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IDEM 2022 Celebrates Another Great Milestone Achieved

The in-person event exceeded expectations by over 30% and welcomed 6530 attendees, and marked a record number of represented countries.

SINGAPORE, 10 October 2022 - The 12th edition of the International Dental Exhibition and Meeting (IDEM), held from 7-9 October, has successfully concluded. Co-organised by Koelnmesse and the Singapore Dental Association, the first physical IDEM after the pandemic hosted 6530 attendees from 67 countries, exceeding the record number of attendee countries. This edition featured a total of 46 scientific conference sessions and workshops, covering on the latest trends and innovations curated for the dental community. The exhibition floor hosted 9 national pavilions and a total of 540 exhibiting brands from 37 countries of which 90% were returning exhibitors and 10% were exhibiting for the first time.

“Words cannot fully express my heartfelt gratitude to our sponsors, speakers, exhibitors, and delegates,” said Mathias Kuepper, Managing Director of Koelnmesse Pte Ltd. “This year, IDEM welcomed a strong number of quality dental traders and distributors from the region. In addition to the elevated interaction from an in-person setting, the number of quality leads that our exhibitors have secured is also testament to the success of IDEM 2022. With the support of our stakeholders, we continue to strive towards excellence at the next IDEM event.”

Zaamigo, one of the exhibitors, took this chance to showcase their latest dental camera to the attendees of IDEM 2022. The sleek and waterproof design of the dental camera allows users to understand the situation of their dental health at a glance with Zaamigo’s mobile application. The smart analytics are the results of annotating thousands of images together with dentists, allowing users to understand their teeth brushing and flossing patterns and keep their teeth in pristine condition all the time.

“Nothing compares to in-person conversations with like-minded dental professionals and the brightest minds in the industry. IDEM 2022 in person gave Envista the opportunity to showcase and share about our new products to the fullest, meet old and new connections, and explore new business opportunities. We look forward to the next IDEM edition in 2024,” Keni Kubo, Country Manager of Envista Holdings shared.

Adrian Tan, Dentist of Dent1st Limited from New Zealand added, “IDEM 2022 was an opportunity for us to conveniently meet all the major manufacturers and suppliers in the world in one place. The scientific conference was led by quality speakers who presented niche and relevant topics that practitioners can immediately apply as well.”



International Dental
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(IDEM)

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Dr Jerry Lim, one of the speakers at IDEM 2022, conducted a conference on the topic: Comprehensive Aesthetic Rehabilitation: A Multidisciplinary Approach to a Complex Problem. More than 750 delegates attended the session to learn about the process of treatment planning for complex aesthetics rehabilitation. The conference aimed to expose participants to Digital Smile Design and Gneuromuscular Occlusion concepts and to appreciate digital integration in comprehensive aesthetic rehabilitation.

The digital community platform, IDEM360+, specially created to supplement the in-person event, recorded close to 4500 of new connections made. Exclusively made available for attendees to explore in-app business matching and networking opportunities, and build wider customers and partners database beyond the physical conference. Of the new users onboarded, half of these users connected with a fellow delegate, speaker, or exhibitor, and about 40% engaged in online discussions via the IDEM360+ app.

The platform continues to run post-show, with 32 of the scientific conferences made available on-demand from 17 October - 17 November 2022. "IDEM continues to propel and invigorate the dental industry with not only the in-person event but also the IDEM360+ mobile application which continues to run after today," said Prof Patrick Tseng, Scientific Chairperson of IDEM 2022. "Continued learning is key for our industry, and we look forward to the next edition of IDEM as we aim to reach a wider audience and create a more insightful event for our participants."

The next edition of IDEM will take place on 19-21 April 2024 at Marina Bay Sands Singapore. Attendees will be able to look forward to the latest developments in dental research and practice with more intensive educational sessions, interactive presentations, engaging meetings, and the latest advancements in dentistry.

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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 will enter its 13th edition in 2024 and maintains its position as a leading trade and continuing education platform in the Asia Pacific.

Note for editorial offices:

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

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