World of dentistry focuses on IDEM Singapore

Tenth edition officially opens at Suntec Singapore Convention and Exhibition Centre

Yesterday, the tenth IDEM was officially opened in Singapore. The mainstay of the show is its exhibition, which is this year featuring close to 500 companies from every segment of the dental industry. Manufacturers, distributors and traders are showcasing their latest products and services, and opinion leaders are sharing their knowledge in lectures and workshops at the Suntec Singapore Convention and Exhibition Centre.

Co-organised by Koelnmesse and the Singapore Dental Association, Asia-Pacific’s cornerstone event in dentistry is expected to attract approximately 9,000 attendees from over 80 countries over the course of the three days. The exhibition floor is hosting 13 national pavilions and 504 exhibitors from 38 countries. Both leading manufacturers such as Dentsply Sirona, GC Asia, and Colgate, as well as new companies such as Bio3 Implants, GIGATT Asia, and Colgate, as well as new manufacturers such as Dentsply Sirona, GC Asia, and Colgate, as well as new companies such as Bio3 Implants, GIGATT Asia, and Colgate, are present at the exhibition with their newest offerings for the exciting Asia-Pacific dental market.

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. We work 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,” said Mathias Kipper, Managing Director of Koelnmesse Pte Ltd.

Besides the exhibition, a diverse scientific programme awaits congress attendees. 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 caries prevention plan.

Dr Kuan Chai Hiong, 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 IDA Masterclass Speaker Dr Gaige Goei 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.

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

An interview with Planmeca Vice President of Sales Jouko Nykänen

Jouko Nykänen: For us, IDEM is a key event in South East Asia and an important dental event in the Asia-Pacific region. © Koelnmesse

An interview with IDEM presenter Prof. Hien Ngo about the concept of “Healing oral health” and the major demographic change in ASEAN countries.

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create new contacts and spread our message, as well as learn how we can serve customers in the region even better.

We have been very happy with IDEM over the years. It has brought us excellent contacts with distributors in the area, and we have also seen more and more customers travelling to the exhibition from different countries in the area. With one visit, we can actually gain a great deal of insight into the entire South East Asian region.

What will Planmeca’s highlight product at IDEM be? Do you have any new product launches planned?

Our main focus at IDEM is on our excellent software platform, Planmeca Romexis. It has evolved into the most versatile and comprehensive platform available for handling clinical work, diagnostics, equipment control, clinic management and even business control. Planmeca Romexis is also scalable and easy to use and thus suitable for the smallest clinic to the largest university.

Our high-quality 3-D imaging range continues to expand, and CAD/CAM is also a hot topic in dentistry today. At IDEM, we are proud to present Planmeca Emerald, our new, superfast, accurate and lightweight intraoral scanner. It has set a new benchmark for intraoral scanning and can be used as part of many different workflows.

We want to show how all our products can be linked with each other in practice utilising our single software platform’s seamless integration. The entire treatment workflow can be fully controlled and completed in the same Planmeca Romexis software, regardless of applications: 2-D and 3-D diagnostics and analyses, intraoral scanning, CAD and even milling and 3-D printing. Everyone talks about integration these days, but few can actually implement it at this level. Planmeca Romexis offers true integration for creating easy, practical workflows for all situations.

Based on your previous experiences at IDEM, how important is the Asia-Pacific region for Planmeca?

During the recent decade, we have already established our presence in the largest Asian markets, such as China and Japan, with India also on a very strong track. Now our focus is also heavily on South East Asia owing to its growing importance. If one looks at the population base, South East Asia is a very interesting region and holds a great deal of potential—comparable to approximately half that of mainland China, for example. However, we must adapt to each specific market in the region and localise our offering, services and message. We are currently strengthening our presence in the region, as we want our local team to be closer to our distribution partners and, of course, end-user customers.

Where can IDEM attendees find your booth? And do you have any fun booth activities planned that you would like to invite congress-goers to?

Our booth number is 4D-01. Its fresh and friendly design is brightly visible. Both our local team and our team from Planmeca’s headquarters are present and are very eager to meet and serve all IDEM attendees. I expect much fun throughout the show.

...our focus is also heavily on South East Asia owing to its growing importance...
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Professor Hien Ngo has extensive experience in private practice, research and education. Over the last 30 years, he has been active as an international speaker on cariology, gerodontology, and medically compromised patients. In my opinion, it’s very important that these conditions are coupled with either severe health or mental illness, then referred to a specialist in geriatric dentistry could be required. Gerodontology is now a recognised dental specialty; however, specialists in this field are still not common in ASEAN countries. The engagement of international bodies such as the FDI and WHO on the concept of lifelong oral health will encourage healthy discussions and policy developments to ensure that preventive measures and oral healthcare are accessible.

What is happening in this field during the IDEM conference in Singapore?

Singapore recognised the importance of this major demographic change and has made large investments to ensure that lifelong oral health is delivered to its population.

Why is precision important?

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The floor plan is subject to change. Last update was 23 March 2018.
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<table>
<thead>
<tr>
<th>Company</th>
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<tr>
<td>NTI-Kahla GmbH Rotary Dental Instruments</td>
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| OrthoTechnology                              | 4G–2
It is essential for GC to constantly keep its product portfolio up to date and to innovate in order to meet customer demands. During IDEM 2018, the company is introducing the GC Initial LiSi Press pressable ceramic system and the matching phosphate-bonded speed investment GC LiSi PressVest for pressable ceramics.

Both products are part of the Initial family, a range of advanced materials for the dental laboratory that have made dental technicians’ work easier for almost 15 years. A pressable lithium disilicate ceramic, GC Initial LiSi Press combines the advantages of modern ceramics with exceptional ease of handling. Achieved through its unique HDM (High Density Micronization) technology, uniformly dispersed lithium disilicate microcrystals fill the entire glass matrix. The material remains stable even after several firing cycles and has a high flexural strength of 500 MPa.

The physical properties of Initial LiSi Press make the restoration gentle on antagonists and very resistant to abrasion. Furthermore, its high colour stability and fluorescence ensure the natural aesthetics of the pressable ceramic material.

Quality is of great importance in daily laboratory procedures, so is quick and easy processing. To make this task even easier, GC is offering LiSi PressVest, a carbon-free phosphate-bonded speed investment for pressable ceramics. With its high flowability and extended processing time, this material permits more processing flexibility before firing. It has been optimised for speed heating and is suitable for a variety of pressing techniques. When used in combination with Initial LiSi Press, removing the resulting reaction layer is effortless, by sandblasting with glass beads—saving valuable time compared with the usual method.

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**NTI PRODUCT NEWS**

At IDEM, German manufacturer NTI is presenting several innovations from its extensive instrument portfolio. The new Oliver Box set, for example, contains specially developed diamond instruments with a modified grit size and binder that are particularly suitable for preparing lithium disilicate and ceramic like IPS e.max from Ivoclar Vivadent. The veneering material IPS e.max Ceram produces perfect, naturally-looking aesthetics. This is achieved with careful, specific layering to create a visual appearance and through formative shaping using rotary instruments. The instruments in the Oliver Box set provide outstanding removal and a high service life, according to NTI. The application of the new instruments is explained in a video available on the company’s website that illustrates the complete procedure, from separating the copings to polishing.

Based on the success of the company’s PrimeCut SL diamond strips and owing to popular demand, perforations have been incorporated into the strips. The new perforated strips adapt particularly flexibly to the surface of the crown, making it easier to adapt the proximal contact area. The strips also equipped with the software, cloud and/or printed. The laboratory, once the patient’s file, integrating the contextual photographs and data collected with the device is sent directly to the software together with the contextual photographs. Once the patient’s file, integrating the contextual photographs and data collected with the device is sent directly to the software together with the contextual photographs. Now the laboratory, instantly receives all the necessary information via the cloud to manufacture the prosthesis according to the order. The software also allows the dentist to follow the order status in real time.

**RAYPLICKER SHADE DETERMINATION SOLUTION**

With its flagship product, the Rayplicker, on display for Asian markets in Singapore, Borea is seeking to further increase its presence in the Asian market. At IDEM, the company is showcasing its industry-leading endodontic products to dental professionals with unparalleled access and precision, and comes with the added benefit of being easily replaceable and disposable. The Rayplicker allows the capture, in a single acquisition, of all the colour information necessary for the aesthetic integration of a prosthesis. At each acquisition, the user can visualise the shade of the tooth according to different views, including polarisation, overall shade, three parts, nine parts, complete mapping and translucency of the tooth. The device has a patented optical measuring head, cancelling out influences from the external environment. Its ergonomics makes it possible to scan all of the teeth, whatever their position in the oral cavity. With its single acquisition, the shade determination solution realises an innovative concept for communication and interaction between the dentist and dental technician. An indispensable tool for dental practices, it brings together quality, traceability and reliability.

**ENDODONTIC OBSTRUCTION SYSTEM EQ-V: THE DENTIST’S CHOICE FOR CONTINUOUS WAVE OBSTRUCTION**

Meta Biomed recently established its European headquarters in Mulheim in Germany with the aim of further increasing its presence throughout Europe. The decision to locate Meta Biomed in Mulheim has been warmly welcomed by local economic development company Milheim & Business and state-owned economic development agency NRW.BW.EV, 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 for being one of the dental industry’s leading innovators, as its focus on research and development has achieved continuous breakthroughs in the quality and performance of its medical devices and biomaterials. This continues with the launch of Meta Biomed’s new EDV system, which offers a revolutionary and convenient option for continuous wave obstruction. Developed with users in mind, both the EDV Pack and Fill are lightweight and ergonomically designed for comfort handling. Each is protected with chemical 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 EDV 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 EDV 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,” said Ian Yun, Meta Biomed’s Managing Director.

**NTI-Kohia, Germany**

Level 4, Booth 4K-17

**Borea, France**

Level 6, Booth 6J-05

**Meta Biomed, South Korea**

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