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IDEM excites industry professionals with its grand return this October presenting a notable line-up of speakers and exhibits

- The in-person IDEM 2022 will be held at Marina Bay Sands Convention Centre from 7-9 October 2022.
- Trade exhibitors comprise 90% of returning exhibitors and 10% of new exhibitors to launch and showcase a variety of brands and products.

SINGAPORE, 11 August 2022 - IDEM 2022, themed “*Building Resilience in Dentistry*”, will be held from 7 - 9 October at Sands Expo and Convention Centre, Marina Bay Sands. Organised by Koelnmesse and the Singapore Dental Association, IDEM 2022 will feature over 30 scientific conference sessions, including hands-on workshops, a full-day masterclass, and exhibits complemented with hybrid elements to ensure a holistic experience for all participants. This is the first physical IDEM after a hiatus brought about by the pandemic.

“As organisers of IDEM, we are excited to bring back the exhibition and conference in-person after four years. While continuing education has been ongoing digitally, based on feedback we have received from our partners, exhibitors, and delegates, the in-person experience cannot be replaced. A physical event will ensure that participants will once again get to connect face-to-face with speakers, exhibitors, and peers to learn about the latest developments in dentistry.” said Mr Mathias Kuepper, Managing Director of Koelnmesse Pte Ltd.

IDEM Singapore is the leading dental exhibition and conference in the Asia-Pacific region. This year, participants at IDEM 2022 can look forward to a series of programmes curated for the dental community:

Full-day SDA Masterclass – Lecture conducted by Maurizio Tonetti, Chair Professor of the Shanghai Jiao Tong University School of Medicine, Director of the Shanghai Preimplant Innovation Center, and Executive Director of European Research Group on Periodontology network of clinical research excellence, on the topic: *Implants in Stage III and IV Periodontitis Patients: Benefits and Risks*.

“We have curated a slew of exciting conference sessions for IDEM 2022 and are excited to introduce one of the brand-new programmes, the Singapore Speaker Series to showcase our local speakers. The IDEM conference will provide participants the opportunity to learn about the latest in clinical research and pick up practical skills as well,” shared Dr Lawrence Yong, the President of Singapore Dental Association. “We are excited to have our SDA Masterclass Speaker Maurizio Tonetti as part of the



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IDEM Conference and remain committed to delivering the best experience for all delegates by continuing to bring them high quality continuing education sessions,” added Prof Patrick Tseng, Scientific Chairperson of the IDEM 2022.

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Trade Exhibition – 14,000sqm all-encompassing exhibition hall showcasing close to 500 exhibiting brands with exhibitors from more than 30 countries, with over 40 new international exhibiting companies participating for the first time in IDEM. In addition, long-standing pavilion partners such as Germany, Switzerland and the United States will once again be present at the IDEM Exhibition Hall, bringing the international dental industry to one central location in the Asia Pacific.

Returning and new sponsors and exhibitors also express high anticipations of IDEM 2022, “the return of IDEM in-person event provides us with an excellent opportunity to gather and reconnect with dental professionals and friends in the Asia Pacific. Visitors to IDEM can look forward to product demos, presentations, and hands-on workshops at the GC Booth,” the representative of GC Asia, a returning sponsor, mentioned. A representative of Whitesence, a new exhibitor, continues, “we are delighted to be part of IDEM 2022 as we have heard exceptional feedback about past editions. We look forward to widening our reach and showcasing our expertise to local and international audiences at IDEM 2022.”

AOHTS@IDEM – Association for Oral Health Therapists (Singapore) Symposium in collaboration with IDEM brings together the two cornerstone events, the AOHT Annual Congress and IDEM’s Dental Hygienist and Therapist Forum (DHTF), for a programme built for hygienists, therapists, and oral health therapists.

New IDEM highlights:

- **On-site Exclusive** – A Singapore Speaker Series featuring Singapore speakers covering a carefully curated selection of topics on comprehensive, conservative approaches to dentistry (not available on the Digital Platform - IDEM360+).
- **IDEM360+** – a brand-new digital community platform that offers participants more opportunities to network, connect, share, and learn information before and after IDEM 2022.
- **Innovation Arena** – a brand new initiative that aims to nurture young companies to grow with IDEM and assist even those in the non-dental sectors to expand their network at IDEM 2022. The Innovation Arena will feature insightful presentations showcasing the latest innovations and products targeted for the dental market.

While the conference will take place in person, it is supplemented by IDEM360+, a digital community platform that adds another layer of experience to IDEM. IDEM360+ enables participants to do business matching, find networking opportunities with the on-site lead generation feature, book meeting slots, watch on-demand content after the actual event day, and more. IDEM360+ also marks a shift towards sustainability for IDEM. In a bid to reduce bulk printed materials, the IDEM360+ digital platform and app will be used as an all-in-one tool for scheduling and navigating the event.

Online registration is ongoing. Pre-show rates will be available at a discounted price before 2 October 2022. Visit www.idem-singapore.com for more information.

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About IDEM Singapore

IDEM is a biennially held three-day B2B trade fair and convention for the dental industry. Helmed as The Leading Dental Exhibition and Conference in the Asia-Pacific Region, the conference brings in world-class speakers in general dentistry, while the exhibition is the largest dental B2B trade fair in Asia-Pacific. Riding on its continuous success since 2000, IDEM enters its 12th edition in 2022 and maintains its position as a leading trade and continuing education platform in the Asia Pacific.

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>

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For more information and the latest updates, visit idem-singapore.com or follow IDEM on [Facebook](#), [Instagram](#), [LinkedIn](#).

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