IDEML 2010 to focus on implants and dental aesthetics

An extended scientific programme focusing on the two most thriving trends in dentistry will be one of the major additions to this year’s International Dental Exhibition & Meeting (IDEM) in Singapore. The biannual show, which recently won the Approved International Fair Award for its 2009 edition, is also preparing a workshop specifically targeted at dental business owners, the organiser Koelnmesse said. There, current issues in the industry such as fraud prevention, medico-legal liability or the role of technology in dentistry will be discussed.

Singapore has a long and successful relationship with the dental profession. Not only does the city state host the oldest running dental school in Asia; first implants were placed here by Dr Henry Lee almost 20 years ago. Nowadays, the island boasts a workforce of over 1,000 dentists that are both educated internationally and make use of the latest state-of-the-art equipment. Large international operating companies such as 3M ESPE and Straumann have taken advantage of Singapore’s position as a trading hub and serve most of their customers in the Asia-Pacific region from here.

According to the organiser, IDEM Singapore 2010 will see exhibitors representing every segment of the dental market from over 350 companies and local dealers. For the first time, manufacturers from Slovenia and the Republic of Columbia will showcase their portfolio. The British Dental Trade Association has also announced to host their first national pavilion at the show alongside joint participations of Australia, Taiwan, Singapore, Korea, France, Germany, Switzerland and the United States.

Including representatives from the industry, the show is expected to gather 10,000 dental professionals in Singapore.

Michael Dreyer, Vice President Koelnmesse Asia Pacific, commented: "As dental care becomes more sophisticated in the region, the biannual IDEM Singapore has grown in importance, providing the world’s manufacturers and innovators from every segment in the dental trade, with a channel to launch new products and reach Asia’s growing number of practitioners."

"IDEM Singapore 2010 provides dental practitioners with access to world-class dental education, combined with an extensive showcase of the latest in products, technologies and best practices," he added.

IDEM Singapore 2010 will be held at the Suntec International Convention and Exhibition Centre, 16-18 April 2010.

www.idem-singapore.com

Asian markets show potential for growth

A new report by Research and Markets, a market analyst company from Dublin in Ireland, has found that dental markets in the Asia-Pacific region exhibit a huge potential for growth due to low market penetration and high demand for modern and sophisticated technology and equipment. An increasing aging population coupled with a rising awareness for oral health, high aesthetics and improved dental treatments have also boosted the growth in this segment, the report states.

In addition, a growing disposable income, an increasing edentulous population and rising numbers of retired baby boomers have impacted the growth of the industry positively. Overall, the dental industry remained one of the most attractive segments of the healthcare industry with an estimated size of about US$18.8 billion worldwide in 2008, according to the report.