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**IDEM Singapore – International Dental Exhibition and Meeting**

## **IDEM Singapore 2012 Raises the Bar for Dentistry in Asia**

According to industry research from Markets and Markets, the global dental equipment and consumables market is estimated to reach US\$27.6 billion by 2015. This positive outlook is driven by advancements in technology available to dentists today, as well as the increase in awareness of oral hygiene globally. Additionally, Asia's ageing population and rapid economic growth have contributed to the rising demand for better dental healthcare in the region.

With the aim of helping the industry meet this demand, the seventh edition of the International Dental Exhibition and Meeting (IDEM) Singapore 2012 returns with an extensive showcase of the latest dental innovations as well as a Scientific Conference that promises to shed light on cutting-edge dental techniques and treatments. Held in Singapore from today till 22 April 2012, with a post-congress day on 23 April, IDEM Singapore 2012 is officially launched by Mr. Gan Kim Yong, Minister of Health, Singapore, at the Suntec Singapore International Convention and Exhibition Centre.

Jointly organized by Koelnmesse and the Singapore Dental Association, IDEM Singapore 2012 is a one-stop sourcing platform for dental solutions for the region's dental traders and distributors, gathering top industry names from around the world in a showcase of products and innovations from more than 400 leading companies. Establishing itself as the largest single networking and knowledge-sharing platform for dental practitioners and professionals in the Asia-Pacific, the biennial Trade Exhibition and Scientific Conference is expected to draw over 7,000 attendees.



IDEM Singapore 2012  
20-22 April 2012

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## **Leveraging technology to improve patient experience**

Technology is changing work processes across all major industries, and dentistry is no exception. Compared to a decade ago, patients today can look forward to reduced visits to the dentist, minimal discomfort during treatment and an increase in the aesthetic quality of the final result.

One of the key technology trends in the market today that is presented at IDEM Singapore 2012 is digital dentistry. Among the recent innovations is *DentalCad*, presented by German computer visualization expert **exocad**. *DentalCad* is an easy-to-use computer-aided design (CAD) that aids in the customization of fixed prosthetic devices such as dental crowns and bridges. French exhibitor, **Owandy**, will be showcasing the *Visteo Touch*, a portable standalone imaging system that allows direct and immediate viewing, and storage of patients' scanned X-ray images, hence improving patient diagnosis and procedure planning for dental surgeons.

As patients strive to embrace a better quality of life, the dental industry is stepping up to the challenge with new dental equipment and innovations that guarantee minimal pain and invasiveness. Designed for ease of integration into a dentist's existing practice, the *GENTLEray 980 Classic Plus* by **KaVo Dental Supply** promises to minimize patient discomfort during and after oral surgery. Through its micro-pulse technology, this patented handheld soft tissue diode laser enables rapid surgical incisions and excisions for excellent clinical results.

Underlining the importance of the show to the dental business in the region and globally, the IDEM Singapore Trade Show continues to see steady growth. Gathering over 400 exhibitors from 32 countries, the Trade Fair also welcomes a higher number of new exhibitors this year, with more than 170 first-time exhibitors. Among the newcomers are Turkey and Vietnam, represented by **A.I. Co. Ltd.** and **Bilkim Tibbi Urunler**, among others.

Also making its debut at IDEM Singapore 2012 is German exhibitor **Smart Optics**, which is using the event as a launch pad for its latest *Activity* line of dental scanners. Premiering first at IDEM Singapore 2012, the new *Activity*

range of open dental scanners without yearly costs promises easy operability and wide access to a variety of production methods.

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“Asia’s dental market is booming and Smart Optics has plans to expand our distribution in the region as well as promote our latest innovations, such as the new *Activity* line of scanners. IDEM Singapore, with its high-quality and targeted audience, is a fantastic platform for us to introduce our products, and for us to network with key contacts in the dental industry,” said **Mr. Matthias Koch**, Marketing/ Sales, **Smart Optics**.

### **Opportunity for hands-on testing and practice**

As a must-attend event for all dental practitioners, IDEM Singapore also offers ample hands-on opportunity for dental practitioners to evaluate the latest gadgets and products in the dental industry.

These include:

- Demonstrations and trials of **Mectron’s Piezosurgery**, a process that allows safe bone-cutting with very little damage to skin tissue. Attendees will get to try out the latest version of *Piezosurgery*, which has an intuitive user interface that allows users to select very quickly the correct bone quality and irrigation flow rate.
- Trying out **DMG’s** special resin ‘infiltrant’, *Icon*, used specifically for non-invasive caries infiltration procedures.

IDEM Singapore also provides participants with a platform to discuss the latest issues and developments in dental treatments and procedures. The IDEM Singapore Scientific Conference features 17 experts from Australia, France, Italy, the United Kingdom and the United States. Themed *Advances and Controversies*, the Conference aims to encourage conversations on the emerging issues surrounding the latest dentistry innovations and dental treatments.

In all, 18 (including workshops) sessions will be held, covering topics such as digital dentistry, legal and ethical pitfalls in orthodontics, and non-surgical

procedures for periodontitis. IDEM Singapore 2012 will incorporate a Post-Congress Day, where **Professor Robert Boyd** from the **University of the Pacific, San Francisco**, will conduct a workshop where participants can examine the effectiveness of **Invisalign**, invisible braces that can be custom-made for the wearer, as well as learn how they can treat more complex malocclusions such as severe crowding and open bite.

### **Contributing to the development of the dental industry in Asia**

In a bid to promote the development of the dental industry in the region, IDEM Singapore 2012 has introduced the IDEM Singapore Student Volunteer Program, organized in conjunction with the Asia Pacific Dental Students' Association (APDSA). IDEM Singapore is hosting 13 students from Australia, Hong Kong, Indonesia, Malaysia, New Zealand, Singapore and Taiwan, to participate in IDEM Singapore 2012. These students, selected by a jury from 36 submissions around the region, will have the opportunity to attend special meet-up sessions with top names such as **Professor Urs Belser, University of Geneva**, and **Professor Robert Boyd, University of the Pacific**. Students will also be involved in tasks on the trade floor and conference site, to further promote their awareness of the intricacies of staging a dental trade show such as IDEM Singapore, as well as provide them with insights on the importance of such shows to the dental trade.

"IDEM Singapore has grown by leaps and bounds, doubling the size of its Trade Fair to the present 12,000 gross square meters and attracting more than 400 exhibitors since its inaugural edition in 2000. Additionally, the Scientific Conference has developed substantially in terms of the breadth and depth of the topics discussed, actively addressing current and future concerns in the dental industry," said **Mr. Michael Dreyer**, Vice President, **Koelnmesse Asia Pacific**. "In its seventh edition, IDEM Singapore 2012 continues to be recognized as the leading dental trade event and the primary platform for dental professionals in Asia to engage in cross-cultural knowledge-sharing and networking. The growth of IDEM Singapore with each edition is a testament to its importance to the industry. We are proud to bring this important platform to the region."

In 2010, IDEM Singapore attracted over 6,000 participants. For more information on IDEM Singapore 2012, please visit [www.idem-singapore.com](http://www.idem-singapore.com).