

**DEADLINE FOR
REGISTRATION**
May 15, 2017



IDEM SINGAPORE 2018

The Leading Dental Trade Fair and Scientific Conference
in the Asia-Pacific region

SUNTEC Singapore, April 13–15, 2018

Invitation to participate in the **SWISS** Pavilion

OFFICIAL PROGRAM

Switzerland. 
Trade & Investment Promotion.



8,173

visitors

512

exhibitors

18,000

sqm



THE MARKET

According to Frost & Sullivan, by 2015, Asia Pacific's healthcare market is expected to reach close to 33 % of the global healthcare market and estimated to be valued at \$521 billion, with trends in the medical device industry in Asia mainly centered on imaging, cardiovascular and healthcare IT.

A key driver for the Southeast Asian region is the impending liberalization of the services sector this year under the ASEAN agreement. A 2012 study by Deloitte Centre for Health Solutions indicates that Southeast Asia has the highest private health expenditure of any region in the world, at 63.1 % of total health expenditures. This has led to increased private-public sector collaboration in Singapore, Malaysia and Thailand.

THE TRADE FAIR

IDEM Singapore – Your Launchpad into the Asia-Pacific Dental Market

The International Dental Exhibition and Meeting is the No. 1 dental trade fair in the Asia-Pacific region. Held at the same time and in the same place biennially, it stands for continuity and professionalism at the highest level. IDEM Singapore aims to bring global players right into the heart of the region's fastest growing dental markets. Offering the latest technologies in dentistry and oral health, IDEM Singapore provides a strategic platform for trade, technology, research and development, information exchange, as well as business networking.

FACTS & FIGURES IDEM SINGAPORE 2016

The growth of the event since its inauguration in 2000 is proof positive that IDEM Singapore is anchored with a successful formula and show concept.

Exhibitors: Occupying 18,000 sqm, with 512 exhibitors from 38 countries

(88 % foreign exhibitors); 12 Country Pavilions

Visitors: 8,173 visitors from 83 countries (61 % foreign visitors)

NUMBER OF VISITORS



PROFESSION OF THE VISITORS

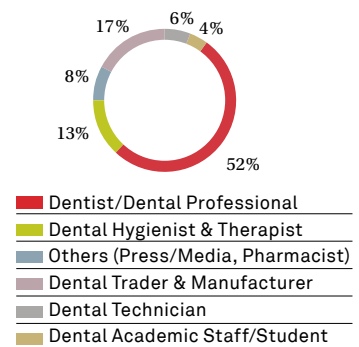


EXHIBIT PROFILE

- Dental Practice
- Dental Laboratory
- Infection Control and Maintenance
- Services, Information, Communication and Organization

ORGANIZER

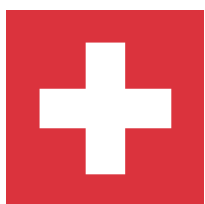
Koelnmesse Singapore, www.idem-singapore.com

THE VENUE

SUNTEC Singapore, Level 4, Hall 401-405 and Level 6 (601-605)

SUNTEC Singapore is a world-renowned international venue with the perfect location for meetings, conventions and exhibitions. Situated in the Central Business District, while only 20 minutes from Changi International Airport.

The SWISS Pavilion will be located again on Level 4 beside other country pavilions.



Switzerland.

EYE-CATCHING

attractive Swiss design

PROFESSIONAL

service, reduces your effort

STRONG

presence in prime location

**FINAL DEADLINE FOR
REGISTRATION: 15 MAY 2017**

OUR ENVIRONMENT IS VALUABLE – CLIMATE NEUTRAL SWISS PAVILION

All stand constructions cause unavoidable CO₂ emissions. S-GE compensates these emissions and keeps all **SWISS** Pavilion climate neutral by supporting a gold standard project of the climate protection organization myclimate.



SWISS PAVILION

The **SWISS** Pavilion is characterised by the following advantages:

- The **SWISS** Pavilion is prominently situated, ensuring a high degree of attention. It is an ideal location for showcasing your products and instruments.
- The **SWISS** Pavilion will be clearly identifiable by its attractive Swiss design. The Swiss identity has long been widely recognized to be a symbol of high-quality products and innovations.
- The **SWISS** Pavilion provides an efficient infrastructure, facilitating your staff's job and the individual care of customers and prospective buyers.
- The **SWISS** Pavilion reduces your effort and assures a professional service. The project team will take care of the organisation and all administrative belongings – before, during and after the exhibition.

YOUR PARTICIPATION

Swiss Booth – Unlimited floor space (min. 9 sqm) CHF 745.-/sqm

1 meeting table/9 sqm • 2 leather chairs/9 sqm • 1 low showcase

• service package

Mini Booth – Small booth at your own – 6 sqm CHF 5,500.-/sqm

1 meeting table • 2 leather chairs • 1 low showcase • service package

Mini Package – Ideal platform for your first step into the market CHF 3,950.-/sqm

Space in the Swiss hospitality • 1 back wall (free to be used for decoration at your own cost) • 1 low showcase • 1 barstool • service package

Floor space requirements above 36 sqm upon discussion. Please contact us.

REGISTRATION FEE

Gold-members of S-GE: CHF 650.-

Silver-members of S-GE/Swiss Dental Industry: CHF 800.-

Non-members: CHF 950.-

SERVICE PACKAGE

Infrastructure and services: attractive Swiss design • space rental • basic booth construction with carpet, back and side walls • fascia board with company name • illumination • 1 power socket • 1 waste basket • booth cleaning and garbage removal • power supply • hosted hospitality and networking area for you and your guests • info bar • wardrobe and storage facilities (limited) • snacks, coffee and non-alcoholic drinks for free

Communication and advertising: entry in the official exhibitor catalogue • pre- and at-show marketing • direct links to all exhibiting companies via the S-GE website • on-site advertisement • contact details in the Swiss exhibitor directory

Organization: professional project management before, during and after the show • consulting by all project partners and the Koelnmesse/S-GE project team • exhibitor badges • name badges • pictures of your participation

Consulting session in preparation of the trade fair: S-GE will be happy to support you in finding potential business partners or in establishing contacts with decision makers. Please feel free to contact Ms. Angela Di Rosa, Consultant South East Asia (adirosa@s-ge.com) or the project team, for a free and nonbinding consulting session.

THE FINE PRINT – BORING BUT IMPORTANT

Special services such as an individual internet connection, the transport and insurance of your exhibits, an individual stand design and additional furnishings, technical connections and operating costs, travel and accommodation are not included in the participation options. For more information please consult the S-GE general terms and conditions (items 4.6 and 7.2) at www.s-ge.com/agb.

ORGANIZATION

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PROJECT MANAGEMENT

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IN COOPERATION WITH



REGISTRATION

SWISS PAVILION AT IDEM 2018, SINGAPORE, 13–15 APRIL 2018

We hereby register our participation as part of the official **SWISS** Pavilion at IDEM 2018 with legally binding effect, and confirm that we have read and accepted the General Terms and Conditions of Switzerland Global Enterprise (S-GE) as published at www.s-ge.com/agb. We are aware that the General Terms and Conditions mentioned above form a permanent element of this contractual relationship. An extract of the General Terms and Conditions of S-GE, covering specific arrangements for participating in trade fairs, is shown on the reverse side of this registration.

Company:	Contact:
Address:	Function:
Phone/Fax:	Zip/City:
Company E-Mail:	Personal E-Mail:
Website:	

MEMBERSHIP

S-GE: Yes No SWISS DENTAL INDUSTRY: Yes No
 We would like to become member of S-GE. Please send us the documentation.

REGISTRATION FEE

S-GE Gold-members: CHF 650.- S-GE Silver-members/Members of Swiss Dental Industry: CHF 800.- Non-members: CHF 950.-

DESIRED PARTICIPATION SWISS PAVILION AT IDEM 2018

- Swiss Booth, unlimited space (min 9 sqm) with _____ sqm CHF 745.-/sqm
 Mini Booth (6 sqm) CHF 5,500.-
 Mini Package (space in Swiss Hospitality Area) CHF 3,950.-

MAIN REASON(S) FOR PARTICIPATION

- Find a partner/distributor Acquire new (end) clients Present new products
 Keep in touch with existing clients Launch the company in the market Gain market overview

FURTHER S-GE SERVICES

- I would like to be contacted by your S-GE consultant in order to arrange a free consulting session for Asia Pacific.

EXHIBITS/PRODUCTS

After the receipt of the registration, 1/3 of the total price of the participation will be invoiced to each exhibitor. The first invoice will serve as confirmation of participation in the **SWISS** Pavilion. The remaining 2/3 of the total price of participation will be invoiced approx. 90 days prior to the fair opening. Additional services offered to participants during the course of the fair will be billed within 30 days after participation. Furthermore, please read carefully the extract of General Terms and Conditions for Participation in Trade Fairs on the reverse side.

Place/Date:	Stamp/Signature:
To be submitted by 15 May 2017 by fax to +41 44 283 61 21 or by E-Mail to info@koelnmesse.ch	Koelnmesse Switzerland Handelskammer D-CH Tödistrasse 60, CH-8002 Zürich

FURTHER SWISS PAVILION AT INTERNATIONAL TRADE FAIRS IN THE DENTAL INDUSTRY:

- DenTech China, Shanghai, 25–28 October 2017 AEEDC, Dubai, February 2018
 Exida Dental Show Iran, Tehran, 16–19 Mai 2017
 Indonesia Dental Exhibition & Conference, Jakarta, 15–17 September 2017

We are interested in further information. Please send us the documentation.

EXTRACT OF GENERAL TERMS AND CONDITIONS

For official Swiss participation in international trade fairs, other official joint events and Swiss exhibitions abroad

2. TENDER AND EXECUTION OF CONTRACT

2.2 Registration for participation in an event/trade fair must be received by Switzerland Global Enterprise in writing within the time limit for registration specified in the participation documents. A registration received in good time does not establish a right to participation or a particular size or location of an assigned booth. Late registrations may be considered only based on available space (section 7.1). The contract is deemed executed only upon written confirmation of registration by Switzerland Global Enterprise.

4. PAYMENT TERMS

4.4 The full participation price must be paid in full within four weeks before the start of the event/trade fair; otherwise the Client shall not be entitled to participate.

4.5 In the event that the exhibitor becomes delinquent in a due payment and Switzerland Global Enterprise rescinds the contract effective immediately (section 4.3), the registration fees and agreed participation price shall be payable in penalty.

4.6 Switzerland Global Enterprise will invoice the costs of Special Services (section 7.2) after the close of the event; such charges shall likewise be payable within 30 days.

6. DELIVERY/CHANGES/DELINQUENCY/CANCELLATION

6.5 In the event that an exhibitor elects, after execution of the contract, not to participate or to reduce the previously agreed scope of participation, the registration fee and full participation price for the Basic Services, subject to the limitation in section 6.6, shall remain due along with compensation for expenses already incurred by Switzerland Global Enterprise for Special Services (section 7.2).

6.6 Cancellation of the contract by the exhibitor is effective only if in written form (by letter or fax). Cancellation by e-mail is not admissible. In the event of timely written withdrawal, the following reductions from the price of participation are granted:
- if received at least six months before the exhibition: 30% reduction;
- if received at least four months before the exhibition: 10% reduction.

If the exhibitor withdraws its registration less than four months before the exhibition, the full participation price and full registration fee are payable. If the exhibitor arranges for a suitable replacement exhibitor to assume the executed contract under the same terms, the original exhibitor's obligations shall be discharged up to the amount of the payment of the participation price by the replacement exhibitor. The registration fee and additional expenses incurred by Switzerland Global Enterprise remain payable in any case. The replacement exhibitor is also required to pay the registration fee.

6.7 Switzerland Global Enterprise may undertake a reduction in the registered booth space or a change of location at any time (section 7.1). In this event the exhibitor shall be entitled to withdraw in writing within one week of receiving notification of such a change in the contractual terms if the exhibitor's interests are unreasonably adversely affected thereby. If the adverse effect is reasonable, the exhibitor may nevertheless withdraw from the contract but shall be liable for the costs of withdrawal. The costs of such withdrawal are calculated as specified in section 6.6.

6.8 If it becomes impossible to participate in a trade fair as planned, the registered trade fair participant shall not be entitled to indemnification for loss of any expected business transactions that would have occurred while taking part in the fair.

7. SPECIAL TERMS FOR PARTICIPATION IN EVENTS/TRADE FAIRS

7.1 Basic Services: On assuming organizational responsibility, Switzerland Global Enterprise undertakes to provide the Client with ideal conditions for participating in the trade fair and to make all arrangements necessary to organize a dignified and unified event in keeping with Switzerland's reputation. The price for Basic Services (participation price) includes rental of the exhibition space and the services specified in the announcement. Switzerland Global Enterprise is the sole principal for the Basic Services vis-à-vis third parties. Switzerland Global Enterprise assigns locations and booth space in cooperation with the trade fair management. Switzerland Global Enterprise will make all reasonable efforts to meet exhibitors' wishes in respect of location. Any confirmation of location and size of the exhibition space does not establish a legal claim. Switzerland Global Enterprise reserves the right to assign the exhibitor a booth at a location other than that confirmed, to change the size of the exhibitor's space (e.g. in the event of overbooking), to relocate or close entrances and exits to the fairgrounds and halls and to undertake other structural changes in the event that exceptional circumstances give rise to a significant interest on the part of Switzerland Global Enterprise in undertaking such measures.

7.2 Special Services: All services above and beyond the Basic Services, unless expressly agreed otherwise, are invoiced separately as Special Services on a cost basis including any handling charge. These include, without limitation, additional equipment and furniture, outlets, installations and operating costs for electricity and telecommunications, water, compressed air, gas, etc. as well as services such as additional exhibitor IDs, parking cards, etc.

Exhibitor's obligations

7.3 The guidelines and rules established by the trade fair management are binding on all exhibitors. The responsible project manager of Switzerland Global Enterprise or his or her deputy retain domiciliary rights. Switzerland Global Enterprise or third parties appointed by Switzerland Global Enterprise represent the interests of the Swiss exhibitors vis-à-vis the trade fair management.

7.4 The design and operation of the rented space must be in harmony with the overall image of the fair. The exhibitor shall comply with the instructions of Switzerland Global Enterprise or the trade fair management in this respect. The guidelines of Switzerland Global Enterprise and instructions apply on a subsidiary basis for the design and operation of booths.

7.5 The exhibitor undertakes to complete the trade fair booth by the opening of the exhibition. The exhibitor is obliged to staff and supply the booth with exhibition materials for the entire time that the exhibition is open and to begin dismantling the booth only after the close of the exhibition.

7.6 Presentations of any kind and special actions (such as noisy or otherwise disruptive demonstrations, sale or free distribution of goods) are subject to express approval by Switzerland Global Enterprise. Visual or acoustic disturbance of neighbouring booths or obstructions in the booth and aisle spaces are prohibited. In the event of infringement, Switzerland Global Enterprise reserves the right at its own discretion to prohibit troublesome or obstructive presentations and, in the event of repeated infractions, to terminate the booth rental contract with immediate effect.

7.7 The engagement of local personnel, interpreters, etc. is in principle the responsibility of each exhibitor, but may be arranged through Switzerland Global Enterprise at the exhibitor's request and expense. Each exhibitor is responsible for ensuring that its event staff possess the required identification papers and permits.

Transport, insurance and security measures

7.8 Packing, round-trip transport, customs clearances, storage and insurance of the exhibited goods and empties are the responsibility of each individual exhibitor unless otherwise agreed.

7.9 Participation does not include insurance cover. Securing liability, accident, illness, property, repatriation insurance, etc. is the responsibility of each exhibitor. Even if Switzerland Global Enterprise prescribes a freight forwarder, insurer or connecting link for certain activities on a binding basis in individual cases, the legal relations are based solely on the agreements concluded between the exhibitors and the contracting party. The role of Switzerland Global Enterprise in such cases is solely that of an intermediary. If Switzerland Global Enterprise provides the authorities with guarantees for the temporary admission of goods on behalf of exhibitors, the exhibitor undertakes to comply with the associated obligations and hold Switzerland Global Enterprise harmless.

12. ASSIGNMENT/INVOLVEMENT OF THIRD PARTIES

12.2 During participation in events/trade fairs, co-exhibitors may use the exhibition space rented by the exhibitor only with the written consent of Switzerland Global Enterprise and an additional registration. Co-exhibitors are participants appearing in some form in an exhibitor's booth, whether through lettering, exhibits or entry in the trade fair catalogue. A separate registration fee is charged for each co-exhibitor. When accepting co-exhibitors, the exhibitor is liable to Switzerland Global Enterprise for compliance with the present contractual terms and conditions, any individual agreements and for any damage caused by the co-exhibitor. Presentation of foreign exhibits or licensees of Swiss companies is permitted only with the approval of Switzerland Global Enterprise.

13. WARRANTY AND LIABILITY

13.4 Switzerland Global Enterprise is not liable for late arrival of goods for exhibit, defective support by local representatives of Swiss companies, theft of or damage to goods for exhibits and personal effects, force majeure, official confiscation, etc.

13.5 Switzerland Global Enterprise refuses liability for adverse effects or damage occurring to the exhibitor through its own conduct in contravention of the contract. Switzerland Global Enterprise is liable to the exhibitor for damage demonstrably caused deliberately or through gross negligence by Switzerland Global Enterprise or its contracting partners (booth assemblers, trade fair management, graphic artists, etc.). All further liability of Switzerland Global Enterprise is excluded.

13.6 Switzerland Global Enterprise bears no responsibility if an event is not held or planned participation does not occur due to unforeseen compelling circumstances. The costs of Basic Services incurred up to this date will be invoiced on a pro rata basis to the registered exhibitors. Expenses for Special Services will be invoiced to the exhibitors on an individual basis.

13.7 Switzerland Global Enterprise is not liable to the exhibitor for any consequences arising from the location or surroundings of the booth.

14. APPLICABLE LAW

Unless and except as these T&C contain provisions to the contrary, the legal relations between the parties are governed exclusively by Swiss law.

15. JURISDICTION

The exclusive place of jurisdiction for the legal relations existing between the parties is Zurich.

Zürich, October 2007