

Opening Press Release



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IDEM Singapore – International Dental Exhibition and Meeting

IDEM Singapore 2016 – A FIRST FOR MANY

IDEM Singapore lives up to its name as the leading platform of choice for regional and international dental industry players and continuously bringing exciting new product innovations and services.

The International Dental Exhibition and Meeting (IDEM) Singapore returns for its 9th edition this year. Asia's most comprehensive dental trade fair and the No. 1 dental event in Asia-Pacific aims to engage every sector of the dental industry in one single location. Held from 8th to 10th April 2016, the event will be officially launched by Guest-of-Honour, Mr. Gan Kim Yong, Minister of Health, Singapore, at the Suntec Convention and Exhibition Centre.

IDEM Singapore 2016, jointly organised by Koelnmesse and the Singapore Dental Association remains as a premier sourcing platform for the region's dental traders and distributors. This edition has gathered more than 500 top leading companies in dental industry to showcase their latest innovations and technologies, where 87% of them are international exhibitors to IDEM Singapore. A total of 12 country pavilions - China, Japan, France, Germany, Italy, Singapore, South Korea, Switzerland, Taiwan, United Kingdom, United States and newcomer Brazil will be present to provide support and representation, as well as promote the dental industry of their country. Over 8,000 visitors and conference delegates from 60 countries are expected at the event.

IDEM Singapore 2016 also has an exciting line-up of conference programme and workshops. This year's scientific conference is built upon the theme "Striving for Clinical Excellence", which acknowledges that dental learning is a lifelong continuous journey and dental professionals can always strive to do better for their patients. Leading regional and international experts and speakers will be present to share their knowledge through various conference topics and learning environments such as lectures, round table discussions and workshops.

Technology for Clinical Excellence

Digital technologies providing clinical service in the dental industry have been a rising trend in recent years. Coupled with dental patient's demands for aesthetic quality with minimal oral invasiveness, discomfort and pain during treatment, digital technology services are now a necessity. The IDEM Singapore trade show recognises this and continues to attract new innovative products aimed at changing the dental work process and increasing patient's quality of life. Among the various products that will be showcased for the first time are:



IDEM Singapore 2016
8 – 10 April 2016

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The **V3 Implant System** by MIS Implants Technology and the **WAXY milling system** by Digital Process Ltd, an Israeli and a Japanese company respectively.

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"In the 9th edition, IDEM Singapore 2016 remains as the most comprehensive dental trade fair and platform for dental professionals and stakeholder from Asia-Pacific to congregate and share their knowledge and be informed about the latest technologies. We are proud to have a host of new and innovative exhibitors at our trade fair. The continuous growth with each IDEM Singapore edition is a testament to our hard work together with the conference programming committee and our partners, in our commitment towards improving the industry," said Mr. Michael Dreyer, Vice President, Asia Pacific, Koelnmesse Pte Ltd, organiser for IDEM Singapore 2016.

More practice and knowledge sharing

Solidifying its stamp as a must-attend for dental professionals, IDEM Singapore 2016 will be hosting two new workshops, in partnership with the Association for Oral Maxillofacial Surgeon Singapore (AOMS). The workshops will be conducted on 7th and 8th April and will allow dental surgeons to have unique hands-on opportunity and experience to hone their skills.

This year, IDEM Singapore 2016 will also see the New Dentist Forum and the Dental Hygienist and Therapist Forum returning for the second year. A new addition for 2016 is the Digital Dentistry Forum. The three forums aim to address the needs of the entire dental team helping them understand the clinical and non-clinical aspects necessary in striving for clinical excellence.

"Modern dentists are very receptive to new materials and practice management methods. However, modern dentistry is not just about technological improvement, but also about sustainability and renewability. Besides the opportunity to interact with friends and dental professionals from around the world, IDEM Singapore offers the opportunity to share knowledge, ideas and practical applications in dentistry," said Dr. Kuan Chee Keong, President of the Singapore Dental Association.

Detailed session and speakers' information can be found online. For more information, please visit the website www.idem-singapore.com

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About IDEM Singapore

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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 2016, 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.

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Watch our previous exhibitions on Youtube Channel:

<https://www.youtube.com/channel/UC-N3RU0W-fjhpesNylXy8jA>