiated and very broadly based**. In many scientific fields, qualified contributions from Germany have set standards for decades.
 - High standing of German industry worldwide: **Products “Made in Germany” and “German engineering”** enjoy a good reputation.
 - “The **vision of our dental industry**. We want to produce the best “state-of-the-art” qualities in order to offer our customers and users “high-end dentistry” from Germany.” (Chairman of the Board M.S. Pace at the General Meeting 2021)
 - The internationally recognised position of **Germany as a trade fair location** with a presence of more than 500 years is another unique selling point of the IDS and its environment.
- Dentistry creates 635,000 jobs

For each of the 420,000 employees in dental practices, there are 0.5 additional employees who are directly and indirectly dependent on or involved with dental practices. 635,000 jobs thus depend (in)directly on dental practices. (Source: Statistical Yearbook of the German Dental Association (BZÄK), Dental Satellite Account)

Statutory health insurance

Expenditure on dental treatment and restorations



With a population of 84.3 million, Germany represents a large patient potential.

Private health insurance

Expenditure on dental treatment and restorations



Source: PKW

The German dental industry is an important and particularly dynamic part of the globally expanding healthcare industry. The **German dental industry occupies a leading position** within the global dental medical technology industry.

The German dental industry is a **research-based industry**. In close cooperation with dentistry, materials research and the dental technician profession, the German dental industry advances into new diagnostic and therapeutic areas of application and **develops innovative technologies, processes and materials** for users in the practice and laboratory.

Turnover 2021 in BILLION EUROS

Period of survey: January to beginning of March 2022

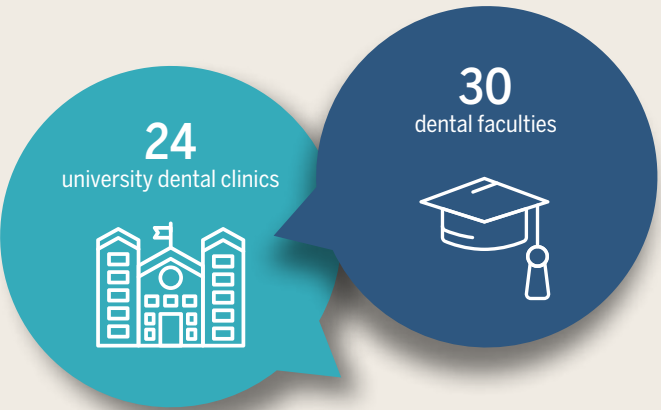


Employees 2021



Source: VDDI Annual Report 2021-2022

Universities:



Source: German Society for Dental and Oral Medicine (DGZMK) 2022

Research landscape:

Deutsche Gesellschaft für Zahn-, Mund- und Kieferheilkunde e. V.
[German Society for Dental, Oral and Maxillofacial Medicine]



Source: German Society for Dental and Oral Medicine (DGZMK) 2022

1923

1st German Dental Show, Berlin
350 sqm total exhibition area
29 exhibitors, domestic

1924

II German Dental Show, Berlin
600 sqm total exhibition area
31 exhibitors, domestic

1925

III German Dental Show, Berlin
850 sqm total exhibition area
65 exhibitors, domestic

1930

VII International
Dental Show, Berlin

Tue. 30-09-1930 to
Sun. 05-10-1930

1,900 sqm total
exhibition area
181 exhibitors, domestic
9 countries

1933

VIII International
Dental Show, Berlin

Wed. 06-09-1933 to Sun. 10-09-1933

1,950 sqm total exhibition area
203 exhibitors, domestic
11 countries
10,000 visitors, domestic

1951

XI International
Dental Show, Hamburg

Thu. 23-08-1951 to Sun. 26-08-1951

3,300 sqm total exhibition area
250 exhibitors, domestic
25,000 visitors, domestic

1953

XII International
Dental Show, Düsseldorf

Tue. 15-09-1953 to Sun. 20-09-1953

5,300 sqm total exhibition area
365 exhibitors, domestic
40,000 visitors, domestic

1962

XV International
Dental Show with
FDI World Congress, Cologne

Sat. 07-07-1962 to Sat. 14-07-1962

30,613 sqm total exhibition area
225 exhibitors, domestic
157 exhibitors, foreign
from 17 countries
Total: 50,900 visitors

1965

XVI International
Dental Show, Stuttgart

Tue. 14-09-1965 to Sun. 19-09-1965

22,000 sqm total exhibition area
436 exhibitors, domestic
247 exhibitors, foreign
from 21 countries
Total: 40,000 visitors



1926

IV German Dental Show, Berlin
1200 sqm total exhibition area
82 exhibitors, domestic

1927

V German Dental Show, Berlin
Fri. 18-03-1927 to Mon. 21-03-1927

1500 sqm total exhibition area
132 exhibitors, domestic
2 countries

1928

VI International
Dental Show, Berlin

Wed. 26-09-1928 to
Sun. 30-09-1928

1,800 sqm total exhibition area
184 exhibitors, domestic
29 exhibitors, foreign
6 countries

1935

IX International
Dental Show, Berlin

Wed. 02-10-1935 to
Sun. 06-10-1935

2,000 sqm total exhibition area
185 exhibitors, domestic
12 countries

1937

X International
Dental Show, Düsseldorf

Fri. 30-07-1937 to
Wed. 04-08-1937

2,100 sqm total exhibition area
130 exhibitors, domestic

1956

XIII International
Dental Show, Munich

Mon. 20-08-1956 to
Sun. 26-08-1956

3,700 sqm total exhibition area
362 exhibitors, domestic
40,000 visitors, domestic

1968

XVII International
Dental Show, Cologne

Tue. 27-08-1968 to Sun. 01-09-1968

22,000 sqm total exhibition area
371 exhibitors, domestic
138 exhibitors, foreign
Total: 40,000 visitors

1959

XIV International
Dental Show,
Frankfurt/Main

Mon. 25-05-1959 to
Sun. 31-05-1959

7,000 sqm total exhibition area
340 exhibitors, domestic
45 countries
29,000 visitors, domestic

1974

XIX International
Dental Show, Hamburg

Tue. 23-04-1974 to Sun. 28-04-1974

30,181 sqm total exhibition area
206 exhibitors, domestic
126 exhibitors, foreign
from 16 countries
Total: 41,098 visitors

1971

XVIII International
Dental Show with
FDI World Congress, Munich
Thu. 17-06-1971 to Mon. 21-06-1971

21,000 sqm total exhibition area
340 exhibitors, domestic
163 exhibitors, foreign
Total: 41,530 visitors

1986

23rd International Dental Show, Cologne

Mon. 07-04-1986 to Sat. 12-04-1986

45,000 sqm total exhibition area
331 exhibitors, domestic
303 exhibitors, foreign from 25 countries
36,676 visitors, domestic
9,321 visitors, foreign from 64 countries

1977

XX International Dental Show, Düsseldorf

Wed. 30-03-1977 to Sat. 02-04-1977

36,300 sqm total exhibition area
239 exhibitors, domestic
155 exhibitors, foreign
Total: 51,778 visitors

1989

24th International Dental Show, Stuttgart

Mon. 10-04-1989 to Sat. 15-04-1989

45,000 sqm total exhibition area
322 exhibitors, domestic
280 exhibitors, foreign from 22 countries
30,194 visitors, domestic
7,972 visitors, foreign

1997

27th International Dental Show 12th dentetchnica, 97 Cologne

Tue. 08-04-1997 to Sat. 12-04-1997

66,000 sqm total exhibition area
571 exhibitors, domestic
562 exhibitors, foreign from 36 countries
45,858 visitors, domestic
10,691 visitors, foreign from 96 countries

2003

30th International Dental Show, Cologne

Tue. 25-03-2003 to Sat. 29-03-2003

92,800 sqm total exhibition area
581 exhibitors, domestic
805 exhibitors, foreign from 49 countries
47,166 visitors, domestic
15,560 visitors, foreign from 134 countries

2005

31st International Dental Show, Cologne

Tue. 12-04-2005 to Sat. 16-04-2005

107,000 sqm total exhibition area
604 exhibitors, domestic
938 exhibitors, foreign from 48 countries
56,349 visitors, domestic
21,084 visitors, foreign from 165 countries



1980

XXI International Dental Show with FDI World Congress, Hamburg

Mon. 01-09-1980 to Sat. 06-09-1980

36,000 sqm total exhibition area
281 exhibitors, domestic
220 exhibitors, foreign from 25 countries
Total: 40,650 visitors

1983

XXII International Dental Show, Munich

Mon. 09-05-1983 to Sat. 14-05-1983

42,000 sqm total exhibition area
301 exhibitors, domestic
206 exhibitors, foreign from 22 countries
Total: 41,451 visitors

1992

25th International Dental Show, Cologne

Mon. 06-04-1992 to Sat. 11-04-1992

45,000 sqm total exhibition area
381 exhibitors, domestic
323 exhibitors, foreign from 29 countries
41,175 visitors, domestic
9,166 visitors, foreign from 87 countries

1995

26th International Dental Show, Cologne

Mon. 27-03-1995 to Sat. 01-04-1995

52,000 sqm total exhibition area
455 exhibitors, domestic
424 exhibitors, foreign from 34 countries
44,778 visitors, domestic
10,417 visitors, foreign from 100 countries

1999

28th International Dental Show 25th German Dentists' Conference, Cologne

Tue. 13-04-1999 to Sat. 17-04-1999

75,000 sqm total exhibition area
576 exhibitors, domestic
627 exhibitors, foreign from 40 countries
46,587 visitors, domestic
11,926 visitors, foreign from 106 countries

2001

29th International Dental Show 13th dentetchnica, 01 Cologne

Tue. 27-03-2001 to Sat. 31-03-2001

92,000 sqm total exhibition area
586 exhibitors, domestic
711 exhibitors, foreign from 43 countries
44,321 visitors, domestic
13,467 visitors, foreign from 118 countries

2007

32nd International Dental Show, Cologne

Tue. 20-03-2007 to Sat. 24-03-2007

130,000 sqm total exhibition area
666 exhibitors, domestic
1,076 exhibitors, foreign from 55 countries
64,209 visitors, domestic
36,313 visitors, foreign from 149 countries

2009

33rd International
Dental Show, Cologne

Tue. 24-03-2009 to Sat. 28-03-2009

138,000 sqm total exhibition area
644 exhibitors, domestic
1,179 exhibitors, foreign
from 56 countries
66,194 visitors, domestic
39,953 visitors, foreign
from 136 countries

2011

34th International
Dental Show, Cologne

Tue. 22-03-2011 to Sat. 26-03-2011

145,000 sqm total exhibition area
671 exhibitors, domestic
1,283 exhibitors, foreign
from 58 countries
68,195 visitors, domestic
49,502 visitors, foreign
from 149 countries



2013

35th International
Dental Show, Cologne

Tue. 12-03-2013 to Sat. 16-03-2013

150,000 sqm total exhibition area
654 exhibitors, domestic
1,404 exhibitors, foreign
from 56 countries
65,292 visitors, domestic
60,035 visitors, foreign
from 149 countries

2015

36th International
Dental Show, Cologne

**Tue. 10-03-2015 to
Sat. 14-03-2015**

157,000 sqm total exhibition area
658 exhibitors, domestic
1,541 exhibitors, foreign
from 59 countries
68,310 visitors, domestic
70,411 visitors, foreign
from 151 countries

2017

37th International Dental Show, Cologne

Tue. 21-03-2017 to Sat. 25-03-2017

163,000 sqm total exhibition area
648 exhibitors, domestic
1,657 exhibitors, foreign from 60 countries
68,447 visitors, domestic
86,685 visitors, foreign from 156 countries

2019

38th International Dental Show, Cologne

Tue. 12-03-2019 to Sat. 16-03-2019

170,000 sqm total exhibition area
625 exhibitors, domestic
1,703 exhibitors, foreign from 65 countries
68,209 visitors, domestic
91,886 visitors, foreign from 166 countries



2021

39th International
Dental Show, Cologne

Wed. 22-09-2021 to Sat. 25-09-2021

115,000 sqm total exhibition area
233 exhibitors, domestic
597 exhibitors, foreign from 59 countries
10,429 visitors, domestic
13,055 visitors, foreign from 117 countries

2023

40th International
Dental Show, Cologne

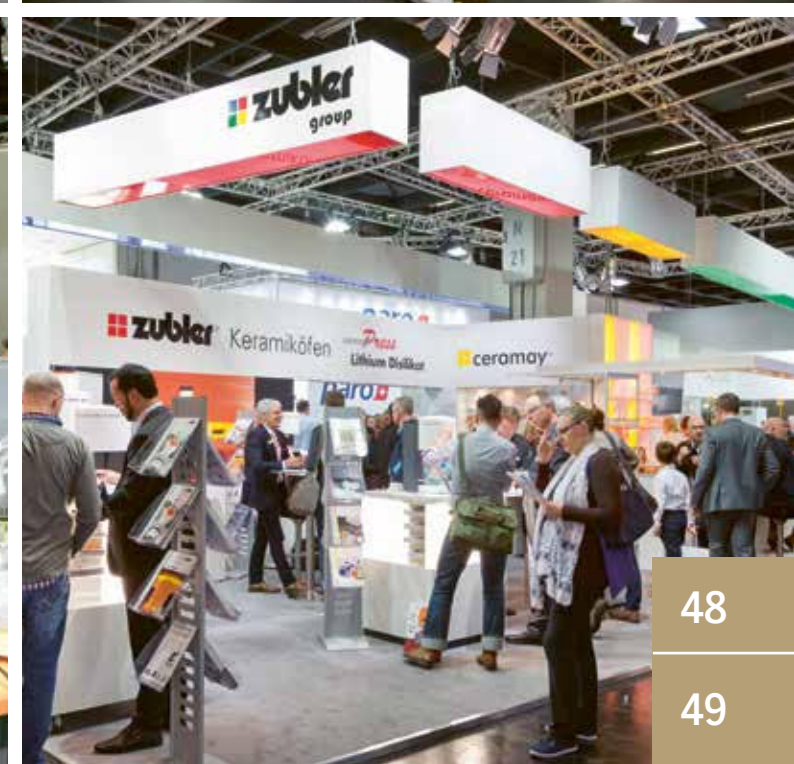
Tue. 14-03-2023 to Sat. 18-03-2023

180,000 sqm total exhibition area
403* exhibitors, domestic
1,318* exhibitors, foreign from 60* countries

* Estimates







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