"IDS is the premier showcase for innovation in the global dental industry"

An interview with Oliver P. Kuhrt, Executive Vice President Koelnmesse, and Dr Martin Rickert, Chairman of the Association of German Dental Manufacturers (VDDI)

"IDS is the premier showcase for innovation in the global dental industry"

Dr Martin Rickert: The steady demand for dental services by patients confirms that the willingness to sustain their health has not been negatively affected by difficult economic circumstances. Most people know that investments in their health are investments in their quality of life and, last but not least, in their own future.

Due to the recession, the US dental industry has been struggling recently. Do you think this could have an effect on the position of IDS as the world’s largest dental trade show?

Dr Martin Rickert: The undisputed position of IDS as the world’s leading dental trade show is a result of a continuing target-oriented strategy of the German dental industry and its partner Koelnmesse. The strong presence of foreign exhibitors and visitors is creating an atmosphere of global awareness that makes the IDS what it is today, an international dental market place that is independent of temporary or local economic developments.

Will the first day of the trade show again be dedicated to dental dealers and importers?

Dr Martin Rickert: Definitely! According to most exhibitors and international dealers I spoke to, the “Dealers Day” on Tuesday has been received very well in the past. Most industry representatives appreciate that the factual specialists are available non-stop for business contacts and negotiations during that day.

What else can be expected from this year’s edition of IDS?

Oliver P. Kuhrt: In addition to halls 3, 4, 5 and 11, we are going to open hall 2 with an additional exhibition space of 143,000 sqm this year. Due to this measure, all exhibition halls are now located next to each other and are easily accessible through the South, East and West entrances to even guide the stream of visitors.

Thank you for this interview.

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