IDEM sees further growth in 2014

More innovations and educational offers available for Asian dentists at upcoming Singapore dental show

SINGAPORE: The International Dental Exhibition and Meeting (IDEM) in Singapore is fast becoming a crucial meeting point for the dental profession in Asia. The latest registration figures released by the organiser, Koelnmesse, a few weeks before the show indicate that the space has been extended by 30 per cent and now covers 16,500 sq.m. in two halls at the recently renovated Suntec Singapore Convention and Exhibition Centre, where the show is going to be held from 4 to 6 April. In addition to a large number of dental products and solutions, of which many will be launched in Asian markets for the first time, visitors will be able to learn about the newest methods and technologies in dentistry during a three-day clinical conference that runs parallel to the industry showcase on Levels 3 and 4. Several events tailored to issues relevant to young dentists, dental technicians and hygienists will also be offered during the show.

“There has been an enormous rise in sophistication and complexities in the practice of dentistry in recent years and we are proud to bring authoritative, qualified speakers to discuss the very latest developments in our profession, which are all relevant to daily practice,” commented IDEM Singapore Scientific Program Director Dr Choo Teck Chuan.

Further education will be offered at the Dental Tribune Study Club Symposium, a DTI affiliate, which will be held for the third consecutive time. Among other topics, the advantages and disadvantages of the use of CAD/CAM processes in dental practice will be discussed.

In order to help attendees find their way around, an application for mobile communication devices is to be launched by the organiser soon. Users will be able to receive constantly updated information about exhibitors, products and the programme, among other things, Koelnmesse said.

Organised by the company in cooperation with the Singapore Dental Association, IDEM is held in Singapore every two years. Its 2012 edition was the most successful since it premiered almost 14 years ago. With 7,500 visitors to the event, participation increased by almost 20 per cent compared with the meeting in 2010, which was affected heavily by the air travel restrictions caused by a volcanic ash cloud over Europe. Another increase in visitors is anticipated for this year, according to the organiser.

IDEM 2014 will see more exhibitors and visitors. (DTI/Photo courtesy Koelnmesse, Singapore)

“Take CAD/CAM to the next level”

Plannmeca’s vice-president on the company’s strategic investment in E4D Technologies

Finnish dental technology manufacturer Planmeca has recently made a significant equity investment in the US-based high-tech medical device company E4D Technologies. In this interview, vice-president at the Planmeca Group and acting CEO for E4D Technologies Tuomas Lokki sheds light on this new venture.

Tuomas Lokki: We believe in the tremendous possibilities and future growth of CAD/CAM dentistry. As dentistry will be completely digital in the future, we believe it is vital to invest in the development of new and efficient practices. E4D is a long-term leader in advancing modern CAD/CAM dentistry, so we know

today international: Mr Lokki, why did Planmeca choose to invest in E4D Technologies?

Tuomas Lokki: We believe in the tremendous possibilities and future growth of CAD/CAM dentistry. As dentistry will be completely digital in the future, we believe it is vital to invest in the development of new and efficient practices. E4D is a long-term leader in advancing modern CAD/CAM dentistry, so we know
According to the latest figures published by a Singaporean health-care specialist portal, dentists are at the top of the list of the ten most requested categories of medical professionals on the website. The profession beat gynaecologists and general practitioners by far.

According to the portal’s operators, almost 50 per cent of users on the site scheduled appointments with dentists, while only 18 per cent booked appointments with obstetricians and gynaecologists, who were the second-most requested type of medical specialist. About 6.5 per cent of users requested appointments with general practitioners and 1.3 per cent with ear, nose and throat specialists.

The data was collected via bookings on docdoc.com, a health-care platform for finding doctors and booking appointments online in Singapore and South Korea. The website lists about 29,000 profiles of medical professionals in the Asia Pacific region.

“This data highlights the huge demand for dental specialist care in Singapore,” said John Sharp, DocDoc’s president and CEO. “The findings indicate either an under-supply of dentists or an uptick in the demand for cosmetic dentistry, or a combination of both,” he suggested.

Currently, Singapore has a dental workforce of slightly over 1,500 dentists, of which two-thirds are employed in the public sector. The dentist-to-patient ratio in the country is about 1 in 3,400.

As reported by YourHealth, the health and wellness website of online news platform AsiaOne, cosmetic dental procedures are becoming increasingly popular among Singaporeans. Dental clinics have noted a rise in demand of an estimated 25 to 50 per cent in the last five years, the website stated last year.

According to YourHealth, the majority of patients seeking dental cosmetic procedures are women, although an increasing number of men are requesting cosmetic enhancements.

“More people want to look younger and cosmetic dentistry is like a dental facelift that can quickly reverse the natural ageing process of the teeth,” Dr Gerald Tan, President of Aesthetic Dentistry Society Singapore (ADSS), told the website. In addition, dentists may refer patients to plastic surgeons for dermal fillers to remove facial lines to improve their appearance further, he said.

Tan added that people are more willing to undergo cosmetic procedures, such as having their gums re-shaped with laser, because they are more aware of the importance of healthy smiles. Moreover, treatment outcomes have become more predictable owing to advances in dental technology.

As reported by YourHealth, ADSS has almost doubled its membership in the last five years from about 120 in 2008, Tan said. He also observed a similar increase in the number of dentists attending aesthetic dentistry courses here and overseas.
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Visit us at 4H-09
IDEM is the focal event for the Asia Pacific dental community

By Dr Kuan Chee Keong, President of the Singapore Dental Association (SDA) and Chairperson of the IDEM Singapore 2014 Committee

The eighth edition of IDEM is going to present a diverse scientific programme that is unrivalled in terms of quality. With the practice of dentistry becoming more sophisticated and complex, the SDA is proud to bring world-class speakers from around the world, who will address the very latest developments and challenges relevant to daily practice. They will also be discussing the future of the profession.

Constantly seeking to improve themselves, modern dentists are very receptive to new materials and practice management methods. However, modern dentistry is not just about technological improvement, but also about sustainability and renewability. Besides the opportunity to interact with friends and dental professionals from around the world, IDEM offers the opportunity to share knowledge, ideas and practical applications in dentistry.

Credit must be given to our long-term partner, Koelnmesse, and its outstanding team of highly competent professionals, who have put together the scientific programme to cater to a wide audience. In addition, IDEM will see three new educational offerings this year with the Dental Hygienist and Dental Therapist Forum, Dental Technician Forum, and New Dentist Forum. With two exclusive evening sessions to address their early career needs, the last is aimed at students within seven years of graduating and final year students. A specially designed two-day scientific lecture and workshop programme is targeted at oral health therapists, as they have become an integral part of the dental team. The Dental Technician Forum is an innovative extension to IDEM's general programme designed to help dental technicians to access, learn about and apply the state-of-the-art technologies available for the dental laboratory.

The trade exhibition too is expected to be packed with visitors eager to become the preferred platform for many significant industry competitors to launch products in this part of the world. This year’s showcase will be attended by approximately 500 manufacturers and traders from over 36 countries, which will be presenting the latest dental innovations, techniques, equipment and materials.

We are very honoured and thankful that Singapore’s Minister of Health, Gan Kim Yong, will be attending the opening ceremony for IDEM 2014. He and his ministry, together with others, have continuously supported the development of the show over the years. We would like to take this opportunity to thank all who have spent time and effort in the organisation of this meeting, as well as the academics and clinical experts who have kindly volunteered to chair the scientific sessions. We also acknowledge the contributions of the sponsors to the success of IDEM Singapore 2014 and express here our sincere gratitude.

I wish you a fruitful and rewarding participation at IDEM Singapore 2014.

By Dr Kuan Chee Keong

The new Wisdom Tooth Elevators are designed to extract impacted wisdom teeth with conical or rounded roots (wisdom tooth “buds”) in one piece.

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Lab in focus at IDEM specialist forum

Dental Technicians Forum to be held during the weekend at Suntec

At the upcoming International Dental Exhibition and Meeting (IDEM) in Singapore, dental professionals will be given the opportunity to access, learn about and apply the latest technologies in the dental laboratory during the Dental Technician Forum, to be held by the Centre for Advanced Professional Practices (CAPP) in partnership with Koelnmesse.

Aimed specifically at dental technicians and dental laboratory owners, the two-day event, which has received accreditation from the American Dental Association, will offer an overview of the latest in ceramic systems and materials. Other topics will include shade selection, implant prosthetics, smile design and CAD/CAM options for scanning, milling and 3D fabrication of models and restorations, the organiser said.

Among the presenters will be internationally known experts, such as Dr Andrea Agnini from Italy, Ralf Oppacher from Germany and Naoki Aiba from the US.

At the forum, attendees will also be able to watch live demonstrations of printing, scanning and milling processes during table clinic presentations. An industry exhibition sponsored by VITA and other companies in the field will further provide the opportunity to try out the latest materials and processes.

The Dental Technician Forum will be held during the weekend of 5 and 6 April. According to CAPP, attendees who register for the forum will also be entitled to attend the IDEM Singapore scientific conference.
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“Reach a point where dental restorative materials are rare for everybody”

An interview with Christopher H. Fox, Executive Director of the International Association for Dental Research

The adoption of the Minamata Convention in Japan recently made way for a ban on mercury-containing products on a worldwide scale. Provision was also made for phasing down the use of and technology for dental amalgam. Dental Tribune International had the opportunity to speak with the Executive Director of the International Association for Dental Research (IADR), Christopher H. Fox, who attended four of the intergovernmental negotiating committee sessions on behalf of the dental profession, about the impact this could have on dentistry and the future of dental amalgam as a restorative dental material.

DTI: The recently adopted Minamata Convention on Mercury includes provisions on phasing down dental amalgam on a global scale. What impact do you think this will have on the dental community and particularly restorative dentistry in the long run?

Christopher Fox: I think it must be first pointed out that the Minamata Convention is a very broad treaty designed to reduce all use of and international trade in mercury, as well as the demand for mercury in products and processes. In addition, it is intended to address the need for the reduction of atmospheric emissions of mercury, as well as mercury releases on land and in water.

Dental amalgam is included in the treaty as a mercury-added product contributing to the global demand for mercury. In this regard, it is important to note that the treaty calls for phasing down the use of dental amalgam, as opposed to phasing out or banning the use of it. This will give industries the necessary time to transition to a new technology that is both effective and safe. Another area of discussion was the proper handling of dental waste and consumables.

One of the provisions for phasing down dental amalgam is for countries to set national objectives aimed at dental caries prevention and health promotion, thereby minimising the need for any dental restoration. An emphasis on prevention and health promotion is indeed welcome and will provide the greatest benefits to populations.

Another provision promotes research and development of alternative dental restorative materials. So, in the long run, dentistry and restorative dentistry, in particular, will have improved dental restorative materials from which to choose for their patients.

You were involved in some of the intergovernmental negotiating committee sessions in the run up to the Convention. What were the most discussed issues in formulating the treaty, and did the outcome meet the expectations of those involved in dentistry?

The most discussed dental amalgam was a ban versus a phase-down. Led by the Responsible Officer for the WHO Global Oral Health Programme, Dr Poul Erik Petersen, a coalition of concerned dental organisations was able to show country negotiators that a ban would be detrimental to populations and the oral health of all. Dental amalgam is a safe and effective dental restoration and remains the best restorative choice in many clinical situations or health system situations. As with any complex outcome, the outcome has met many people’s expectations, but there are those who would have preferred a phase-out of dental amalgam and those who would have preferred no limitations set on dental amalgam.

You mention that in the dental community amalgam is still considered to be effective and safe. So why phase down its use at all?

Dental amalgam is a safe and effective restorative. The US National Institute of Dental and Craniofacial Research funded two large-scale randomised clinical trials on the safety of dental amalgam in children and failed to find any adverse health effects. The reason for the agreed-upon phase-down is solely the environmental and health effects on the environment, not the direct health effects of the use of dental amalgam.

Mercury poisoning from amalgam is mostly found in countries where recycling of the material is insufficient. Is this not a more pressing issue that should be addressed globally?

The proper handling of dental amalgam and its waste must be adhered to by the dental profession and the health facilities in which they work. In addition to the provision in the Minamata Convention calling for best environmental practices for dental amalgam, as well as for all other dental materials, medical waste and consumables.

With the advent of preventative dentistry, stem cell research and the sophistication of tooth replacements, will restorative materials become obsolete someday?

Dental restorative materials are already obsolete or nearly obsolete for the socially disadvantaged and vulnerable populations. The IADR has a research agenda to reduce these oral health inequalities across populations and hopefully we will reach a point at which dental restorative materials are rare for everybody.

Thank you very much for the interview.
Floor plan – Level 4
Floor plan – Level 6
List of exhibitors

Level 4, booth 4J-07

ADIN Dental Implant Systems 4A-25
Ad-Implants GmbH 6C-06
a-dec Inc 4B-25
ADIN BIOCHEMISTRY

A
I AMERICAN DENTAL TECHNOLOGY CO. LTD 6B-05
SA Medes 4M-14
Schenk Srl 4L-17
SM Espe 4E-01, 4F-22
SNSpine AS 6C-02
3W Dental Ltd. 4K-30
4T Technologies Pte Ltd 4L-09

B
BBB Systems 6N-21
B&L Biotech, Inc. 6E-13
BOTA (Limited) 4G-11
Bolapharm S P A 4A-22
Ben-12 6H-12
Biken Tikiu Uhuru Shln Ltd 4M-19
Biodent Co., Ltd 4M-14
Biolore Ltd 4L-17
Bionica Medical Devices 4K-05
dentona AG 4J-24

C
c/o Koelnmesse GmbH – Swiss Pavilion Industry – World Dental Federation 4J-01
c/o Switzerland Global Enterprise – Swiss Pavilion Hospitality Area 6J-13
Calgon Enterprises Pte Ltd 6M-17
Caribohind Dental Association 107
Carestream Health Singapore Pte Ltd 6L-02
Carl Martin GmbH 4G-11
Carl Zeiss Pte Ltd BL-06, MS-09
CASTELLINI 4B-11
Cavex Holland NV 4G-33
CIM Center of Excellence Ltd 6S-13
Centaur Software Development Company Pty Ltd 4F-22
Chee Sang Dental Supply Pte Ltd 4F-25
Cheyoon Corporation 4B-29
Chuan Fu Medical Instrument Co., LTD 6H-01
Circo Dental S.A. 4G-14
Circonid 6L-20
Circon Pte Ltd 4F-15
Cordent 6M-17
Cortex Dental Implants 4E-26
CosmoBioMedicare Co., Ltd 6C-13
CoverMedia Group Pte Ltd 4J-27

D
deer Young Precision Company 6H-19
Daegu Technopark BioHealth 6H-17
Daimler Medical Co. 4M-14
Davol Materials 6L-15
Davis Schottlander & Davis Ltd. 4F-25
Dentalife Australia P/L 6E-15
Dental Life Sciences (Mfg) Ltd. 6D-17
Dental Film S.R.L 6F-10
Dental Direkt GmbH 4G-25
Dental Film S.P.L. 4G-25
Dental Life Sciences (Mfg) Ltd. 6D-17
Dental Solutions & Services Pte Ltd 6F-16
Dental South China International Expo 12X-12
Dental Technologies 4E-09
Dental Tribune International 6F-22
Dental Wings Inc 4F-22
Dentallife Australia P/L 6E-15
Dentaltown 4F-04

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F
FDI – World Dental Federation 4M-13
FDHM 6E-14
FUNG Dental SA 6H-08
FUNG Dental Systems / G.O. Conn S.R.L 6H-08
FONA Dental s.r.o 4L-25
Fondaco Pte Ltd 4E-20
FOTON 6H-17

G
g/c/o Swissdent Ltd – Strategic Partner 4J-01
g/c/o Swissdent Ltd – Strategic Partner 4J-01
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H
Hager & Wkenboerh GmbH & Co. KG 4K-12
HARDMEDICAL 6M-22
Hangzhou Shining 3D Tech Co., Ltd 4B-25
Hangzhou Yuhang Medical Co., Ltd 6A-10
HAROLD NORDIN SA 4K-17

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IDEM Singapore 2014 Show Preview
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that joining forces with this high-tech medical device company would be a valuable addition to our own leading expertise in 3-D imaging and software solutions. Their special expertise and innovative ideas provide a great foundation for future projects that will combine the know-how of both companies.

What advantages will this investment offer dental customers worldwide?

The new partnership with E4D Technologies will enable us to offer our customers the most modern CAD/CAM innovations. Our extensive CAD/CAM training for our professionals worldwide.

How will both Planmeca and E4D benefit from this investment?

On the one hand, this investment strengthens Planmeca’s position in this new field of dentistry. And our leading dental imaging solutions will be a valuable addition to the E4D CAD/CAM platform.

Has this venture created any new needs for your company?

Definitely, as we need to provide extensive CAD/CAM training for our distribution and customer network in over 120 countries. Therefore, we have recently invested in new training, warehouse and production facilities alongside our Helsinki head-quarter.

We are thrilled to be able to take CAD/CAM to the next level. Our innovations will change the concept of same-day dentistry completely and facilitate the workflow of dental professionals worldwide.

Thank you very much for the interview. «
New products and services on display on level 4 and 6

With more companies from around the globe to be participating in IDEM than ever before, there will be plenty of new products to see and discover for dental professionals. Furthermore, participants of this year’s show will be able to get hands on the latest dental tools and technologies during a daily symposium presented by the Dental Tribune Study Club at booth GP-22 in the exhibition hall on level 6.

Among the new products will be an optional interchangeable optical head for Dürr Dental’s dental camera system VistaCam IX. According to the German dental manufacturer, the new optical device is boasting infra-red technology to aid the diagnosis of approximal caries without further exposure to radiation. With VistaPano, the company is also presenting a new device for panoramic imaging at IDEM.

Dental products “made in France” are on display at level 6, where FFDM-Thomas will be presenting a variety of dental instruments like dental implant drills and endodontic files. Moreover, the manufacturer from Bourges in the heart of France is showcasing dental triphones of the Thomas brand which can be used to remove bone around dental implants safely. Also on display is the Universal Post Remover, which can be used for the removal of post from root canals.

Inibsa Dental provides a complete range of drugs to deliver safe, convenient and effective anaesthesia for every type of dental procedure. Its local anesthetics are sceptically manufactured and they make use of silicone coated, latex free rubber components to allow a smooth and painless injection, according to the Spanish company.

System Soft-Blank is a nickel and beryllium-free cobalt/chrome disc from the German manufacturer Adentatec, that is biocompatible and features high resistance to corrosion. It is also said to be extremely soft, tenable and homogeneous owing to special heat treatment. According to the US company SDI, its implant scalers are made from fibre reinforced graphite, a material that is strong yet slightly flexible. While these features allow the tips to access tight areas effectively and safely, damage to the surface of the implant can be avoided.

With Riva Self Cure HV, the Australian company SDI is presenting a high viscosity, extremely strong self-curing glass ionomer restorative, which is strong enough to resist surface indentation and withstand substantial mechanical loads. Among other things, it can be bulk placed and does not adhere to your instruments. In addition, Riva Self Cure HV’s packability is supposed to make restorations easy to shape and contour.

Premier Dental Products has brought four new innovative implant scaler designs to IDEM this year. The styles 137 (Anterior), 204 (Posterior), Facial (Goldman Fox) and Universal (4L/4R) are supposed to offer a full selection to dental professionals. According to the US company, its implant scalers are aseptically manufactured and they make use of composite files. Moreover, participants will be plenty of new products to see and discover for dental professionals. Furthermore, participants of this year’s show will be able to get hands on the latest dental tools and technologies during a daily symposium presented by the Dental Tribune Study Club at booth GP-22 in the exhibition hall on level 6.

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† Data on file. † 3M Vanish and Calgate Duraphat are not trademarks of Premier Dental.
Useful information

Congress venue
Suntec Singapore International Convention & Exhibition Centre, 1 Raffles Boulevard, Suntec City, Singapore 039593

Admission and visitor passes
The fee for the onsite registration is SGD15 (approx. US$11).

Pre-registrants can collect their passes at the registration desk during opening hours. These passes are valid for the exhibition during the duration of the event.

Language
The official language of the congress is English.

Welcome ceremony
The opening ceremony of IDEM 2014 will be held on Friday, 4 April, 10 a.m., on Level 4 outside Hall 403/404. Registration starts at 8 a.m. Guest of Honour is Singapore’s Minister of Health Gan Kim Yong.

Press and media
Free copies of the today international congress newspaper will be available daily during IDEM, and will provide visitors with the latest news from the congress, information about new products and what to do in Singapore.

Round-the-clock coverage will also be available on DTI’s news website, www.dental-tribune.com. You can also access the news feed directly by scanning the QR code below.

Passport & Visa
Currently, nationals from most countries may enter Singapore for tourism or commercial purposes with only their passport. Visa restrictions only apply to nationals from certain countries including China, India and Russia.

For information about passport and visa requirements, you may check the website of the Immigration & Checkpoints Authority of Singapore at www.ica.gov.sg.

Airport Transfer
While taxi is probably the easiest way to get around, there are plenty of other transport choices. Travellers looking for a speedy and affordable option are recommended to take the Airport Shuttle Service. It uses nine-seat executive coaches and currently serves most hotels in Singapore. This service is available 24 hours daily. Passengers are required to make their bookings at the counters in the Arrival Halls of Terminals 1, 2 & 3.

There is also a train service to the city leaving from the station in Tanah Merah. Transfers from the airport are provided.

Parking
With over 3,100 lots, Suntec currently has the largest car park in...
Singapore. It offers a free buggy service and easy identification through four colour zones and 24 distinct animal symbols.

Climate
Singapore has an equatorial climate which is warm and humid all year long. The temperature averages around 28 degrees Celsius daily, with abundant rainfall during the monsoon seasons from December to March and June to September.

Money
The legal tender is the Singapore dollar (SGD), which has an exchange rate to the US dollar of about SGD1.27 (as at 25 March 2014). While most shops in Singapore accept all major credit cards, vendors at open-air markets will most likely only accept cash. Banks are open from 9.30 a.m. to 3 p.m. on weekdays, and 9.30 a.m. to 11.30 a.m. on Saturdays.

ATM machines are available throughout the Suntec City Mall.

Smoking
Smoking is not permitted in public service vehicles, museums, libraries, lifts, theatres, cinemas, air-conditioned restaurants, non-air-conditioned eating houses, hawker centres, hair salons, supermarkets, department stores and government offices. In line with efforts to improve the nightlife experience for all, there are smoking restrictions on entertainment outlets. Smoking is no longer allowed in all pubs, discos, karaoke bars and nightspots, unless within approved smoking rooms or smoking corners. Offenders can be fined up to 1,000 SGD.

Medical Facilities
Singapore’s medical facilities are among the finest in the world, with well-qualified doctors and dental surgeons. Pharmacies are readily available at supermarkets, department stores, hotels and shopping centres. Registered pharmacists generally work from 9 a.m. to 6 p.m.

Most hotels have their own doctor on-call around the clock. Other doctors are listed under Medical Practitioners in the Yellow Pages of the Singapore Phone Book. Visitors can also contact the following hospitals’ International Patient Service Centres:
- Parkway Group Healthcare Medical Referral Centre, 302 Orchard Road, Tong Building #16-01/02/03, 6735 5000 (24-hour hotline)
- Raffles International Patients Centre, Raffles Hospital, 585 North Bridge Road, 6311 222
- National Healthcare Group International Patient Liaison Centre, National University Hospital, 5 Lower Kent Ridge Road, 6779 2777 (24-hour hotline)
- Singapore Health Services (SingHealth) International Medical Service, Singapore General Hospital, Block 6 Level 1, Outram Road, 6326 5656

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- comingapore.com
- www.visitors.sg
- www.timeoutsingapore.com