Introducing IDEC 2017: Asia’s must-attend event this year

The Indonesian Dental Exhibition and Conference (IDEC) is the only professional organisation for dentists across Indonesia. The organisation was established in Bandung in West Java in 1950 and is headquartered in Jakarta, the capital of the Republic of Indonesia. Its 27,000 member dentists fall under 19 regional boards at the provincial and district/city level.

The development of dentistry and dental equipment internationally has accelerated rapidly lately. Manufacturers of dental equipment are competing to offer products and services that will help dentists provide the best services and care to patients. Keeping up with these changes can prove to be challenging to dental practitioners across Indonesia.

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To date, Indonesia has never had a special platform for manufacturers of dental equipment and materials to showcase their best products and services. The Indonesia Dental Exhibition and Conference (IDEC) aims to fill this gap and become the premier platform for Indonesian dental professionals to discover the latest in dental equipment and materials and absorb new information and trends to better their dental practices. To this end, the exhibition has confirmed attendance by more than 130 exhibitors from Indonesia and overseas. Five national pavilions, from Germany, Switzerland, South Korea, Italy and China, are also participating in the inaugural edition of IDEC, from 15 to 17 September.

IDEC is planned to be a forum for intra-professional collaboration between Indonesian dental health practitioners, including dentists, dental nurses and dental technicians. It will create a meeting point for dental professionals in Indonesia to come together and master their craft with the aim of providing improved services to the larger Indonesian community. For the 2017 event, with the theme of “Modern science and technology for the future of Indonesian dentistry”, attendees can look forward to enlightening conference sessions and limited attendance hands-on workshops that focus on the needs of the Indonesian dental professional to help set a new bar for dental services in Indonesia.

The partnership between the Indonesian dental association, Koelnmesse and Traya Events has proven to be a great mix to bring together our individual expertise to create and execute IDEC and bring to the local dental professionals a premier dental exhibition and conference in Indonesia.

Setting a new bar for dental services in Indonesia

A welcome message from the Indonesian dental association

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“The role of the dentist has significantly changed over the last decade”

An interview with IDEC speaker Dr Rajiv Saini, India

In anticipation of his presentation on the link between oral hygiene and systemic health at IDEC 2017, today international spoke with him about patients’ knowledge, treatment expectations and the changing role of the dentist.

In your lecture abstract, you write that “Dentistry has experienced the greatest era in its history over the last 30 years”. Can you explain that?

Dentistry has changed a great deal in areas such as diagnosis, prevention and treatment over the last three decades. Now, we are in the era of cellular and biotechnology-based diagnosis, novel preventative measures, such as advanced dental biofilm elimination and new treatment modalities, including artificial intelligence in dentistry.

There is increasing awareness of the link between oral health and systemic health. Where are we in this regard today?

* According to Saini, there should be greater focus on oral health in developing countries and children’s oral health education.

“*We should consider it a joint effort to advocate preventative measures in the profession.*”

We are in a very dynamic time! We are experiencing new scientific evidence every day that adds to the body of knowledge on the link between oral and systemic health.

Apart from affecting overall well-being, diseases such as periodontal disease have been associated with cardiovascular disease and several types of cancer. Do you think the important role dentistry plays regarding systemic health has already been recognised by the public and among policymakers?

No! The public is still very much unaware of the bidirectional impact of this strong oral-systemic connection. Regarding policymakers, I personally believe more emphasis should be given to preventative strategies rather than treatment modalities.

What are the most common misperceptions regarding oral hygiene regimen and oral health that you encounter regularly?

Many people, especially in the Asian region, believe that through regular professional cleaning they will develop sensitivity or mobility of their teeth. Second, people are not consistent and thorough with their oral hygiene regimen. In order to change that, I believe there should be significantly more education through the media and public campaigns.

Dentistry has continued to see a digital leap, yet many countries still experience great inequalities in basic dental care. Where will this development lead in your opinion?

We should consider it a joint effort to advocate preventative measures in the profession. In addition, there should be greater focus on oral health in developing countries and children’s oral health education.

Caught between preventative dentistry and an ever-growing demand for aesthetic procedures, what will the main challenges of the profession be in the future?

The main challenge will be balancing patients’ expectations on the one hand and necessary oral health procedures on the other. For example, dental implants are increasingly facing failure challenges owing to poor oral hygiene. More consideration should go into seeking a balance between patients’ expectations and realistic oral health outcomes.

How will the role of the dentist change? Will or should there be more interconnectedness between dentistry and medicine?

The role of the dentist has significantly changed over the last decade, and the dentist’s role and responsibilities are now to maintain overall health rather than focus on oral health only.

Yes. In the years to come, dentists will play an integral part in the preservation of systemic health, and I believe, they will be recognised as oral physicians.

Thank you very much for the interview.

Editorial note: Dr Rajiv Saini will be presenting a lecture titled “Oral hygiene and systemic health” on 17 September from 11:30 to 12:30 in the Mirak room.
Blessed with a diverse landscape and a rich cultural history, Indonesia is one of the most fascinating countries in Asia. And yet, although its natural treasures do not fail short of the attractions of nearby countries, the number of foreigners visiting Indonesia has remained considerably lower than Singapore or Malaysia. Of course, the reasons for this are multifaceted. Nonetheless, Indonesia’s weaker performance in the tourism industry is just one example of the country’s immense potential that is evident in many areas, not least in its medical and dental care industries.

Up until a few years ago, the health care sector, especially dental care, was a severely underserved market. Looking back only one decade, Indonesia had one of the lowest population-dentist ratios in the world. Generally, health care has long been viewed as a low priority in the country, with little preventative care and a lack of comprehensive medical insurance. However, while the country definitely has some catching up to do, it has already begun to do so.

In an attempt to improve the insufficient health care sector, the country has initiated reforms that are set to transform the country and create promising opportunities for the dental industry in the years to come. One of the most significant measures is the universal health insurance coverage, Jaminan Kesihatan Nasional (JKN), which was introduced in 2014 and is intended to cover all Indonesian citizens by 2019.

JKN will change the health care sector dramatically. Currently, less than two-thirds of the population has health insurance. Once fully implemented, it will be mandatory for all Indonesians to join JKN, paying a share of their monthly salary as an insurance premium. For those who have no regular income, this will be publicly funded. With JKN, potentially over 80 million additional people (about the population size of Germany and eight times that of Sweden) will have improved access—and, in some cases, first-ever access—to the health care system and most certainly make use of it.

This example perfectly illustrates Indonesia’s one characteristic that has shaped its past and will most likely transform its future: it is huge and up until now was never fully able to exploit the associated market potential.

The fourth most populous country in the world (and a member of the G20), Indonesia is as wide as the US from San Francisco to New York and home to over 260 million inhabitants who live scattered across ten thousands of large and small tropical islands. Its size and atypical topography pose a variety of infrastructural challenges and have thus affected the development of the health care sector in the past, but these are also likely to help Indonesia become one of the most dynamic medical markets in the future, experts have predicted.

To understand this connection, one only needs to apply a bit of math. According to market analysts, the ASEAN countries are expected to be among the most promising emerging medical device markets owing to increasing economic growth, big populations and large emerging middle classes. Of the ten member states, regarding population numbers, Indonesia alone represents one-third of the whole market and, hence, has the greatest development potential.

In light of this, one also has to keep in mind that the Indonesian medical device market currently is still fairly underdeveloped. Considered internationally, its volume is about that of the Hungarian market—a country with a population size

* Market analysts have predicted that the changing health care sector will create lucrative opportunities in various segments of the dental industry, for example for equipment manufacturers.

* Beautiful Indonesia. Together with Mexico, Nigeria and Turkey, the South East Asian country has been identified as one of the emerging economic giants of the future, termed “MINT” countries by British economist Dr Jan O’Neill.

"Indonesia is huge and up until now was never fully able to exploit the associated market potential."
ESSENTIAL DENTAL MEDIA
of only about 4 per cent of that of Indonesia. This demonstrates the coun-
try’s potential provided it utilises it timely.

One of the greatest driving forces for change in the health care sector
will be the country’s growing middle class. The recent increase in its gross
domestic product, which is associ-
ated with changes in lifestyle and a
demand for higher health care stand-
ards, among other things, has already
played a major part in the rise of
health expenditures, which has al-
ready quadrupled, increasing from
US$20.42 per capita in 2002 to
US$85.24 in 2012.1

To cope with this growing de-
mand, both public and private health
care providers have recently started
expanding and upgrading their ser-
vices throughout the country.2 Since
2011, hundreds of new hospitals have
been built, predominantly in special-
ised and private care. According to a
government report, about 9,000 new
community health centres are to be
built and the number of hospital beds
increased by more than 330,000 by
2025.3

Naturally, the extended and new
facilities will all need to be equipped,
creating a great deal of opportunity for
international companies to enter
the market, especially in the dental
industry. At present, as much as
85 per cent of the equipment used in
Indonesian dental care is imported.4

Both the expansion of and increase in
health care facilities, as well as the
growing demand for advanced health
care, equipment and medical devices,
will provide profitable opportunities
for companies in the dental and med-
ical industries and surgical equip-
ment segment, market analysts have
predicted.

The Indonesian government’s plans
for increased public spending and
improved level of health care ser-
vices and the expansion of individual
health care facilities will progres-
sively require medical units to oper-
ate in a cost-efficient manner. Mini-
mally invasive treatments and high-
techn devices can support this
efficiency—again providing lucrative
business opportunities for foreign
manufacturers wishing to enter the
Indonesian market.

In the dental industry, for exam-
ple, segments predicted to be lucra-
tive include orthodontics and dental
equipment for scaling and polishing
and whitening.5 To enter the promis-
ing market, foreign companies will
need to make contact with dental clin-
ics, individual practitioners and, of
course, the Indonesian dental associ-
tion, Persatuan Dokter Gigi Indonesia,
which represents more than 19,000
local dentists and is a major mouth-
piece for the dental community.

Also key for success will be visi-
bility and communication, which are
most easily achieved at trade shows
and conferences where the profes-
sion is gathered and networking op-
portunities are abundant. In this
sense, the staging of IDEC in Jakarta–
the first comprehensive dental event
in Indonesia—is more than just a reg-
ular dental show. It is an event pre-
senting challenges and opportunities
side by side.

Editorial note: A list of references is
available from the publisher.
exhibitors list

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Floor plan and exhibitors list are subject to changes. Last update was 27 August 2017.
CURAPROX introduces 100 per cent clean concept in Jakarta

“The Indonesian oral care market promises a lot of opportunities for our high-quality products made in Switzerland.”

At IDEC Jakarta 2017, famous Swiss brand CURAPROX is offering high-quality oral health care products that will ensure your patient’s oral health is at its best. Both the CS 5460—the brand’s softest daily toothbrush—and the CPS prime interdental brushes are designed for optimum cleaning that is gentle on and between the teeth and gingivae.

A regular toothbrush often has around 400 bristles, thick and made of nylon. With 5,460 ultrafine CUREN bristles, the CS 5460 ultra soft is unmatched in softness and effectiveness. The CUREN filaments that form the fine bristles are individually softer than nylon. Additionally, they remain as stable when wet as when they are dry, and the sheer density of the bristles enables tremendous brushing efficiency. With its sleek, stylish body and wide assortment of colours to choose from, the CS 5460 ultra soft toothbrush is unmatched in both aesthetics and function. If your patients want a brush that will deliver super-clean teeth and be gentle on the gingivae, choose the CURAPROX CS 5460 ultra soft.

Just brushing one’s teeth results in cleaning about 70 per cent of the surface of the teeth. Though it is a decent start, it is, by itself, insufficient for maximising oral health. The interdental spaces remain largely untouched and prone to the development of caries, gingivitis and periodontitis. The CURAPROX CPS prime is the finest, most durable interdental brush available and will clean the entire interdental space (approximately the remaining 30 per cent) effectively and without risk of injury. Whereas a product like dental floss may miss small niches between teeth, the CPS prime’s umbrella effect means that the brush’s fine bristles expand to fill the gaps between teeth, cleaning the entirety of the gap. The patented and exclusive CURAL surgical wire used for the interdental brush is ultra thin and extremely strong, and its nickel-free composition makes it suitable for allergy sufferers. The CURAPROX CPS prime is an integral part of any successful oral health care routine.

“We are delighted to be exhibiting at IDEC Jakarta to present our CURAPROX CS 5460 ultra soft toothbrush and CPS prime interdental brush, among others. They are aesthetically pleasing and unmatched in efficiency,” said Steve Odermatt, Asia Area Manager at Curaden. “The Indonesian oral care market promises a lot of opportunities for our high-quality products made in Switzerland. We offer a portfolio that will set new benchmarks in this beautiful country. In addition, as part of our ongoing commitment to only work with the best partners, we will be announcing at the show that dental dealer Bintang Saudara will be our new distribution partner and will start selling our products from 1 September.”

Visitors to IDEC Jakarta can obtain more information about the entire product range of toothbrushes, interdental brushes, toothpastes and mouthwashes at the CURAPROX booth G-14.

AD

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Müller-Omicron presents new disinfection line at IDEC

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 materials stability. Müll-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 active ingredients, ensuring hygiene in dental practices and laboratories has just become easier. The company will be presenting its new disinfection products for the first time at IDEC Jakarta at the German Pavilion (Booth A 12).

“We see great sales potential in the growing Asia-Pacific region for our new disinfection line, as well as for our impression and bite registration materials,” said Jens Günther, Director of Marketing and International Sales at Müll-Omicron. “Both general and prosthetic dentistry have seen outstanding development in this region. Müll-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, Müll-Omicron has successfully passed the ‘4 fold test’ (EN 1655), a new test method for chemical disinfectants.”

All advantages of modern disinfectant in one product line

Müll-Omicron is one of only a few companies worldwide offering a complete range of quality disinfectants for the dental market. This includes alcohol-based and alcohol-free liquids for surface and wipe disinfection, as well as highly effective cleansing products for disinfection of dental suction systems, instruments and cuspidor bowls. With Destinomed HD gel Sensitive, Müll-Omicron also provides a particularly gentle disinfectant for hygienic hand disinfection, while Dentaclean HC lotion cleanses and nourishes the hands.

Owing to the ever-growing demand for wipe disinfection, the new range now includes eight different wipe systems with various sizes and wipe grades. Müll-Omicron offers wipes impregnated with alcohol-based and alcohol-free solutions and dry wipes for use with disinfectants. The new impregnation solutions Dentalrapid 3D liquid and the alcohol-free Dentalrapid soft 3D 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.”

Aqium 3D: Precise impressions with unique hydrophilicity

In order to obtain a precise impression in the moist oral environment, rapid hydrophilicity is necessary. The silicones used in dentistry should displace the moisture quickly and easily flow off in the smallest areas. Müll-Omicron offers with Aqium 3D a new product that meets these requirements. The scannable, addition-curing precision impression material is suitable for conventional and digital impression methods. Its properties include optimal hydrophilicity, high ultimate tensile strength, high modulus of elasticity, thixotropy and fluidity. With Aqium 3D, Müll-Omicron has set new standards in digital dentistry. “The impressions made with Aqium 3D are scannable without the need to add powders or sprays, so that it can be used in a digital data-based CAM process chain,” explained Jens Günther. “For example, the combination of Aqium 3D LIGHT and Aqium 3D HEAVY has led to excellent prosthetic results.” 3Shape, a leader in dental scanning systems, also recommends Aqium 3D for CAD/CAM production of dental restorations. Furthermore, owing to a new mixing technology, the user saves 28 per cent of the material per application. Aqium 3D is available in different viscosities (LIGHT, MEDIUM, MONO and HEAVY/PUTTY SOFT) and in 50 and 380 ml double cartridges. Aqium 3D can be used for crowns and bridge work, as well as inlays and onlays.

Müll-Omicron customers and visitors at IDEC Jakarta can obtain more information about the entire product range of impression and bite registration materials, silicones and other laboratory products at the company’s booth A 12.
GC everStick: Fibre reinforcement for daily dentistry

On display at IDEM 2017 is GC’s everStick glass fibre line developed to provide solutions for modern, patient-friendly dentistry. According to GC Asia, everStick creates possibilities for minimally invasive procedures and restorations for both dentists and patients.

Proper bonding between the fibre and composite is the key factor for a successful treatment. everStick fibre reinforcements are made of silanised Eglass fibres in thermoplastic polymer and a light-curing resin matrix. This fusion of fibres and resin forms the exceptionally strong, aesthetic and user-friendly Interpenetrating Polymer Network. Clinically, this leads to superior bonding, enabling reliable surface-retained applications and perfect handling.

everStick Eglass fibres provide an elasticity close to that of dentine while being as strong as metal. This strength allows clinicians to pioneer paths in cost-effective chairside tooth replacement, splinting, root canal posts and passive orthodontic retention. The evidence-based fibre reinforcement technology provides dental professionals with a metal-free, cost-effective treatment method and complements prosthetic treatment options.

The everStick product range comprises truly biomimetic materials that support the advantages of minimally invasive dentistry, helping preserve the patient’s own healthy tooth tissue for as long as clinically possible. This also means that other treatment options remain available should the patient ever need them in the future.

More information can be found at www.gcasiadental.com or at GC Asia’s booth C01.

GC everStick: Fibre reinforcement for daily dentistry

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The System Ti 5-Blank milling disc is a highly biocompatible titanium alloy (Grade 5) with an extra-low oxygen content for the highest strength. The high-quality dental material from German manufacturer Adentatec is especially indicated for implant-supported restorations and, of course, for the manufacture of crowns and bridges. It is also suitable for veneering with titanium ceramics. System Ti 5-Blank is available in a number of diameters and sizes for all CAD/CAM systems.

Established in 1997, Adentatec is a global company based in Cologne that specialises in the production and distribution of non-precious dental alloys in cobalt-chromium and nickel-chromium bases, as well as CAD/CAM discs on cobalt-chromium and titanium bases.

The medical devices distributed by Adentatec are exclusively produced in Germany and are certified to the highest standards (CE marking and US Food and Drug Administration). Adentatec is committed to the strict implementation of the quality and process requirements of DIN EN ISO 13485 and DIN EN ISO 9001 in relation to the entire manufacturing process.

More information can be found at www.adentatec.com.
Selamat Datang di Indonesia!
Some tips to discover vibrant Jakarta in your time off

Buzzy Jakarta certainly offers a great deal to see and do after congress hours. However, as leisure activities are endless in South-East Asia’s largest city, today international has compiled a selection of sites and places worth visiting during your time off from exploring the country’s diverse culture and traditions at Taman Mini Indonesia Indah (beautiful Indonesian miniature park) to dining with a view at the SKYE Bar & Restaurant.

For visitors who have limited time in Jakarta, the 250-acre Taman Mini Indonesia Indah recreational park gives them the opportunity to relax in a beautiful outdoor environment while discovering the rest of the country within an afternoon’s walk. Located in East Jakarta, the area is a synopsis of the diverse Indonesian culture and features each of the provinces’ unique architecture and traditions in separate pavilions. While the park shrinks Indonesia’s essence into one space, the buildings are life-sized. The area includes a lake with a miniature reproduction of the country’s characteristic archipelago, as well as cable cars, museums and an IMAX theatre. Altogether, Taman Mini Indonesia Indah offers a fascinating journey through Indonesia’s various areas and islands, giving the busy traveler an opportunity to discover the world’s largest island country on foot!

Although the city is sprawling and one of the busiest, a few locations are best explored walking. Among them is the Old Town, Kota Tua, in the north. There, you can experience living evidence of the country’s past as a Dutch colony. Most of the historical Dutch buildings are on Fatahillah Square, Jakarta’s central cobblestone square that offers modern visitors a glimpse into the colonization period. Stroll up the atmosphere with a stroll through the area during the vibrant evening hours, learn more about the country’s past in the Jakarta History Museum, located right on the square, or while away the evening with a drink and a bite to eat at one of the many restaurants and cafes. A pricier dining option—but well worth it—is the famous Café Batavia, set in a 200-year-old building—the second-oldest building in Central Jakarta—on the north-western corner of the square.

From Fatahillah Square, it is only about a kilometre’s walk to Chinatown (Glodok) and the old harbour (Sunda Kelapa). Dive into yet another cultural experience on streets like Jalan Kemonangan and Jalan Kemenangan III. Some ideas are treating yourself to a Chinese massage or buying some herbal medicine and souvenirs for your loved ones at home.

For those of you who are tired of walking after a busy day at the trade show, one of the many sky high bars might be the best way to end the day in style. Probably the most popular is the SKYE Bar & Restaurant, which is located on the 51st floor of BCA Tower in Central Jakarta. With its spacious indoor and outdoor areas, the cosmopolitan bar offers unequlled panoramic views of the city’s skyline while enjoying the finest of Western cuisine. Other rooftop bars worth checking out are the elegant Cloud Lounge & Dining on the 46th floor of the Plaza hotel or the even higher Henshin restaurant on the 67th floor of the Westin Jakarta hotel.

What would a visit to Indonesia be without a trip to one of its traditional markets? One to see is Pasar Mayestik in the Kota Baru neighbourhood of South Jakarta. Here, you can find everything from fresh fruit and vegetables to fabrics and stationery. Pasar Mayestik is most popular for fabric shopping and many stores offer in-house tailoring. If you want to escape the heat of the day, visit Tanah Abang market. Located nearby the Tanah Abang train station, the market is housed in a new air-conditioned building and has loads of fabric stalls offering very reasonable prices. Those in more of a gourmet mood can go food hunting at Pasar Santa, a traditional market in the Santa area in South Jakarta that has become a must-visit hip hang-out spot for culinary delights in Jakarta. However, there are around 150 traditional markets dotted around Jakarta, so there is definitely something to see and do for every taste.  

[Image of Jakarta History Museum and SKYE Bar & Restaurant]
WHITE TEETH
STRONG ENAMEL
FRESH BREATH

WHITE TEETH DUE TO HYDROXYLAPATITE

CURAPROX
BLACK IS WHITE
CHEW FOR WHITE
WITH ACTIVATED CHARCOAL

curaprox.com
#chewforwhite
#chewinggum
#whitening