IDS has always been a driving force behind the international dental market, making it a fiercely competitive platform. This year, IDS continued to set a high standard of quality and innovation, attracting visitors from around the world. The dental industry's interest in IDS is undeniably high, and the show remains a must-attend event for anyone involved in the field of dentistry. During the last two years, visitors have travelled abroad to IDS to network with other regions. Can you tell us more about your impressions of the show and its influence on the global dental market?

Dr Martin Rickert, Editor-in-Chief and Chairman of the Association of German Dental Manufacturers (VDDI e.V.)

There is no doubt that Germany remains our key market. It is here that the German dental industry researches and develops new products and services in collaboration with dental institutions at universities, technical colleges, and training schools. Our market is one that produces products and services that are relevant to our customers and users, with the high standard of healthcare, dentistry, and dental technology in our country, these products and services are considered models for dental practices and laboratories worldwide.

In which markets has IDS had the greatest impact, and which dental industry gained shares in 2008, and which markets do you re-
card as difficult to acquire?

The results of our latest member questionnaire underline the fact that export figures in East European markets, especially Russia, and the United States, participants consistently displayed much interest in and support for IDS. We have been extremely pleased with the high quality of accommodations, the exhibition and the variety of products available at IDS.

Only at IDS is such a comprehensive display of the international dental market presented – the complete spectrum of services that make the dental world. IDS has an appealing and fascinating character. In your opinion, what are the benefits of attending IDS for companies expanding towards this market?

IDS has an appealing and fascinating character. In your opinion, what are the benefits of attending IDS for companies expanding towards this market?

It is important to remember that IDS is also a global marketplace. These countries do not necessarily come to IDS to attend IDS, in order to com-

pete in these highly developed markets. For most companies, markets developing in countries of particular importance, as the world’s largest dental marketplace is a meet-
ing point for suppliers from developing countries and their consumers from other developing countries. However, this doesn’t mean they don’t have to pay attention to other European consumers.

The German dental industry has enjoyed an international reputation for many years and has maintained a strong presence at IDS. Our exceptional high standard of quality, service and product, and high level of innovation, is what sets us apart from our competitors.

Thank you very much for the interview.
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