

No. 3 / April 2024, Singapore

## IDEM 2024 Kicks Off: Shaping the Future of Dentistry with Unprecedented Growth and Innovation

- IDEM 2024 sees a 41% surge in exhibitors from the previous edition, with 172 first-time exhibitors making up 38% of total exhibitors at the event.
- The event also offers a record-breaking 44 distinguished speakers representing 18 countries alongside a comprehensive scientific conference programme featuring 38 sessions and four workshops.

SINGAPORE, 19 April 2024 - IDEM 2024, the leading dental exhibition and conference in the Asia-Pacific region, officially opened its doors today in a Welcome Ceremony graced by Dr Chng Chai Kiat, Chief Dental Officer, Ministry of Health, accompanied by Dr Lawrence Yong, President of Singapore Dental Association, and Mr Mathias Kuepper, Managing Director and Vice President Asia Pacific of Koelnmesse Pte Ltd at the iconic Marina Bay Sands, Sands Expo and Convention Centre. Running until 21 April, this highly anticipated event promises to be an unparalleled gathering of industry professionals, showcasing the latest innovations and trends shaping the future of dentistry.

"This year's IDEM exhibition is truly remarkable, with the expanded exhibition hall spanning 17,000 square meters, fully sold out with over 500 exhibiting brands from around the globe showcasing their cutting-edge products and services," expressed Mathias Kuepper, Managing Director and Vice President of Asia-Pacific, Koelnmesse Pte Ltd. "We continue to strengthen IDEM's position as Asia Pacific's most comprehensive dental trade fair that engages every sector of the dental industry in one single location. Today and over the next three days, we expect more than 8,000 attendees from over 70 countries to pass through the doors of IDEM."

### A Glimpse at IDEM 2024 Premier Exhibits

IDEM 2024 boasts a 41% increase in exhibitors compared to the previous edition. Among them are 172 new exhibitors, representing 38% of the total exhibitor count this year. This substantial rise in new participants underscores IDEM's growing appeal and relevance as the premier dental exhibition and conference in the Asia-Pacific region.

Dr. Markus Heibach, Executive Director of the German Dental Industry Association (VDDI), shared, "Having supported IDEM for over two decades, we at VDDI are proud to witness the remarkable growth of the show in the Asia-Pacific region. IDEM has continually proven itself as a valuable platform for dental professionals, fostering



International Dental  
Exhibition and Meeting  
(IDEM)

19.04.-21.04.2024

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innovation, collaboration, and excellence in dentistry. IDEM's commitment to advancing dentistry in the Asia Pacific region is unparalleled, and we look forward to contributing to IDEM's continued success."

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With **over 500 exhibiting brands from 35 countries and regions**, IDEM 2024 presents an unparalleled opportunity for attendees to explore the latest innovations, technologies, and solutions shaping the future of dentistry. Among them is the Morita Group, renowned for its expertise in X-ray diagnostics and endodontics. With a product portfolio encompassing a comprehensive range of dental solutions, Morita introduces the Tri Auto ZX2+ at IDEM 2024, the latest innovation for endodontic procedures with its advanced reciprocating drive technology. This innovation minimises the risk of file breakage, ensuring enhanced safety and efficiency during root canal treatments and enabling practitioners to achieve optimal outcomes in less time.

Another exhibitor to look forward to is MEM, an orthodontic manufacturer offering innovation, creativity and functional orthodontic solutions through their products. At this year's IDEM 2024 exhibition, MEM introduces its new orthodontic system, the Genius System, available in nickel-free stainless steel and alumina ceramic. Developed in collaboration with experienced clinical practitioners and leading American designers, the Genius System represents an advancement in passive self-ligating technology, enabling easier manipulation and predictable clinical outcomes for clinicians.

### Conference Highlights and Key Insights

The scientific conference programme at IDEM 2024 features a **record-breaking 44 esteemed speakers from 18 countries** and a comprehensive selection of **38 conference sessions and four workshops**. Notable among them is the Asian Speaker Series, an initiative by regional dental associations, providing insights into the latest dental innovations and practices. Attendees can expect sessions covering a wide range of topics, such as learning the intricacies of dental CAD/CAM systems and the secrets of Japanese dental technology with Dr. Kazuhiko Suese's conference session, "Current Status and Prospects of Digital Dentistry in Japan". Other topics include insights on "Aesthetic and Functional Rehabilitation of Severely Worn Dentition" with Dr Tan Jianguo, and the understanding of "Paradigm Shift in Prosthodontics for Elderly: Utilisation of Dental Implants and Application of Digital Technology" in a conference session with Prof. Kung-Rock Kwon.

### IDEM360+: The Digital One-Stop Companion

IDEM 2024 sees the return of the IDEM360+ Mobile App - a digital platform curated for the event to enhance the attendees' overall experience, allowing them to experience decentralised networking, business exchanges, and industry-focused discussions from anywhere. The app provides full access to the conference programme and an interactive venue map, facilitates business matching and networking, and allows users to personalise their schedules. With the mobile app streamlining these core offerings, the event sees a significantly reduced number of printed materials, offering attendees a seamless experience and refining the

exhibitors' business objectives with better business matching overall. Additionally, and for the first time, trade visitors will access the event using e-badges instead of printed lanyards, marking a significant step towards minimising the carbon footprint traditionally associated with printed materials.

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As IDEM 2024 unfolds, attendees are invited to immerse themselves in a world of discovery and opportunity. With a list of activities and programmes planned over the next two days, attendees have more to look forward to in the leading dental exhibition and conference in the Asia-Pacific region.

Online and onsite registrations for IDEM 2024 are still ongoing until 21 April. Visit the official website [www.idem-singapore.com](http://www.idem-singapore.com) for more information.

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#### **About IDEM Singapore**

IDEM is a biennial-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, with the exhibition as the largest dental B2B trade fair in Asia-Pacific. Riding on its continuous success since 2000, IDEM enters 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>

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

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