

KOELNMESSE INC. – NORTH AMERICA  
**FOR IMMEDIATE RELEASE**  
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### **IDEM SINGAPORE 2018 – STRONG NORTH AMERICAN PARTICIPATION AT IDEM 2018**

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About forty North American dental manufacturers will exhibit at the 10<sup>th</sup> edition of IDEM Singapore which will take place from April 13-15, 2018 at the Suntec Singapore Convention and Exhibition Centre. The majority of U.S., Canadian and Mexican companies will display in the North American Pavilion located on the fourth level of Suntec, booths 4E-01 to 4F-23.

Mette Petersen, president and managing director of Koelnmesse, Inc., Chicago and pavilion organizer noted: "Dental products from North America are in high demand in South East Asia. More than 30% of dental imports into Singapore actually originate from the United States. Therefore, we expect strong interest in North American products from dealers and dental practices attending IDEM this April".

The total exhibit area will occupy two floors at the Suntec Singapore International Convention Center accommodating over 500 exhibitors. More than 8,000 visitors from the Pacific Rim region are expected to attend the 2018 event. IDEM attracts dealers, distributors, dentists, dental technicians, hygienists and dental students from the entire ASEAN region. Besides the North American Pavilion, IDEM 2018 hosts pavilions from Australia, Brazil, China, France, Germany, Italy, Japan, South Korea, Singapore, Switzerland, UK and Taiwan.

Attendees interested in contacting the North American exhibitors during IDEM are welcome to stop by at the Pavilion Info Desk in Hall 4 F-13 or contact the North American representative Rita Dommermuth, sales & project manager, prior to the event.

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A list of North American exhibitors is available online:

<http://www.idem-singapore.com/exhibitors-search>

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