

No. 4/ Singapore, April 2018

## IDEM 2018 Takes Clinical Excellence to the Next Level

**19 April 2018 - SINGAPORE - The 10th edition of the International Dental Exhibition and Meeting (IDEM) successfully concluded after three days of exhibition, meetings, conference and insightful discussions on the latest breakthroughs in dental innovation and practices.**

Co-organised by Koelnmesse and the Singapore Dental Association, Asia Pacific's cornerstone event in dentistry drew 8,571 attendees from 71 countries. The exhibition floor hosted 13 national pavilions and a total of 506 exhibitors from 41 countries.

"We are proud of how IDEM has developed since its inauguration 18 years ago. The 10<sup>th</sup> edition of IDEM once again focused on integrating breakthrough technologies into dental and biomaterial sciences, as well as better care for patients. Looking ahead, we will continue to provide our audience with a world-class event that is cutting-edge and contemporary. This includes the further blending of education, trade, and networking, and full use of digital technologies to facilitate maximum interactions between exhibitors and visitors," said Mr. Mathias Kuepper, Managing Director, Koelnmesse Pte Ltd.

The exhibition floor featured the latest innovations, including 3D printing, an integrated blade that minimizes the risk of injuries during surgeries as well as the latest range of intraoral scanners that are ergonomic, portable and able to provide real-time scanning with no ongoing calibration requirements, which are designed for patient comfort.

"The IDEM exhibition is the perfect event to meet all the Asian customers at a central location," said Stefan Leben, A. Schweickhardt GmbH & Co. KG, an exhibitor who participated at IDEM 2018.

Highlights from the conference floor included key sessions by Dr Christopher Ho, who shared concepts of additive dentistry and went into detail on how to select the techniques and materials of choice for various clinical scenarios; Dr Sergio Piano, who proposed a simplified approach for minimising both the surgical impact and the treatment time; and Dr Anthony Mak who discussed restorative treatment planning and how to choose the correct preventive or restorative materials and techniques for the older dentition.

"IDEM provides dental professionals with the best opportunities to further their professional education and development as well as strengthen their practices and industry knowledge," said Dr Kuan Chee Keong, Chairperson, IDEM 2018 Committee. "We are working closely with the Koelnmesse team to deliver an even more attractive programme for dental professionals and will look for opportunities to showcase the latest technological advances as well as increase the engagement between speakers and the audience at the next edition of IDEM."



International Dental  
Exhibition and Meeting  
(IDEM)  
13.04.-15.04.2018  
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The next edition of IDEM will take place on 24 - 26 April 2020 at Suntec Singapore Convention and Exhibition Centre. Attendees will be able to look forward to re-energizing their business with more intensive educational sessions, interactive presentations, engaging meetings, and learning about new advancements in dentistry.

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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 leading dental event in the Asia-Pacific region. At IDEM 2020, participants will meet key decision-makers, strengthen valuable contacts with customers and partners, and explore the potential of an exciting growth market.

#### **About Koelnmesse**

Koelnmesse is one of the world's largest trade fair companies. Its more than 70 trade fairs and exhibitions have the broadest international scope in the industry, as 60 percent of the exhibitors and 40 percent of the visitors come from outside Germany. Koelnmesse events include the leading global trade fairs from 25 sectors, such as Imm Cologne, Anuga, Interzum Cologne, Photokina, Gamescom, and the International Hardware Fair Cologne. The Singapore subsidiary, Koelnmesse Pte Ltd also organizes the dental events DAMA, AOSC and IDEC.

#### **Note for editorial offices:**

IDEM photos are available in our image database on the Internet at [www.idem-singapore.com](http://www.idem-singapore.com) in the "Press" section. Alternatively, click on this link:

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