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**IDEM Singapore – International Dental Exhibition and Meeting**

## **Singapore Reaffirms Itself as the Hub for Dental Innovation**

*IDEM Singapore 2016 is the leading showcase in Asia Pacific for global innovations in dental technology.*

IDEM Singapore 2016 is a key driver for clinical excellence and adoption of innovation in oral health and dental care throughout Asia-Pacific.

With technology developing at such a rapid rate, it is imperative that all dental professionals update their knowledge and skills in order to provide the safest and most effective care for the public. Modern dentistry is also undoubtedly dependent on advanced technologies in ensuring that dental care and oral health is easily accessible to consumers. As a result, dental professionals need to constantly upgrade, update and familiarise themselves with the technological advances in dental care. In recent years, dental professionals in the Asia-Pacific region have been early adopters of emerging technologies in their laboratories, dental practices and dental teaching. According to iData Research, the investment by the Asia Pacific market in digital dentistry products is valued at over U.S. \$10 billion<sup>1</sup>.

To enable dental professionals, take advantage of the critical benefits of new digital technologies, IDEM Singapore 2016 has expanded its broad offering of education to include The Digital Dentistry Forum. The theme for the new forum is 'A Primer in Digital Dentistry – Practice and Laboratory Development for Clinical Excellence'. This introductory full day forum, to be held on the 10<sup>th</sup> of April, is open to dentists and dental technicians and its goal is to help dentists and dental technicians to navigate their way to the adoption of digital



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<sup>1</sup> iData Research is the leading global authority in medical device market reports for the healthcare market. <http://www.idataresearch.com/>. The latest reports by iData Research shows that the Asia-Pacific market shows that value of investment in the Asia-Pacific market. <http://bit.ly/1NZd9oF>

dentistry through understanding the process of change and the development of new skills necessary to harness the tremendous benefits of areas such as CAD/CAM, 3-D printing, and CAT scans. The forum will feature internationally-recognised experts in private practice and dental laboratories, who will be addressing, not just the benefits of digital technologies, but how to adopt them and transition to the delivery of dental care in the digital world. Dr. Jonathan Ferencz, world-leading prosthodontist from New York University College of Dentistry, and Mr. Lee Culp, CDT and CEO of Sculpture Studios, and other renowned experts and authors will lead the forum.

To further cement its aim in striving for clinical excellence and highlighting the importance of innovative technologies, IDEM Singapore 2016 will also provide visitors with the opportunity to view the latest dental technologies and innovative products during the exhibition. Visitors can expect 550 exhibitors and, among them, more than 20% of current exhibitors are focused in the field of digital dentistry, including Creatz3D, 3Shape, Dentsply Implants, Planmeca, Sirona and many others.

“IDEM Singapore 2016 features the truly top-class clinicians from all corners of the globe who will share the latest skills and techniques in striving for clinical excellence,” IDEM Singapore 2016 Scientific Programme Director, Dr. David Alexander, said, “With the mix of lectures, workshops, forums and roundtable discussions, IDEM Singapore provides a great opportunity for all dental professionals to interact with one another, gather new knowledge and information needed to make informed decisions about best practices and delivery of the finest patient care. IDEM Singapore has a proven track record of providing some of the finest learning opportunities in Asia-Pacific Dentistry. The 2016 conference is no exception, and presents an unsurpassed opportunity to gain knowledge and learn new skills from the world’s finest clinicians.”

Online registration for trade visitors and conference delegates is now open. Exhibitor list and conference details can also be found online. Please visit the website [www.idem-singapore.com](http://www.idem-singapore.com) for more information.

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### **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](http://www.idem-singapore.com).

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