

## Press Release

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# Koelnmesse, the Indonesian Dental Association and PT. Traya Eksibisi Internasional form Strategic Partnership to Jointly Organize a New Dental Event in Indonesia

Koelnmesse, the Indonesian Dental Association (PDGI – Persatuan Dokter Gigi Indonesia) and PT. Traya Eksibisi Internasional (Three Events) have signed agreements to jointly stage the Indonesia Dental Exhibition & Conference - the first comprehensive dental event in Jakarta, Indonesia. The event will cater exclusively to the needs of the Indonesian market and will take place from 15 - 17 September 2017.

The biennial event will be held in odd years, alternating with the established IDEM Singapore, the leading dental exhibition and conference in the Asia Pacific. In contrast to IDEM Singapore, which is positioned as a regional event catering to the entire Southeast Asian market, the Indonesia Dental Exhibition & Conference will clearly prioritize the needs of the Indonesian dental industry and dentists. It will offer an extensive trade exhibition and educational program, tailored to meet the demands of the larger Indonesian dental community.

IDEM Singapore, which has enjoyed continued success since the year 2000, will keep serving as a regional meeting place for the ASEAN dental industry. It will remain as the entry point for international dental manufacturers seeking distributors and wanting to extend their market share into Southeast Asia. The Indonesia Dental Exhibition & Conference will complement this offering by serving as an extension of IDEM Singapore into the largest and fastest growing dental market in the region, Indonesia. It will feature localized educational content and offer a platform to manufacturers intending to penetrate deeper into the emerging Indonesian market.

Mr. Mathias Kuepper, Managing Director, Koelnmesse Pte. Ltd. explains the company's decision to stage a dental event in Indonesia: "Although every edition of IDEM Singapore has enjoyed strong support from Indonesian dental professionals we have come to recognize that there is still unrealized potential in the Indonesian market. Its healthcare industry is expected to grow by up to 20% yearly, which points to an emerging need for a platform for dental professionals to learn more about well-established and effective technologies, research and skills. Koelnmesse is partnering with the Indonesian Dental Association (PDGI) and an experienced professional exhibition organizer – Three Events, to meet these needs by organizing the comprehensive Indonesia Dental Exhibition & Conference. By bringing together both international and local partners, we aim for our exhibition to achieve the highest standards of excellence, while providing a solid business platform that is relevant to the Indonesian dental sector."

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Dr. Farichah Hanum, President, Indonesian Dental Association (PDGI) added that, "Indonesia has over 27,000 dentists nationwide, who face unique challenges in their daily practice. By focusing on their issues and leveraging Koelnmesse's and Three Events expertise in organizing quality, educational exhibitions and conferences, we hope to bring dentistry to new heights in Indonesia. The city of Jakarta, with over 5,000 dentists, was chosen to host this new event because it is the central business and travel hub for Indonesia."

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Andy Wismaryah, The President Director of API Events, the holding company of Three Events, continued: "Working together with Koelnmesse and the Indonesian Dental Association to create the new dental event Indonesia Dental Exhibition & Conference is an opportunity we are looking forward to. Drawing on the expertise from each partner, the Indonesia Dental Exhibition & Conference is poised to be a permanent fixture on the Indonesian dental scene."

More information will follow soon on [www.indonesiadentalexpo.com](http://www.indonesiadentalexpo.com).

**Koelnmesse** organizes and supervises around 80 trade fairs, exhibitions, guest events and special events in Cologne and in the most important markets worldwide. The subsidiary Koelnmesse Pte. Ltd., stages various leading trade fairs for the Southeast Asia region: The dental trade show IDEM Singapore, the biggest food and beverage exhibition in Asia THAIFEX – World of Food Asia, and the emerging technology conference EmTech Asia.

The **Indonesian Dental Association (PDGI – Persatuan Dokter Gigi Indonesia)**, founded in 1950, is the certified national organization for dental professionals in Indonesia. PDGI currently has 19 regional board members and consists of 288 branches. To achieve its vision of becoming the professional and authoritative organization for dentists in Indonesia, PDGI has set itself the mission of establishing cooperation's with stakeholders to improve oral health; strengthening corporate governance by empowering its existing structure; advancing the science of dentistry by improving education and providing continuing education opportunities; and fostering professionalism in the industry by providing legal protection for and improving the welfare of its members.

**PT. Traya Eksibisi Internasional (Three Events)** is a professional exhibition organizer based in Jakarta, that organizes both Business-to-Business (B2B) and Business-to-Consumer (B2C) exhibitions in multiple sectors including dental, design, IT and electronics, printing, etc. Three Events is the sister company of PT. Amara Tujuh Perjuangan (Seven Events), the organizer of Gaikindo Indonesia International Auto Show (GIIAS), South East Asia's largest Automotive exhibition.

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