IDEF Singapore 2010 starts off big

Thousands of international dental professionals to gather in the city state

The Theatre on Level 3 in the Suntec Exhibition Centre saw the first glimpse of what is ahead for this year’s International Dental Exhibition & Meeting as more than 500 delegates from all over Asia took the opportunity to join the first pre-congress sessions on Wednesday morning. They were greeted by the Chairman of the IDEM Singapore 2010 Committee, Dr Philip Goh, who thanked the organiser Koelnmesse and all participants for the effort that went into the preparation of the event.

It is the first time that pre-congress courses are being held at IDEM Singapore.

Delegates that joined the first sessions yesterday told today international that the programme is a large improvement over the offerings in 2008. Most of the people interviewed said that due to these changes they are planning to attend most of the sessions over the course of the next three days.

“I think the congress is pretty well organised and there is less overlapping which makes it easier to get into more sessions,” said one dentist from Singapore.

This year’s congress is focusing on implantology and aesthetics—two of the most thriving sectors in the Asian dental market. Although sales figures were hit significantly by the global financial crisis in 2008/09, growth rates are expected to pick up in 2010 when the economy starts to recover, a May 2009 industry report stated. According to the same report, sales figures of dental implants in the Asia Pacific region experienced double digit growth rates back in 2008.

Implantology is a big part of this year’s trade exhibition, which will be officially opened today by Singapore’s Minister of Health Kwek Boon Wan, representatives of Koelnmesse and the Singapore Dental Association. For the first time, manufacturers from Slovenia and the Republic of Colombia will showcase their portfolio in Singapore.

The British Dental Trade Association has also announced to host their first national pavilion at the show along with joint participations of Australia, Taiwan, Singapore, Korea, France and Switzerland. The US and German dental industry will host the largest groups with more than 20 companies representing all sectors in dentistry.

Oliver P. Kuhrt, Executive Vice President of Koelnmesse, commented, “IDEM Singapore continues to play a pivotal role in bringing together the key stakeholders in the entire dental trade value chain. Through its trade fair and scientific conference, it offers a lot of new opportunities for professionals in all segments of dentistry and its related fields.”

“IDEM 2010 aims to further hone its relevance to the industry and play a greater role in accelerating the business of dental care and its related services,” he added.

IDEM Singapore will be held at the Suntec International Convention and Exhibition Centre, 16–18 April 2010. Dental professionals are still able to register on-site on the Ground Level of the Suntec Exhibition Center.