IDS Cologne 2009

Date: 24–28 March, 2009
Opening times: 8 a.m.–7 p.m. (Exhibitors) 9 a.m.–6 p.m. (Visitors)
Venue: Koelnmesse exhibition Halls 3, 4, 10 and 11
Online admission fees: 
Day ticket: 13,00 EUR
Ticket for 2 days: 17,00 EUR
Ticket for all days: 21,00 EUR
Ticket for days 24–25: 18,00 EUR
Ticket for days 26–28: 24,00 EUR
Organisers: The IDS is held every two years by the Gesellschaft zur Förderung der Dental-Industrie mbH, the commercial enterprise of the German dental industry and the VDDI.

Prospects for IDS 2009 look promising, representatives of the German dental industry and the organizer Koelnmesse rejected fears of economic cutbacks due to the ongoing financial crisis. According to Dr Martin Rickert, chairman of the Association of German Dental Manufacturers (VDDI), there is still a steady demand for medical and dental services. However, the industry might be subject to short- or mid-term fluctuations. “The dental market is an important part of the strong growing health care sector,” Rickert said at a press conference in Cologne in December. “Due to our experiences from the past years, we still expect people to invest heavily in their personal health. Financial considerations won’t play much of a role here.”

Foreign companies will have greater representation in this year’s International Dental Show (IDS) in Cologne in Germany. In addition to the United States, which still bring the largest number of foreign based exhibitors to IDS, large contingents from Korea, Italy and Brazil have announced their participation. Morocco and Singapore are also participating for the first time.

The 33rd IDS will take place from 24–28 March at the fairground in Cologne. Exhibitors have announced the introduction of a number of new products and services in growing sectors like implantology and prophy-laxis to an expected 80,000 visitors from Germany and abroad.

A new navigation system is supposed to help visitors find exactly what they are looking for. Electronic tickets can still be purchased in advance from the Koelnmesse online shop. Representatives of the German dental industry and the organizer Koelnmesse rejected fears of economic cutbacks due to the ongoing financial crisis. According to Dr Martin Rickert, chairman of the Association of German Dental Manufacturers (VDDI), there is still a steady demand for medical and dental services. However, the industry might be subject to short- or mid-term fluctuations. “The dental market is an important part of the strong growing health care sector,” Rickert said at a press conference in Cologne in December. “Due to our experiences from the past years, we still expect people to invest heavily in their personal health. Financial considerations won’t play much of a role here.”

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