

For Immediate Release

Italian Brands Shine Bright with Cutting-Edge Dental & Technological Innovations at IDEM 2024



Singapore, 3 April 2024 – Back for its 13th edition, the highly anticipated **IDEM 2024 (International Dental Exhibition and Meeting)** returns from **19-21 April 2024**, promising an extraordinary showcase of cutting-edge dental innovations and expertise. Spanning over 17,000sqm of exhibition space at **Marina Bay Sands Expo & Convention Centre**, the event will witness the participation of over 500 exhibitors from 33 countries, as they showcase their latest inventions and products covering the prosthodontics, orthodontics, endodontics, and pediatric dentistry industry.

This year's edition themed *"Exceptional Dentistry: Techniques, Technologies, and Trends,"* will also spotlight the participation of **23 Italian companies** and an Italian Lounge, hosted by the Italian Trade Agency (ITA) and UNIDI (Italian Dental Industry Association).

Italian Vision: Leading the Future of Healthcare

Italy's dental industry is a cornerstone of global healthcare, boasting an export value of approximately 12 billion euros and maintaining an average annual growth rate of 6% (*Trade Data Monitor*). The production of Italian dental service market sector, valued at 1.3 million euros in 2022, has demonstrated impressive growth, with a compound annual growth rate (CAGR) of 6% between 2011 and 2023. Notably, following the pandemic, the production sector witnessed an approximate 30% increase compared to pre-pandemic levels (*UNIDI, 2023*).

Italy's dominance in the dental export market is evident, with worldwide exports estimated at nearly 875 million euros in 2022, representing a doubling in the last decade. The equipment category commands the highest percentage in total export of Italian companies, followed by clinical consumables, emphasising Italy's focus on developing equipment sales internationally. The global dental market, valued at USD 38.9 billion in 2021, is poised for substantial growth, with a forecasted increase to USD 57.7 billion by 2027 (*UNIDI, 2023*).

Despite challenges posed by the pandemic, Italy's export figures of dental products to Singapore demonstrated remarkable resilience, surpassing pre-pandemic levels in 2022. In 2023, Italy exports registered an increase of 5.9%, with a total value of 45.5 million euros, indicating robust recovery and growth between Italy and Singapore (*Trade Data Monitor*).

Looking ahead, Italy's dental sector anticipates positive growth in productions and export value, with a strategic focus on technology development and digital integration. Organisations like the Italian Dental Industry Association (UNIDI) serves as a central hub for collaboration and innovation within the Italian dental industry, fostering partnerships among manufacturers, practitioners, and regulatory bodies to drive continuous advancements. Through its robust network and initiatives, UNIDI champions research and development, ensuring that Italian dental products remain at the forefront of technological innovation and quality excellence.

Italian Excellence: Italian Lounge (Booth G16)

In addition to the activities at IDEM 2024, another highlight is the **Italian Lounge**, organised by the Italian Trade Agency (ITA) and UNIDI (Italian Dental Industry Association), in collaboration with the Italian Ministry of Foreign Affairs and International Cooperation. Located at booth G16, this exclusive space is designed for high-impact B2B meetings, as well as to facilitate valuable partnerships, between the **23 leading Italian companies exhibiting at IDEM** and local counterparts. The Italian companies will be showcasing a plethora of products that ranges from household oral products to surgical, lab equipment and supplies, and to advanced dental software and technology.

For a complete list of exhibitors and booth numbers, please refer to **Annex A**.

Dante Brandi, Ambassador of Italy to Singapore and Brunei, emphasised the significance of Italy's presence at IDEM 2024, saying, "Italy's consistent participation underscores our commitment to fostering collaboration and driving advancements in the dental industry. IDEM 2024 not only offers our 23 Italian participating companies the opportunity to showcase their expertise, but also serve as a catalyst for forging strategic alliances in the Singapore market and ignite new growth on a global scale. Looking ahead, Italy's dental sector is poised for remarkable expansion in the realms of technology development and digital integration. I am eagerly anticipating the innovative breakthroughs that will emerge as we push the boundaries further, paving the way towards exciting new frontiers of the future."

Expressing his excitement about Italy's participation, **Giorgio Calveri, Trade Commissioner for Singapore and Philippines, Italian Trade Agency** said, "We are thrilled to participate in IDEM 2024, showcasing Italy's rich heritage of dental innovation and 23 Italian companies joining forces to demonstrate our country's leadership in the global dental market. Italy's dominance in the dental export market is evident with worldwide exports reaching nearly 875 million euros in 2022. If we look at the exports to Singapore, there's an increase of 5.9% in 2023 with a total value of 45.5 million euros indicating robust recovery and growth in trade between Italy and Singapore."

Gianfranco Berrutti, Past President of UNIDI (Italian Dental Industries Associations) said, "IDEM represents an ideal platform for the Italian dental industry in Southeast Asia. In an all comprehensive 3-day event, UNIDI members seize the opportunity to meet professionals and dealers from the whole area - Myanmar, Cambodia, Timor-Leste, Indonesia, Laos, Malaysia, the Philippines, Thailand, Vietnam and Singapore – presenting the latest innovations in the dental industry."

Asia's Premier Dental Exhibition

- Central to ITA's engagement is the official opening of the **Italian Lounge at Hall E, booth G16 on 19 April 2024 at 11:45am**. Distinguished speakers, including a **representative from Embassy of Italy in Singapore, Mr. Giorgio Calveri, the Italian Trade Commissioner, and Mr. Gianfranco Berrutti, Past President, Member of the Board in charge for international promotion from the UNIDI Association**, will deliver insightful speeches, underscoring the significance of Italian contributions to the dental sector.

Attendees can look forward to a three-day B2B trade fair at IDEM 2024, which holds paramount significance in light of the surge in dental implants and oral procedures, driven by an aging population and various risk factors including medication, smoking, poor oral hygiene, diabetes, and inherited problems. This growing demand reflects the expanding market within the dental services sector, which encompasses a diverse range of treatments from cosmetic surgery to oral cancer detection and treatment, all aimed at addressing various oral diseases and ailments.

Attendees can explore the transformative impact of recent technological advancements such as digital dentistry, laser therapy, and 3D printing on patient outcomes.

To view the full list of Italian exhibitors at IDEM 2024, visit: <https://www.idem-singapore.com/>. For more information, visit: <https://www.ice.it/en/>.

IDEM 2024

Date: 19-21 April 2024
Time: 10am - 6pm
Venue: Marina Bay Sands, Sands Expo & Convention Centre, 10 Bayfront Ave, Singapore 018956

- Conference: Level 1, Halls A & B
- Exhibition: Basement 2, Halls D, E & F

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About Italian Trade Agency

The Italian Trade Agency (ITA) is the governmental agency that supports the development of their companies abroad and promotes the attraction of foreign investment in Italy. With a motivated and modern organisation and a widespread network of overseas offices, ITA provides information, assistance, consulting, promotion, and training to Italian small and medium-sized businesses. Using the most modern multi-channel promotion and communication tools, it acts to assert the excellence of Made in Italy in the world. ITA offices are the ideal gateway for enterprises to establish business relationships with Italian partners, from sourcing Italian products to investment opportunities in Italy.

For more information, visit <https://www.ice.it/en/>.

About UNIDI

UNIDI (Italian Dental Industry Association), one of the founding members of FIDE (European Federation of Dental Industries), associates over 110 leading Italian manufacturers of equipment and materials for dentists and dental technicians. UNIDI represents and promotes the excellence of the Italian dental industry which is famous and among the top in the world in terms of business volume, technological innovation, and exports. The reliability of its components, cutting-edge technological solutions and modern design are in fact highly appreciated by the global market. UNIDI safeguards the rights and interests of its members in their relations with public institutions and other reference associations in the sector. UNIDI supports industries' efforts to be compliant with the highest international standards and regulations, by actively participating in the standardisation and regulatory processes, both in Italy, the EU and at a more global level.

Since its foundation, one of UNIDI's primary objectives was the international promotion of Italian dental companies through several initiatives, both abroad and in Italy. Thanks to long-standing collaboration with ICE (the Italian Trade Agency lead by the Ministry of Foreign Affairs) and other relevant Institutions, UNIDI successfully organises an increasing number of Italian pavilions throughout the world, within the most prestigious international trade fairs, contributing to the promotion of "Made in Italy" dental products. Among other activities, the Association, through its Academy, organises training courses on regulatory topics as well as specific seminars on marketing and communication in the dental sector. Since 1969 UNIDI is also the owner of Expodental Meeting, the reference trade fair for the dental sector in Italy, organised by its service company, Promunidi.

ANNEX A – List of Italian Exhibitors

No.	Organisation	Website	Booth No.
1	88dent by 8853 S.p.A.	www.88dent.com	H 15
2	B&B Dental	www.bebdental.it	H 02
3	Biologitech Srl	www.biologitech.it	G 06
4	BTK	www.btk.dental	H 12
5	CIMsystem	www.cimsystem.com	H 13
6	CORICAMA since 1873	www.coricama.it	H 17
7	COSWELL S.p.A.	www.coswell.biz	H 07
8	C-TECH IMPLANT SRL	www.c-tech-implant.com	G 02
9	Curasept	www.curaseptspa.it	J 11
10	DenTag srl	www.dentag.com	G 10
11	DENTAL MANUFACTURING SPA	www.ruthinium.it	H 16
12	DENTAL MARKET SRL	www.plussproduction.it	G 08
13	EURONDA	www.euronda.com	H 19
14	IDS Dental	www.idsdental.it	H 08
15	Jdentalcare	www.jdentalcare.com	J 07
16	LASCOD S.p.A.	www.lascod.it	H 05
17	MAJOR DENTAL	www.majordental.com	H 11
18	Mectron	www.mectron.it	J 01
19	MEDESY SRL	www.medesy.it	G 14
20	SIA ORTHODONTIC MANUFACTURER SRL	www.siaorthodontics.com	H 01
21	PIERREL S.p.A.	www.pierrelgroup.com	G 12
22	UNIVET LOUPES	www.univetloupes.com	H 18
23	Xline S.r.l.	www.xlinemaging.com	J 15