Promoting the business of dentistry

Welcome Message by Oliver P. Kuhrt, Executive Vice President of Koelnmesse

On behalf of Koelnmesse, it gives me great pleasure to extend a warm welcome to all exhibitors, delegates and visitors to the 6th edition of IDEM Singapore, the International Dental Exhibition and Meeting.

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, IDEM Singapore offers a breadth of opportunities for professionals in all segments of dentistry and its related fields. The 2010 edition of IDEM Singapore 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.

The 2010 Trade Fair features over 350 exhibitors from more than 28 countries, in an extensive showcase of the latest in clinical dentistry, dental technology and patient care. We welcome first time exhibitors from Slovenia and Columbia, as well as a new country pavilion from the United Kingdom, led by the British Dental Trade Association.

To bring a sharper focus to this year’s theme on the business of dentistry, IDEM Singapore will also feature a new ‘Let’s Talk Business’ seminar. Targeted at dental practice owners and traders, the seminar offers an insight into the burgeoning possibilities and limitations of dental implants, treatment planning, implant complications and failures, as well as the latest innovative surgical techniques and breakthroughs in implant dentistry.

In another first this year, the Singapore Dental Health Foundation is organising a consumer forum, in conjunction with IDEM Singapore 2010. The forum aims to educate the public about the possibilities and limitations of dental implants and to address their concerns as dental patients.

IDEM Singapore 2010 continues to provide dental practitioners with access to world-class dental education, combined with an extensive showcase of the latest in products, technologies and best practices. This successful synergy and innovative approach towards promoting the business of dentistry, is the reason for IDEM Singapore’s continued position as a focal event for the dental community in the region.

I wish all of you great success at the trade fair and conference.

Koelnmesse donates to NUS educational fund

The organiser of IDEM 2010, Koelnmesse Pte Ltd, has recently contributed S$20,000 towards the National University of Singapore (NUS), Faculty of Dentistry 80th Anniversary Bursary Fund.

The donation is supposed to support dental education and ensure that deserving dentistry undergraduates are given equal opportunities, Mr Michael Dreyer, Vice President, Asia Pacific of Koelnmesse Pte Ltd said. Recipients of this bursary can expect to receive assistance ranging from a few hundred dollars to S$1,800. The donation, like all bursary funds, will be administered by a faculty. Recipients will be chosen annually by the faculty members.

“This is the first in a series of efforts that we will be making as part of IDEM Singapore’s philanthropic programme,” Dreyer said. “We wish to spread the message of hope and importance of education by contributing to the financial needs of young dentistry students in other neighbouring ASEAN countries and eventually to the Asia Pacific.”

Dreyer added that his organisation will also remain committed to support initiatives of the FDI World Dental Federation to promote oral health awareness such as the “Sponsor a Window” programme.
Additional educational offering at the Dental Tribune Study Club Symposia

DENTAL TRIBUNE
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After a successful premiere at last year’s IDEM Congress in Singapore, the Dental Tribune Study Club will hold its first Symposium at the International Dental Exhibition & Meeting in Singapore. Each day will feature a selection of lectures led by experts in the field, providing an invaluable opportunity to learn from opinion leaders, while earning ADA CERP C.E. Credits. The lectures are free for IDEM visitors and running in hourly sessions from 10:00 to 16:00 in exhibition hall 401. For more information pick-up your daily copy of today or go to www.dtstudyclub.com.

Preliminary Programme—Friday, 16 April
11:00–12:30
Affordable Soft Tissue Diode Lasers
Dr George Freedman and Dr Fay Goldstep

The newest diode lasers cover the widest range of clinical indications. They are easy to use and incorporate in every practice. In fact, they are so economical affordable that they should be installed in every operatory.

13:00–14:30
TBA

15:00–16:30
A minimally invasive approach to predictable direct cosmetic restorations
Dr Shriju Joshi

The demand for cosmetic dentistry has seen a continuous growth, fuelled by media hype on smile aesthetics and the desire to attain the “perfect smile”. With the recent emphasis on preservation of tooth structure, cosmetic dentistry is moving from a more invasive towards a minimally invasive approach to attain long-term oral health while fulfilling the aesthetic expectations of the patient.

The development of newer biocompatible direct aesthetic restorative materials and techniques has enabled clinicians to provide durable restorations for an immediate and convincing aesthetic result in a short period of time, while adopting a more conservative treatment philosophy.

This lecture will briefly highlight the paradigm shift in cosmetic dentistry, with a focus on the application of reliable biocompatible aesthetic restorative materials combined with a predictable finishing protocol to ensure long-term clinical success of direct cosmetic restorations.

Saturday, 17 April
11:00–12:30
Tooth Wear and New Technology to Manage Dentin Hypersensitivity
Dr Fotinos Panagakos

In this presentation, an overview of dentinal hypersensitivity will be provided. The various treatment options for managing dentinal hypersensitivity will be reviewed and a new in-office dentinal hypersensitivity treatment with clinically documented efficacy, Pro Argin, containing arginine and calcium, will be introduced.

13:00–14:30
Lasers, Restoratives and the Dental Medical Connection—Part I
Dr George Freedman and Dr Fay Goldstep

15:00–16:30
Exploring New Frontiers in Indirect Aesthetic Restoration
Dr Shriju Joshi

Cosmetic dentistry has seen continuous growth in recent years, fuelled by increasing media hype and the desire to attain the “perfect smile”. Due to the recent change in treatment philosophy, a minimally invasive approach is being adopted in cosmetic dentistry, with an aim to preserve maximum natural tooth structure while still achieving the desired aesthetic result in the best interest of the patient.

Advances in dental material technology and the development of novel aesthetic restorative materials have truly brought dentistry to the 21st century. Biocompatible aesthetic indirect restorative systems such as Ceramage, a zirconium silicate filled indirect composite, has provided the clinician with a wide array of restorative options ranging from conventional crowns and bridges to minimally invasive onlays, inlays, veneers, etc.

This comprehensive presentation will explore the novel application possibilities of a versatile aesthetic indirect composite system with a focus on its application in minimally invasive cosmetic dentistry.

Sunday, 18 April
10:30–12:00
Lasers, Restoratives and the Dental Medical Connection—Part II
Dr George Freedman and Dr Fay Goldstep

12:30–14:00 and 14:30–16:00 TBA

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