

MEDIA RELEASE

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IDEM makes Marina Bay Sands, Singapore its new home from 2022 onwards

IDEM's brand to be refreshed symbolically with a new venue, new logo, and online content

29 September 2020 - SINGAPORE - For the first time since its inception in 2000, IDEM has been reconceived. Going forward, it will take place at a new venue and with a refreshed visual identity represented by a new logo.

“While the digital edition of IDEM in 2020 was a success, the immersive and interactive nature of physical events cannot truly be replicated remotely. It is my great pleasure to let the IDEM community know that in 2022, the event will return in person in Singapore from 8 to 10 April 2022. Furthermore, we are delighted to have secured a new venue for future editions of IDEM. The shift to Marina Bay Sands is notably the first change in venue for IDEM since the event launched in 2000,” said Mathias Kuepper, Managing Director of Koelnmesse Pte Ltd.

“IDEM is a highly regarded dentistry event in Asia Pacific and we are excited that IDEM is calling Marina Bay Sands home for its future editions. Leveraging on our technological innovations and track record, we look forward to working closely with the team to co-curate an elevated event experience,” said Mike Lee, Vice President of Sales, Marina Bay Sands, Singapore.

IDEM 2022 expects to welcome over 500 exhibiting companies and over 9,000 participants over the course of 3 days. Attendees can look forward to a seamless and compact event experience from the point of arrival, with registration counters and all exhibition halls located on a single level.

As a symbol of the event's continuous growth, the organisers are also thrilled to present a refreshed visual identity for IDEM, symbolised by its logo, which will underscore the new vision, Bridging Business and the Future of Dentistry, at future editions of the event.

IDEM to Launch an Online Platform in 2021

In keeping with the future forward philosophy and driven by the success and positive feedback received from the online edition of IDEM 2020, IDEM will debut an online platform in 2021. This new platform aims to continuously engage and



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connect with the community, commencing with the introduction of insightful content.

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“IDEM has come a long way since its launch twenty years ago,” commented Dr. Goh Siew Hor, President of the Singapore Dental Association. “The world today is also much different compared to then, with the rapid development of technology and evolving demographics, especially in the Asia Pacific region. We remain focused on bringing our participants the best experience for their professional growth, to meet the needs and challenges for the next decade and beyond.”

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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.

Note for editorial offices:

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

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