

# today

## SHOW PREVIEW

**IDEM Singapore**  
International Dental  
Exhibition & Meeting



### Organisers

#### Koelnmesse Pte. Ltd.

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Singapore 189721  
Phone: + 65.6500.6700  
Fax: + 65.6294.8403  
Web: [www.koelnmesse.com.sg](http://www.koelnmesse.com.sg)

#### Singapore Dental Association

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Level 2 Alumni Association  
Singapore 169850  
Phone: +65.6220.2588  
Fax: +65.6224.7967  
Web: [www.sda.org.sg](http://www.sda.org.sg)

### Exhibition opening hours

– Friday, 4 April:  
10 a.m. – 6 p.m.  
– Saturday, 5 April:  
10 a.m. – 6 p.m.  
– Sunday, 6 April:  
10 a.m. – 4 p.m.

### Official media partner



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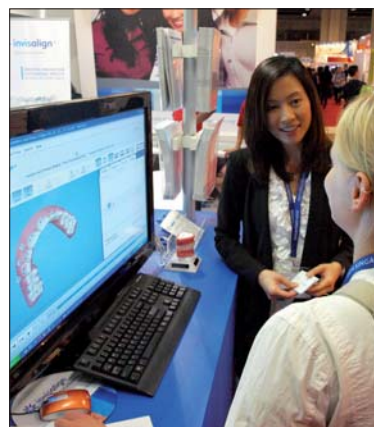


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available at  
[www.idem-singapore.com](http://www.idem-singapore.com).

## IDEM sees further growth in 2014

More innovations and educational offers available for Asian dentists at upcoming Singapore dental show

■ SINGAPORE: The International Dental Exhibition and Meeting (IDEM) in Singapore is fast becoming a crucial meeting point for the dental profession in Asia. The latest registration figures released by the organiser, Koelnmesse, a few weeks before the show indicate that the



Product presentation at IDEM 2012. A high number of dental services and solutions will be launched in Asian markets for the first time. (DTI/Photo courtesy Koelnmesse, Singapore)

upcoming edition in April will see 20 to 30 per cent more exhibitors showcasing their products and solutions to a professional audience.

Owing to the high interest shown by the industry, the total exhibition

space has been extended by 30 per cent and now covers 16,000 sq.m. in two halls at the recently renovated Suntec Singapore Convention and Exhibition Centre, where the show is going to be held from 4 to 6 April. In addition to a large number of dental products and solutions, of which many will be launched in Asian markets for the first time, visitors will be able to learn about the newest methods and technologies in dentistry during a three-day clinical conference that runs parallel to the industry showcase on Levels 3 and 4. Several events tailored to issues relevant to young dentists, dental technicians and hygienists will also be offered during the show.

“There has been an enormous rise in sophistication and complexities in the practice of dentistry in recent years and we are proud to bring authoritative, qualified speakers to discuss the very latest developments in our profession, which are all relevant to daily practice,” commented IDEM Singapore Scientific Program Director Dr Choo Teck Chuan.

Further education will be offered at the Dental Tribune Study Club Symposium, a DTI affiliate,



■ IDEM 2014 will see more exhibitors and visitors. (DTI/Photo courtesy Koelnmesse, Singapore)

which will be held for the third consecutive time. Among other topics, the advantages and disadvantages of the use of CAD/CAM processes in dental practice will be discussed.

In order to help attendees find their way around, an application for mobile communication devices is to be launched by the organiser soon. Users will be able to receive constantly updated information about exhibitors, products and the programme, among other things, Koelnmesse said.

Organised by the company in cooperation with the Singapore Dental Association, IDEM is held in Singapore every two years. Its 2012 edition was the most successful since it premiered almost 14 years ago. With 7,500 visitors to the event, participation increased by almost 20 per cent compared with the meeting in 2010, which was affected heavily by the air-travel restrictions caused by a volcanic ash cloud over Europe. Another increase in visitors is anticipated for this year, according to the organiser. ◀

## “Take CAD/CAM to the next level”

Planmeca's vice-president on the company's strategic investment in E4D Technologies

■ Finnish dental technology manufacturer Planmeca has recently made a significant equity investment in the US-based high-tech

medical device company E4D Technologies. In this interview, vice-president at the Planmeca Group and acting CEO for E4D Technologies Tuomas Lokki sheds light on this new venture.

**today international: Mr Lokki, why did Planmeca choose to invest in E4D Technologies?**

**Tuomas Lokki:** We believe in the tremendous possibilities and future growth of CAD/CAM dentistry. As dentistry will be completely digital in the future, we believe it is vital to invest in the development of new and efficient practices. E4D is a long-term leader in advancing modern CAD/CAM dentistry, so we knew



■ Tuomas Lokki (© Planmeca)

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# Dentists among Singapore's most sought-after medical specialists

■ According to the latest figures published by a Singaporean health-care specialist portal, dentists are at the top of the list of the ten most requested categories of medical professionals on the website. The profession beat gynaecologists and general practitioners by far.

According to the portal's operators, almost 50 per cent of users on the site scheduled appointments with dentists, while only 18 per cent booked appointments with obstetricians and gynaecologists, who were the second-most requested type of medical specialist. About 6.5 per cent of users requested appointments with general practitioners and 1.3 per cent with ear, nose and throat specialists.

The data was collected via book-

ings on docdoc.com, a health-care platform for finding doctors and booking appointments online in Singapore and South Korea. The website lists about 29,000 profiles of medical professionals in the Asia Pacific region.

"This data highlights the huge demand for dental specialist care in Singapore," said John Sharp, DocDoc's president and CEO. "The findings indicate either an under-supply of dentists or an uptick in the demand for cosmetic dentistry, or a combination of both," he suggested.

Currently, Singapore has a dental work-force of slightly over 1,500 dentists, of which two-thirds are employed in the public sector. The dentist-to-patient ratio in the country is about 1 in 3,400. ◀



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## Increasing number of Singaporeans demand dental cosmetic procedures



■ As reported by YourHealth, the health and wellness website of online news platform AsiaOne, cosmetic dental procedures are becoming increasingly popular among Singaporeans. Dental clinics have noted a rise in demand of an estimated 25 to 50 per cent in the last five years, the website stated last year.

According to YourHealth, the majority of patients seeking dental cosmetic procedures are women, although an increasing number of men are requesting cosmetic enhancements.

"More people want to look younger and cosmetic dentistry is like a dental facelift that can quickly reverse the natural ageing process of the teeth," Dr Gerald Tan, President of Aesthetic Dentistry Society Singa-

pore (ADSS), told the website. In addition, dentists may refer patients to plastic surgeons for dermal fillers to remove facial lines to improve their appearance further, he said.

Tan added that people are more willing to undergo cosmetic procedures, such as having their gums reshaped with laser, because they are more aware of the importance of healthy smiles. Moreover, treatment outcomes have become more predictable owing to advances in dental technology.

According to YourHealth, ADSS has almost doubled its membership in the last five years from about 120 to 230 in 2008, Tan said. He also observed a similar increase in the number of dentists attending aesthetic dentistry courses here and overseas. ◀

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# IDEM is the focal event for the Asia Pacific dental community

By Dr Kuan Chee Keong, President of the Singapore Dental Association (SDA) and Chairperson of the IDEM Singapore 2014 Committee

■ The eighth edition of IDEM is going to present a diverse scientific programme that is unrivalled in terms of quality. With the practice of dentistry becoming more sophisticated and complex, the SDA is proud to bring world-class speakers from abroad to Singapore, who will address the very latest developments and challenges relevant to daily practice. They will also be discussing the future of the profession.

Constantly seeking to improve themselves, modern dentists are very receptive to new materials and practice management methods. However, modern dentistry is not just about technological improvement, but also about sustainability and renewability. Besides the opportunity to interact with friends and dental professionals from around the world, IDEM offers the opportunity to

share knowledge, ideas and practical applications in dentistry.

Credit must be given to our long-term partner, Koelnmesse, and its outstanding team of highly competent professionals, who have put together the scientific programme to cater to a wide audience. In addition, IDEM will see three new educational offerings this year with the Dental Hygienist and Dental Therapist Forum, Dental Technician Forum, and New Dentist Forum. With two exclusive evening sessions to address their early career needs, the last is aimed at students within seven years of graduating and final-year students. A specially designed two-day scientific lecture and workshop programme is targeted at

oral health therapists, as they have become an integral part of the dental team. The Dental Tech-



Dr Kuan Chee Keong

nician Forum is an innovative extension to IDEM's general programme designed to help dental technicians to access, learn about and apply the state-of-the-art technologies available for the dental laboratory.

The trade exhibition too is expanding and has already become the preferred platform for many significant industry competitors to launch products in this part of the world. This year's showcase will be attended by approximately 500 manufacturers and traders from over 36 countries, which will be presenting the latest dental innovations, techniques, equipment and materials.

We are very honoured and thankful that Singapore's Minis-

ter of Health, Gan Kim Yong, will be attending the opening ceremony for IDEM 2014. He and his ministry, together with others, have continuously supported the development of the show over the years. We would like to take this opportunity to thank all who have spent time and effort in the organisation of this meeting, as well as the academics and clinical experts who have kindly volunteered to chair the scientific sessions. We also acknowledge the contributions of the sponsors to the success of IDEM Singapore 2014 and express here our sincere gratitude. Their ongoing participation is a testament that this biennial event has firmly consolidated its status as the focal event for the Asia Pacific dental community.

I wish you a fruitful and rewarding participation at IDEM Singapore 2014. ◀

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## Lab in focus at IDEM specialist forum

Dental Technicians Forum to be held during the weekend at Suntec

■ At the upcoming International Dental Exhibition and Meeting (IDEM) in Singapore, dental professionals will be given the opportunity to access, learn about and apply the latest technologies in the dental laboratory during the Dental Technician Forum, to be held by the Centre for Advanced Professional Practices (CAPP) in partnership with Koelnmesse.

Aimed specifically at dental technicians and dental laboratory owners, the two-day event,

Among the presenters will be internationally known experts, such as Dr Andrea Agnini from Italy, Ralf Oppacher from Germany and Naoki Aiba from the US.

At the forum, attendees will also be able to watch live demonstrations of printing, scanning and milling processes during table clinic presentations. An industry exhibition sponsored by VITA and other companies in the field will further provide the op-



which has received accreditation from the American Dental Association, will offer an overview of the latest in ceramic systems and materials. Other topics will include shade selection, implant prosthetics, smile design and CAD/CAM options for scanning, milling and 3-D fabrication of models and restorations, the organiser said.

portunity to try out the latest materials and processes.

The Dental Technician Forum will be held during the weekend of 5 and 6 April. According to CAPP, attendees who register for the forum will also be entitled to attend the IDEM Singapore scientific conference. ◀



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**Level 6, Booth 6P-22**

DentalTribune Study Club at IDEM Singapore, 4-6 April 2014



## FRI, 04.04

- **10:00 – 11:00** | Dr. Marius Steigmann  
Implant Placement and Treatment in the Aesthetic Zone - Part 1  
**Recorded Lecture**
- **11:00 – 12:00** | Sabine Nahme  
3-D Imaging Solutions for Powerful Diagnostic Value Without Guesswork  
**Live Lecture**
- **12:00 – 13:00** | Dr. Andreas Teichmann  
The perfect smile – Bringing back the natural tooth colour  
**Live Lecture**
- **13:00 – 14:00** | Prof. Lorenzo Breschi  
Adhesive systems: Overview, Evaluation, Development  
**Recorded Lecture**
- **14:00 – 15:00** | Dr. Ed McLaren  
The "BFEP": Bonded Functional Aesthetic Prototype a Little PSD  
**Recorded Lecture**
- **15:00 – 16:00** | Sabine Nahme  
Clinical and Diagnostic Advantages Before, During and Post-endodontic Treatment to Investigate the Root Morphology in 3-D  
**Live Lecture**
- **16:00 – 17:00** | Dr. Andreas Teichmann  
Dentcoat revolution: A new level of enamel protection  
**Live Lecture**
- **17:00 – 18:00** | Dr. Marius Steigmann  
Implant Placement and Treatment in the Aesthetic Zone - Part 2  
**Recorded Lecture**

## SAT, 05.04

- **10:00 – 11:00** | Sabine Nahme  
3-D Imaging Solutions for Powerful Diagnostic Value Without Guesswork  
**Live Lecture**
- **11:00 – 12:00** | Dr. Barry Freyberg  
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**Live Lecture**
- **12:00 – 13:00** | Dr. Steven Soo  
"Are You Using CAD/CAM? If Not, Why Not?"  
**Live Lecture**
- **13:00 – 14:00** | Dr. Andreas Teichmann  
Dentcoat revolution: A new level of enamel protection  
**Live Lecture**
- **14:00 – 15:00** | Sabine Nahme  
CBCT-assisted Treatment Planning, Implant Placement and Prevention of Surgical Failures. Confident Surgery, Powerful Tools.  
**Live Lecture**
- **15:00 – 16:00** | Gianfranco Berrutti  
Idea Dakar 2014.  
A GATEWAY TO AFRICAN MARKETS  
**Live Lecture**
- **16:00 – 17:00** | Dr. Marius Steigmann  
Implant Placement and Treatment in the Aesthetic Zone - Part 3  
**Recorded Lecture**
- **17:00 – 18:00** | Dr. Andreas Teichmann  
The perfect smile – Bringing back the natural tooth colour  
**Live Lecture**

## SUN, 06.04

- **10:00 – 11:00** | Dr. Marius Steigmann  
Implant Placement and Treatment in the Aesthetic Zone - Part 4  
**Recorded Lecture**
- **11:00 – 12:00** | Sabine Nahme  
Clinical and Diagnostic Advantages Before, During and Post-endodontic Treatment to Investigate the Root Morphology in 3-D  
**Live Lecture**
- **12:00 – 13:00** | Dr. Andreas Teichmann  
The perfect smile – Bringing back the natural tooth colour  
**Live Lecture**
- **13:00 – 14:00** | Didier Dietschi  
Ultra-conservative Smile and Aesthetic Rehabilitations: Indications, Limits and Clinical Procedures  
**Recorded Lecture**
- **14:00 – 15:00** | Stephane Browet  
Fibre-reinforced Composites ... A Real Breakthrough  
**Recorded Lecture**
- **15:00 – 16:00** | Prof. Dr. Roland Frankenberger  
Preparation Techniques and Luting of All-ceramic Restorations – What Are the Key Issues?  
**Recorded Lecture**

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# “Reach a point where dental restorative materials are rare for everybody”

An interview with Christopher H. Fox, Executive Director of the International Association for Dental Research

■ The adoption of the Minamata Convention in Japan recently made way for a ban on mercury-containing products on a worldwide scale. Provision was also made for phasing down the use of and trade in dental amalgam. Dental Tribune International had the opportunity to speak with the Executive Director of the International Association for Dental Research (IADR), Christopher H. Fox, who attended four of the intergovernmental negotiating committee sessions on behalf of the dental profession, about the impact this could have on dentistry and the future of dental amalgam as a restorative dental material.

**DTI: The recently adopted Minamata Convention on Mercury includes provisions on phasing down dental amalgam on a global scale. What impact do you think this will have on the dental community and particularly restorative dentistry in the long run?**

**Christopher Fox:** I think it must be first pointed out that the Minamata Convention is a very broad treaty designed to reduce all use of and international trade in mercury, as well as the demand for mercury in products and processes. In addition, it is intended to address the need for the reduction of atmospheric emissions of mercury, as well as mercury releases on land and in water.

Dental amalgam is included in the treaty as a mercury-added product contributing to the global demand for mercury. In this regard, it is important to note that the treaty calls for phasing down the use of dental amalgam, as opposed to phasing out or banning the use of it. This will give the industry and profession time to make a transition and preserve dental restorative choices for our profession and patients.

One of the provisions for phasing down dental amalgam is for countries to set national objectives aimed at dental caries prevention and health promotion, thereby minimising the need for any dental restoration. A greater emphasis on prevention and health promotion is indeed welcome and will provide the greatest benefit to populations.

Another provision promotes research and development of alternative dental restorative materials. So, in the long run, dentistry and restorative dentistry, in particular, will have improved dental restorative materials from which to choose for their patients.

**You were involved in some of the intergovernmental negotiating committee sessions in the run-up to the Convention. What were the most discussed issues**

**in formulating the treaty, and did the outcome meet the expectations of those involved in dentistry?**

The most discussed dental amalgam issue was a ban versus a phase-down. Led by the Responsible Officer for the WHO Global Oral Health Programme, Dr Poul Erik Petersen, a coalition of concerned dental organisations was able to show country negotiators that a ban would be detrimental to population oral health. Dental amalgam is a safe and effective dental restoration and remains the best restorative choice in many clinical situations or health system situations. As with any complex negotiation, the outcome has met many people's expectations, but there are those who would have preferred a phase-out of dental amalgam and those who would have preferred no limitations set on dental amalgam.

Another area of discussion was the need for best environmental practices in dental facilities to reduce releases of mercury and mercury compounds to water and land. Dentistry must be a good steward of the environment and implement best environmental practices for dental amalgam, as well as for all other dental materials, medical waste and consumables.

**You mention that in the dental community amalgam is still considered to be effective and safe. So why phase down its use at all?**

Dental amalgam is a safe and effective restoration. The US National Institute of Dental and Craniofacial Research funded two large-scale randomised clinical trials on the safety of dental amalgam in children and failed to find any adverse health effects. The reason for the agreed-upon phase-down is solely the environmental and health effects of mercury in the environment, not the direct health effects of the use of dental amalgam.

**Mercury poisoning from amalgam is mostly found in countries where recycling of the material is insufficient. Is this not a more pressing issue that should be addressed globally?**

The proper handling of dental amalgam and its waste must be adhered to by the dental profession and the health facilities in which they work. In addition to the provision in the Minamata Convention calling for best environmental practices, there is a provision calling for dental amalgam to be used only in its encapsulated state. Only some countries require the use of dental amalgam separators and many more dental professional organisations are calling for their universal use.

Even if we were successful with our oral health promotion pro-

grammes however and could stop using dental amalgam tomorrow by the introduction of next-generation dental restorative materials, dental facilities would need dental amalgam separators in place for at least a generation as currently placed dental amalgams come to the end of their life cycle and need to be replaced.

**Alternatives to mercury-containing dental filling material were discussed last year at an IADR-FDI workshop on dental materials. Is there any viable alternative, and what needs to be done to implement and sustain its use in the future?**

The symposium at the recent FDI Annual World Dental Congress in Istanbul was actually a much-


condensed summary of a two-day workshop held in December 2012 at King's College London. In brief, yes, we can have much-improved, innovative dental restorative materials, but it is going to take a significant commitment from government funders, academia and industry. Keep in mind that even if a new material could be developed within a one- or two-year time frame, clinical safety and effectiveness trials and regulatory approvals will take significantly more time. Practising dentists have an important role here too, as they can participate in research networks evaluating new materials and identifying research questions, not to mention advocating for research funding with policymakers in their country.

**With the advent of preventative dentistry, stem cell research and the sophistication of tooth replacements, will restorative materials become obsolete someday?**

Dental restorative materials are already obsolete or nearly obsolete for the socially advantaged post-fluoride generation. Our greatest challenge is addressing the oral health needs of socially disadvantaged and vulnerable populations. The IADR has a research agenda to reduce these oral health inequalities across populations and hopefully we will reach a point at which dental restorative materials are rare for everybody.


**Thank you very much for the interview. «**

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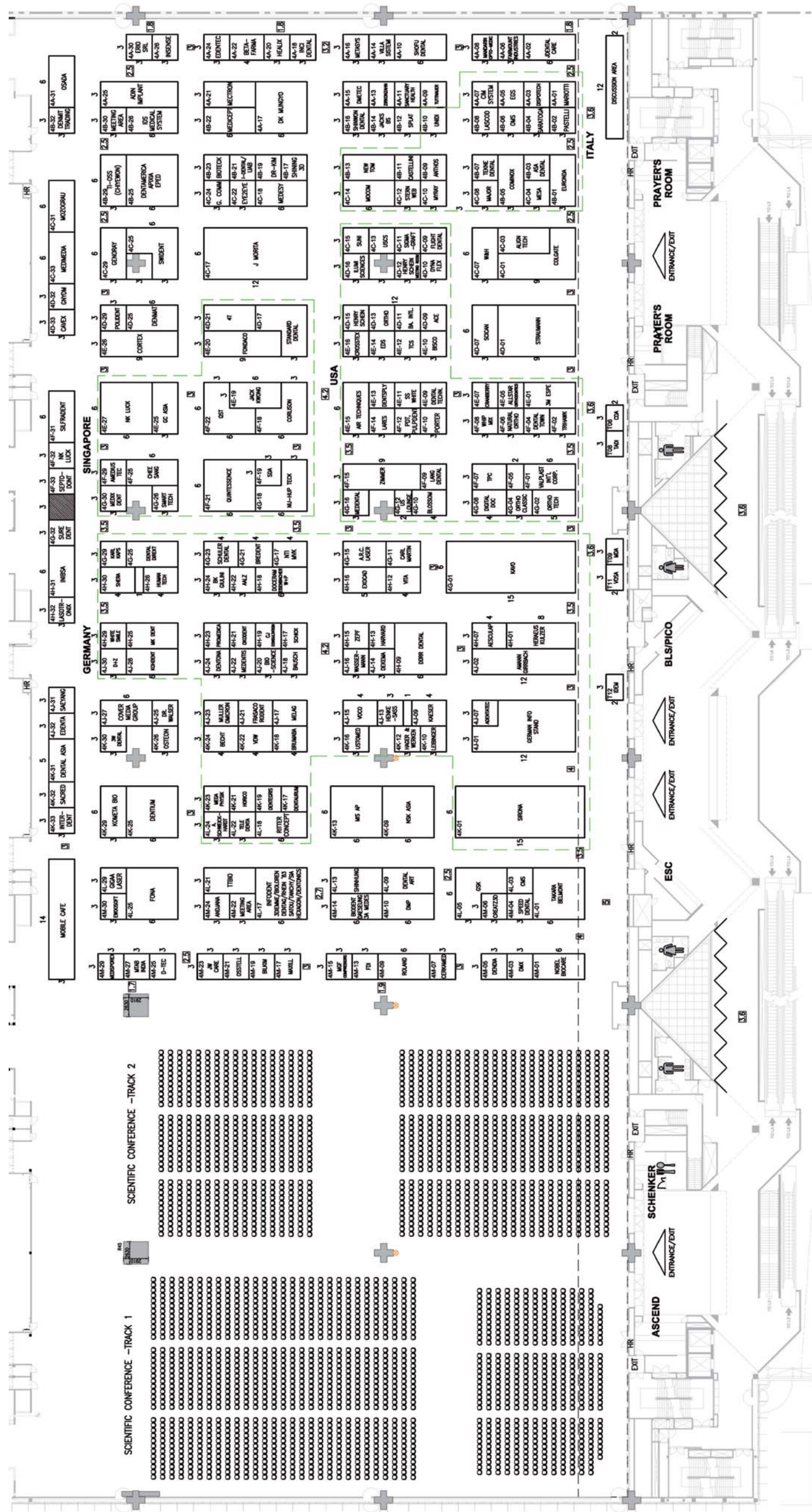
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# Floor plan – Level 4





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