

THE BUSINESS OF DENTISTRY



INTERNATIONAL DENTAL EXHIBITION AND MEETING

TRADE EXHIBITION: APRIL 16 - 18, 2010

SCIENTIFIC CONFERENCE: APRIL 15 - 18, 2010

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Facts and Figures

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Singapore Dental Association



THE BUSINESS OF DENTISTRY



INTERNATIONAL DENTAL
EXHIBITION AND MEETING
April 20 - 22, 2012

Now Open for Exhibiting Applications

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Organizers

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Singapore Dental Association





IDEM Singapore 2010

The 6th biennial IDEM Singapore, held from 16 - 18 April 2010, with a pre-congress day on 15 April, at the Suntec Singapore International Convention and Exhibition Centre, registered participation from 6,057 dental traders and practitioners including dentists and dental clinicians.

The region's top dentistry trade exhibition and conference brought together over 350 exhibitors from more than 30 countries, representing the latest in dental technology, oral health products, and patient treatment best practices.

Mirroring trends in the dental industry, the IDEM Singapore Scientific Conference focused on implantology and its related disciplines. Eighteen international experts presented seminar sessions and hands-on workshops, gathering a total of more than 1,044 conference delegates from the region and beyond.

"Once again, IDEM Singapore has successfully brought the latest innovations and emerging technologies from around the globe to Asia's dental community. The response from participants and exhibitors has been encouraging, and we are proud to have facilitated the fruitful interactions and networking that will lay the foundation for future collaborations," said Mr. Michael Dreyer, Vice President, Asia Pacific, Koelnmesse.



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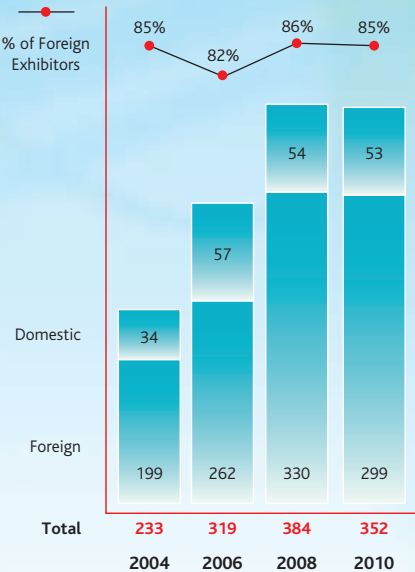
IDEM SINGAPORE



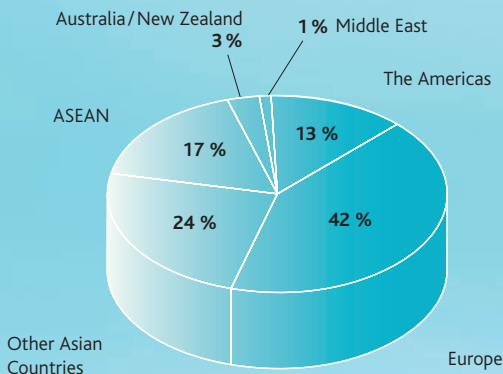
Exhibitor Statistics

Occupying 10,000 sqm, with 352 exhibitors from 31 countries across the globe, IDEM Singapore 2010 provided visitors with a truly global showcase of the trends shaping the world of dentistry.

Number of Exhibitors



Exhibitor Origins



- | | | | |
|----------------|--------------------|------------------|-----------------|
| 1. Canada | 9. Liechtenstein | 16. Italy | 24. Malaysia |
| 2. USA | 10. Germany | 17. Finland | 25. Singapore |
| 3. Colombia | 11. Denmark | 18. South Africa | 26. South Korea |
| 4. Brazil | 12. Sweden | 19. Israel | 27. Japan |
| 5. UK | 13. Czech Republic | 20. Pakistan | 28. Taiwan |
| 6. France | 14. Austria | 21. India | 29. Philippines |
| 7. Spain | 15. Slovenia | 22. China | 30. Australia |
| 8. Switzerland | | 23. Hong Kong | 31. New Zealand |



Country Pavilions



Supported by
Australian Trade Commission



Supported by
The French Chamber of Commerce in Singapore, FCCS



Supported by
The Association of German Dental Manufacturers, VDDI



Supported by
Korea Dental Trade Association



Supported by
OSEC Business Network Switzerland



Supported by
World Trade Centre Taichung



Supported by
International Enterprise (IE) Singapore



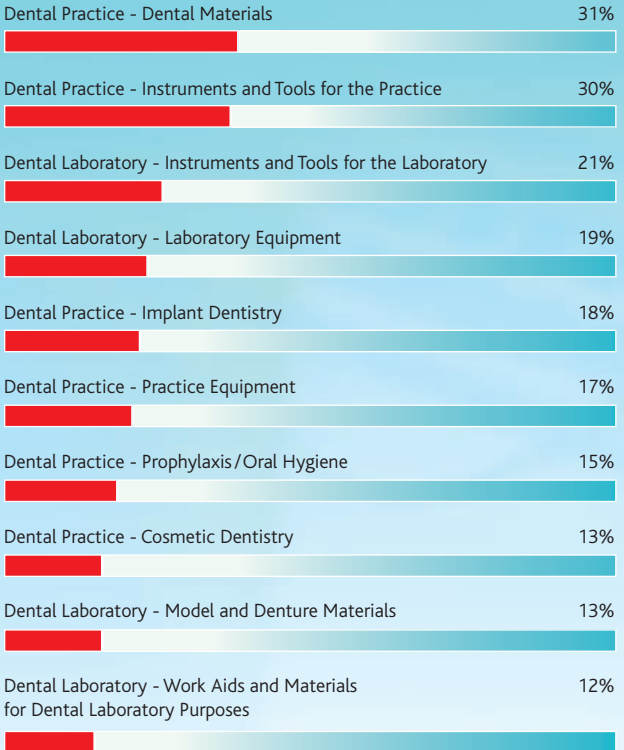
Supported by
British Dental Trade Association



Supported by
The U.S. Commercial Service



Top 10 Most Exhibited Product Categories



**Exhibitors may carry products in multiple categories.*

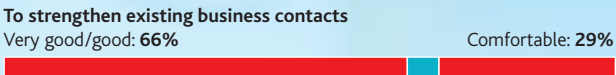
STARCEA
 Made in Germany
 - ISO
 - 9314
 - FDA
 - CMD

Exhibitor Survey Results

How do you rate your overall success at IDEM Singapore 2010?

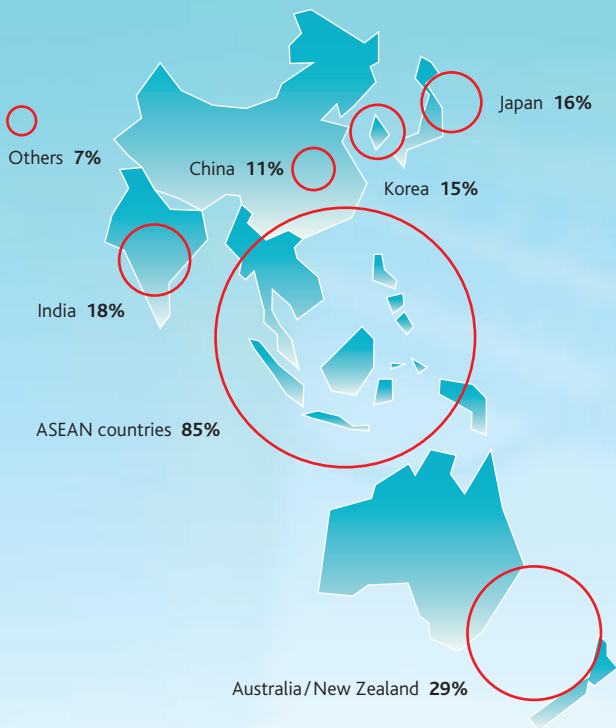


How do you rate the success of your participation in relation to the following specific objectives?





Which main target markets do you aim to serve with your participation in IDEM Singapore 2010?



*Multiple selections are allowed in this question.



Did you meet your relevant customers at IDEM Singapore 2010?

97% of the exhibitors stated that they were able to reach out to their relevant customers at the event.

A further 48% of them were able to reach out to the majority of their target markets.

How do you rate the overall event organization of IDEM Singapore 2010? (inclusive of factors like service quality and choice of service providers)

77% of the exhibitors rated the overall event organization of IDEM Singapore 2010 as Good - Very Good.

“A very good show - well organized and pleased with number of delegates”
- An exhibitor from Singapore.

“Relaxed and supportive”
- An exhibitor from Australia.

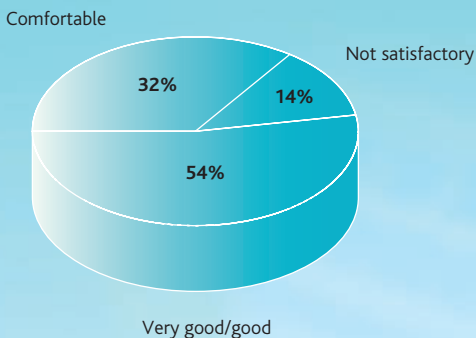
“Human-orientated service.” (SIC)
- An exhibitor from China.



Exhibitors' Evaluation of Visitors

74% of the exhibitors rated the number of visitors as comfortable to very good.

In comparison with IDEM Singapore 2008, 71% of the exhibitors rated the visitor profile as comparable or even better.



Evaluation of follow-up business

More than 90% of the exhibitors rated the prospects of follow-up business ranging from comfortable to very good.

46% of the exhibitors generated business transactions ranging from EUR 10,000 to EUR 100,000.

Participation in IDEM Singapore 2012

Approximately half of the total number of exhibitors indicated their participation in the next edition of IDEM Singapore immediately after the 2010 event.

A further 44% will consider their participation in upcoming months.

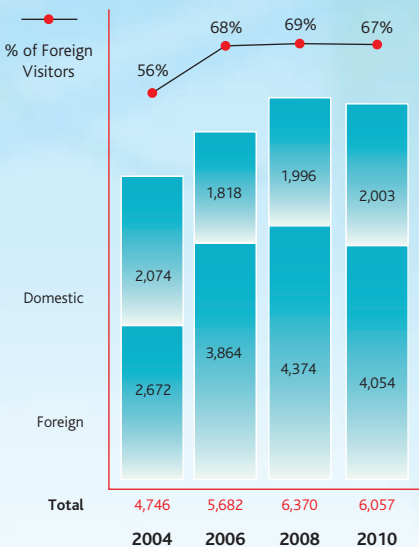


Visitor Statistics

Cementing its position as the premier dental showcase in the region, IDEM Singapore 2010 brought together 6,057 dental traders and practitioners including dentists and dental clinicians from 55 countries in a four-day event that delivered the cutting edge in dental technology, techniques and patient treatment.

Number of Visitors

17% of the visitors at IDEM Singapore 2010 attended the Scientific Conference.





Visitor Origins

IDEM Singapore 2010 visitors were from 55 countries.

The Americas

Brazil, Canada, Guam, Jamaica, Mexico, USA

Europe

Austria, Bulgaria, Estonia, Finland, France, Germany, Hungary, Italy, Liechtenstein, Netherlands, Poland, Reunion Island, Russia, Slovakia, Switzerland, Turkey

Middle East

Bahrain, Iran, Israel, Kuwait, Libya, Qatar, Saudi Arabia, United Arab Emirates

ASEAN

Brunei, Cambodia, **Indonesia**, **Malaysia**, Myanmar, **Philippines**, **Singapore**, **Thailand**, **Vietnam**

Other Countries in Asia-Pacific

Australia, Bangladesh, China, Hong Kong, **India**, Japan, **Korea**, Mariana Islands, Mongolia, New Zealand, Pakistan, Sri Lanka, **Taiwan**

Africa

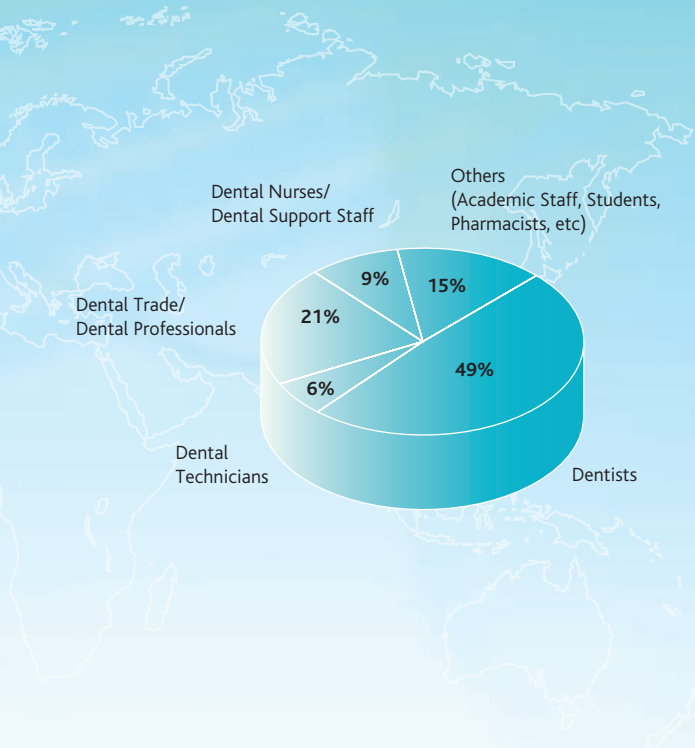
Egypt, South Africa

 Top 10 visiting countries



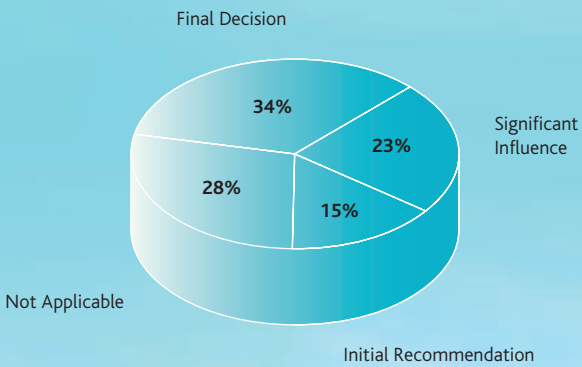
Visitor Profile

Profession of the Visitors



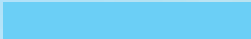


Influence on Purchasing Decisions



TOP 5 Purposes for Visiting

Seek New Business Contacts 18.2%



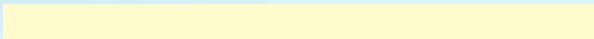
Place Orders 23%



Business Meetings and Networking 29.4%



Update Oneself on Product and Business Information 43.1%



Continual Education 44.6%



**Multiple selections were allowed in this question.*

Visitor Survey Results

Useful information for your participation planning.

How did you learn about IDEM Singapore 2010?

The TOP 3 channels used by visitors to source for information on IDEM Singapore 2010 are the Internet, Invitation by an Exhibitor and via Word-of-Mouth.

How many days did you plan to visit IDEM Singapore 2010?

More than half of the visitors planned to visit IDEM Singapore 2010 for all 3 days.

How do you rate the overall success of your visit to IDEM Singapore 2010?

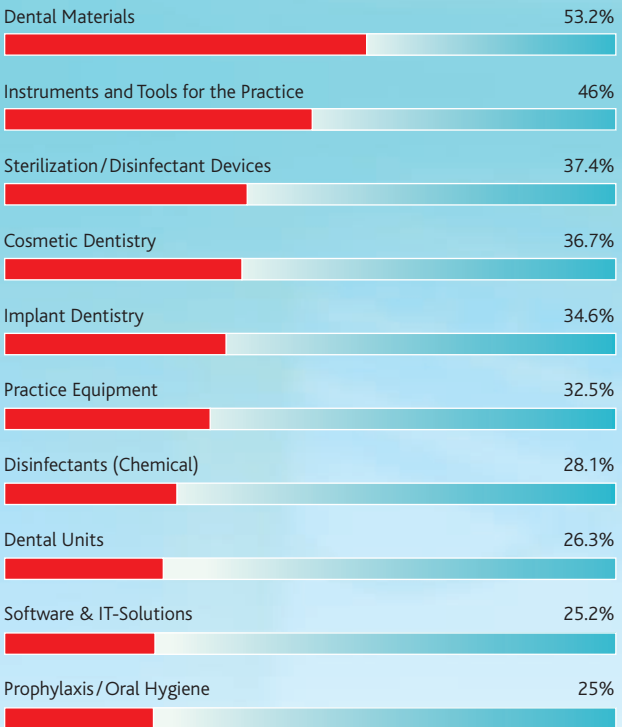
More than **80%** of the visitors rated the overall success of their visit to IDEM Singapore 2010 as good to very good.

Do you plan to visit the next edition of IDEM Singapore?

More than **60%** of the visitors plan to visit the next edition of IDEM Singapore. A further **34%** indicated that they will consider visiting the event at a closer date.



TOP 10 Product Interests of Visitors



Media Outreach

An extensive media outreach to a total of 63 international and local media sources including:

- Apex
- Asia Pacific Dental News
- BBC TV
- Business Times
- Channel NewsAsia
- Dental Asia
- Dental Inc
- Dental Tribune International
- Famdent
- Infodent
- Medical Tribune
- South China Morning Post
- The Straits Times

A total of 58 media pickups were generated, leading to a PR value of over half a million Singapore dollars. Some key headlines include:

Dental Asia, Jan/ Feb 2010

IDEM Singapore 2010 prevails as region's pivotal meeting

Dental Inc, Jan/ Feb 2010

IDEM Singapore 2010 - exploring the potential of an exciting growth market

The Jakarta Post, 25 Feb 2010

IDEM in Singapore this April

DentistryIQ – Feb 2010

Optimism grows among U.S. dental manufacturers about business in Southeast Asia

Dental Asia, Mar 2010

IDEM Singapore 2010 Proves there is Thriving Business in Teeth

Lianhe Zaobao, 17 April 2010

可吸引中国等外地牙医前来受训 私人牙科培训认证即将实行

Dental Tribune International, 18 April 2010

IDEM confirms role as major Asia-Pacific meeting

Dentistry News Today, 20 April 2010

IDEM Singapore 2010 Keeps Asia's Dental Community on the Cutting Edge

Dentistry Schaumburg, 23 April 2010

Dental checks can save that great smile

"IDEM Singapore 2010 has proven to be a more successful outing for us as compared to the 2008 event. We have already secured at least three major projects and we're expecting to bring these to fruition in the next three to six months!"

Mr. Sthen Boisen, General Manager South Asia
..... **Ka Vo Dental Asia-Pacific Pte Ltd**

"The turnout at the exhibition was good, and we have been kept busy at our booth."

Ying Soo Wai, Associate Marketing Director
..... **Professional Oral Care Colgate-Palmolive Marketing Sdn. Bhd.**

"IDEM Singapore 2010 has surpassed the results of 2008. It is a good platform for networking, allowing me to connect with key contacts from a wide range of dental segments. I will certainly be back in 2012."

Tran Van Thuan, President
..... **Denmedico, Vietnam**

"This is our first participation at IDEM Singapore and we're pleased to learn that the quality of visitors is excellent!"

Chia Boon Huat, Managing Director
..... **OPEN MIND Technologies Asia Pacific**

"IDEM Singapore created a platform for us to introduce ourselves to the regional dental community. It also allowed us to interact and conduct business discussions with a large number of dentists and dental surgeons from the region."

Andrea Bonfiglio, Director
..... **Exact Global Corporation**

"The quality of visitors at IDEM Singapore 2010 is good. We are seeing an increased number of visitors from the ASEAN region, which helps broaden the reach of our brand."

Ms. Jo-Ann Choo
Senior Manager, Events & Marketing Communications, Asia Pacific
..... **Straumann Singapore Pte Ltd**

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