

Press Release



No. 2 / Singapore / 30 January 2012

IDEM Singapore – International Dental Exhibition and Meeting

Embracing the latest dental technology advances at IDEM Singapore 2012

Asia Pacific's leading dental trade fair will see more than 380 exhibitors and a 20 percent increase in exhibition space.

Modern dentistry today is defined by technological advances that are making oral health and dental care faster, safer and accessible to more people around the world. While the benefits of many of these technologies are undisputed, there are complexities in application that are generating lively debate among the global practitioners within their individual fields.

Jointly organized by Koelnmesse and the Singapore Dental Association, IDEM Singapore 2012 seeks to bring these discussions to the forefront. To be held from 20 to 22 April, with a post-congress day on 23 April, the Trade Exhibition and Scientific Conference is expected to draw a turn-out of over 6,500 attendees. Now in its seventh edition, IDEM Singapore 2012 will continue to gather top names from across the globe in the largest single networking and knowledge gathering platform for dental practitioners and professionals.

Gathering the world's latest dental innovations

With a 20 percent increase in exhibition space, the 2012 edition of IDEM Singapore will feature more than 380 leading companies from over 30 countries, including pavilions from Australia, France, Germany, Italy, Korea, Singapore, Switzerland, Taiwan, the United Kingdom and the United States.

IDEM Singapore 2012 will also see more than 70 exhibitors from Asia Pacific, a clear evidence of the increasing focus by regional governments, industry and consumers on the importance of dental health and the opportunities present in this rapidly emerging industry.

Leading companies from the region include:



IDEM Singapore 2012
20-22 April 2012

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- **Hogies Australia**, which will display its wide range of protective eyewear and ophthalmic equipment used in a dental treatment or lab setting.
- **Monitex Industrial Company, Taiwan**, which will be promoting its dental impression alginate mixers that enable dental caregivers to meet quality and service requirements.
- **South Korean firm Osstem**, which will reinforce its position as one of the world's leading dental implant manufacturer by showcasing implant solutions that provide superior biocompatibility and optimal surface quality.

Japan will also boost its presence at the exhibition, with first time participants such as **Kuraray Medical Inc** and **Osada**. Dental technologies developed in Japan are internationally recognized for their sophistication and the advanced capabilities they offer, especially in the highly specialized field of restorative materials. **Kuraray Medical Inc** will introduce resin-based restorative materials that closely match the aesthetics of natural teeth, as well as cement and dental adhesives that bond to the dental structure. **Osada** will showcase its treatment and surgical equipment with advanced performance and enhanced safety features.

Further stamping its relevance to the industry, IDEM Singapore 2012 will also provide visitors with a view of the latest innovations that have the potential to transform dental and laboratory practices. Digital dentistry will feature strongly on the trade floor with exhibitors such as **3Shape (Denmark)**, and **Euroteknika Group (France)**. **3Shape** will introduce its new Dental System™ 2012, a flexible and scalable solution designed to help labs expand their range of services to dentists, while **Euroteknika** will exhibit its Teknika3D imaging solutions for every stage of the implant treatment process, from planning software to guided surgical instrumentation.

Debating the latest research and advancements in dentistry

Digital dentistry will also be one of the key topics of this year's IDEM Singapore Scientific Conference. Featuring 17 experts from Australia, France, Italy, the United Kingdom and the United States, the Scientific Conference will discuss the latest treatments, procedures and trends in various dental fields, as well as

the challenges and controversies surrounding some of today's digital innovations.

Some of these include:

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- *New Technologies on Tooth Cutting and Digital Dentistry* by **Dr. Derek K. Hein** and **Gordon J. Christensen** **CLINICIANS REPORT (CR Foundation)**: This session will examine the latest trends in the area of restorative dentistry and provide clinical observations to address new technology developments, digital dentistry and their practical place in the dental practice.
- *Multidisciplinary Approach to the Management of the Anterior Edentulous Segment* by **Professor Lyndon Cooper, University of North Carolina**: This session will elaborate on the diagnostic steps involved in the replacement of anterior maxillary teeth with implants requires special attention to esthetic details and treatment planning based on detailed diagnostics.
- *The Endodontic Success: How to Access, Shape, Clean and Pack* by **Dr. Wilhelm J. Pertot**: This session will discuss a range of topics related to the practice of endodontics, the dental specialty that deals with diseases of the dental pulp and tissues surrounding the root of a tooth. The session will also cover the objectives of canal instrumentation and how to achieve these objectives with the best nickel titanium (NiTi) rotary system, as well as evaluating file systems in preparing canals without procedural errors.
- *Future Trends in the Non-surgical Treatment of Periodontitis: From Hand-instrumentation to Light Activated Disinfection* by **Professor Andrea Pilloni** and **Dr. Claudio Mongardini** from the **University of Roma "Sapienza"**: This session will showcase how a new, easy and fast periodontal treatment method known as Light Activated Disinfection (LAD) is delivering sustainable clinical improvements for patients require lasting changes in oral microbiological flora.
- *What Types of Orthodontic Treatment can be Successfully Done with the New Invisalign Appliance?* by **Dr. Robert Boyd**: This session will define the scope of orthodontic treatment possible with Invisalign and share with the delegates how to evaluate differences in severity of various

malocclusions such as crowding, spacing and skeletal problems for applicability with Invisalign.

Advancing the profession in Asia

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“The business of dentistry is an exciting but increasingly complex field with new advances in technologies and new legal-socio issues emerging every year. The Scientific Conference at IDEM Singapore 2012 will tackle all of these opportunities and challenges head-on by providing a robust yet collaborative platform for dental practitioners from around the world to share their expertise and experiences. We welcome the discussion and debate that will characterize IDEM Singapore 2012 and highlight the critical issues facing the practice of modern dentistry in the next century,” said **Dr. Benjamin Long**, Chairman of the IDEM Singapore 2012 Committee.

Dentists and dental professionals can obtain academic accreditation or Continuing Professional Education (CPE) points by attending IDEM Singapore 2012. Dentists can acquire over 30 CPE points by attending the conferences and workshops at the event.

Online registration for IDEM Singapore 2012 conference is now open. Please log onto www.idem-singapore.com to register.