

No. 3 / March 2020, Singapore

IDEM 2020 to be a digital experience

In consideration of the circumstances brought about by the Covid-19 pandemic, the organisers of IDEM 2020 are moving the event for this edition to an online experience.

24 March 2020 - SINGAPORE - Because we value all participants and wish to honour the dental community's need for continuous education and learning, the Singapore Dental Association, together with Koelnmesse, co-organisers of IDEM 2020, will present the 11th edition of the International Dental Exhibition and Meeting (IDEM 2020) as a wholly digital experience.

"We take the progression of the COVID-19 virus pandemic very seriously and prioritise the health and wellbeing of our partners, attendees and the overall dental community," says Mathias Kuepper, Managing Director of Koelnmesse Pte. Ltd. "Accordingly, for the 2020 edition of IDEM, we will adapt it into a digital format, so as to align the event to meet suggestions made by relevant authorities and entities."

IDEM 2020 will shift to an online platform for this edition alone, permitting participants from across the globe to safely connect, network and engage. The platform will provide exhibitors with the opportunity to showcase their products and solutions and at the same time offer pre-recorded and live streamed conference sessions. Dental professionals can still acquire Continuing Education (CE) Points, verified by the Singapore Dental Council, by viewing pre-recorded and livestreamed educational sessions and lectures.

"Despite the situation we have with a constantly evolving global pandemic, through IDEM 2020 we still strive to connect with the dental community. With this adapted format, we remain committed to provide adequate courses in a safe and responsible manner and are confident that our attendees worldwide will be able to effectively engage, learn, gain valuable insights and qualify for CE points," says Dr. Lim Lii, President of the Singapore Dental Association.

The details of IDEM 2020 digital experience will be put in place over the coming weeks, and we encourage participants to monitor for updates via our website at www.idem-singapore.com.

IDEM 2020 was scheduled to take place at Suntec Singapore Convention & Exhibition Centre. IDEM will return to Singapore in its established format for the next edition.

###



International Dental
Exhibition and Meeting
(IDEM)
www.idem-singapore.com

Your contact:

Illka Gobius

Tel.

+65 9769 8370

E-mail

illka@pinpointpr.sg

Your contact:

Michele Koe

Tel.

+65 6500 6717

Fax

+65 6294 8403

E-mail

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

koelnmesse.com.sg

Koelnmesse Pte. Ltd.

152 Beach Road

#25-05 Gateway East

Singapore 189721

www.koelnmesse.com.sg

Managing Director:

Mathias Kuepper

About IDEM Singapore

Page
2/2

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.

Note for editorial offices:

The latest guidelines and news on Covid-19 by the Ministry of Health, Singapore can be found at this website: www.moh.gov.sg/covid-19.

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.

Your contacts:

Illka Gobius
Managing Director

PINPOINT PR Pte. Ltd.
Tel +65 9769 8370
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 6717
Fax +65 6296 2771
michele.koe@koelnmesse.com.sg
www.koelnmesse.com.sg