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IDEM Singapore – International Dental Exhibition and Meeting

Japanese Dental Firms See IDEM Singapore as a Launchpad into ASEAN Markets

The weakening yen is likely to increase Japanese dental exports to the ASEAN region. IDEM Singapore is strategically placed to foster closer trade relations between the Japanese and ASEAN dental industries in 2014 and beyond.

Japanese exhibitors have much to gain from the upcoming IDEM Singapore, the number one dental event in the Asia-Pacific region which will run from 4 to 6 of April 2014. As the depreciating Yen sees an increase in exports to ASEAN countries to meet the region's demand for high quality Japanese dental products, many Japanese exhibitors see IDEM Singapore 2014 as a timely opportunity for engaging with manufacturers, distributors and dental practices in the ASEAN region and from around the world.

According to 2009 figures¹, dental exports from Japan accounted for just over three percent of the world's total dentistry instrument and appliance exports worth over US\$3.6 billion, a percentage that will be expected to increase in 2014 with the weaker Yen making Japanese exports more attractive to the rest of Asia.

Close to 40 percent of the Japanese exhibitors this year are new. IDEM Singapore 2014 also welcomes its first ever Japan Pavilion featuring returning exhibitors such as Kuraray Noritake Dental Inc, Trimunt Corp, Yamamoto Precious Metal Co., Ltd. and new exhibitors like YDM Corporation, , all under one roof, as well as other independent Japanese exhibitors like J. Morita Mfg. Corp. and Takara Belmont Corporation. They will be showcasing their products



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¹ UN Data

alongside some 450 international exhibitors expected at IDEM Singapore 2014, with other pavilions from China, France, Germany, Italy, Singapore, Switzerland, Taiwan, the United Kingdom and the United States.

First time IDEM Singapore exhibitor Sun Medical Company, a Japan-based dental materials company, says that it is keen to increase its trade in the Asia-Pacific region. Company spokesperson Sukefumi Tanakubo, the assistant director of the International Department in the Global Business Strategy Division says, "We are looking to break into the Malaysian, Indonesian and Chinese markets because there is much more room for expansion in the ASEAN region, compared to the European and American markets which have stabilised and become saturated."

Japanese delegates will also get to partake of a variety of lectures, courses and roundtable discussions conducted by leading voices of authority in dentistry. Ray Williams will be lecturing on the *Oral Health-General Health Connection: A 2014 Perspective* and moderating a roundtable discussion entitled *Dental Implants the Forefront - 2014 and Beyond*. Ken Hargreaves will be giving three SDA Masterclass Presentations entitled *Regenerative Endodontics*, *Successful Management of Acute Dental Pain* as well as *Issues in Managing the Persistent Endodontic Infection*. Gordon Christensen will be conducting a Pre-Congress Day lecture on *Making Real World Practice Productive and Enjoyable*.

Aside from the main scientific programmes, there will also be several new tracks that will appeal to the rest of the dental team members. These new tracks include:

1. The Dental Hygienist and Therapist Forum
2. The New Dentist Forum (for final year dental students and young dentists within their first few years of embarking on their careers)
3. The Dental Technician Forum

Singapore's popularity as both a MICE and tourist destination, combined with its long established reputation as the gateway for business wishing to do business within the ASEAN region, has contributed to the success and growth of the IDEM Singapore exhibition since the event's inception in 2000. Singapore has always had the reputation of being the city where East meets West but it is also increasingly seen as the city where different parts of the East gather to meet each other.

IDEM Singapore is jointly organised by Koelnmesse and the Singapore Dental Association.

About IDEM Singapore

IDEM Singapore, a specialised dental trade fair accompanied by a professional congress, has developed since its premiere in 2000 into the No. 1 dental event in the Asia-Pacific region. At IDEM Singapore 2014, participants will meet key decision-makers, strengthen valuable contacts with customers and partners, and explore the potential of an exciting growth market. For more information, please visit: www.idem-singapore.com