

Press Release



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IDEM Singapore – International Dental Exhibition and Meeting

IDEM Singapore 2012 bridges Asian dental players to innovations across the globe

With nine national pavilions and more than 380 exhibitors, IDEM Singapore 2012 is set to be the biggest showcase for the region's dental players

In recent years, modern dentistry has introduced numerous advances that has radically changed dental treatments today. Globally and across Asia, digital imagery and laser treatments have made dental procedures faster and safer, while the burgeoning field of cosmetic dentistry is fast gaining traction alongside the region's rising wealth.

According to a report by market research firm Global Industry Analyst, Inc¹, the international dental supplies market is expected to cross US\$16 billion by 2015, with Asian markets expected to witness the highest growth rate. In fact, Global Industry Analyst predicts that by the year 2013, the dental implants market in Asia Pacific will exceed US\$670 million.

Riding on the rising opportunities in Asia's advanced dental care, the biennial International Dental Exhibition and Meeting (IDEM) returns for its seventh edition this year, showcasing the latest advances across major disciplines of dentistry. IDEM Singapore 2012 will be held from 20 to 22 April 2012 at the Suntec International Convention and Exhibition Centre, Singapore, with a post-congress session taking place on 23 April 2012.

Innovations from key markets

Organized by Koelnmesse and the Singapore Dental Association, the seventh edition of the event will feature a total of nine national pavilions.

For the first time this year, Italy will host over 15 exhibitors in their national pavilion, supported by the Unione Nazionale Industrie Dentarie Italiane (UNIDI). Leading names such as **Faro**, **Mectron**, and **Tekne Dental** will feature



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within the pavilion, which will also see the debut of other household Italian brands such as, **Cominox**, **Dyamach** and **Pastelli**.

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“We see synergy in coming together as a pavilion this year, to showcase the vibrancy of the industry in Italy and underline our commitment to grow our presence in the regional dentistry market. Besides, by participating as a pavilion, both experienced and first time exhibitors will be able to gain greater visibility on the exhibition floor,” said **Mr. Gianfranco Berrutti**, Director, **UNIDI**.

Other national pavilions include Australia, France, Germany, Korea, Singapore, Switzerland, the United Kingdom and the US. Together, the pavilions will provide visitors with a comprehensive view of the dental value-chain across the globe.

“IDEM Singapore is the perfect platform for us to reach out to key business contacts in Asia,” said **Dr. Markus Heibach**, Managing Director, **VDDI, Association of German Dental Manufacturers**. “Germany is known for our leading-edge research and development in dental technology and international business remains a stable anchor of growth for the German dental industry. Being at IDEM Singapore is a strategic part of furthering business for Germany’s leading players,” he added.

Leading brands from across the globe

In all, over 380 leading companies from over 30 countries in dentistry will be part of the trade fair at IDEM Singapore 2012. These companies will be showcasing the latest innovations in clinical dentistry, dental technology and patient care across every segment of the dental market, covering restorative and preventive treatments, surgical procedures and equipment, orthodontics, endodontics, periodontics and laboratory tools.

Familiar names at IDEM 2012 include **Nobel Biocare**, a world leader in innovative restorative and aesthetic dental solutions; and **Straumann**, a

company that offers surgical, restorative and regenerative solutions. These brands will complement first-time exhibitors, such as:

- Invisible braces maker from the US, **Invisalign**;
- **AstraTech**, who will highlight a scientifically backed and clinically proven implant system; and
- **Biomet 3i**, who will showcase their range of market-leading digital dentistry solutions.

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“Being a global meeting point for the dental community in Asia, IDEM Singapore 2012 is the ideal platform for Invisalign to introduce our broad range of orthodontic solutions to potential partners in the region. The large number of international visitors expected at IDEM Singapore is definitely a key consideration, as we seek to increase awareness of our revolutionary solutions across the globe,” said **Mr. Mark van Weelde**, Managing Director, **Invisalign Singapore**.

Other first time exhibitors at IDEM Singapore 2012 include Japan’s dental milling machine maker **Roland DG**; Finland’s **Salli**, producer of ergonomic clinical furnishing; dental ceramics manufacturer **Jyoti** from India; and Israel’s dental implant systems manufacturer **Implay**.

The latest advances in dentistry discussed

Reflecting the rising sophistication and emergence of complexities in dental technologies and treatments in recent years, the IDEM Scientific Conference for 2012 is aptly themed *Advances and Controversies*.

Presented by world-renowned dental practitioners and professionals, the conference aims to help participants keep up-to-date with the latest techniques and devices in dental solutions such as *New Technologies in Tooth Cutting and Digital Dentistry*, as well as gain insights into related topics in dental practice such as *Risk Management in Orthodontics*.

Seventeen experts from Australia, France, Italy, the United Kingdom and the United States will present the latest treatments, procedures and trends in various dental fields. The stellar line-up of speakers includes:

- **Dr. Dennis Tarnow**, from Columbia School of Dental Medicine, will lead a SDA Masterclass Presentation on *Immediate vs. Delayed Socket Placement; The Interdental Papilla*. In this special session, Professor Tarnow will discuss the potential problems and benefits when using socket placements for single and multiple sites.
- **Dr. Urs Belser**, recipient of the Scientific Research Award from the Greater New York Academy, will speak in the session *Update on Reconstructive Dentistry*. A well-known researcher in the field of implant dentistry, Professor Dr Belser will share with participants the key decision-making criteria in anterior restoration, covering treatment planning discussion, clinical and laboratory step-by-step procedures, as well as restorative tips and tricks. Professor Dr Belser will be joined by the Magne brothers, **Dr. Michel Magne and Dr. Pascal Magne**, world-class names in the field of Aesthetics Dentistry.
- **Dr. Connie Drisko**, a leading Periodontist and Dean at Georgia Health Sciences University College of Dental Medicine, will be speaking on *Pathogenesis and Management of Periodontal Disease – Changing Concepts*. In her talk, she will be updating participants on the latest minimally invasive treatments for periodontal disease and the relationship between periodontitis and systemic diseases, such as diabetes and lung disease.

Furthering skills in patient care

Recognizing the increasingly important role dental assistants play in patient care, IDEM Singapore 2012 will feature a workshop, specifically targeted at dental assistants, on restorative implants. Led by **Ellen Krajnc**, Senior Product Specialist from Straumann, participants at the workshop will gain insights into the current concepts, techniques and treatment options for restorative implants. The session will delve into methods in preparing for the various treatment phases, as well as maintenance of the surgical instruments needed for the procedures.

“The Scientific Conference at IDEM Singapore has always aimed to help dentists and dental professionals keep pace with rapidly advancing dental innovations, so as to help them stay relevant to patient needs. This year, we have put together a wide array of topics, from the latest in technology and techniques, to issues related to patient care. With a stellar line-up of world-renowned names, we hope that dental professionals both locally and from across the region will take the opportunity for a glimpse into the future of dentistry in Asia,” said Dr. Philip Goh, President, Singapore Dental Association.

IDEM Singapore 2012 will continue to offer dentists and dental professionals Continuing Professional Education (CPE) points, while helping them to broaden their knowledge. Dentists can look forward to acquiring over 30 CPE points by attending the conferences and workshops at the event.

A regional meeting platform for current and future dental leaders

To date, trader, buyer and dentist delegations from Australia, Cambodia, Indonesia, Malaysia, the Middle East, Philippines, and Vietnam have confirmed that they are already making plans to attend IDEM Singapore 2012.

In partnership with the Asia Pacific Dental Students Association (APDSA), top student leaders from the region will also be gathering at IDEM Singapore 2012, acting as ambassadors for their respective countries, sharing with participants the landscape of their local dental industries. In addition, these students will have the rare opportunity to hear from leading professionals in various fields of dentistry and be inspired to achieve excellence in their future dental careers.

“Demand for advanced dental care and services are growing in Asia. In addition to a more affluent population and increasing awareness in oral health, Asia’s growing sophistication in dental treatment is also attracting patients from other parts of the world. IDEM Singapore 2012 continues to be an important platform that will bring innovations from the West to Asian dental practitioners, while opening up opportunities in regional markets to players from the West,” said Michael Dreyer, Vice President, Asia Pacific, Koelnmesse.

IDEM Singapore 2010 attracted over 6,000 trade visitors and conference delegates from 55 countries. The event was also recognized as 2010's "Trade Conference of the Year" at the Singapore Experience Awards 2011 organized by the Singapore Tourism Board.

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

¹Source: 2010 Global Industry Analysts, Inc report

(http://www.prweb.com/releases/dental_supplies/dental_implants/prweb4596444.htm)