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IDEM 2022 Expects to Welcome over 5,000 Attendees from across Asia-Pacific

- **The in-person IDEM 2022 opened on 7 October at Marina Bay Sands Convention Centre and will run till 9 October**
- **More than 540 exhibiting brands showcasing the latest and new product innovations and services catered to the dental industry**
- **New features on brand-new IDEM360+ creating more value and meaningful connection before and after IDEM**

SINGAPORE, 7 October 2022 - The International Dental Exhibition and Meeting (IDEM) makes a comeback for its 12th edition this year, the first physical event after a hiatus brought about by the pandemic. Themed “*Building Resilience in Dentistry*”, IDEM lives up to its status as the leading dental exhibition and conference in the Asia-Pacific region, with 540 renowned dental brands exhibiting this year.

Co-organised by Koelnmesse and the Singapore Dental Association (SDA), IDEM 2022 features a total of 46 scientific conference sessions and workshops and expects approximately 5,000 attendees from over 60 countries over the 3-day exhibition and conference. The event officially launched at the opening ceremony graced by Guest-of-Honour, Mr Ong Ye Kung, Minister for Health, accompanied by Dr Lawrence Yong, President of Singapore Dental Association, and Mr Mathias Kuepper, Managing Director of Koelnmesse Pte Ltd.

“The return of major business events such as IDEM is testament to the enduring confidence in Singapore by event organisers and businesses,” said Mr Poh Chi Chuan, Executive Director, Exhibitions & Conferences, Singapore Tourism Board. “We look forward to welcoming local and international dental brands, exhibitors and delegates to Singapore, as they revolutionise the sector with the exchange of ideas, skills and technologies.”

“It’s encouraging to see IDEM back as an in-person event after 4 years. We are finally able to bring back the full IDEM experience, meet face-to-face, and gather the Asia Pacific dental community in one location,” said Mr Mathias Kuepper, Managing Director of Koelnmesse, during his opening speech. “I would also like to thank our partner, the Singapore Dental Association, as well as everyone here today, for your ongoing support of IDEM. We are honoured to be the platform of choice for meaningful exchanges and partnerships in the dental community.”



International Dental
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07.10.-09.10.2022
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The mainstay of IDEM, the exhibition, featured 540 brands worldwide with their key products, new launch, services and more. Pearlie White, a proud Singaporean company and one of the returning exhibitors, launched two new products at the event. For people who have problems brushing their teeth, *Pearlie White Fluorinze Max High Fluoride Mouth Rinse with Extra Fluoride* helps to prevent cavities, plaque build-up, bad breath, and gum infection while *The Pearlie White RetainerClean Fast Cleaning Tablets* thoroughly cleans dental appliances, keeping them odour-, stain-, plaque-, and tartar-free. Dentsply Sirona also took this chance to introduce their key highlight for the year - *Axeos*, to all the participants in IDEM. The company demonstrated the best of 3D and 2D technology in one device and showed how it can be seamlessly integrated into related clinical practices.

In addition to the conference sessions and exhibits happening throughout the event, IDEM has curated a brand-new initiative – the Innovation Arena. The initiative aims to foster young companies to grow and widen their network with IDEM. “We are honoured to join IDEM 2022 with the presence of many renowned brands, and for the opportunity to network with not only local but businesses from all over the world,” said Ellen Pranata, a representative from KLAR (a participating company from the Innovation Arena).

IDEM360+ is a digital community platform that adds another layer of experience to IDEM and created to supplement the in-person event, also plays an essential role in IDEM’s shift towards sustainability. It will replace the need for bulk-printed materials like exhibition and conference guides, venue maps and even name cards.

Serving as an all-in-one tool for attendees and exhibitors, they can explore in-person and in-app business matching and networking opportunities and build their lead pool with the on-site lead generation feature by scanning badges. Additionally, attendees can book meeting slots and conference sessions prior to attending IDEM to plan their schedule ahead of time, and use the interactive floor plan to easily navigate the exhibition hall.

The community platform will continue beyond the physical show, and delegates can watch on-demand content after the event to continue learning and exhibitors can continue networking and collecting leads via the virtual exhibition on IDEM360+.

Online and onsite registration are still ongoing. 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.

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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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