IDS continues to grow

The 55th International Dental Show (IDS) closed with a record number of exhibitors and visitors, despite the slowdown in the world economy. More than 166,000 visitors (an increase of 6.9 per cent) and more than 1,820 exhibitors (an increase of 4.5 per cent) from 57 countries took part in this year’s IDS. With foreign participants making up 65 per cent of the numbers, and a 10 per cent increase in international exhibitors, the IDS has broadened its significance as a global trade and communications platform, with the international dental industry registering order volumes, which in many cases, exceeded expectations.

Dr Martin Rickert, chairman of the Association of German Dental Manufacturers said: ‘The 55th International Dental Show gave us above all the positive signal we were looking for. Our projections about a positive development in dental markets have been outstandingly confirmed. I am certain that this IDS will serve as a lasting impetus for the global dental industry and for the international healthcare market with it.’

For Oliver P Kuhrt, managing director of Koenigsmesse GmbH, the IDS 2009 is a superlative event: ‘The IDS is the prime example of a successful three-yearly event and the fair for the dental industry. It combines all the elements necessary for successful business and is a global communications platform, trade, innovations and product platform all rolled into one.’

News and innovations

With more than 1,100 presentations, new products and advancements in technology, the International Dental Show 2009 once again demonstrated its potential as an international innovations platform.

According to Dr Martin Rickert, this was made up of three main trends.

First: natural teeth are being kept for as long as possible through early and comprehensive diagnostics and minimally invasive treatment methods. Second: if dentures are necessary, they should look as natural as possible and offer the highest aesthetics and function. Thirdly: the digitisation and networking between practice and laboratory increase efficiency in the economic production of dentures.

Speaker’s corner

Since 2005, Speaker’s Corner has become a successful part of the show’s programme where exhibitors, ranging from global market leaders to new players in the market, present information on new products, services and manufacturing technologies. The 54th IDS will take place from 22 to 26 March 2011 in Cologne.

Biolitronias are pleased to announce their biggest IDS conference ever last month. Bringing together all their European teams to showcase the full Biolitronia product range, the response from both new and existing customers was overwhelming.

With the biggest stand to date, the buzz from the delegates was in the recently introduced Laser – Luk microchannels to the Collins of its interdurally-connected implants. Laser-Luk microchannels are a series of precision-engineered 8 and 12 micron grooves on the collar of dental implants and is unique in the industry as the only surface treatment shown to attach and retain both hard and soft tissue. In addition it was a chance to introduce their new bone regeneration portfolio including the new dental bone graft, Laddair and resorbable collagen membrane, Mem-Luk, which is new to the UK from April 2009.

With over 217 employees, Biolitronia has grown into one of the largest dental implant companies in the world. The company has a direct sales force in the U.S., Canada, Australia, Mexico, Chile, Germany, Spain and United Kingdom.

Biolitronia has a proud history of introducing products based on science and evidence-based research.

For more information on the Biolitronia product range and courses please contact info@biolitronia.com or visit our website at www.biolitronia.com.