Remarks by Mayor Jürgen Roters at the ribbon-cutting ceremony to mark the opening of IDS, at 8:30 a.m. on 12th March 2013 on the intermediate level of CC East

Madam State Secretary Flach,
Dr. Rickert,
Mr. Böse,
Ms. Hamma,
ladies and gentlemen,

In my capacity as Mayor of the City of Cologne and Chairman of the Supervisory Board of Koelnmesse, it gives me great pleasure to welcome you to the opening ceremony of IDS 2013, the 35th International Dental Show, here in Cologne.

Every two years, IDS brings well over 100,000 people from all over the world to Cologne. It is the leading global trade fair for dental medicine and dental technology — in other words, it is the undisputed top trade fair for the entire dental sector.

Once again this year, the International Dental Show has written another chapter in its impressive success story. For the first time in its 90-year history, the event has registered more than 2,000 exhibitors from over 55 countries. The uniqueness of IDS is demonstrated by the large portion of companies from abroad — 68 per cent, to be exact. Exhibition space at the event is completely booked out, down to the last square metre — even though the amount of available space has been further expanded. It now amounts to 150,000 square metres, and that too is a new record.

Of course huge demand is the response to the impressive product range on display. In the next five days, visitors from all parts of the world will come to IDS in Cologne. Here they will be able to find out about the latest trends, diverse innovations and the various services provided by the dental sector.

All of this clearly shows that IDS is the undisputed Number One global trade fair for the sector. In other words, everyone who is active in the field of dental health must come to Cologne. And, as Mayor of the City of Cologne, that makes me proud.
Of course I'm equally proud in my capacity as Chairman of the Supervisory Board of Koelnmesse. That's because the International Dental Show is one of the most important events staged by Koelnmesse. Few trade fairs in Cologne attract more exhibitors and visitors, especially in the category of trade fairs for professionals. The impressive growth that has marked IDS for years is also far above average.

There are a number of reasons for this growth. Dental medicine is an important business factor. Top quality is in great demand — particularly in the healthcare sector. Ladies and gentlemen, each of you, whether you are an exhibitor or a visitor, is making an important contribution to high-quality healthcare all over the world. In addition, the dental sector is characterized by continuous progress and an outstanding capacity for innovation. Numerous innovations and product upgrades are waiting to be presented to the international dental sector here in these trade fair halls. In the final analysis, all of us — as patients — benefit from these new and improved products and processes. Last but not least, the notable internationality of IDS also contributes to the event's significance and its growth. After all, this trade fair is the information, communication and business platform of the worldwide dental sector. Such a high level of global knowledge sharing within the dental sector is possible only at IDS in Cologne. No other sector event can compete when it comes to doing international business.

Ladies and gentlemen,
I wish you a successful trade fair and a pleasant stay in our beautiful city.