

# today 06 07



### Serving key markets

*today international* sat down with Managing Director Domènec Hugué Gimeno of Inbisa Dental to discuss what products the Spanish company has brought to IDEM Singapore this year.

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### Control inflammation

*today* had the opportunity to speak with Prof. Ray Williams, USA, about the oral health/general health relationship and how the latest knowledge can be translated into clinical practice.

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### Innovations

The International Dental Exhibition & Meeting 2014 will be an excellent opportunity to see the most up-to-date technologies and achievements in the field of dental medicine.

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## Best possible outcome for 2014 edition of IDEM Singapore

Today is the last chance for attendees to check out the latest products and solutions in dentistry



Koelnmesse. In addition to the approximately 2,500 delegates who had preregistered for the event, a few hundred onsite registrations were counted during the first show day on Friday – indicating that the projected final visitor count of 8,000 dental professionals will be exceeded when the doors of the Suntec Singapore International Convention and Exhibition Centre close this afternoon, Koelnmesse's Vice President of Asia Pacific Michael Dreyer told *today international* on Saturday morning.

Owing to the two-digit rise in visitors and exhibitors, Dreyer said that the proven concept of a

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(DTI/Photo courtesy of Daniel Zimmermann)

■ Although official figures will only be announced in the coming days, it was more than obvious yesterday than the 2014 edition of the International Dental Exhibition & Meeting (IDEM) in Singapore can only be called another success story for the organiser

## Useful information

### Exhibition opening hours

- Friday, 4 April: 10.00 am–6.00 pm

- Saturday, 5 April: 10.00 am–6.00 pm
- Sunday, 6 April: 10.00 am–4.00 pm

### Food and beverages

A lunch area for delegates is located in the back of the exhibition hall on level 6.

### Internet

Free wireless internet is available in all areas of the exhibition centre.

### Money

ATM machines can be found throughout the Suntec City Mall. Banks in Singapore are open from 9.30 am to 3.00 pm on weekdays, and 9.30 am to 11.30 am on Saturdays.

### Embassies

Foreign representation offices can provide help in emergency situations like lost passports or visas. They can also assist with travel arrangements or give legal advice. Contact information for foreign missions other than those provided in the list below can be found at the website of the Ministry of Foreign Affairs ([www.mfa.gov.sg](http://www.mfa.gov.sg)).

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- Emergencies, Fire or Ambulance: 995
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(DTI/Photo courtesy of Daniel Zimmermann)



# “The Asia-Pacific region is a key business area”

An interview with Domènec Huguet Gimeno, Managing Director of Inibsa Dental

Inibsa Dental, a company from Spain, has exhibited at every IDEM Singapore show since 2010. *today international* sat down with Managing Director Domènec

Huguet Gimeno on Saturday morning to talk about markets in Asia and what products the company has brought to Singapore this year.

**today international: Mr Gimeno, IDEM Singapore is one of few dental shows worldwide where you regularly present a booth. Why is that?**



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## INDULGE AT SINGAPORE'S LIFESTYLE HAVENS AFTER HOURS

*Singapore provides the perfect mix of work & play*

In need of some downtime after business? Surrounding Singapore's financial centre is a variety of leisure havens perfect for kicking up those business shoes and letting your hair down after hours.

Regardless of preference, there is something for every executive in the city ranging from shopping to dining, to nightlife and entertainment once meetings are completed for the day.

### GET YOUR SHOPPING FIX

Indulge in some retail therapy at the myriad malls along Singapore's famed shopping belt, Orchard Road. Look out for **ION Orchard** with its stable of flagship and concept stores ranging from luxury labels to high street brands, iconic time piece boutiques to classy art galleries. Of note is the mall's Jewellery Street in Basement 1 with some of the island's finest fashion jewellers.



Just a walk down from ION Orchard is another shopping sanctuary, **Paragon Shopping Centre**, home to Gucci's only duplex flagship in Singapore. Across the side street from it is **Knightsbridge** which houses Malmaison and the region's only Abercrombie & Fitch boutique which stocks the full range of the brand's aspirational casual luxury offerings. Do also check out retail hotspot **The Shoppes at Marina Bay Sands**®, noted for Louis Vuitton Island Maison, the fashion house's first floating flagship boutique in the world, and its collection of street wear labels such as new-to-market Zadig & Voltaire and multi-label style emporium The Society of Black Sheep.

If you're a tech junkie, **Funan DigitalLife Mall** is the place to head to for its gamut of electronic and photographic products conveniently under one roof.



### FLAVOURFUL ESCAPES

Those seeking the pleasures of fine dining can savour the delights of Singapore's culinary establishments. Check out the Singapore outposts of Michelin-starred chefs which include **Joël Robuchon** and **CUT** (by Wolfgang Puck). Also savour the gastronomic creations of celebrated home-grown chefs at **Restaurant André**, **Iggy's** and **FiftyThree**.

But to really know Singapore, one has to sample the country's mouth-watering hawker fare such as Chicken Rice, Bak Kut Teh (pork rib soup) and Fried Oyster Omelette. Find these and more at the **Singapore Food Trail** and **Newton Food Centre**. A not-to-be-missed Singapore signature is the Chilli Crab, which can be enjoyed at **No Signboard Seafood** or **Palm Beach Seafood**.

### THE NIGHT'S ALWAYS YOUNG

Chill out and let your hair down after a hard day's work at any of the nightspots in and around the city's financial centre.

On the bank of the Singapore River is **Clarke Quay**, whose cluster of clubs, bars and lounges are always vibrant and worth a check. A stone's throw away is the iconic **Zouk** at Jiak Kim Street, voted among the top 10 clubs in the world by DJ Mag.



For quiet unwinding, soak in the mind-soothing panoramic view of Singapore's city skyline at **LeVeL33** or **1-Altitude**, towering at 156 metres and 282 metres respectively. LeVeL33 is the world's highest urban brewery while 1-Altitude is the planet's highest alfresco bar – Perfect vantage points to take in all the city offers after sundown.

For more on how to mix business with leisure in Singapore, visit [www.yoursingapore.com](http://www.yoursingapore.com)



**Domènec Huguet Gimeno:** Everybody knows that the Asia-Pacific region is a key business area in the world, and that is the main reason that we are exhibiting our products here in Singapore. Despite the challenges in terms of regulatory processes, coming here is important to meet many of our customers and distributors for face-to-face conversations.

### Are you introducing any special products in Singapore?

The focus is on our comprehensive range of anaesthetics for use in dentistry, but we are also introducing a line of cleaners and disinfectants here. As the Inibsa Group also consists of two biotech companies, we have a line of bone craft material on display that we already have started to produce in our plants in Spain.

### What makes your anaesthetics stand out from the competition?

Of course, the molecules in our products are the same as the ones used in most anaesthetics, but the main difference is that we probably have some of the most high-tech production facilities available in the world in terms of quality and quality control.

### What are your key markets in Asia and how do you distribute your products here?

Our most important markets in terms of revenue are Thailand, Malaysia and the Philippines; however, we have also started to do more business in countries like Singapore, Vietnam and Myanmar. We work exclusively with one distributor in each country and we decided against sharing distribution due to regulatory reasons. Getting anaesthetics registered in most markets takes a lot of time and resources; you need people onsite who are really familiar with the process.

### You also distribute products for use in medicine. How important is the dental business for your company?

Currently, more than 50 per cent of our business is generated from dentistry. We have made large investments in our production in Spain, and owing to this we are now able to produce and deliver 150 million cartridges per year. Our medical business is important to us too, but this is more centred in our home market Spain, as well as in Portugal.

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

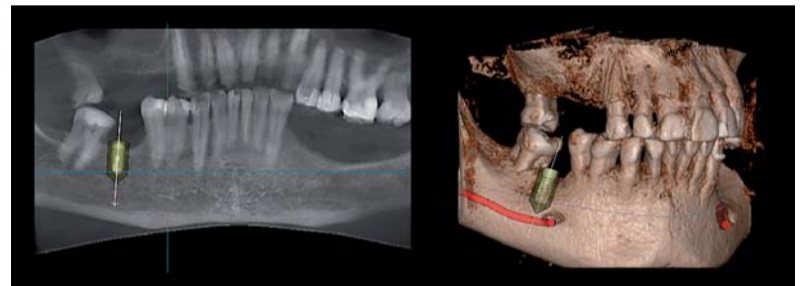


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today \*page 1

combined trade show and conference for APAC has demonstrated itself to be successful once again, substantiating the meeting's role as a 'must-attend' meeting for professionals in the region. Further growth will be made possible through leftover space of 2,000 square metres at Level 6, currently used as a lunch area for congress delegates, that can be used to accommodate more exhibitors in future, he said.

Exhibitor numbers are at an all-time high this year with more than 500 dental manufacturers and distributors from around the globe showcasing their current and future product portfolio to customers in the region. The show has received particular interest from market players in Asia in the form of two new joint country participations being added to the mix: the Japanese and Chinese dental industry pavilions. New exhibitors, however, were also seen to have come from established



• Dr Stephen Soo of Specialist Dental Group, Singapore, presenting at the DT Study Club Symposium at Level 6. (DTI/Photo Daniel Zimmermann)

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markets in Europe and North America.

Several new products have been exclusively launched during the last two days, of which many can still be tried and tested by dental professionals at Levels 4 and 6. Among them are new implant lines, advanced materials for dental restorations, and digital equipment like CAD/CAM systems for use in dental practices and labs.

Interest in the scientific programme, organised in partnership with the Singapore Dental Association and the FDI World Dental Federation in Switzerland, has also exceeded expectations. Presentations on prosthodontics and dental implants held in rooms 405 and 406 were packed with attendees yesterday. For those who have not had the chance to participate in any of the lectures so far, there is still the opportunity to attend the programme today with discussions to be held on issues like practice management, the treatment of sleep apnoea and vital pulp therapy. Special sessions for dental technicians and dental hygienists/therapists will also be available throughout the day.

Additional educational offerings are provided at the free-to-attend Dental Tribune Study Club symposium at Level 6, booth 6P-22, which is being held at IDEM Singapore for the third time this year. Today, participants will be able to educate themselves about achieving natural tooth colour in dental restorations, or using 3-D imaging for investigating root morphology before, during and post-endodontic procedures. Presentations will run from 10.00 am to when the show closes at 4.00 pm.

The next edition of IDEM Singapore is scheduled to take place on 8-10 April, 2016.

For more news from this year's IDEM Singapore, please scan the QR code below or visit [www.dental-tribune.com](http://www.dental-tribune.com). ◀





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# “Oral inflammation needs to be controlled”

An interview with IDEM presenter Prof. Ray Williams, USA

■ In addition to having moderated the first round-table discussion on dental implants, Prof. Ray Williams from the Stony Brook University's School of Dental Medicine in New York will provide

new insights into the connection between oral health and general health during a IDEM lecture to be held this morning in Hall 405. *Today international* had the opportunity to speak with him in ad-

vance about this relationship and how the latest knowledge can be translated into clinical practice.

**Prof. Williams, an international workshop in Spain in 2012**


**discussed the evidence of the link between periodontal disease and systemic conditions, among other things. Could you tell us a little bit about the outcome?**

Prof. Ray Williams: At the workshop in 2012, the European Federation of Periodontology and the American Academy of Periodontology came together in Segovia in Spain to look at the evidence for the relationship between periodontitis and cardiovascular disease, diabetes, and adverse pregnancy outcomes. Some excellent systematic reviews were conducted prior to the meeting to carefully evaluate all the evidence we have so far in this regard. The outcome was that there is a very strong association between the presence of periodontal disease in a person and increased risk of developing the conditions I mentioned earlier.

The conference also looked at the evidence for the biological ex-


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planation for these associations. The common pathway is of course inflammation and the determination was that periodontal disease is a source of inflammation in the mouth that can reach distant sites and organs, where it has an effect. What was not clear at the conference was the role of treating periodontal disease to reduce these conditions and the risk of developing it.

#### What impact do these results have on clinical practice?

Good oral health is essential. What we need to understand is the degree to which treating periodontal disease could reduce the risk of these systemic conditions, as it has not been established that periodontal disease is a cause of them. What is true is that periodontal disease increases the risk of these systemic conditions and that anything that reduces the risk or the contribution to systemic disease is helpful.

**Are there any other oral-related diseases apart from peri-**



## “...any condition in the mouth that leads to inflammation can reach the rest of the body...”

### Periodontal disease that have been found to contribute to systemic conditions?

I think if you consider oral inflammation and how it arises from periodontal disease then we can consider that any condition in the mouth that leads to inflammation can reach the rest of the body. The key here is that oral inflammation needs to be controlled.

### What are the responsibilities of dentists in this regard?

I believe that it is the responsibility of general dentists and specialist to recognise, diagnose and treat periodontal disease, to help patients prevent the disease, to promote healthier lifestyles and to help patients achieve better periodontal health. If this can be achieved, we think there will be an overall positive effect on general health.

### What can dentists do to influence that relationship positively?

I would start with patient education: teaching people how to take care of their mouth effectively on a daily basis. We also need to do careful prophylaxis of the mouth in order to reduce inflammation or treat it if it occurs.

### Has awareness of the relationship between oral health and general health increased in dental practice?

I generally think that more and more dentists are becoming aware of the relationship between oral and general health. Medicine too is increasingly understanding that these two fields are closely connected. We can help the profession move forward through educational material or symposia, like here at IDEM, so that oral care professionals are in-

formed of current evidence and understand how they are a critical part of taking care of people's overall health.

What should be done to increase awareness of the relationship between oral health and general health, particu-

larly in less developed regions such as Asia?

My first thought would be to have well-written papers in the lo-

cal dental journals summarising this concept, where we are in our thinking and knowledge, and where we need to go as health care providers in the future. Another important thing would be present this concept and the evidence through programmes at local and regional dental meetings, so that people are informed of the relationship.

Thank you very much for the interview. ◀

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### today About the Publisher

Editorial/ Administrative Office	DT Asia Pacific Ltd. c/o Yonto Risio Communications Ltd 20A Harvard Commercial Building 105-111 Thomson Road Wanchai, Hong Kong +852.3113.6177 +852.3113.619 <a href="http://www.dental-tribune.com">www.dental-tribune.com</a>
Phone	
Fax	
Internet	
Publisher	Torsten Oemus
Director of Finance and Controlling	Dan Wunderlich
Managing Editor	Daniel Zimmermann
Product Manager	Claudia Salwiczek
Production Executive	Gernot Meyer
Production	Matthias Abicht

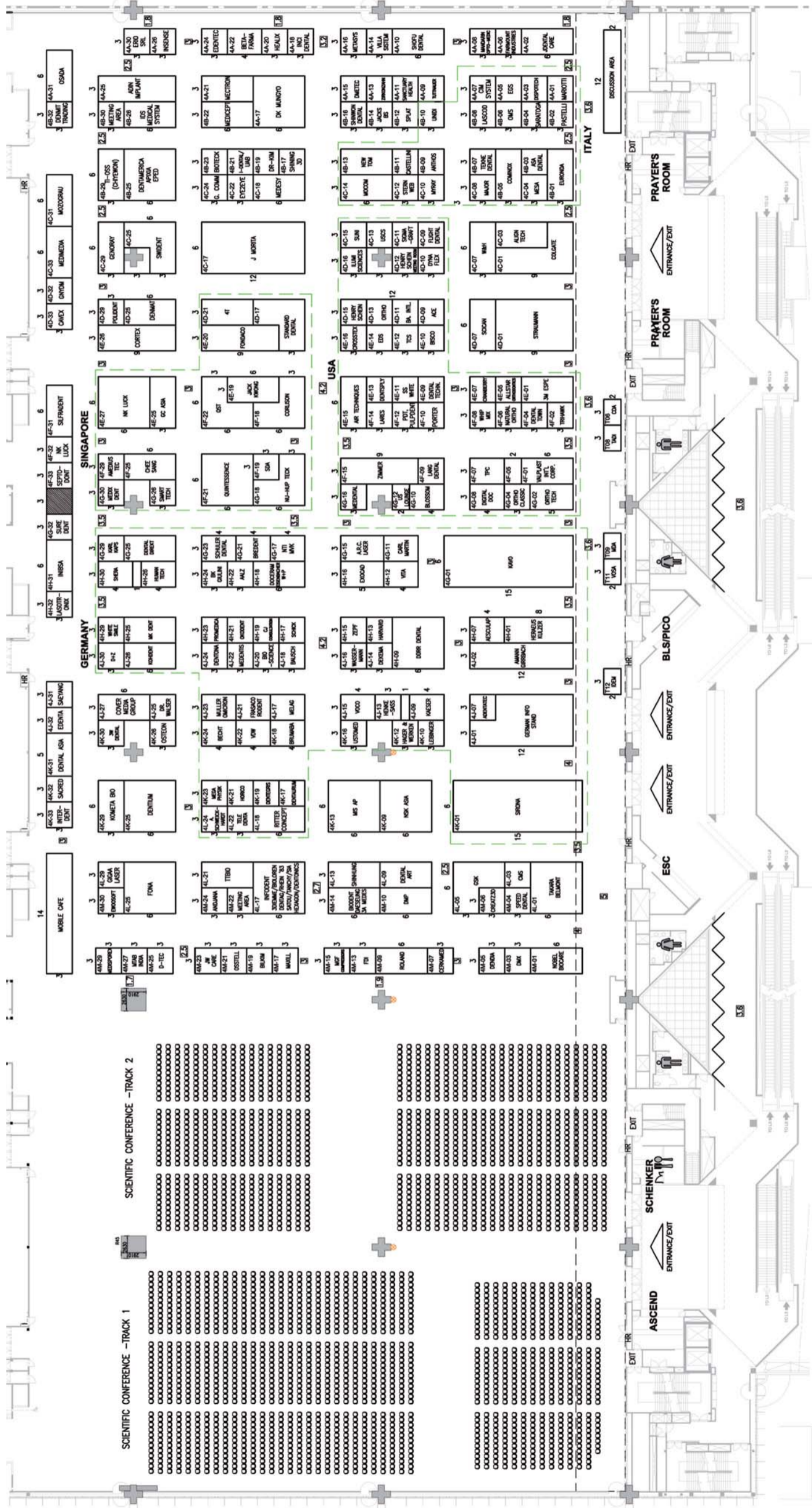
today IDEM will appear in advance of the International Dental Exhibition and Meeting in Singapore, 4-6 April, 2014.

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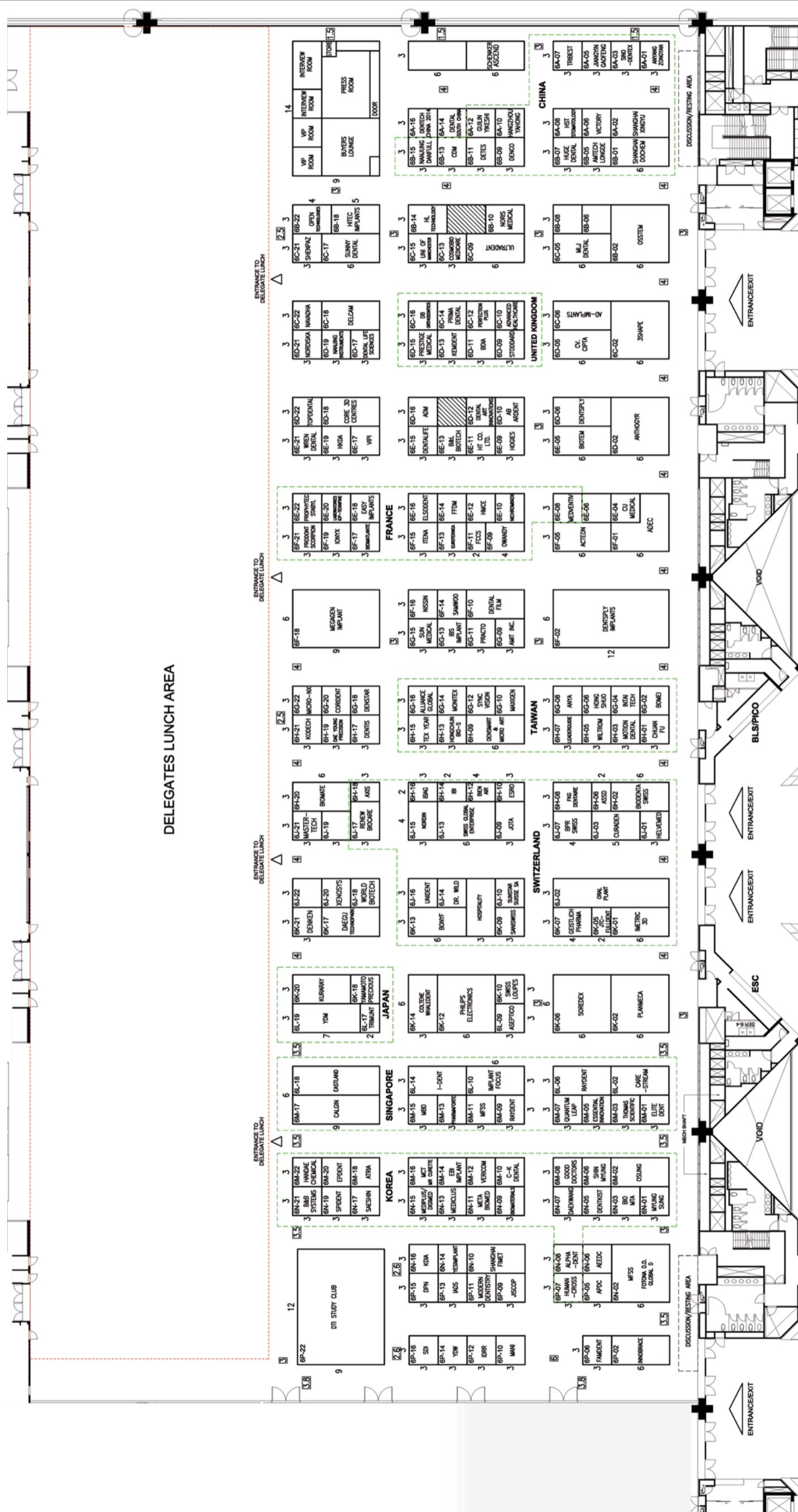


# Floor plan – Level 4





# Floor plan – Level 6



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