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 aims at helping dental professionals achieve clinical excellence in dentistry. Mathias Klöpper, 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,” Klöpper 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 hope 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.
This year, we are celebrating the tenth anniversary of IDEM, which continues to be the pivotal exhibition and scientific conference for dentistry in Asia-Pacific. IDEM has come a long way since its inception in 2008. We started with 165 exhibitors and one national pavilion on 4,000 m² of exhibition space at our very first edition.

The tenth meeting will see an extended exhibition taking up 20,000 m² and will feature 13 international pavilions from every continent.

In 2018, we are proud to bring an even stronger programme that is dedicated to helping dental professionals achieve clinical excellence in dentistry. 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.

The dental market in the region has seen steady growth and according to predictions will continue to expand. This growth can generally be attributed to the rising middle class that is increasingly demanding more and better quality dental treatment. Our team works closely with our partners at IDEM to identify the latest products and trends that will enhance the knowledge of dental practitioners to drive the industry forward.

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 are showcasing the latest innovations in dental technology. Visitors can also head to the IDEM café, where they can sit down over a cup of coffee to discuss learning outcomes from the conference and network with friends and peers from the region. There is also a VIP lounge for key buyers and clients to hold meetings during show days.

To commemorate the tenth anniversary celebrations, IDEM is featuring a memory lane of past events, including photographs, statistics and quotes from participants across all previous editions. Watch the IDEM story unfold over the three days of exhibition as sketch artists piece a 9 m artwork together in the exhibition hall on Level 4. We will also be handing out a round of celebratory drinks for having reached the milestone of ten editions of IDEM.

We hope that all participants will enjoy their time at IDEM and have a successful time at the show.

Mathias Kuepper
Managing Director at Koelnmesse Pte Ltd

Welcome to IDEM 2018
A message by Mathias Kuepper, Managing Director at Koelnmesse Pte Ltd

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We hope that all participants will enjoy their time at IDEM and have a successful time at the show.

Mathias Kuepper
Managing Director at Koelnmesse Pte Ltd
Planmeca Emerald™ intraoral scanner

Precious things come in small packages

The brand new intraoral scanner Planmeca Emerald™ is a small, lightweight, and exceedingly fast scanner with superior accuracy. Taking digital impressions has never been as easy. It is the perfect tool for smooth and efficient chairside workflow.

It is a true game-changer!

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Planmeca Oy Asentajankatu 6, 00880 Helsinki, Finland. Tel. +358 20 7795 500, sales@planmeca.com

Visit us at booth 4D-01
New W&H image campaign to support everyday heroes

With its new image campaign “From a patient to a fan”, W&H is direct- ing the spotlight on dentists and dental professionals. These everyday heroes ensure their patients are in safe and re liable hands in every treatment situa tion. They always show great dedica tion to their work and continuously manage to put a smile on their patients’ faces, simply because they care. Even the smallest of their patients’ difficul ties is a major concern. That is why they are always gaining new “fans” and suc ceed again in making their patients happy.

The new W&H image campaign gives these heroes the recognition they deserve. With a perfect balance of know how, empathy and technology, they can achieve optimal results. W&H supports the practice team with its daily tasks and is a cornerstone of its success with its innovative product portfolio.

“The daily challenges faced by the practice team are our motivation. As a solutions provider, our products help ensure that the workflow in the dental practice is as smooth as possible,” states W&H Managing Director Peter Malata. “With innovative dental technology that is ideally suited to the users’ needs, the team can give their full and un di vided attention to what really matters: the patient. We play an important role in our customers’ success and assist them in turning patients into fans.”

The new campaign aims to portray W&H in an eye-catching manner and differentiates it from the competition, all with the customary twinkle in the eye. In the eyes of their patients, dentists become Dr Phil Good, Dr X. Pert or Dr Sue Perstar, and thus the living embodiment of wellbeing, expertise, innovative spirit and trust. The result is a modern, internationally adaptable campaign format with emotive images from dental practice. A striking name plate has been developed as an overarching key visual, clearly communicating the respective names such as Dr Phil Good or Dr X. Pert.

The new W&H image campaign was launched across all W&H media channels beginning March 2018.

Hundreds of complaints against Singapore dentists

Despite the high quality of dental work being performed throughout Singapore, there are still occasions when standards are not met. According to the Singapore Dental Association, 270 complaints were lodged against dental prac titioners in 2017, including performing of procedures outside of the dentist’s scope, long waiting times, overcharging and dis satisfaction with treatment outcomes.

In a recent report with Channel NewsAsia, Singapore Dental Association President Dr Lim Li Li said: “The complaints were mainly due to misunderstandings on both the part of the patient and dentist about the treatment rendered.”

“Due to a lack of proper communi cation, patients may not fully compre hend the advice like the limitations of treatment procedures given by the dentists. Similarly, the patients may not have adequately expressed their ex pe ctations to the dentists, resulting in apparent unmet expectations from the treatment,” she continued.

With misunderstandings often lead ing to lodging of complaints, some Singa pore-based dental professionals believe the problem concerns the lack of aware ness of the general public regarding den tistry and dental services provided by various types of dentists. Dr Elaine Tan, a consultant in clinical orthodontics at the National Dental Centre of Singapore, told Channel NewsAsia: “I think people have been thinking that all dentists are the same and that their job is just to extract or fill teeth. But in dentistry, we have different specialisation.”

There are no current restrictions in Singapore on the treatments dentists are allowed to provide, but dentists are expected to practise within their com petencies and encouraged by the Singa pore Dental Council to refer patients appropriately according to the body’s ethical guidelines. It is also illegal for a dentist to state that he or she is a spe cialist in a particular field if not regis tered in that field with the Singapore Dental Council.

In a move to help combat misunder standings between patients and den tists and to minimise complaints lodged, the National Dental Centre of Sin gapore will be initiating a new awareness campaign. Aimed at informing the wider public about oral health and den tistry in general as well as the provision of dental services, the campaign was launched in March.
Learn more about the Trefoil system with Dr. James Chow

Meet the expert in-booth session
When: Saturday, April 14
10:30 – 11:00 (coffee break)
13:00 – 13:30 (lunch break)
15:30 – 16:00 (coffee break)
Where: Nobel Biocare booth 4Q-01, Hall 406

Don’t miss this opportunity to meet the expert live in our booth

nobelbiocare.com/trefoil
The next full-arch revolution
With Trefoil, Nobel Biocare presents a definitive fixed solution to treat more patients better

Nobel Biocare (Booth 4Q–01) has continually led innovation in full-arch solutions for over 50 years. Now, the company has achieved another breakthrough in the efficient treatment of the edentulous mandible. The launch of the new Trefoil system has made the passive fit of a pre-manufactured bar possible for the very first time, using a revolutionary, self-adjusting fixation mechanism and just three implants.

An innovation that drives efficiency at every step, from manufacture to definitive restoration, the Trefoil system makes a fixed full-arch implant solution a real possibility for more patients.

More patients benefit from a fixed solution
The benefits of fixed solutions far outweigh the costs of fixed/removable solutions for many patients when considering implant-supported solutions. While a removable implant rehabilitation may offer a lower price and faster treatment than typical fixed alternatives, many patients desire the comfort and ease of a fixed prosthesis, which has been proven to significantly improve quality of life. Fixed solutions also offer enhanced function with a higher bite force and better retention and stability and avoid some of the disadvantages of removable solutions, such as more mucosal problems and the wear of components.

Developed with the needs of the many in mind, the efficiency of the Trefoil system empowers clinicians to provide many patients who are held back by time or finances with the premium quality fixed solution they deserve.

Definitive teeth in a day*
Dental implant patients are increasingly requesting immediate restorations and reduced treatment time. Meeting this need and avoiding an edentulous state during treatment encouraged the introduction of an immediate loading protocol. Dental professionals seek solutions with fewer surgical steps, but with high success rates, high patient satisfaction, and function on the day of surgery.

The Trefoil system, combining a pre-manufactured titanium bar, three implants, a simplified restorative workflow, acrylic prosthesis and minimised restorative components, enables shorter time to teeth and reduced chair time compared with conventional treatments. With no need for CAD/CAM or temporary prostheses, the ability to place definitive teeth on the day of surgery using a pre-fabricated bar and wrap-around acrylic technique for the prosthesis saves substantial time for the restorative clinician, the laboratory and ultimately the patient.

First pre-manufactured bar with a passive fit
Before the Trefoil system, pre-fabricated bars could be cost-efficient, but none could enable the passive fit that is so crucial to long-term treatment success. In challenging this limitation, Nobel Biocare engineers developed the first pre-manufactured bar with a passive fit, enabled by a unique fixation mechanism with self-adjusting joints.

This mechanism provides passive fit by compensating for horizontal, vertical and angular deviations from the ideal placement of the three implants. Accurate drilling with standardised drill guides enables precise parallel implant positioning and placement for passive fit.

Proven implant design with conical connection
A special component of the Trefoil system is the Trefoil Implant. It combines the proven parallel-wall implant design, a machined soft-tissue collar—which allows easy access to the implant while leaving the soft tissue undisturbed after the surgery—and a conical connection. The TiUnite surface is proven to maintain implant stability during the critical healing phase through rapid bone formation and promotes long-term success.

Results from an ongoing five-year multicentre study across four continents are already being reported for implant and prosthesis survival rates. This important study has been expanded to include 110 patients at the request of clinicians, to meet the needs of their patients.

Treatment success
Results from an ongoing five-year multicentre study across four continents are already being reported for implant and prosthesis survival rates. This important study has been expanded to include 110 patients at the request of clinicians, to meet the needs of their patients.

Demonstrations of the Trefoil system will be given during IDEM Singapore at Nobel Biocare’s booth on level 4.

Editorial note: A list of references is available from the publisher.
BE FIRST, BE PREPARED: WITH INNOVATIVE W&H TECHNOLOGY

First supplier of sterilizable LED technology in dental instruments

Ring LED+: World’s first sterilizable turbine with 5x ring LED

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BOOTH 6F-09
The floor plan is subject to change. Last update was 23 March 2018.
Light & compact: 66kg
3D Cone Beam
Multi FOV: from 9x9 to 5x5 cm
HD: 87µm
CAD/CAM ready
Surgical guides
Controlled budget

Discover our range of products: www.owandy.com
The floor plan is subject to change. Last update was 23 March 2018.
<table>
<thead>
<tr>
<th>Company</th>
<th>Booth</th>
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<tbody>
<tr>
<td>Aseptico 6F–13</td>
<td></td>
</tr>
<tr>
<td>ASA Dental 4B–09</td>
<td></td>
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<tr>
<td>Arkray Inc. 6H–16</td>
<td></td>
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<tr>
<td>Anthogyr Group 6E–10</td>
<td></td>
</tr>
<tr>
<td>Angelus Industria de Produtos Odontologicos S.A. 6E–11</td>
<td></td>
</tr>
<tr>
<td>American Orthodontics (AO) 4C–02</td>
<td></td>
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<tr>
<td>Amedius Tec Ltd 4D–13</td>
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<tr>
<td>Amann Girrbach GmbH  4J–02</td>
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<tr>
<td>Alpha Dent Implants Ltd 4L–21</td>
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<tr>
<td>Alliage S.A. 6D–10</td>
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<tr>
<td>Alfred Becht GmbH 4H–21</td>
<td></td>
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<tr>
<td>Aivo Creative Consultants Pte Ltd 6P–23</td>
<td></td>
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<tr>
<td>AIOBIO Co., Ltd. 4A–26</td>
<td></td>
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<tr>
<td>Ainsworth Dental  6H–13</td>
<td></td>
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<tr>
<td>AEEDC Dubai 4A–21</td>
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<td>Admetec Solution Ltd. 4F–24</td>
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<tr>
<td>Advanced Healthcare Limited 6C–12</td>
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<tr>
<td>ADIA 6G–10</td>
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<td>Adentatec GmbH 4J–10</td>
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<td>A-Dec Inc. 4D–17</td>
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<td>AdDent, Inc. 6M–21</td>
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<td>A.R. Medicom Inc (Asia) Limited 6Q–18</td>
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<td>A. Schweickhardt GmbH &amp; Co. KG 4K–24</td>
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<td>4TEK SRL 4C–24</td>
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<td>3M Oral Care 6F–02</td>
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<td>3Delight Co., Ltd 4N–22</td>
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<td>11th IFEA World Endodontic Congress 6P–16</td>
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**Investments and Products**

- Non-precious dental alloys on nickel-chrome base System KN and System NH
- Non-precious dental alloys on cobalt-chrome base System NE and System Duo
- Partial alloy System MG
- CAD/CAM discs on cobalt-chrome base System NE-Blank and System Soft-Blank
- CAD/CAM disc on titanium base System Ti-S-Blank
- Investment for crowns and bridges ADENTA/VEST CB
- Investment for partial denture ADENTA/VEST PA

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**Contact Information**

- www.adentatec.com
- info@adentatec.com
- Fax  + 49 2 21 - 35 96 - 170

**Location**

- 50996 Koeln-GERMANY
- Konrad-Adenauer-Str. 13
- Phone +49 221 - 35 96 - 100
- Fax +49 221 - 35 96 - 170
- info@adentatec.com
- www.adentatec.com
Business

ADENTATEC: COMPETENCE IN DENTISTRY

Based in Cologne in Germany, Adentatec is a worldwide operating dental enterprise that specializes in the production and distribution of non-precious dental alloys on cobalt-chrome and nickel-chrome base as well as CAD/CAM discs on cobalt-chrome and titanium base. The medical devices distributed by Adentatec are exclusively produced in Germany and are certified to meet the highest standards (CE and FDA). Adentatec is committed to a strict implementation of the quality and process requirements of DIN EN ISO 13485 and DIN EN ISO 9001. These norms cover the entire manufacturing process, according to the company.

From its beginnings over 20 years ago, the main focus of the company was the distribution of sandblasting material and plaster to dental laboratories across Germany. In 2003, Adentatec started their own production of dental alloys and implemented the quality management system. Before launching their alloys in the market, the products have undergone all medical tests such as bio-compatibility and corrosion resistance tests. Over the last 10 years, the export business of Adentatec has increased steadily and the company has now more than 20 dealers worldwide representing its product range.

Development at Adentatec always had the health of the patient in mind. With its know-how, Adentatec produces only alloys and discs that comply with top standards. The company only uses high-quality raw materials to ensure a smooth and consistent quality.

Product brands like SYSTEM KN, SYSTEM MG and SYSTEM ME have been used by many dental technicians for a long time. Adentatec’s portfolio includes plaster, investment material, as well as sandblasting material. Almost ten years ago, the product range was expanded with CAD/CAM discs on cobalt-chrome base (SYSTEM NE-BLANK and SYSTEM SOFT-BLANK). These discs are available in different diameters and heights and can be used for all open milling systems. The strong oxide provides very good metal/ceramic bonding abilities. One of the remarkable features of the discs is the high corrosion resistance and biocompatibility. The discs are soft, homogenous and have very good milling properties. The CAD/CAM disc on titanium base SYSTEM TI 5-BLANK (Grade IV) was launched in 2012.

The Adentatec team is always dedicated to offer the support for its customers. Sales representatives regularly attend dental exhibitions all over the world such as AEEDC Dubai in order to keep in touch with customers and to give potential customers the opportunity to speak face to face. This principle is to establish a mutual relationship with suppliers, customers and business partners.

For additional information about Adentatec products, clinicians are invited to contact the company at info@adentatec.de.

Adentatec, Germany
www.adentatec.com
Level 4, Booth 4J–10

DenTech China 2018
www.dentech.com.cn
The 22nd China International Exhibition & Symposium on Dental Equipment, Technology & Products
October 31 – November 3, 2018
Shanghai World Expo Exhibition and Convention Center

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IDEM 2018 13
Professionals looking for a way to change the colour or brightness on the surface gloss of their layered crowns and bridges can now bring aesthetics to all their precious works just by painting. With the launch of the new Lustre Pastes NF, GC said that they no longer need complex laying or extra firing cycles to obtain an unsurpassed vitality and a natural glaze for all their restorations.

GC Initial IQ Lustre Pastes NF, are three-dimensional ceramic pastes developed to create colour depth and life-like translucency with a single paint on application. Thanks to a new formula, professionals can now really bring crowns and bridges to life, the company said.

With an optimal match to both “low” & “high” CTE range, GC Initial IQ Lustre Pastes NF are compatible to almost all types of dental ceramic. They contain fine ceramic particles allowing a thicker application compared to conventional stains & glazes. Owing to the unique paste medium, they offer fine thixotropic properties for easy and exact applications. As low-fusing ceramic pastes, they do not wear like some stains, glazes, or surface protectants.

With a ready to use consistency (1 x Neutral, 1 x Value, 4 x Body Shades, 8 x Enamel Effect Shades), the pastes can be applied in a thicker layer where they exhibit unsurpassed vitality and a very natural glaze to almost every restoration.

ADA CERP Continuing Educator Recognition Program   dti]  Level 4  Booth 4N–01   DT STUDY CLUB  Level 4  Booth 4H–05   ROOTS SUMMIT  Tribune CME
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Meta Biomed recently established its European headquarters in Mülheim in Germany with the aim of further increasing its presence throughout Europe. The decision to locate Meta Biomed in Mülheim has been warmly welcomed by local economic development company Mülheim & Business and state-owned economic development agency NRW.INVEST, both of which have supported the Korean medical technology company throughout the expansion process.

As a company with more than 1,000 employees worldwide, establishing itself in Germany is recognition of the “made in Germany” label as an international signifier of high quality. This emphasis on providing exceptional products reflects the company’s own corporate ethos.

Meta Biomed has a deserved reputation of being one of the dental industry’s leading innovators, as its focus on research and development has achieved continual breakthroughs in the quality and performance of its medical devices and biomaterials. This continues with the launch of Meta Biomed’s new EQ-V system, which offers a revolutionary and convenient option for continuous wave obturation. Developed with users in mind, both the EQ-V Pack and Fill are lightweight and ergonomically designed for comfortable handling. Each is protected with chemically proven housing material and offers outstanding heating performance; the Fill needs just 35 seconds to reach a temperature of 200 °C.

A highly efficient and replaceable lithium battery ensures that the EQ-V has an extended battery time, making it ideal for longer and more complicated procedures. The device’s unique 360° rotating cartridge provides dental professionals with unparalleled access and precision, and comes with the added benefit of being easily replaceable and disposable. All in all, the EQ-V is a product that embodies Meta Biomed’s commitment to providing low-cost, high-quality solutions for everyday dental procedures.

Meta Biomed is inviting dental professionals to join the company at IDEM Singapore and a host of other major shows in the upcoming months. There is a great level of excitement at Meta Biomed about showcasing its industry-leading endodontic products to dental professionals around the globe.

“We are looking forward to meeting our customers and welcome the opportunity to answer any questions they may have…”

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DENTAL TRIBUNE STUDY CLUB in cooperation with IDEM

LIVE SYMPOSIUM

IDEM SINGAPORE

13–15 April 2018

Level 6, Booth 6J-32

FRIDAY, 13 APRIL 2018

10.30–11.00
Dr. Claude-Jacques Cywie
Became a coach in oral prophylaxis

12.00–12.30
Rositsa Svetoslavova
A full service dental management ecosystem

1.00–1.30
Dr. Claude-Jacques Cywie
Became a coach in oral prophylaxis

2.00–2.30
Clifford zur Nieden
Prevention One as business model

3.00–3.30
Dr. Claude-Jacques Cywie
Became a coach in oral prophylaxis

4.00–4.30
Clifford zur Nieden
Prevention One as business model

5.00–5.30
Dr. Claude-Jacques Cywie
Became a coach in oral prophylaxis

SATURDAY, 14 APRIL 2018

10.30–11.00
Dr. Claude-Jacques Cywie
Became a coach in oral prophylaxis

12.00–12.30
Rositsa Svetoslavova
A full service dental management ecosystem

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SUNDAY, 15 APRIL 2018

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www.DTStudyClub.com
Singapore Heritage Festival

Venue and times: Check website for detailed information
Dates: Until 22 April
www.heritagefestival.sg

This April, the Singapore Heritage Festival returns for its 15th year. Over three weeks, it celebrates Singapore’s diverse heritage and culture all over the island by hosting open houses, city tours, parades and many more fun activities for young and old. Festival attendees can expect to learn about Singapore’s colourful history and experience its rich cultural heritage, including the traditions, customs, practices, personal stories of its residents and precincts around the city-state, such as Jurong.

World Gourmet Summit

Venue and times: Check website for programme
Dates: Until 29 April
www.worldgourmetsummit.com

The Asian region is known for its varied cuisine and creative use of exotic and delicious foods from all around the continent. To showcase this and promote local chefs, the World Gourmet Summit was brought to life 22 years ago. This April, it is taking professional chefs, passionate amateur cooks and diners who enjoy a gourmet meal on exciting gastronomic expeditions. According to the event organisers, under this year’s theme, “The discovery WGS”, diners are taken “off the beaten track to experience some of the world’s exciting, lesser-known cuisines”. These will be presented by established and up-and-coming culinary stars from Asia, Europe and America.

National Gallery Singapore

Address: 1 St Andrew’s Rd
Opening times: 10:00–19:00 Saturday–Thursday, 10:00–21:00 on Fridays
www.nationalgallery.sg

Boasting over 8,000 artworks, National Gallery Singapore oversees the largest public collection of modern art in Singapore and South East Asia. Besides the extensive permanent art collection—which conveys Singapore’s culture and heritage and places its art in context with other South East Asian cultures, Asia and the world—it hosts multiple short-term exhibitions. Hence, it is advised to check the gallery’s website for the most current information about these special exhibitions. With the gallery being located in Singapore’s Civic District, the arts and culture quarter right in the heart of the city, there is even more to see within a short walking distance for those wishing to explore historical, architectural and cultural sights.

Chinatown Street Market at night

Address: Pagoda St., Trengganu St. and Sago St., Chinatown
Opening times: Open daily from 10:00–20:00

Although Singapore’s shopping scene is mostly associated with contemporary, air-conditioned malls, the South East Asian city has many authentic and traditional markets as well. One of the most famous of these is the Chinatown Street Market in downtown Singapore. Being one of the most popular of its type in the city, it offers a range of fashion items, antiques, souvenirs, electronics, street food booths and affordable restaurants. The market is open all afternoon, but only really gets busy when the sun sets, at around 19:00, every evening.

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