

## Media Release

Schaan, Liechtenstein – 4 November 2020

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# IDS 2021 – Ivoclar Vivadent hosting virtual event platform and Rheinterrassen

**Ivoclar Vivadent has developed a unique concept for connecting with all customers, dealers, and partners outside of the International Dental Show (IDS) in March 2021. Refraining from hosting a fair booth, the dental company from Liechtenstein will be offering a hybrid program that keeps everyone connected and informed.**

Ivoclar Vivadent has responded to the changing circumstances with a format tailored to presenting content to the global dental industry as safely as possible. As CEO Diego Gabathuler explains, “We believe that a solely physical presence at IDS would limit our ability to connect with those who are unable to travel or have safety concerns that could limit on-site participation. A hybrid format offers convenient access to information for everyone, while minimizing risk.”

### **Attractive online interaction**

Ivoclar Vivadent is redesigning and strengthening their touchpoints with customers, dealers, and partners to ensure responsible, exciting, and informative exchanges. “Our successful experience this year with the first ever online International Experts Symposium (IES) proved to us that new formats for our content are engaging, appealing, and in pace with global developments,” said Gabathuler. “Customer centricity is an essential pillar in the company’s strategy. We’re excited to build on our experience and learnings from the IES 2020 as we continue to innovate for our customers.” Ivoclar Vivadent has created a virtual conference and training program during IDS that will enable close interaction in a variety of formats, from one-on-one to one-to-many.

### **Safer networking: on-site space**

Ivoclar Vivadent will also be present in Cologne in a studio at the Rheinterrassen during the IDS from March 10 - 13. The studio provides another contact point for Ivoclar Vivadent in a controlled environment. “The health and safety of our employees and guests is our highest priority,” says Gabathuler. “The IDS remains the leading exhibition for our industry. We want to create a conference experience for our guests in the “new normal” that helps lead the way into the future as a strong community. At the Rheinterrassen location, we will have much more control of the situation.” He continued, “We hope to return to the exhibition halls of IDS in 2023, and I am sure that setting will reflect other innovative solutions than those we are offering in 2021.”

### **About Ivoclar Vivadent**

Ivoclar Vivadent, headquartered in Schaan, Liechtenstein, is one of the world's leading manufacturers of innovative solutions for high-quality dental applications. The company's success is based on a comprehensive portfolio of products and systems, strong research and development capabilities and a clear commitment to training and further education. The

company has wholly owned subsidiaries in 30 countries, and it employs 3,597 people worldwide. More information about Ivoclar Vivadent is available at [www.ivoclarvivadent.com](http://www.ivoclarvivadent.com).



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