Inside today
You will find an overview about IDEM Singapore, new developments and trends in the world of dentistry as well as information on dental products and the industry. » page 2

Silver Wave Symposium
An interview with IDEM presenter Prof. Hien Ngo about the concept of “Lifelong oral health” and the major demographic change in ASEAN countries. » page 4

Dental products in focus
IDEM Singapore will be an excellent opportunity to see the most up-to-date technologies and achievements in the field of dental medicine. » page 12

World of dentistry focuses on IDEM Singapore

Tenth edition officially opens at Suntec Singapore Convention and Exhibition Centre

Planmeca Vice President of Sales Jouko Nykänen in talks with today international. © Monique Mehler/DTI

Tenth edition of the event, being held from 13 to 15 April, Planmeca has renewed its 3-D digital imaging devices and soft ware Planmeca has participated at IDEM for many years. This year, for the tenth edition of the event, being held from 13 to 15 April, Planmeca has returned to Singapore to exhibit at one of the largest shows in South East Asia. today international met with Planmeca Vice President of Sales Jouko Nykänen to speak about the company’s new products and the Asia-Pacific region as a growth area for business.

“IDEM is a unique meeting point for sharing ideas and visions”

An interview with Planmeca Vice President of Sales Jouko Nykänen

Today international: What are your expectations for IDEM 2018?

Jouko Nykänen: For us, IDEM is a key event in South East Asia and a unique meeting point for sharing ideas and visions. We are always enthusiastic about strengthening and further developing our partnerships with existing customers, distribution partners and academics. Of course, we also want to attend. This year’s theme of “Striving for clinical excellence” in dentistry focuses on key trends, including teeth and implants for life, oral health in the growing elderly population in Asia, digital workflows within the team and the cancer prevention plan.

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Dr. Kuan Chee Keong, Chairperson of the IDEM 2018 Committee, added: “People in Asia Pacific are increasingly paying more attention to their oral health and, indeed, their overall well being. As a result, dental practitioners have now shifted from an approach that focuses primarily on restoration and prevention to a more holistic approach. In other words, people no longer are satisfied with good dental outcomes, but demand enhanced aesthetic results as well. Speakers at IDEM such as our SDA Masterclass Speaker Dr. Galip Gürel and other top quality speakers will address these trends and discuss revolutionary treatment solutions.”

Up-to-date information can be obtained via the IDEM Singapore app, which features a floor plan, an exhibitor list and details about conference sessions. The app is available free of charge for iOS and Android and can be downloaded free from the App Store and Google Play. 

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##today international

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