More than 8,000 professionals expected for IDEM 2016

Ninth edition of Asia Pacific dental show to open this morning at Suntec Singapore Convention and Exhibition Centre

Since 2000, Koelnmesse Singapore has been hosting the International Dental Exhibition and Meeting (IDEM) in partnership with the Singapore Dental Association. This morning, the event will be held for the ninth time to update dental professionals from all over the Asia-Pacific region about the latest developments and innovations in their field.

Registration
dentists, as well as auxiliary staff and dental students.

Useful information

Exhibition opening hours
• Friday, 8 April: 10.00 am-6.00 pm
• Saturday, 9 April: 10.00 am-6.00 pm
• Sunday, 10 April: 10.00 am-4.00 pm

Registration
Dental professionals can still register for IDEM Singapore 2016 onsite at the registration counters on Level 3. There are discounts for members of the Singapore Dental Association, as well as for auxiliary staff and dental students.

Internet
Free wireless internet is available in all areas of the exhibition centre.

Money
ATM machines can be found throughout the Suntec City Mall. Banks in Singapore are open from 9.30 am to 3.00 pm on weekdays, and 9.30 am to 11.30 am on Saturdays.

Adventures
TePe's wide selection of interdental brushes offers an option for every need. The brushes are available with a short or long handle, straight or angled brush head and different filament textures. Of course, they also come in a variety of sizes to fit every interdental space. Which TePe do you choose? Explore the complete range at www.tepe.com

Adventures
TePe®: We care for healthy smiles

TePe® brushes can provide help in emergency situations like lost passports or visas. They can also assist with travel arrangements or give legal advice. Contact information for foreign missions other than those provided in the list below can be found at the website of the Ministry of Foreign Affairs (www.mfa.gov.sg).

Embassies
Foreign representation offices can provide help in emergency situations like lost passports or visas. They can also assist with travel arrangements or give legal advice. Contact information for foreign missions other than those provided in the list below can be found at the website of the Ministry of Foreign Affairs (www.mfa.gov.sg).

Australian High Commission
25 Napier Road, +65 6834 4100

Ambassade de France
101 103 Chypre Park Road, +65 6880 7800

Botschaft der Bundesrepublik Deutschland
#12 00 Singapore Land Tower, 50 Raffles Place, +65 6533 6002

The High Commission of India
31 Orange Road, +65 6238 2537

Embassy of Japan
16 Nassim Road, +65 6235 8855

Embassy of the Republic of Korea
47 Scotts Road, +65 6256 1188

US Embassy
27 Napier Road, +65 6476 9100

Emergency telephone numbers
• Police: 999 (112 or 911 from an international phone)
• Emergencies, Fire or Ambulance: 995
• Lost credit cards: 1800 227 6868 (VISA) or 6227 8888 (MasterCard)

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“We are a very proficient partner in dental technology”

A sneak peek into one of the largest shops for dental laboratories

DT&SHOP, one of the world’s main dental laboratory suppliers, is participating at IDEM Singapore 2016 with a 50 m² booth. Among the many highlights, the company demonstrates its CAD/CAM units and presents the new FINOCAM A5 milling machine for the first time. today international spoke with Eva Maria Roer, CEO of DT&SHOP. The successful female entrepreneur studied economics in Germany and Canada and is recipient of the Order of Merit of the Federal Republic of Germany, among the country’s highest recognitions.

Eva Maria Roer: At first, I just wanted to enter a niche segment. Back in the 1970s, dental technology was not nearly as developed and a relatively small industry. There were no CAD/CAM systems, of course. Today, dental technology is one of the most important and innovative areas within dentistry. The segment has embraced digitalisation and used it for the benefit of the patient. The range of crowns, bridges, and partial and complete dentures are processed promptly owing to an innovative CAD/CAM systems. With FINO Digital, we offer comprehensive CAD/CAM systems for laboratories.

Our logistics and shipping costs stand out too owing to its many advantages. All orders are processed promptly owing to an innovative enterprise resource planning system. We have the most comprehensive product range in the segment and offer a stock availability of over 95 percent. Most orders are dispatched the same day and quickly reach our customers. Our employees are specialists and always advise our clients. Our customers in Asia, no matter where in the world, place the same day and quickly reach our customers. Our employees are specialists and always advise our clients. Our customers in Asia, no matter where in the world, place significant importance on providing expert advice to our clients. Our customers in Asia place significant importance on providing expert advice to our clients.

InPrep
Minimal effort inlay and filling preparation

- Exact, super-smooth cavity floor preparation in seconds
- Produces the round edges required for CAD/CAM technologies
- No unwanted preparation at greater depths due to a central inactive surface
- Unique, innovative prep instrument only available from NTI

Booth 4H-15

DT&SHOP is now among the world’s largest service providers and distributors of dental technology. What have been the most important international milestones since the company’s establishment in 1978?

In 1978, we established DT&SHOP with less than US$5,000. We introduced catalogue, then a revolutionary step in the distribution of dental technology. We also attached great importance to equality between women and men and to a high level of customer advisory services. We always intended to develop into a major shop and have pursued this plan without deviation. Internationally, the German speaking region was initially important for us. In 1991, we introduced the shop in Switzerland and Austria. With the Maastricht Treaty and the founding of the European Union in 1993, we added France, the Netherlands, the UK and Denmark. Today, we export to about 100 countries, have our own subsidiaries and associates in 15 countries, and communicate in many languages. Our customer service is mainly provided from Germany.

In Asia, there are already quite a number of dealers in dental laboratory products. What distinguishes DT&SHOP from these companies? What services and products can you offer for this region?

Both nationally and internationally, we are a very proficient partner in dental technology. Dental laboratories need distributors that can offer the complete range of dental technology. This is difficult for smaller traders. We can support laboratories with our expertise and sales network. Our service is fast, our range attractively priced and our team consistently competent–with regard to our full assortment including our own brand FINO.

In Asia, there are already quite a number of dealers in dental laboratory products. What distinguishes DT&SHOP from these companies? What services and products can you offer for this region?

Our head office is in Germany, from where we run our global operations. Every one of our customers, no matter where in the world, experiences our commitment every day. Our employees are specialists and always advise our clients. Our customers in Asia, no matter where in the world, place significant importance on providing expert advice to our clients. Our customers in Asia place significant importance on providing expert advice to our clients.

Eva Maria Roer: at first, I just wanted to enter a niche segment. Back in the 1970s, dental technology was not nearly as developed and a relatively small industry. There were no CAD/CAM systems, of course. Today, dental technology is one of the most important and innovative areas within dentistry. The segment has embraced digitalisation and used it for the benefit of the patient. The range of crowns, bridges, and partial and complete dentures are processed promptly owing to an innovative CAD/CAM systems. With FINO Digital, we offer comprehensive CAD/CAM systems for laboratories.

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In which countries of the Asian region do you see particular growth potential for your products and services?

In Asia, Thailand and Vietnam to hold good business opportunities. We are a very proficient partner in dental technology. Dental laboratories need distributors that can offer the complete range of dental technology. This is difficult for smaller traders. We can support laboratories with our expertise and sales network. Our service is fast, our range attractively priced and our team consistently competent–with regard to our full assortment including our own brand FINO.

Thank you very much for the interview.
# Live Symposium

DENTAL TRIBUNE STUDY CLUB in cooperation with IDEM

IDEM SINGAPORE  
April 8–10, 2016

**Level 6, Booth 6N-17**

## Friday, April 8, 2016

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<td>AIDITE: Hongwen Li</td>
<td>Development of dental zirconia material</td>
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<td>Zirconia Bioceramics in dental implantology: rationale, clinical outcomes and applications</td>
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<td>AIDITE: Stéphane Browet</td>
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<td>1.00–2.00</td>
<td>VIDEO PRESENTATION: Dr. Robert Levine</td>
<td>The integration of new technologies and their impact on oral health</td>
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[www.DTStudyClub.com](http://www.DTStudyClub.com)
The right software to really meet dental practice management needs

PracticeDent Lite platform presented live today and tomorrow DT Study Club forum at Level 6

PracticeDent is a free cloud-based practice management service created to offer dental professionals and their teams an optimal mix of functionality and flexibility. The main goal of the system is to provide a full range of capabilities for all the roles within the practice, while departing from the stale, cluttered and user-unfriendly interface that has been so typical of practice management solutions in the recent past.

Owing to cloud computing, PracticeDent allows for accessibility anywhere and anytime, similar to many other well known and respected platforms, which have been accepted as worldwide standards in communication and information management. Thus, the service is easily accessed via any Internet-enabled device (computer, tablet or smartphone), while data safety is ensured with state-of-the-art storage facilities (Amazon Web Services).

As opposed to other practice management platforms, PracticeDent does not require any hardware or software installation and maintenance, nor does it depend on the computer’s operating system. All the dentist needs is a Web enabled device with a browser. The interface is intuitive, easy to use and requires only a few hours of instruction.

The service is updated on a continual basis, receiving feature upgrades and more language options, and offers multiple possibilities for customer feedback and support.

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Free, cloud-based, readily available: PracticeDent Lite

PracticeDent Lite—the core version of PracticeDent—is free, giving the dental team access to the fundamental features needed for any dental practice. If extended functionalities are necessary, customers can easily purchase and activate various advanced modules as add-ons, depending on the specific requirements. While older software would require additional installations, with PracticeDent, a simple checkbox activates, for example, advanced financial reports and graphs or extended patient profiles and health records. One click and the upgrade is done.

A professional dental ecosystem

PracticeDent is the first in a complete line-up of interconnected services aimed at the dental sphere. The ecosystem, called MediCloud, consists of several integrated applications that work with and alongside PracticeDent. These include:

1. ProductDent, a distributor hub created to facilitate online commerce, allowing dental dealers to offer products directly to dentists through a dedicated e-shop integrated with PracticeDent.
2. PatientDent, a patient engagement tool that enables two-way communication between practices and their patients and allows patients to keep track of their dental treatment.
3. AnalyticsDent, a set of business intelligence tools and dashboards specifically designed for very large chains of dental clinics, aggregating data from all nodes and generating a comprehensive overview.
4. LabsDent, a management service for dental technicians and laboratories that provides full control over laboratory orders, the work schedule, client care and communication.

MediCloud, the developer of the software, is an innovative start-up based in Bulgaria. The company has striven to create the best medical management solution on the market. PracticeDent is officially supported by Curaden, one of the world’s foremost manufacturers of oral care products. It has partnered with Dental Tribune International, the leading dental publisher, to ensure the availability of the MediCloud ecosystem to the international dental community.

The PracticeDent Lite platform will be demonstrated live on Friday and Saturday at 5 pm and on Sunday at 2 pm at IDEM Singapore (Booth 6N17). Trade show visitors are invited to view the video and pose any questions to the PracticeDent team.
Invisible braces market to grow rapidly over next five years

Demand fuelled by emerging markets in Asia Pacific and Latin America

According to a recently published report, the global invisible braces market is expected to grow at a 12.16 per cent compound annual growth rate from 2016 to 2021. The report analyses the development of the ceramic, lingual and clear aligners segment in ten major countries and further shows that the process will be mainly driven by technological innovations and increasing demand for invisible braces among the adult population with aesthetic concerns about fixed orthodontic appliances.

While the market has witnessed a strong foothold in North America and Europe, rapid growth in the demand for invisible braces is expected to be fuelled by the emerging markets in Asia Pacific and Latin America through India and Brazil, whereas rising dental tourism in Mexico and Thailand will continue to contribute to wards the invisible braces market.

Among the leading companies operating in the market are Align Technology, Ormco, DENTSPLY International, 3M and ClearCorrect.

The 152-page report, titled “Global invisible braces market: Trends, opportunities and forecasts (2016–2021)”, was published on 1 February. It can be purchased at www.rnrmarketresearch.com.

Over the past decade, improved technological advancements, particularly digital technologies, and increasing awareness of aesthetic alternatives to conventional braces have led to growing demand for orthodontic treatment with aligners.

In addition, rising disposable income has resulted in increasing per capita health care expenditure, which has further led to a growing focus on health care, thereby increasing the demand for invisible braces specifically among the adult population.

Meet 3Shape at booth # 4Q-12 and discover hands-on, the benefits of digital dentistry

Because accuracy matters

Find 3Shape online

Learn more at www.3Shape.com/TRIOSaccuracy
World première of Müller-Omicron’s new disinfection line

Disinfection and cleaning agents for the dental market have to meet specific requirements. Among these are a powerful disinfecting effect and dirt-holding capacity, hygienic handling, low allergy potential and high material compatibility. Müller-Omicron, an innovative manufacturer of dental products based in Germany, is offering customers a completely new range of disinfectants for effective, user-friendly and safe disinfection. Owing to a new combination of innovative disinfection products, the company will be presenting its new disinfection products for the first time at IDEM Singapore 2016 from 8 to 10 April, at the German Pavilion (Booth 4K-23).

Owing to the ever-growing demand for wipe disinfection, the new range now includes eight different wipe systems with various sizes and wipe grades. Müller-Omicron offers wipes impregnated with alcohol-based and alcohol-free solutions and dry wipes for use with disinfectants. The new impregnation solutions Dentalrapid FF disinfectant and the alcohol-free Dentalrapid soft SD liquid are distinguished by their very good skin compatibility. This has been confirmed by Dermatest, an independent test laboratory for dermatological products, which awarded Dentalrapid the top rating of “very good”.

Other new products include Dentazyme IC pur, a special cleaning agent based on enzymes that eliminates stubborn dirt quickly and reliably. Dentosuc weekly AC pur is suitable for weekly cleaning of suction systems, while Dentotol MD liquid is used for proper disinfection of cuspidor bowls. Müller-Omicron has since then further improved its different types of dental implants, screws and plates for maxillofacial surgery. Global D is displaying its range of products at the French Pavilion (Booth 6–02).

In 2013, Global D launched the smallest dental implant in the world for restoration of molars and premolars. In partnership with leading European universities, the company has since then further improved its new range of products for dental implants, screws and plates for maxillofacial surgery. Global D stands for sophisticated technologies in the area of implant research and development and is considered an innovative thinker in maxillofacial surgery. In France, Global D has achieved a strong reputation and thanks to our high-quality and continuous patient satisfaction, sales have doubled within four years,” stated Benoît Rodrigues de Souza, Director of Marketing at Global D. Since 1994, over one million implants have been produced.

Global D, one of the foremost French producers of dental implants, is exhibiting its complete spectrum of innovative dental implants and surgical kits at IDEM Singapore 2016. The company’s advanced products have helped thousands of dental implant specialists achieve optimum results in prosthetic dentistry. Global D’s showcase includes its implants for the subcrestal, submucosal and transcervical placement, as well as slim implants, pre-implant solutions and surgical kits. Its implants combine technical performance, excellent stability and ease of use. Global D is displaying its range of products at the French Pavilion (Booth 6–02).

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The foundation for Müller-Omicron’s success was the introduction of its Dentalrapid FF disinfectant in 1994. With an exposure time of only 5 minutes, Dentalrapid was the fastest-acting surface disinfectant at that time. Today, Müller-Omicron develops and manufactures innovations specifically for the dental market. The company has released its new dental disinfection line to coincide with IDEM Singapore 2016. Short exposure times, application-oriented effectiveness and absolute ease of use are only some of the advantages of the new range.

“..."Both general and prosthetic dentistry have seen outstanding development in this region. Müller-Omicron boasts 50 years of quality "made in Germany". Our products meet the highest European standards and fulfil all international requirements. As one of the first manufacturers of wipe disinfection systems, Müller-Omicron has successfully passed the '4-field test' (EN 16615), a new test method for chemical disinfectants.”

All advantages of modern disinfectant in one product line

Müller-Omicron presents a wide range of high-quality, user-friendly and safe disinfectants for hygienic hand disinfection. Owing to the ever-growing demand for wipe disinfection, the new range now includes eight different wipe systems with various sizes and wipe grades. Müller-Omicron offers wipes impregnated with alcohol-based and alcohol-free solutions and dry wipes for use with disinfectants. The new impregnation solutions Dental rapid AF, BC, FF and the alcohol-free Dentalrapid soft SD liquid are distinguished by their very good skin compatibility. This has been confirmed by Dermatest, an independent test laboratory for dermatological products, which awarded Dentalrapid the top rating of ‘very good’.

Other new products include Dentazyme IC pur, a special cleaning agent based on enzymes that eliminates stubborn dirt quickly and reliably. Dentosuc weekly AC pur is suitable for weekly cleaning of suction systems, while Dentotol MD liquid is used for proper disinfection of cuspidor bowls.

The company’s prosthetic solutions bear the CE marking and are certified according to LNE/G-MED, the leading French quality certification body. Global D manufactures all of its products in France using the latest technologies.

3.0 Implant: Simple, effective and flexible

One of the highlights at IDEM Singapore is the new 3.0 Implant. The 3.0 mm diameter, two-piece dental implant is designed for the restoration of narrow spaces in the incisal area where conventional implants would not be suitable. Intended for the restoration of maxillary lateral incisors, and mandibular lateral and central incisors, the implant optimises the management of the soft and hard tissue despite the small amount of space available. What distinguishes the 3.0 implant from competing solutions is the new Acti-Lock concept. This system has been proven as highly effective and reliable for locking the prosthetic components without any transfixation screws. The abutments can be activated and deactivated quickly and easily, leading to higher patient satisfaction.

In addition, the temporary or permanent abutments can be easily removed using a special 3.0 Implant abutment extractor.

“The 3.0 implant, we have developed an innovative, minimally invasive and patient-friendly prosthetic solution in dental implantology. The Acti-Lock concept is easy yet effective,” said Benoît Rodrigues de Souza. “It is based on a proven mechanical principle that includes an activator, which helps to increase the compressive force within the abutment. The implants do not move, integrate optimally in the periodontium and are ideal for immediate loading. We have eliminated the discomfort for the patient and achieved a very attractive appearance.” Dentalists have praised the 3.0 implant for its very good primary stability, well-calibrated drills, excellent shape and easy to use surgical protocol. The 3.0 implant surface design enhances bone contact and stabilises the bone profiles, with no crestal bone loss. In addition, the implants and abutments are designed to support long-term soft- and hard-tissue stability while enhancing osseointegration.