

Press Release

No. 4 / Singapore / 23 April 2012

IDEM Singapore – International Dental Exhibition and Meeting

IDEM Singapore 2012 – the Nexus of Dental Knowledge in Asia

Asia's leading dental platform continues to elevate the level of dentistry in the region by bringing together the best speakers and innovations in a single location.

The International Dental Exhibition and Meeting (IDEM) Singapore 2012 drew to a close today after four days of robust discussions, knowledge exchange and networking. A total of 7,243 global dental practitioners and professionals congregated at Suntec Singapore International Convention and Exhibition Centre for IDEM Singapore 2012, an increase of close to 20 percent from 2010.

Jointly organized by Koelnmesse and the Singapore Dental Association, IDEM Singapore was held from 20 to 22 April 2012 with a post-congress session held today. As the platform of choice for industry players in the dental market, the biennial dental Trade Fair and Conference provided an excellent opportunity for interaction between established leaders in the field, new entrants in the arena, industry experts and dental trade professionals.

The region's largest dental showcase

The IDEM Singapore 2012 Trade Fair provided an expanded showcase of the latest dental equipment from across the globe, with a 20 percent increase in exhibition floor space. A total of 422 exhibitors from 36 countries presented exhibits ranging from preventive and restorative treatment procedures to surgical equipment and laboratory tools.

With 10 national pavilions from Australia, France, Germany, Italy, Korea, Singapore, Switzerland, Taiwan, the United Kingdom and the United States, IDEM Singapore provided attendees with a good mix of innovations from both the East and West.



IDEM Singapore 2012
20-22 April 2012

www.idem-singapore.com

Contact:

Joyce Liong

Tel:

+ 65 6500 6730

Fax:

+ 65 6296 2771

Email:

[j.liong@](mailto:j.liong@koelnmesse.com.sg)

koelnmesse.com.sg

Contact:

Safina Samian

Tel:

+ 65 9761-1336

Email:

[safina.samian@](mailto:safina.samian@yingcomms.com)

yingcomms.com

Koelnmesse Pte Ltd
152 Beach Road
#25-05 Gateway East
Singapore 189721
Telephone +65 6500 6700
Telefax +65 6294 8403
info@koelnmesse.com.sg
www.koelnmesse.com.sg

In particular, **Good Doctors Co., Ltd**, an exhibitor from the Korean pavilion, showcased their intraoral cameras, successfully extending their reach to distributors in the region. "We are pleased with the quality of visitors at IDEM Singapore 2012. We met visitors from across the region at the Trade Fair and received enquiries from distributors in Indonesia, Philippines and Malaysia. We are really looking forward to following up with these networking opportunities post-event," said Mr. Kim Young Woon, President, **Good Doctors Korea**.

As a leading platform for exhibitors to showcase their technological developments, IDEM Singapore's expanded trade floor and network of leading dental experts created a positive environment for continued sharing and innovation. IDEM Singapore 2012 hosted over 170 new exhibitors and their products, including **Invisalign Hong Kong Limited**.

"As a first time exhibitor at IDEM Singapore, I'm pleased at the positive response from the visitors to the Trade Fair. Many of the dentists we met expressed interest in the technology behind our product and how it differs from conventional orthodontic therapy. In fact, based on the interest and feedback from the Trade Fair, we have already secured plans to further promote Invisalign with several dentists in the region," said Ms. Gigi Tsui, Country Manager, **Invisalign Hong Kong, Singapore and Malaysia**.

Exhibitors such as **Smart Optic** and **The Acteon Group** also used IDEM Singapore 2012 as a platform to launch their products in the island-city and the region. **Smart Optic** presented their latest *Activity* line of dental scanners, while **The Acteon Group** showcased the third generation of their *Cone Beam CT WhiteFox* scanners, which offer a 360 degree scan to get a more precise estimation of bone density.

Keeping abreast of dental knowledge

Tickets to the Scientific Conference were sold out three weeks prior to the event, as industry professionals seized the opportunity to keep updated on the latest technologies and best practices in the dental industry. With 17 renowned experts from Australia, France, Italy, the United Kingdom and the United States, the IDEM Singapore 2012 Scientific Conference presented participants

with many thought-provoking discussions. Themed *Advances and Controversies*, the Conference provided insights into the boons and banes of the latest technological breakthroughs in the world of dentistry.

Page
3/5

"As practicing dentists, we came to IDEM Singapore to gain insights, from the experts at the Scientific Conference, on certain clinical technicalities that we can apply to improve patient treatment. While we are all aware of the latest technological devices we can leverage, how we use these devices can make a difference in our patients' experience," said Dr. Jean Ong from **iSmile Dental Center**, who attended the session entitled *Update of Reconstructive Dentistry* conducted by Professor Urs Belser, **University of Geneva School of Dental Medicine** as well as Associate Professor Pascal Magne and Michael Magne from the **University of Southern California**. The much anticipated session gave a comprehensive update on the latest developments around esthetic dentistry. Presenting collated data on anterior implants, they led a discussion on the rationale for pre-operative analysis, decision-making procedures, and clinical/laboratory step-by-step procedures when dealing with restoration. The discussion continued with critical appraisals of evolutionary implant designs and restorative components such as high-strength ceramic elements derived from Computer-Aided Design (CAD) and Computer-Aided Manufacturing (CAM) processes.

Another popular session, the *Legal and Ethical Pitfalls in Orthodontics*, jointly led by Kevin Lewis and Jane Merivale from **Dental Protection Limited**, provided an avenue to learn more about controversial dental issues. The speakers shed light on dental techniques used in orthodontics that tend to increase the risk of dento-legal problems. The session witnessed a lively debate on issues such as the complications of gaining consent for child treatments and the potential risks in cosmetic dental procedures for adults. The discussion rounded off with insightful measures on how to prevent getting embroiled in dento-legal issues, from ideas actively shared and contributed by participants.

"It is important for dental practitioners to be aware of the potential dento-legal issues associated with certain procedures and learn how to minimize the occurrence of such problems. My goal is also to highlight to attendees and professionals in general, that legal complications may arise from any

procedure, not just the more obvious ones like implantology or complex crown and bridgework. This is why it is important that dentists are cognizant of the risks involved and take adequate steps to mitigate them,” said Kevin Lewis, who fielded several enthusiastic questions from the floor at the end of his session.

Raising expertise across the dental value chain

The importance of continual education in raising the standards of dentistry in the region resonated throughout the event, through many vibrant exchanges at conference sessions and on the trade floor. Attendees were most keen on equipping themselves with knowledge of the latest dental advancements and determining first-hand the effectiveness and limitations of new procedures.

The hands-on workshop series provided attendees with just this opportunity, as vendors and dental professionals share the latest equipment and emerging techniques in patient care. One session saw attendees engaging in the various phases of implant dentistry and the actual preparatory work that dental assistants are involved in.

“The hands-on workshop allowed us try out what dentists experience while conducting treatment using these devices,” said Nengsi, from **Specialist Dental Group**, who attended *The Restorative Implant Program for the Dental Team* workshop, led by Ellen Kranjc, Senior Product Specialist at **Straumann Australia**.

In a new initiative this year, IDEM Singapore collaborated with the Asia Pacific Students Dental Association to host 15 dental students from eight countries across the region. Students were given the opportunity to interact with exhibitors, speakers and attendees, and gained valuable lessons they would otherwise not have been able to learn in the classroom. Special interaction sessions with Professor Urs Belser, **University of Geneva**, and Professor Robert Boyd, **University of the Pacific**, gave students the opportunity to gain first-hand insights into the intricacies behind sophisticated patient treatment.

"Today's dental students will be the forerunners of dentistry in the future. As the business of dentistry becomes increasingly globalized, it is important for dental students to look at opportunities, such as IDEM Singapore, that allow them to build closer ties with counterparts in the region. This will contribute to Asia's rapid advancement in dentistry," said Dr. Philip Goh, President, **Singapore Dental Association**.

"IDEM Singapore 2012 provided an all-round experience for participants with a good mix of Trade Fair, Scientific Conference and hands-on workshops. The knowledge and insights gained by participants over these three days will help accelerate the progress of the industry as a whole, resulting in more sophisticated dental offerings and in turn, a more robust dentistry market. Once again, we record an increased number of exhibitors and visitors, establishing IDEM Singapore as an important event in the region's dentistry calendar. As dental markets across the region prepare to embrace the globalization of dentistry and the opportunities it presents, IDEM Singapore will continue to play a strategic role to facilitate this growth," said Mr. Michael Dreyer, Asia Pacific Vice President, **Koelnmesse**.

IDEM Singapore 2014 will be held in Singapore from 4 – 6 April 2014 at Suntec Singapore International Convention and Exhibition Centre. For more information on IDEM Singapore, please visit <http://www.idem-singapore.com/>.