With more exhibitors expected than ever before, the International Dental Show (IDS) in Cologne in Germany promises to be the essential event in this year’s dental calendar. In only a few weeks, the Koelnmesse fairgrounds will again welcome dental professionals from all around the world. Today international spoke with CEO Katharina Hamma about her expectations and what visitors can look forward to this year.

**Today international: According to your figures, 2015 was the most successful year in Koelnmesse history with regard to revenue. What role did the last IDS have in this?**

Katharina Hamma: IDS currently ranks among our top ten events and therefore contributes significantly to our overall business results and attendance figures.

**The last IDS, held in 2015, exceeded all results and attendance figures. Will the next edition be significantly more successful than ever?**

We definitely expect another outstanding event. With about 2,300 exhibitors from over 60 countries, the range of products will be larger and more diverse than ever. Owing to the increasing demand from the industry, we are opening a level of Hall 5 for the very first time. This extends the total exhibition area to 160,000 m².

Furthermore, we expect more professional visitors this year. There is steady interest in the show, particularly from abroad.

**What are the long-term prospects for IDS? Will this trend continue?**

Both formats were very well received by our visitors and will be continued in 2017. While IDS focuses primarily on the business and product presentations at booths, we strongly believe that an interesting auxiliary programme can generate leads for industry that from early on understood how to benefit from these technological advancements and the new opportunities that come with it. At the show, attendees are in the best hands, having tools like the new products database, IDS app and Matchmaking365 tool at their disposal. In this manner, we help exhibitors and visitors to prepare optimally for their visit and make their week in Cologne an all-out success.

In addition to digital dentistry, what other areas will be in focus at the show?

Some of the areas that will be in the spotlight are periodontology, implantology and endodontics. Prophylaxis will also continue to be a topic of importance at IDS, in addition to many other areas of dentistry.

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Our new exhibitors come from various fields of dentistry and their ranges will expand the already large and diverse offering at the show. Furthermore, IDS is becoming increasingly international with companies from North America, Asia and Europe exhibiting their latest products and solutions at the event for the first time.

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Definitely IDS is the real focal point of a tremendously connected information gathering and new business negotiations.

What are the long-term prospects for IDS, and what concepts are being developed to extend the trade show offering?

Owing to the development and particular success of IDS in recent years, we can look positively towards the future. In this dynamic industry, one has to keep pace with changes; therefore, we will sit down with our co-organiser, the Association of the German Dental Industry, after the show to discuss the outcome of the event and explore how we can continue its success in the long term.

Thank you very much for the interview.