The 55th IDS will again exhibit a comprehensive range of modern dental products and technologies. Visitors will have the chance to experience an abundance of new products and service innovations. Technological developments in the medical field and our industry’s investment in research and development continue to foster the introduction of new and improved systems for dentists and laboratories, which are of considerable interest to dentists and technician alike.

IDS has always been a driving force behind the dental market and will remain in this role in the future. We expect our partners dentists, dental technicians, dental hygienists, and prosthesis assistants – to be able to survive periods that investing in their health is the best way to secure their own well-being and quality of life. Investments in health are therefore important in one’s own future. I am confident that despite the current economic fluctuations patients will not neglect their oral health or decide not to make use of necessary care and treatment. Falling prices for energy, the commuter tax relief refund, and private savings assets of around €100 billion in Germany ensure the liquidity of a large portion of the population. Moreover, patients’ demands for health-related services are mostly governed by acute health problems and the desire for a return to health and recuperating quality of life.

Dental implants and automated fabrication of dental restorations are currently the fastest growing sectors in dentistry. Is this boom reflected in the products and services that are going to be presented at IDS?

Implant technology innovations are in fact one of the fastest growing sectors, with more than 700,000 dental implants being inserted in Germany last year and an annual growth rate of around 10 to 15 per cent. These high-quality restorations will continue to be in demand by many patients in the future because they are one of the most progressive and long-lasting restorations available. Incidentally, the growth in dental implants in Germany can largely be attributed to the fact that the statutory health insurance scheme has subsidised this treatment since the introduction of the national dental coverage system in 2005. IDS will exhibit the entire range of modern implantology systems, presenting both innovations and developments in tried-and-tested systems.

What other sectors do you view as having potential for growth?

Apart from implantology, I see the most potential in the all-porcelain sector. Around 25 million restorations worldwide were fabricated using CAD/CAM technology. Modern laser scanners are able to read laser metal surfaces or 100,000 reflecting points a second, and image-capturing has become quicker and more precise. Modern high-performance materials provide the best possible stability for a wide range of indications and are able to guarantee biocompatibility at the same time.

The latest digital fabrication technology using laser metal sintering of, mostly precious metal-free, alloy powders can now also be considered for progressive new restorations. These restorations stand out because of their incredibly precise fit and durability.

German dental industry expert users believe because by approximately two per cent in 2007, which comprises 13 percent of the total turnover in the domestic market losing its value?

There is no doubt that Germany remains a key market. It is shown that the German dental industry researches and develops new products and services in collaboration with dental practices, technical colleges, and training schools (Museumschulen). We need this market in order to introduce products and services in contemplation that large cutbacks in salaries could be the outcome of these regulations. If one considers that a significant amount of the annual turnover in many practices already comes from patients who pay out of their own pockets and, therefore, essentially for practices’ survival, one cannot understand why the dental profession should have to face new cuts.

In which markets has the German dental industry gained shares in 2008, and which markets do you regard as difficult to gain access to?

The results of our latest member- only questionnaire underline the fact that export figures in East European states, especially Russia, and Asian markets have shown a positive trend. Furthermore, the economic outlook for Latin American markets, which have markedly improved last few months; however, it must be noted that growth development in these markets will be at a very low level. As a result, the weakening in the outlook for these markets is higher than those who predict an increase in business for the first half of 2009 is higher than those who predict a decline in business prospects.

On average, Western Europe presents itself as a very stable market environment and remains one of the most important sales regions for our members in terms of turnover. One-fifth of our members expect an improvement in their profits within the first half of 2009 compared with the same period last year. An increase in profit and sales in the domestic market is reflected in the remarkable interest in and support for IDS. We were also given credit for the high quality of communication, careful organisation, and the show’s international character. Only at IDS is such a comprehensive display of the international dental market possible. The complete spectrum of dentistry and dental technology is available to be seen and experienced. All products and services that make the work of dentists easier, help them work economically, and provide their patients with the state-of-the-art in dental technology are available at the show.

Unlike other international meetings, IDS seems to grow in popularity each year. To your opinion, what are the main factors contributing towards this growth?

IDS has an appealing and powerful concept that was developed in cooperation with our partner Koelnmesse. In particular, the sheer amount of state-of-the-art innovations makes IDS the most comprehensive dental exhibition and one of the liveliest and most significant marketplaces in the dental world. It is important that we plan this growth carefully to keep up with market demands. We do not want the show to expand too rapidly and possibly outgrow its market.

We already have a high level of international participation at IDS from all over the world. The show is cosmopolitan, the standard of accommodation at the show is high, and we have a very efficient organisation behind the show makes a visit to the show easy.

Finally, the city of Cologne is ideally situated in terms of public transport within Germany, as well as from Europe and the World.

Thank you very much for the interview!