IDEM 2010 gives dentistry a warm welcome

Latest dental products and treatment concepts on display/Consumer forum to be held on Sunday

With a traditional Welcome Ceremony attended by high-ranking Koelnmesse officials, the Singapore Dental Association and the FDI World Dental Federation, IDEM 2010 opened its doors yesterday to dental professionals from Singapore and the South-East Asian region. The organiser is expecting 6,370 visitors to participate over the next couple of days, which would make it the largest regional dental meeting in Asia this year. The 2008 edition of IDEM saw a record attendance of 6,370 trade visitors from 56 countries.

During his welcome speech, Executive Vice President of Koelnmesse, Oliver P. Kuhrt, told participants that IDEM is owing its success to the growth of dentistry in Singapore and the increasing rate it contributes to the overall health care sector. He said that this year’s IDEM will not only aim at the profession itself but also educate the public about the advantages and limitations of complex/treatment options, such as dental implants.

The global dental implant and bone graft market is expected to top US$4.5 billion by 2012 as developments in dental science and technology bring more advanced dental procedures into the general practice, latest industry reports state.

Due to high demand, IDEM will offer on display in the exhibition halls 401–404 & Exhibition Centre, International Convention Suntec Singapore, Venue 16–18 April (Exhibition) 15–18 April (Congress) 13:30–16:00 Tissue Stability and Predictability—Replacing Multiple and Single Teeth in the Aesthetic Zone PD Dr Anton Friedmann, Germany Theatre, Level 3

14:30–17:00 Implant Treatment Planning and Considerations for the Complete Edentulous Mouth Dr Sala, Bangi, Malaysia Hall 404, Level 4

17:00–20:00 Hands-on Workshop: The Quest for Optimal Restorative Aesthetics Dr Ricardo Mitrani, Mexico Room 301, Level 3

17:30–20:00 Efficient and Low Risk Sinus Bone Graft Techniques Dr Cho, Young-seok, Korea Hall 404, Level 4

The world’s Fastest Matrix?

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