STRIVING FOR CLINICAL EXCELLENCE

INTERNATIONAL DENTAL EXHIBITION AND MEETING
APRIL 8 - 10, 2016
Suntec Singapore Convention & Exhibition Centre

FINAL REPORT

Insights & Findings for Your Participation Planning
Striving for Clinical Excellence

IDEM Singapore Concludes on A Successful Note

From 8 - 10 April 2016 the exhibition halls of Suntec Singapore Convention and Exhibition Centre were buzzing with 512 dental industry exhibitors meeting 8,173 visitors and conference delegates at IDEM Singapore 2016. Once again, the exhibition hall was expanded by an additional 2,000m² to accommodate the demand for more space by exhibiting companies.

The exhibition was flanked by a world-class conference with 37 internationally renowned speakers presenting and assessing the latest trends in dentistry at 42 conference sessions. As part of the conference, a record number of hands-on workshops were conducted for delegates to learn new skills and improve their technique. For the dental supporting team, parallel forums ran alongside the conference to focus on the needs of hygienists and therapists, dental technicians and new dentists.
Exhibitor Statistics

The 9th IDEM Singapore saw the exhibition grow from the 2014 edition to accommodate the demand for more space by exhibiting companies:

2016 FAST FACTS
448 International Exhibitors (88%)
64 Local Exhibitors (12%)
172 New Exhibitors (34%)

Exhibitor Origin

- Americas: 11%
- Europe: 38%
- Middle East: 3%
- Asia Pacific: 48%
- Middle East: 3%
<table>
<thead>
<tr>
<th>Country Pavilion</th>
<th>Organisation</th>
</tr>
</thead>
<tbody>
<tr>
<td>BRAZIL PAVILION</td>
<td>ABIMO - Brazilian Medical Devices Manufacturers Association</td>
</tr>
<tr>
<td>CHINA PAVILION</td>
<td>Koelnmesse Co. Ltd. (China)</td>
</tr>
<tr>
<td>FRENCH PAVILION</td>
<td>French Chamber of Commerce in Singapore</td>
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<tr>
<td>GERMAN PAVILION</td>
<td>Federal Ministry for Economic Affairs and Energy (BMWi) Association of German Dental Manufacturers (VDDI)</td>
</tr>
<tr>
<td>ITALIAN PAVILION</td>
<td>UNIDI - Italian Dental Industries Association</td>
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<tr>
<td>JAPAN PAVILION</td>
<td>Koelnmesse Co. Ltd. (Japan)</td>
</tr>
<tr>
<td>KOREAN PAVILION</td>
<td>Korea Dental Industry Association</td>
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<tr>
<td>SINGAPORE PAVILION</td>
<td>International Enterprise Singapore</td>
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<tr>
<td>SWISS PAVILION</td>
<td>Switzerland Global Enterprise</td>
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<tr>
<td>TAIWAN PAVILION</td>
<td>MIRDC, Metal Industries Research &amp; Development Centre World Trade Center Taichung</td>
</tr>
<tr>
<td>UK PAVILION</td>
<td>British Dental Industry Association</td>
</tr>
<tr>
<td>US PAVILION</td>
<td>U.S. Embassy - U.S. Commercial Service</td>
</tr>
</tbody>
</table>
Exhibitor Product Categories

Dental Practice 58%
Dental Laboratory 28%

DENTAL LABORATORY
(most exhibited product categories)

- Instruments and Tools for the Laboratory - 22%
- Laboratory Equipment - 20%
- Digital Dentistry for the Laboratory - 15%
- Model and Denture Materials - 13%
- Prefabricated CAD/CAM Blocks, Mouldings, Artificial Teeth - 11%
- Work Aids and Materials for Dental Laboratory - 9%
- Orthodontic (Re-) Construction Auxiliaries - 6%
- Laboratory Furniture - 4%

DENTAL PRACTICE
(most exhibited product categories)

- Dental Materials - 18%
- Instruments and Tools for the Practice - 15%
- Implant Dentistry - 14%
- Digital Dentistry for the Practice - 9%
- Practice Equipment - 9%
- Cosmetic Dentistry - 9%
- Prophylaxis/Dental and Oral Hygiene - 8%
- Dental Units - 8%
- Work Aids and Auxiliary Materials for Dental Treatment Purposes - 4%
- Pharmaceuticals - 3%
- Practice Furniture - 3%

04  www.idem-singapore.com
Exhibitor Survey Results

Exhibitors participating in IDEM Singapore had the following objectives when signing up for the event. Based on the post-event survey, 89% of exhibitors plan on returning for 2018.

"Besides introducing new and innovative products to the dental fraternity, we take this as an opportunity to gather with all our manufacturers."

Richard Lim
Eastland Dental Supplies, Singapore

"Our objectives for attending IDEM Singapore are basically to learn and understand more about the local markets and the region itself. We have had a lot of visitors from Southeast Asia at our booth, which means we get very close to the market, which we’re very happy about. Our target has been met by far."

Nicklas Andres Andersson
Dentsply Sirona, Germany

"We don’t see IDEM Singapore as just a Singapore event. We see it more as a regional event. It’s more about Southeast Asia. I see that there is some registration even from Australia, New Zealand. I can see people from India here. So this event becomes an important event for us for showing our regional strengths."

Swapnil Sankhe
Kavo Kerr Group, Singapore

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90% Overall Satisfaction Rate for IDEM Singapore 2016

94% Satisfaction Rate

92% Satisfaction Rate

92% Satisfaction Rate

93% Satisfaction Rate

98% Satisfaction Rate

52% Percentage of Exhibitors, who reported closing orders onsite or are under negotiations for deals generated during the event
Visitor Statistics

IDEM Singapore welcomed 8,173 participants from 83 countries over four days in 2016, making this the most attended edition to date.

2016 FAST FACTS

| Attendees | 8,173 |
| Visiting Countries | 83 |
| Delegates | 1,994 (24% of all attendees) |

Number of Visitors

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Year | Domestic | Foreign | Total
2004 | 2074 | 2627 | 4701
2006 | 1818 | 3864 | 5682
2008 | 1996 | 4374 | 6370
2010 | 2003 | 4054 | 6057
2012 | 2422 | 4821 | 7243
2014 | 2812 | 5021 | 7833
2016 | 3174 | 4999 | 8173
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“I’m a purchaser attending IDEM Singapore to source for new products. I like to come to IDEM Singapore because there are a lot of new exhibitors from overseas and you can meet a lot of different people.”

Jennifer Ho
Dr Marcus Cooney and Associates Pte Ltd, Singapore

“I come to IDEM Singapore because it is the largest dental exhibition in Asia Pacific so it is very beneficial and shows us a lot of advanced technologies in dentistry. I would recommend others in Indonesia to come to IDEM Singapore, because Jakarta is quite near to Singapore. It only took one hour to fly here.”

Natasha Manalu
Siaga Clinic, Indonesia
Profession of The Visitors

IDEM Singapore attracts every type of dental professional to the exhibition and conference. At this 9th edition, exhibitors met traders, dentists, hygienists and technicians on the exhibition floor.

Influence on Purchasing Decisions

50% of surveyed attendees at IDEM Singapore 2016 either made the final purchasing decision or had significant influence on the decision.
Visitor Origin

Top 9 Visitor Countries
- Singapore
- Indonesia
- Malaysia
- Australia
- South Korea
- Vietnam
- Taiwan
- Philippines
- Japan

Visitor Survey Results
- 86% Rated their overall success as good to very good
- 93% Plan on returning for IDEM Singapore 2018
- 93% Would recommend IDEM Singapore to their associates

Purpose of Visit

- Learn
  - Continuing Education
- Research
  - Update Oneself on Product and Business Information
- Network
  - Business Meetings and/or Networking
- Contact
  - Seek New Business Contacts
- Buy
  - Place Orders
- Partner
  - Become a Representative/Distributor
**Top 10 Product Interest**

- **48%** Dental Materials
- **41%** Cosmetic Dentistry
- **40%** Digital Dentistry (D)
- **40%** Instruments and Tools for the Practice
- **33%** Sterilization/Disinfectant Devices
- **31%** Implant Dentistry
- **29%** Disinfectants (Chemical)
- **25%** Practice Equipment
- **24%** Professional & Protective Clothing
- **23%** Digital Dentistry (L)

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**Facilitating Meetings with the Online Business Matching Platform**

IDEM Singapore boosted the number of meetings and interactions over 200 participants had with the brand new online business matching platform.

81% of involved attendees rated their meeting as satisfactory with 45% giving a 5 star rating.

"Helped by the business matching platform, we have had a good show because we knew we have meetings before exhibiting at IDEM Singapore and did not have to wait for walk in customers. Very, very good job."

Mikil Baval  
Medicept UK LTD

"It was the first time I used this kind of platform and it was a really good experience. The assistance was perfect."

Anny Caroline Moria  
Maquira Dental Products

"The platform is very useful and well done; I look forward to having it again in future."

Anna Dotta  
MEDESY

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Striving for Clinical Excellence  ■ 09
Delegate Survey Results

**2016 FAST FACTS**

- **42** Conference Sessions
- **37** International Speakers
- **9** Hands on Workshops

85% Rated their overall success of the event as good or very good

89% Stated that their learning needs were met

“Engaging speaker! Very relevant topic and lecture stayed focused, concise and clear. He covered a good range of cases as well. Definitely one of the best lectures I’ve attended in a while.”
- A delegate on the session “Achieving Clinical Excellence with Implant Restorations and What to do When that Excellence Starts to Fail”

“This course has related topics with daily dental services and can be applied to patients. The format was excellent and the presentation was clear and direct. It described how we were able to immediately begin offering dental services, complete with a full discussion of concepts and related topics with patients.”
- A delegate on the workshop “AOMS Wisdom Tooth and Suturing”

“Very impressive and brief introduction to the shift to digital CAD/CAM use and how time saving chairside semi-direct restoration can become possible in our dental clinic, making it my next vision to upgrade my Clinic.”
- A delegate on the session “Semi-Direct Posterior Restorations’

“By attending this IDEM Singapore, we got the chance to attend some of the courses as well. It has actually expanded my knowledge and also re-enforced the basics of dentistry and by coming to the exhibition itself you actually have a lot of choices and it’s an eye opener for me.”
- A delegate from Malaysia
Scientific Poster Competition

The IDEM Singapore Scientific Poster Competition is a platform to support scientific research in the field of dentistry for both dentists and oral health therapists. A total of 24 posters were displayed during the event for two competitive poster categories. These are the 2016 winners:

**Oral Health Therapist Poster Competition:**

1st Place & BEST Presentation

The Role of Pericellular Matrix Molecules and their Distribution in Temporomandibular Joint (TMJ)

Timothy Jie Han Sng, Yu Jie Ong, Wen Li Tan, Vivien Yang Hwee Ang, Wern Cui Chu, Shipin Zhang, Wei Seong Toh

Faculty of Dentistry, National University of Singapore

Cytotoxicity Evaluation of Bulk-Fill Resin-Based Composites Using Fibroblasts Derived from Human Embryonic Stem Cells

Chen Yun Goh, Simon K.H. Tan, Catherine H.L. Hong, Adrian U.J. Yap, Tong Cao, Wei Seong Toh

Faculty of Dentistry, National University of Singapore

Treating Experimental Periodontitis by Using pH-Responsive Microspheres Loaded with Metronidazole (MTZ) or N-Phenacylthiazolium Bromide (PTB)

Mr. Jia-Hong Lin, Dr. Po-Chun Chang

National Taiwan University School of Dentistry

Comparison of Marginal Leakage of Nano Resin Modified Glass Ionomer Cement Restoration and Resin Modified Glass Ionomer Cement Restoration

Ms. Amanda Sari, Ms. Alana Aluditasari

APDSA

**BEST LAYOUT**

Oral Health Therapist Poster Competition:

1st Place

A Pilot Study on the Public’s Awareness and Knowledge of the Oral Health Therapy (OHT) Profession in Singapore

Francine Seah, Liang Chen Lin, Amanda Germaine Lee

Nanyang Polytechnic

2nd Place

Behaviour and Attitude to Oral Health in NYP School of Health Science Students

Mr. Billy Ng, Mr. Lai Xu Yang, Ms. Eunice Tham

Nanyang Polytechnic

3rd Place


Mr. Koh Marc Yi Marcus, Ms. Ma Wai Mun Vivian, Ms. Wee Yun Ru Dionis

Nanyang Polytechnic
Media Outreach

A targeted media outreach to the dental trade media was executed for IDEM Singapore 2016. These are some of the stories generated as a result:

- **Dental Practice Magazine, Sep/Oct 2015**
  Digital Technology in Dentistry

- **Infodent Magazine, Oct/Dec 2015**
  Singapore reaffirms itself as the Hub for Dental Innovations

- **Dental Asia Magazine, Jan/Feb 2016**
  Changing Demographics and the Future of Dental Patient Care

- **The Dental Surgeon, December 2015**
  IDEM Singapore Strives to help you Achieve Clinical Excellence in 2016

- **Dental Tribune International, April 2016**
  IDEM Singapore More than Meets Expectations

- **Dental Access Magazine, March 2016**
  IDEM Singapore 2016 is the Leading Showcase in Asia Pacific for Global Innovations in Dental Technology


## Early Bird Rate for IDEM Singapore 2018

Be part of the flagship dental exhibition in the Asia Pacific by securing your exhibition space at this very special 10th edition of IDEM Singapore at Early Bird Pricing!

Booth Price for IDEM Singapore 2018 (both level 4 and level 6):

<table>
<thead>
<tr>
<th>Booth Type</th>
<th>Space Only (min. 18sqm)</th>
<th>Standard Shell Scheme (min. 9sqm)</th>
<th>Premium Shell Scheme (min. 18sqm)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Early Bird</strong></td>
<td>SGD 560.00/sqm</td>
<td>SGD 660.00/sqm</td>
<td>SGD 710.00/sqm</td>
</tr>
<tr>
<td>(until 31 May 2017)</td>
<td></td>
<td></td>
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<tr>
<td><strong>Standard Rate</strong></td>
<td>SGD 580.00/sqm</td>
<td>SGD 680.00/sqm</td>
<td>SGD 740.00/sqm</td>
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<td>(from 1 June 2017)</td>
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*Source: Photos from IDEM Singapore 2016*
www.idem-singapore.com

THE LEADING DENTAL EXHIBITION AND CONFERENCE IN ASIA PACIFIC

13 - 15 APRIL 2018
SUNTEC SINGAPORE

SECURE EARLY BIRD RATES FOR YOUR EXHIBITION SPACE!

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