

Press Release



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IDEC 2017 Premier Delivers Central Networking Platform for Indonesian Dental Industry

The Indonesia Dental Exhibition and Conference (IDEC) 2017 took centre stage from 15-17 September 2017, welcoming 4,015 Indonesian dental professionals and 229 exhibiting brands and businesses in Jakarta, Indonesia.

The Indonesia Dental Exhibition and Conference (IDEC) 2017 was staged from 15-17 September 2017 in Jakarta, Indonesia. Bringing together the who-is-who of the Indonesian dental industry. Participants were impressed by the array of products and services on display and by the insightful knowledge on both practice and research shared by top-notch speakers at the scientific conference. Jointly organized by the Indonesian Dental Association (PB-PDGI), Koelnmesse Pte Ltd and Traya Eksibisi Internasional, IDEC 2017 was assessed as an overall success with 4,015 participants and 229 exhibiting brands and businesses.

"IDEC 2017 has proven that it can address the needs of the Indonesian dental market to assist in its development towards a more modern, inclusive sector. Bringing together both local and international experts and companies to share experiences and exchange ideas will encourage the development of the Indonesian dental industry and better prepare it to take on its current challenges," said Drg. Sri Hananto Seno, drg., MM., Sp. BM, President of PB-PDGI.

Under the theme of 'Modern Science and Technology for The Future of Dentistry' speakers from practice, research and teaching took the stage at IDEC to share their knowledge and conduct hands-on workshops. "The scientific program for IDEC 2017 is designed to cover as many aspects of dentistry as possible. We hope the seminars and workshops have improved the skills and knowledge of Indonesian dental professionals and have also inspired IDEC 2017 attendees to provide a better standard of dental care for their patients," shared Drg. Diono Susilo, Chairman of IDEC 2017.

"The concept to unite conference and exhibition in one event is a very good idea. I have joined the conference since the first day. I have found updates to enhance my daily practice in dentistry, especially with the latest technology. It will for sure, ease our work and provide better services to the patient," said Drg. Anita, a conference participant from Pekanbaru, Indonesia.

With 229 brands and businesses of which 81% are from overseas and 5 national pavilions from Germany, Italy, South Korea, Switzerland and China, the exhibition is one of the first dental trade fairs in Indonesia to have such a strong international presence. "By leveraging on Koelnmesse's extensive sales network into over 100 countries around the world and by working together with our counterparts in Indonesia, we've turned IDEC into a platform for both international and local companies to come together at and explore new business partnerships," explained Mathias Kuepper, Managing Director of Koelnmesse Pte Ltd.

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Traya
INDONESIA

PT. Traya Eksibisi Internasional

For many international exhibitors, it was important to exhibit at a trade show in Indonesia to get a foothold in this new emerging market. “The Indonesian dental market has great potential and I felt it at IDEC,” shared Jungin Kang from the South Korean company Neosil.

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“We see a great opportunity for IDEC to become the central dental event for dental professionals in Indonesia. IDEC 2017 has been successful in gaining the full support from the government as well as key stakeholders in the industry and we hope to continue this momentum into IDEC 2019,” revealed Bambang Setiawan, President Director, Traya Events.

IDEC will return to Jakarta in 2019, alternating with IDEM 2018. For further information, please go to www.indonesiadentalexpo.com

Event Photos can be downloaded here: <https://flic.kr/s/aHsm5jcUeb>

The **Indonesian Dental Association (PB PDGI)** is the only professional organization that assembles dentists in Indonesia. Established in Bandung on January 22, 1950. Currently PDGI has 18 Regional Officials at the Provincial level and 243 branches at Regency/City level plus two new PDGI branch candidates. At the international level, PDGI is a Country Member of various organizations including APDF/APRO (Asia Pacific Dental Federation / Asia Pacific Regional Organization) - A Regional Pacific Dentist Organization and FDI (Federation Dentaire Internationale) - World Dental Organization.

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.

PT Traya Eksibisi Internasional (Traya Events) was established in 2015 as a part of PT Amara International Exhibition, which has 5 exhibition organization subsidiaries with focus each on different industries. As one of the leading exhibition organizers in Indonesia PT Amara International Exhibition held major events through each of its subsidiaries. Through effective events and publications, the PT Amara International Exhibition group serves hundreds of quality exhibitors, visitors, media and buyers through an effective face-to-face business platform.

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