

No. 1 / October 2019, Singapore

## IDEM Singapore Features Conference Programme on the Cutting Edge of Dentistry

- Emerging and under-represented topics such as AI in Dentistry and Special Needs Dentistry to take spotlight alongside staple topics
- Over 9,000 visitors and 500 exhibitors expected to attend

31 October 2019 - SINGAPORE - Reputedly Asia Pacific's leading dental exhibition and conference, IDEM, the *International Dental Exhibition and Meeting*, will take place at Suntec Singapore Convention and Exhibition Centre from 24-26 April 2020. IDEM is co-organised by Koelnmesse and the Singapore Dental Association.

"With each edition, IDEM has strengthened to become what it is today, the most established exhibition and scientific conference for dentistry in the Asia Pacific region. For this next edition, we have given great consideration as to what is important in dentistry today, so that the 2020 edition will build new experiences for dental professionals from all aspects of dentistry, to add value in their day-to-day practice," said Mathias Kuepper, Managing Director at Koelnmesse Pte Ltd. IDEM 2020 includes activities new to the exhibition hall such as workshops, a dedicated area featuring free live talks, along with a revitalised space to serve food and beverages.

### IDEM 2020 Conference

The theme for the IDEM 2020 Conference is "Striving for Clinical Excellence". In this spirit, conference delegates will gain practical knowledge and learn new techniques that can improve the oral health and well-being of their patients.

Influential speakers include:

- Dr. Shimon Friedman, Professor at the Faculty of Dentistry, University of Toronto, Canada
- Prof. Mark Wolff, Morton Amsterdam Dean and Professor at the Division of Restorative Dentistry, School of Dental Medicine, University of Pennsylvania, USA
- Dr. Fadi Yassmin, Founder and Cosmetic Dentist at DFY Dental, Australia
- Dr. Roberto Turrini, Dentist and Educator, Dr. Mauro Fradeani's Specialised Dentistry Clinic, Italy

"IDEM 2020 will have something meaningful for each person in the dental profession ecosystem, as we understand that the entire dental team is instrumental when it comes to offering sound dental care to patients," said Dr Lim Lii, President of the Singapore Dental Association. "The conference programme is comprehensive, as it is



International Dental Exhibition and Meeting (IDEM)

24.04.-26.04.2020

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

Your contact:

Illka Gobius

Tel.

+65 9769 8370

E-mail

[illka@pinpointpr.sg](mailto:illka@pinpointpr.sg)

Your contact:

Michele Koe

Tel.

+65 6500-6700

Fax

+65 6294 8403

E-mail

[Michele.koe@](mailto:Michele.koe@koelnmesse.com.sg)

[koelnmesse.com.sg](http://koelnmesse.com.sg)

Koelnmesse Pte. Ltd.

152 Beach Road

#25-05 Gateway East

Singapore 189721

[www.koelnmesse.com.sg](http://www.koelnmesse.com.sg)

Managing Director:

Mathias Kuepper

designed to convey the latest industry trends through to sessions that will inform attendees about new practice areas in dentistry. The Singapore Dental Association is excited that IDEM, the region's top event for dentistry, continues to be anchored in Singapore.”

For the first time in Asia, a full conference day will be dedicated to discussing the treatment of patients with special needs in a Special Care Dentistry Symposium. Additionally, together with the Association of Oral Health Therapists Singapore (AOHT), IDEM will also host the third edition of the *Dental Hygienist and Therapist Forum*. The forum teaches such therapists to manage matters such as dealing with dental fear and anxiety, the periodontal probe, and patient management, through behavioural and pharmacological techniques.

### **Global business opportunities**

Some 9,000 visitors and in excess of 500 exhibitors will participate at IDEM 2020 which, along with the conference, comprises an exhibition across 20,000 sqm. Presently 80% of exhibition space has been pre-sold to global pavilions, manufacturers and distributors. 15 international pavilions will be featured, including first-time participants Spain and Russia.

Along with the exhibition, there are opportunities to network, participate in a buyer programme, or to use an expanded online business matching platform that systematically manages meeting schedules to build connections and unlock business opportunities between visitors, manufacturers and distributors attending IDEM 2020.

Sponsors confirmed for IDEM 2020 include Colgate, Dental Monitoring, Dentsply Sirona, EMS - Electro Medical Systems SA, GC Asia Dental, GlaxoSmithKline (GSK), Ivoclar Vivadent, and J Morita Corporation.

Early birds who register for IDEM 2020 at [www.idem-singapore.com](http://www.idem-singapore.com) before 31 January 2020 will be offered a discounted rate.

###

### **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 2020, participants will meet key decision-makers, strengthen valuable contacts with customers and partners, and explore the potential of an exciting growth market.

**Note for editorial offices:**

Page  
3/3

IDEM photos are available in our image database on the Internet at [www.idem-singapore.com](http://www.idem-singapore.com) in the “Press” section at <https://www.idem-singapore.com/press/photo-gallery/>. Alternatively, click on this link: <https://www.flickr.com/photos/70706501@N03/sets/72157694896059464/>

Press information is available at: <https://www.idem-singapore.com/press/news/#press-release>

If you reprint this document, please send us a sample copy.

**IDEM on Facebook:**

<https://www.facebook.com/idemsingapore/>

**IDEM on LinkedIn:**

<https://www.linkedin.com/showcase/6440434/>

**IDEM on Instagram:**

<https://www.instagram.com/idem.sg/>

**Your contacts:**

Illka Gobius  
Managing Director

PINPOINT PR Pte. Ltd.  
Tel +65 9769 8370  
[illka@pinpointpr.sg](mailto:illka@pinpointpr.sg)

Michele Koe  
Assistant Marketing and Communications Manager

Koelnmesse Pte Ltd  
152 Beach Road  
#25-05 Gateway East Singapore 189721  
Tel +65 6500 7095  
Fax +65 6296 2771  
[michele.koe@koelnmesse.com.sg](mailto:michele.koe@koelnmesse.com.sg)  
[www.koelnmesse.com.sg](http://www.koelnmesse.com.sg)