

Closing Press Release

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IDEM Singapore – International Dental Exhibition and Meeting

IDEM Singapore 2016 Concludes on a Successful Note

This year's IDEM Singapore closed on a high note, bringing together 8,173 visitors and conference delegates to witness sharing by world class speakers and exciting innovations being showcased.

IDEM Singapore 2016 has successfully concluded its three days' exhibition and conference, held from 8th-10th April 2016 at the Suntec Singapore Convention and Exhibition Centre. For the first time, the event saw a larger exhibition space of 18,000 sqm. The event was held over three levels; i.e. level 3, 4 & 6 with 8,173 visitors and conference delegates from 72 countries participating.

Comprising of both the trade exhibition and scientific conference, visitors and delegates were updated on cutting-edge dental technology and practical clinical products and techniques based on findings in emerging research.

512 exhibitors from 38 countries were present to showcase their latest innovations in clinical dentistry, digital technology and patient care products.

More sophisticated innovations

The IDEM Singapore 2016 trade show once again proved to be the preferred platform for exhibitors who wish to enter into the Asian markets, with one-third of exhibitors exhibiting for the first time at the event.

Laísa França, Trade Promotion Coordinator for **ABIMO**, the Brazilian Medical Devices Manufacturers Association, shared her opinion on the association's IDEM Singapore 2016 experience: "Being geographically further away from the Asia-Pacific region, it is important for us to update our new technologies and the needs of the industry as we see Singapore as a key target for the dental industry. We hope to be able to participate in the next edition of IDEM Singapore in 2018".



IDEM Singapore 2016
8 – 10 April 2016

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Numerous new and returning exhibitors who presented their latest innovative products were met with excitement and warm welcome from dental professionals and visitors alike. Amir Cahaner, Vice-President for **Adin Dental Implant Systems** an Israeli company, shared his thoughts on the importance of Asia for the dental market. "The future of the dental market is here in Asia. Other markets are matured or saturated and Asia is the place where things happen fast and on a large scale. IDEM Singapore is the gateway into the Asian market, it is the best place to meet a full range of product manufacturers, and make an informed decision of how you're going to proceed with your treatments."

Knowledge beyond the teeth

This year's scientific conference was once again filled with enriching and informative sessions for dental practitioners and professionals. The theme this year was "Striving for Clinical Excellence", with the programme focusing on technical, practical and molecular methods used to improve a patient's oral health. The extensive scientific conference ran for three days, and featured 42 different conference sessions and 37 international speakers.

Against the backdrop of the conference theme, visitors were presented with many thought-provoking discussions. One of the highlights of the event was the full-day symposium, "**Towards the Post-Amalgam Era**" moderated by Dr. Hien Ngo. The symposium brought to light a highly topical issue facing the practice of dentistry and the delivery of dental care. Speakers shed light on the background and implications for the dental industry as a result of the Minamata Convention. The symposium rounded off with an insightful and lively panel discussion session.

"Dental practitioners must be fully aware that dentistry is not merely about matters pertaining to the teeth, but it goes beyond. For instance, it has an impact on the environment, where biomaterials are concerned. As a result, dental schools need to educate and train dental professionals and students on

the proper usage and disposal of dental materials,” said Professor Martin Tyas, World Dental Federation (FDI) speaker at the symposium.

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These days, a multi and inter-disciplinary approach must be taken towards addressing the needs of patients. The modern dental team comprises of different experts who also leverage on the usage of dental technologies to provide better service for their patient’s oral and the overall health. With this in mind, the scientific conference had two returning and an additional forum catered to the entire dental team.

Prof. Loh Hong Sai, Former Dean, Faculty of Dentistry, National University of Singapore (NUS), who presented at the Dental Hygienist & Therapist Forum on the topic, **‘What you do not know about Dentistry’** is well-acquainted with the importance of inter-disciplinary management of oral health. “Dentistry is more than just the treatment of the tooth. The oral health being an essential part to a patient’s well-being, requires a thorough and holistic understanding of medicine from the members of the dental team. With dental technology advancing at a rapid pace, research, treatment and management will require very close collaboration.”

Anticipating the Future of Dentistry

As countries in the Asia-Pacific develop economically, consumers will demand better health and dental services. In return, this will boost the dental industry in the respective country and the region. “With an ongoing progressive dental industry in Asia, it will further underscore IDEM Singapore as a strategic event for industry players. The IDEM Singapore 2016 show statistics proved once again that we are Asia-Pacific’s most anticipated event on the dental calendar, providing all visitors the knowledge and insights in the industry. We will strive to continue to be the preferred platform for the dental industry to grow in this region,” said Mr. Michael Dreyer, Vice President, Asia-Pacific, Koelnmesse Pte Ltd.

Forging close partnerships with local and international organisations can also help to accelerate the development of the dental industry. As the industry grows globally, sharing knowledge and insights across-boundaries will increase in importance for the progression of experts and professionals. "IDEM Singapore 2016 was a very successful event for the industry, as well for the Singapore Dental Association (SDA). We encourage professionalism and continuous learning through events such as IDEM Singapore. Through our partnership and efforts, we hope to ensure more participation from industry leaders in Asia and worldwide," said Dr. Kuan Chee Keong, President of SDA.

While IDEM Singapore 2016 comes to a close, planning for the next special milestone, the 10th edition of IDEM Singapore has already begun. Committed to advancing the dental industry, close cooperation with more specialist associations such as the International Academy of Periodontology (IAP) are in the pipeline. "Establishing a Symposium on Periodontology as part of IDEM Singapore 2018 is an exciting new prospect for us. IDEM Singapore seems like the natural partner for IAP to collaborate with in the Asia-Pacific region, as they already organize such a professional conference and international exhibition. We hope to help raise the clinical credibility of IDEM Singapore by bringing in a speaker of the highest caliber in the field of periodontology," said Professor Ajay Kakar, President of IAP.

The 10th edition of IDEM Singapore 2018 will be held from 13th – 15th April 2018.

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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 met key decision-makers, strengthened valuable contacts with customers and partners, and explored the potential of an exciting growth market. The 10th edition of IDEM Singapore will be held from April 13 – 15, 2018. For more information, please visit: www.idem-singapore.com.

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