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The Business of Dentistry takes centerstage at IDEM 2018

12 April 2018 - SINGAPORE - The 10th edition of the International Dental Exhibition and Meeting (IDEM) will take place from 13-15 April 2018 at Suntec Singapore Convention and Exhibition Centre.

This year's theme of Striving for Clinical Excellence in Dentistry in Singapore focuses on key trends such as Teeth and Implants for Life; Oral Health in the Growing Elderly Population in Asia; Digital Workflows within the Team and The Caries Prevention Plan.

Co-organised by Koelnmesse and the Singapore Dental Association, Asia Pacific's cornerstone event in dentistry is expected to attract approximately 9,000 attendees from over 80 countries. The exhibition floor will be hosting 13 national pavilions and 504 exhibitors from 38 countries.

According to a report by Business Monitor International, the Singapore market for dental products is expected to grow to US\$ 38.7 million by 2020. Both leading manufacturers such as Dentsply Sirona, GC Asia and Colgate as well as new companies such as Bio3 Implants GmbH, Gigatt International and Boz Tibbi Malzeme Sanayi ve Ticaret A.S. will be present at the exhibition with their latest products, services and solutions for the exciting Asia Pacific dental market.

"The dental market in the region has seen steady growth and according to predictions will continue to expand. This growth can generally be attributed to the rising middle-class that is increasingly demanding more and better quality dental treatment," shared Mr. Mathias Kuepper, Managing Director, Koelnmesse Pte Ltd. "We work closely with our partners at IDEM to identify the latest products and trends which will enhance the knowledge of dental practitioners to drive the industry forward."

"People in Asia Pacific are increasingly paying more attention to their oral health and indeed their overall well-being. As a result, dental practitioners have now shifted from an approach that focuses primarily on restoration and prevention to a more holistic approach. In other words, people no longer are satisfied with good dental outcome but demand enhanced aesthetic results as well. Speakers at IDEM such as our SDA Masterclass Speaker Dr Galip Gurel and other top quality speakers will address these trends, and discuss revolutionary treatment solutions," said Dr Kuan Chee Keong, Chairperson of IDEM 2018. "Another key area of focus at IDEM is geriatric dentistry. The United Nations estimates that the population of the world aged over 60 years will increase by 56% between 2015 and 2030. To help equip dentists for this paradigm shift, we have a full day's program devoted to this topic."

In addition to these highlights, participants at IDEM can look forward to:

- New products such as intra-oral scanners, bone surgery instruments, 3D printers and more from exhibitors



International Dental
Exhibition and Meeting
(IDEM)

13.04.-15.04.2018

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- Live demonstrations and hands-on testing of solutions at exhibitor booths
- The IDEM Café and networking areas on the exhibition floor which promotes a more conducive meeting atmosphere at the show
- A focused Dental Hygienist and Therapist Forum that will discuss the latest treatments, as well as the challenges of the oral health therapist
- Hands-on workshops to support various learning styles and allow participants to have a first feel of the motor skills required for a procedure

Onsite registration for IDEM 2018 will be available from 13-15 April 2018. Visit www.idem-singapore.com for more information.

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About IDEM Singapore

IDEM Singapore, a specialised dental trade fair accompanied by a professional congress, has developed since its premiere in 2000 into the No. 1 dental event in the Asia-Pacific region. At IDEM 2018, participants will meet key decision-makers, strengthen valuable contacts with customers and partners, and explore the potential of an exciting growth market.

Note for editorial offices:

IDEM photos are available in our image database on the Internet at www.idem-singapore.com in the “Press” section. Alternatively, click on this link: <https://www.flickr.com/photos/70706501@N03/albums/72157666914011342>

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