This Friday, the tenth edition of the International Dental Exhibition and Meeting (IDEM) is opening its doors again here at the Suntec Singapore International Convention and Exhibition Centre. Since its inception in 2008, the event has become an important one for dental professionals from around the world, but especially for the Asia-Pacific region.

The first edition of IDEM featured 4,000 m² of exhibition space and 165 exhibitors. Over the years, the event has grown to be one of the largest of its kind, now accommodating globally prominent companies in 13 international pavilions over more than 20,000 m². In addition to the exhibition, IDEM’s extensive scientific programme has come a long way and now features lectures and workshops hosted by important opinion leaders from every continent. According to event organiser Koelnmesse, this year’s scientific programme is intended to be stronger than ever and aimed at helping dental professionals achieve clinical excellence in dentistry.

Mathias Klipper, Managing Director at Koelnmesse Pte Ltd, said "IDEM's theme of 'Striving for clinical excellence' features 30 internationally prominent speakers who will be focusing on key trends, such as teeth and implants for life, oral health in the growing elderly population in Asia, digital workflows within the team and the caries prevention plan. In addition, IDEM 2018 will once again feature a forum focused on the learning needs of the oral health therapist at the Dental Hygienist and Therapist Forum."

"On Levels 4 and 6 at the Suntec Singapore Convention and Exhibition Centre, attendees will be able to meet and engage with 500 exhibitors that will be showcasing the latest innovations in dental technology," Klipper added.

To commemorate the tenth anniversary celebrations, the meeting will feature the IDEM café, a VIP lounge for key buyers and clients to hold meetings during show days, and a memory lane of past events, including photographs, statistics and quotes from participants across all previous editions.

The Koelnmesse team is cordially inviting all dental professionals to Singapore in the hopes that IDEM 2018 will be fruitful for everyone involved. Professionals will still be able to register onsite.

For more information please visit www.idem-singapore.com. News, interviews and the latest impressions from the show floor will be available through the Dental Tribune website at www.dental-tribune.com.