

Opening Press Release



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IDEM Singapore – International Dental Exhibition and Meeting

IDEM Singapore 2016 Strives for Clinical Excellence

The International Dental Exhibition and Meeting (IDEM) Singapore 2016 returns for its 9th edition with a bigger exhibition space. The conference theme this year, **"Striving for Clinical Excellence"**, is built upon the common goal of all dentists – both general and specialist, acknowledging the professional journey, that learning is never finished and that each practitioner can always do better for a patient's oral health. The conference will be held from April 8th to 10th at the SUNTEC Singapore Convention and Exhibition Centre.

With the huge success in 2014, there will be a further expansion of 2,000sqm of the exhibition space. For the first time, exhibitors and trade fair visitors can expect to see a larger space for Exhibition, Scientific Conferences and Forum sessions, which will be held over three levels, i.e. levels 3, 4 and 6 of the SUNTEC Singapore Convention and Exhibition Centre. The exhibition will be taking up a total of 18,000sqm and is expected to draw in 550 exhibitors (dental manufacturers, distributors and traders) and approximately 8,500 participants, an increase of 8% from the number of attendance in 2014. 11 country pavilions will be returning to join IDEM Singapore 2016. Moreover, the Brazilian Association of Industries of Medical, Dental, Hospital and Laboratory Equipment (ABIMO) have also confirmed that they will once again join IDEM Singapore with a Brazilian Pavilion in 2016. This will bring the total number of country pavilions represented at IDEM Singapore 2016 to 12. The main scientific conference will have a roundtable summary on the first and last conference day. In addition, the supporting forums targeted at the three specialist groups, i.e. New Dentists, Dental Technicians and Dental Hygienists and Therapists, will also be returning. Witnessing another first for this year, the Association for Oral Health Therapists (Singapore) has joined as the organising partner for the Dental Hygienists and Therapist Forum.

"Since its inception in 2000, IDEM Singapore has grown by leaps and bounds. There has been a steady increase in the number of participants for this biennial



IDEM Singapore 2016
8 – 10 April 2016

www.idem-singapore.com

Contact:

Andrea Berghoff

Tel:

+ 65 6500 6706

Fax:

+ 65 6296 2771

Email:

[a.berghoff@](mailto:a.berghoff@koelnmesse.com.sg)

[koelnmesse.com.sg](mailto:a.berghoff@koelnmesse.com.sg)

Contact:

Irene Yong

Tel:

+ 65 6336 9410

Email:

yongj@RuderFinnAsia.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

event and as the world's top trade fair organiser, Koelnmesse is proud that our organisation has played a key role in bringing dental healthcare professionals, manufacturers and distributors into a converging point for those who are aiming to become a player in the Asian markets. Asia, as a region, with the growing affluence of its population continues to attract interests from various stakeholders and we will strive to continue providing outreach opportunities for dental professionals," said Mr. Michael Dreyer, Vice President, Asia Pacific, Koelnmesse Pte Ltd, organiser for IDEM Singapore 2016.

IDEM Singapore 2016 is jointly organised by Koelnmesse and the Singapore Dental Association.

Online registration for trade visitors and conference delegates is now open. Detailed session and speakers' information can also be found online. Please visit the website www.idem-singapore.com for more information.

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 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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