

Press Release

## Morita will not take part in International Dental Show (IDS) 2021

**Trade fairs are a place for personal encounters to enable visitors to experience the exhibitor's products and services. Due to the continued contact and travel restrictions around the world, this is currently only possible to a limited extent. For this reason, Morita has decided not to attend the International Dental Show (IDS) 2021 in March, and instead expand their own event formats.**

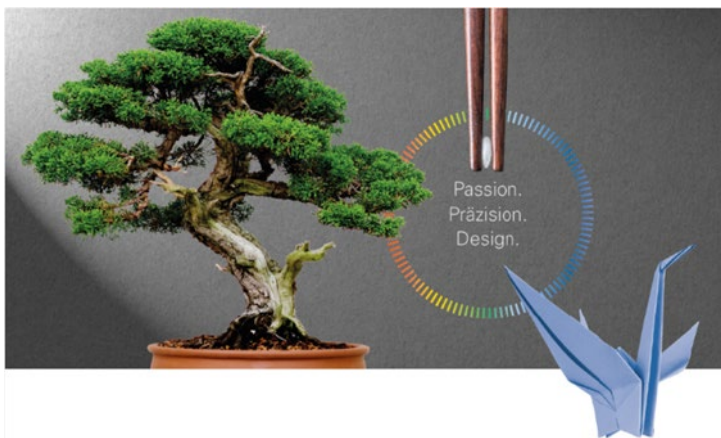
**J. MORITA EUROPE GMBH / Dietzenbach, December 07, 2020.** Morita, a Japanese company and major manufacturer of medical devices with sales companies around the world, has decided, after in-depth internal discussions, to forgo any appearance in the International Dental Show (IDS) held from March 10th-13th, 2021 in Cologne. Morita's claim in appearing at trade fairs lies in creating customer experiences, maintaining existing personal contacts and generating new ones as well as offering excellent consultation. Unfortunately, it will hardly be possible to meet these trade fair objectives at IDS 2021, given the likely continuing restrictions imposed by the COVID-19 pandemic. As a result, a majority of Morita's international customers and partners will not be able to visit the trade fair. The distancing rules as well as the contact restrictions make it additionally difficult to present the product range and achieve the desired customer proximity.

Jürgen Fleer, General Manager of J. MORITA EUROPE GMBH, explains the reasoning behind the decision: "Intensive and appreciative contact with customers and partners as well as the responsibility towards our employees are among our company's core values and determine our actions. Under the given circumstances, however, there is no way for us to gather our international teams at the trade fair nor be there for our customers in a truly tangible way. This, along with our concern for the safety of our employees and visitors, especially influenced our decision to not participate in IDS 2021. Instead, we are offering our customers attractive opportunities to get closer to us and our products with the **Time for Morita** campaign."

J. MORITA EUROPA GMBH will not be adjusting prices in 2021, as a way to pass on the savings obtained due to not attending the trade fair directly to its customers.

The Japanese company will expand the **Time for Morita** campaign to Europe, which was already successfully introduced in Germany in September 2020. With **Meet MORITA** and **MORITA Talk**, the company offers exclusive event formats for live exchange with users and customers.

### Photo



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**About Morita:**

The Morita Group is one of the biggest manufacturers of medical technology products. The traditional Japanese company, with sales companies in Europe, the United States, Brazil, Australia, and Africa, offers a wide range of products. Leading in X-ray diagnostics and endodontics, the product portfolio offers high-performance images systems, including 3D volume tomography, treatment units, lasers, turbines, straight and contra-angle handpieces, instruments, and endodontic measuring and preparation systems. With a pronounced focus on quality and continual research, over 2 000 employees worldwide are guided by the needs of users and doctors. In this way, the spirit of Junichi Morita, who founded the company in 1916, lives on. Morita, now in its third generation of family ownership, is under the management of Haruo Morita.