

today



IDEM 13th International Dental Exhibition & Meeting • Singapore • 19–21 April 2024



Interview

Singapore Dental Association Masterclass: Father and son duo Drs David and Davey Alleman speak about the six lessons approach to biomimetic dentistry.

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Business

The digital dentistry market for the Asia Pacific region is expected to experience significant growth, positioning the region as a pivotal player.

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Products in focus

Over 500 exhibitors are presenting a diverse range of products and services, showcasing the latest industry innovations at IDEM 2024.

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IDEM emerges as the pinnacle event in dental innovation for Asia Pacific

Singapore sets the stage for spectacular 13th event edition.

■ This year's International Dental Exhibition and Meeting (IDEM), the leading dental exhibition and conference in Asia Pacific, is poised to captivate and inspire dental professionals from around the region. This highly anticipated event offers a comprehensive three-track scientific conference featuring more than 30 speakers from around the world. The exhibition is presenting a well-rounded experience for all participants, and over 500 exhibitors from over 33 countries are showcasing their latest products and innovations.

An impressive line-up

"We are delighted to collaborate again with our esteemed partners to present IDEM 2024 to the dental industry. Following the resounding success of IDEM as an in-person event in 2022, we eagerly anticipate the amalgamation of innovation and expertise that will undoubtedly mould the future landscape of dentistry," said Mathias Küpper, managing director and vice president of Asia Pacific of Koelnmesse, ahead of the Singapore show.

Anticipated by dental professionals and enthusiasts alike, IDEM stands as a cornerstone in the dental community where attendees can learn from an impressive line-up of prominent experts. At the 13th IDEM, father and son duo Drs David S. and Davey Alleman [read the interview on page 6] will kick off the conference programme with the SDA Masterclass, an established part



of the event supported by the Singapore Dental Association, offering a half-day conference session and half-day workshop on biomimetic dentistry.

The over 30 conference sessions and workshops will feature a wide range of topics by notable speakers, such as Dr Alberto Miselli, who will cover the "Umbrella Concept" for the management of soft tissue around implants, and Dr Andrea Bazzucchi, who will share the latest advances in digital workflow synergy. Other conference sessions and workshops will include global expert Dr Roberto Sorrentino's "Restorative materials and luting agents in prosthodontics" and Dr Paulo Monteiro's

insights and expertise on anterior indirect restorations. The fifth Dental Hygienist and Therapist Forum will take place on 20 and 21 April, providing a dedicated platform for dental hygienists and therapists to engage in meaningful discussions and knowledge sharing on an interesting variety of topics, such as oral ulcers, paediatric patient management, digital workflows and oral care for older adults.

Welcome to Singapore

Ahead of the event, Dr Lawrence Yong, president of the Singapore Dental Association, shared: "I am thrilled to welcome dental professionals from around the world to IDEM 2024. This conference is

a powerful testament to Singapore's unwavering commitment to advancing dental science and education. I am particularly enthusiastic about the conference sessions, which will delve into burning topics within our field—offering valuable insights that attendees can readily apply in their practices the next day."

Attendees can also look forward to the inaugural "Asian Speaker Series", an innovative platform designed to spotlight diverse talents from within the region. It is a collaborative effort between the regional and national dental associations to offer a more diverse take on the latest developments in dentistry,

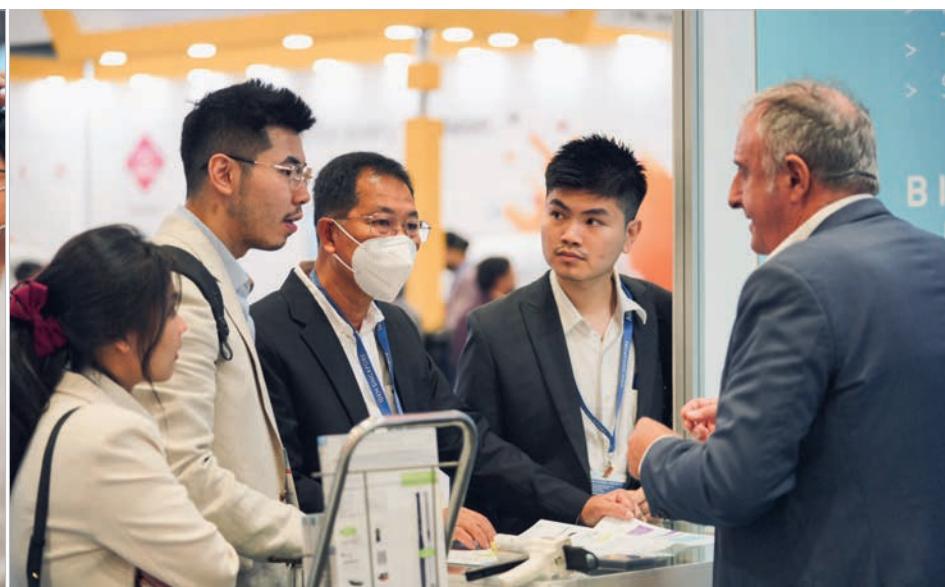
to explore important industry topics such as treating the paediatric patient and oral care for the dependent older adult, and to delve into complex topics, such as are covered in "The systoles and diastoles of implant dentistry" and "Prognosticating periodontal treatment outcomes using artificial intelligence".

Expanded exhibition

The heart of IDEM is its exhibition, and this year, it spans a fully booked 17,000 m² and hosts over 500 exhibitors, who will present a diverse range of products and services, showcasing the latest industry innovations. It will host pavilions for China, France, Germany, Italy, Japan, Singapore, South Korea, Spain, Switzerland, Taiwan and the US, underscoring the wide scope of dental industry participation at the event.

Representing the Spanish pavilion, Antonio Garcia Rebollar, economic and trade counsellor at the Spanish embassy in Singapore, said: "We are thrilled to be part of this dynamic and highly acclaimed dental event. Newly supported by ICEX Spain Trade and Investment this edition, our pavilion is a testament to the innovation and excellence within the Spanish dental industry. We look forward to engaging with the international community, sharing our expertise, and contributing to the vibrant exchange of ideas that IDEM 2024 represents."

today ▶ **page 2**





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This unprecedented gathering of industry leaders and innovators such as GC Asia, Straumann, 3M, imes-icore and many more creates an immersive experience designed to inspire and inform dental professionals. Attendees can expect to engage with the latest industry offerings, witness live demonstrations and explore groundbreaking solutions that have the potential to reshape the landscape of dentistry.

“IDEM provides a unique platform for industry leaders to connect, share knowledge, and contribute to advancing dental science. We eagerly anticipate the exciting interactions and collaborations that will unfold. Attendees can look forward to scientific education, new products, and hands-on demonstrations,” said Kae Moe Wong, marketing leader for the Asian region at 3M, an IDEM 2024 sponsor.

Innovator in digital CAD/CAM production systems imes-icore expressed its excitement at its first participation as an exhibitor at the event: “IDEM 2024 is the epitome of international collaboration and innovation. As a first-time exhibitor, we are thrilled to be part of this gathering, showcasing

our solutions of the best possible automated and validated workflows to a diverse audience.”

IDEM 2024 will welcome more than 40 first-time exhibitors at the show. These new companies will bring forth a diverse array of products, covering numerous specialties, including orthodontics, endodontics, prosthodontics and paediatric dentistry. The inclusion of these innovative companies reflects IDEM’s commitment to staying at the forefront of emerging trends and technologies in the dental field.

Easy navigation

IDEM 2024 provides an unparalleled platform for networking, fostering connections and gaining exclusive opportunities for meaningful business discussions and relationship building. The event is complemented by IDEM360+, an all-in-one digital platform and app that enables participants to do business matching, find networking opportunities, schedule meetings, navigate around the event and more. Visitor badges will also be made digital from this edition and will be able to be accessed via the IDEM360+ app.

Visit the official website at www.idem-singapore.com for more information. ◀◀



today about the publisher



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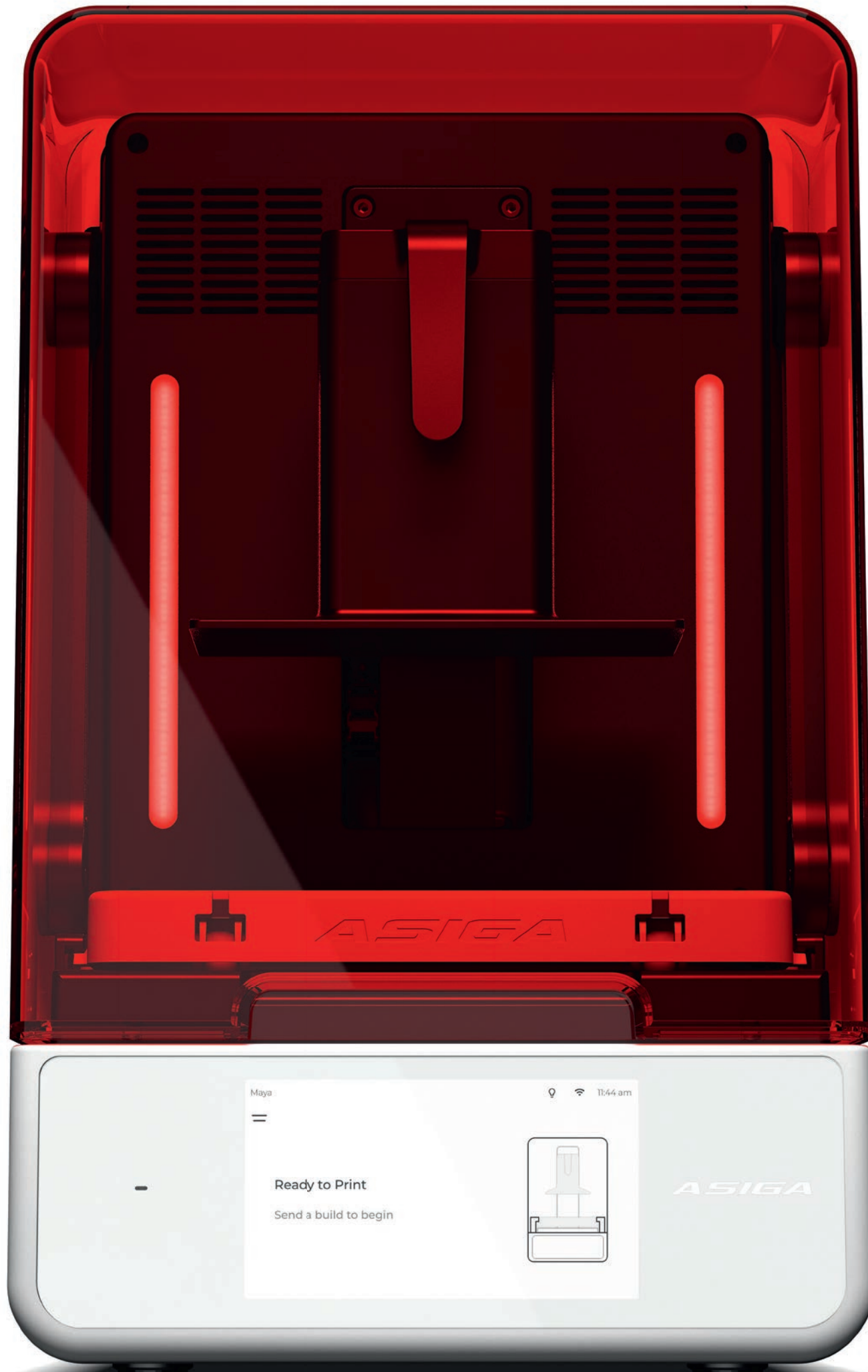
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“IDEM stands out from other shows with its unparalleled focus on fostering innovation, collaboration and education”

An interview with Mathias Küpper about the magic behind IDEM Singapore 2024.
Anisha Hall Hoppe, Dental Tribune International



▲ According to Matthias Küpper, IDEM is a unique dental event in the region, combining a comprehensive exhibition with a scientific conference. (Image: © Koelnmesse Pte Ltd)

■ Mathias Küpper is managing director and vice president for Asia Pacific at Koelnmesse, one of the IDEM organisers. In this interview with Dental Tribune International ahead of the event, he explains what distinguishes IDEM from other dental shows and how the organisers pursue excellence in the IDEM experience for visitors, exhibitors and speakers. He also gives considered advice for first timers and regular attendees.

Mr Küpper, would you kindly share with our readers a little about your present role and your background?

It is my role to oversee our offices in Singapore, Japan, Thailand, Hong Kong and Taiwan. With a team of over 80, we currently organise 15 trade fairs in the region, and we are also first point of contact for all clients who wish to exhibit at any Koelnmesse trade fair worldwide.

Personally, I have been based in Singapore and various locations in Asia Pacific for over 20 years, and it is my ambition to ensure that Koelnmesse's entire portfolio is strongly represented across the region. Through our trade fairs, we offer our clients easy access to one of most exciting and fastest-growing markets in the world.

Busy clinicians are limited in the number of functions they can attend in a given year. In your opinion, what sets IDEM apart from other shows?

Held every two years, IDEM is the only one-stop shop for the entire region, offering a unique blend of a fully booked exhibition featuring leading industry players alongside a comprehensive scientific conference boasting well-known speakers and cutting-edge topics.

value in a condensed time frame. The carefully curated line-up of exhibitors, conference sessions and workshops allows attendees to efficiently explore the latest products, techniques and trends. This allows them to stay at the forefront of their field without sacrificing precious time away from their practice.

Could you give us a glimpse of the behind-the-scenes efforts required to make such an event a success?

The success of IDEM relies on meticulous planning, coordination and collaboration among various stakeholders. Behind the scenes, our team at Koelnmesse, in collaboration with the Singapore Dental Association, works tirelessly to orchestrate every aspect of the event, ensuring that it unfolds seamlessly from start to finish.

Our team identifies key themes, trends and topics of interest to the dental community and leverages our extensive network to secure top-notch exhibitors, speakers and sponsors who can provide valuable insights and expertise.

As the event approaches, our focus shifts to logistics, marketing and attendee experience. From designing the exhibition layout to managing registration, catering and on-site support services, every detail is carefully considered to enhance the overall experience for exhibitors and attendees alike.

Throughout the process, communication and collaboration are paramount. We work closely with our partners, vendors and industry stakeholders to ensure that everyone is aligned with our vision for the event and that all

aspects of planning and execution are executed flawlessly.

For those attending IDEM for the first time and perhaps also visiting Singapore for the first time, do you have any recommendations for making the most of their visit?

For first-time attendees at IDEM and visitors to Singapore, I recommend taking advantage of the diverse offerings both the event and the city have to offer. Prioritise your schedule by identifying key exhibitors, sessions and networking opportunities that align with your interests and goals ahead of the event on the IDEM digital platform, IDEM360+.

Start by exploring the exhibition floor, where you'll find a wide range of exhibitors showcasing the latest products, technologies and services in dentistry. Take the time to visit booths that pique your interest, engage with exhibitors and ask questions to learn more about their offerings.

In addition to the exhibition, make sure to attend some of the conference sessions and workshops, where you'll have the opportunity to hear from leading experts in the field and gain valuable insights into the latest trends and developments in dentistry.

Outside of the event, take some time to explore Singapore's rich cultural heritage, culinary scene and iconic landmarks. Singapore offers a wealth of experiences to enrich your visit. These include visiting the Gardens by the Bay, exploring the vibrant neighbourhoods of Chinatown and Little India, and enjoying a meal at a hawker centre.

Do you have any words for clinicians or companies who have attended past IDEM events and are considering a return?

To clinicians and companies considering a return to IDEM, I would like to express our sincere appreciation for their continued support and participation. IDEM is not just an event; it's a community-driven platform dedicated to advancing dental care and fostering industry connections.

Returning attendees can expect even more opportunities for learning, networking and collaboration at IDEM 2024. With an expanded line-up of exhibitors, speakers and educational sessions, there is something for everyone at IDEM, whether you are a seasoned practitioner seeking to stay abreast of the latest developments or a new entrant eager to explore the world of dentistry.

In addition to the educational and networking opportunities, returning attendees can look forward to reconnecting with colleagues and industry partners, forging new relationships and discovering innovative solutions to enhance their practice.

We are committed to ensuring that IDEM 2024 exceeds your expectations and provides a valuable and rewarding experience for all participants. We look forward to welcoming you back and continuing our shared journey of growth and excellence. ◀

Editorial note: Hawker culture in Singapore represents a multicultural urban dining experience, where hawkers serve diverse "hawker food" in centres that act as community hubs, reflecting the city-state's Chinese, Malay, Indian and other cultural influences and continuing to evolve as a vital part of daily life in various districts.



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“IDEM is putting scientific advancements in dentistry front and centre this year”

Clinical duo Drs David and Davey Alleman share their secrets to success.
Anisha Hall Hoppe, Dental Tribune International



^ Dr David Alleman.



^ Dr Davey Alleman.

■ A unique highlight of the conference programme at IDEM 2024 is the Singapore Dental Association Masterclass to be taught by Drs David and Davey Alleman on the six lessons approach to biomimetic dentistry. This approach, based on peer-reviewed scientific literature, is the basis for instruction at the Alleman Center of Biomimetic Dentistry. The father and son team shared more about their approach and participation at IDEM in an interview with Dental Tribune International.

Drs Alleman, in the first and second lessons of the six lessons approach to biomimetic dentistry, you emphasise the importance of caries treatment and structural analysis of cracks in dentine. Could you elaborate

on how these initial steps contribute to the overall success of restorations and the preservation of tooth vitality compared with traditional methods?

David: Without ideal caries removal end points and crack removal end points in the peripheral seal zone, all bonds on the cavosurface are at risk of failing. Adhesive dentistry is about more than the adhesive system. There are steps to take before bonding that have an impact on the success of an adhesive restoration. By achieving a successful bond, the tooth is protected from reinfection and crack reinitiation, thus protecting the tooth's vitality.

Davey: Without a caries-free and crack-free foundation, adhesive success will be limited owing to poor seals and

exaggerated micro-movements of the tooth. Both deep carious lesions and vertical cracks create a pathway for bacteria to enter the pulp and create an inflammatory cascade that can lead to nerve necrosis. Caries treatment and structural analysis of cracks in dentine promote a more predictable outcome and preserve tooth vitality long term.

Your approach includes immediate dentine sealing and resin coating as crucial steps. How do these techniques specifically address the issue of postoperative sensitivity and contribute to the longevity of restorations?

David: Without a seal in the biomimetic range, which is 30-50 MPa, seepage of pulpal fluid under the

restoration will cause sensitivity. Immediate dentine sealing and resin coating are the only way to prevent this in a deep composite restoration of a posterior tooth.

Davey: Immediate dentine sealing and resin coating prevent pulpal fluid from moving in and out of the dentinal tubules. This fluid movement is often associated with postoperative pain due to gaps underneath a restoration. Immediate dentine sealing increases the bond of an indirect restoration by 400%, and resin coating further creates a secure bond, preventing failures at the adhesive-dentine interface. It is easy to get a bond, but retaining it requires immediate dentine sealing and resin coating.

How do you feel clinicians will benefit from choosing to attend IDEM?

David: IDEM is putting scientific advancements in dentistry front and centre this year. For dentists new to biomimetic dentistry, those who follow me and Davey on Instagram or the alumni we have trained in Singapore and the surrounding countries, there will be opportunities to learn more about what I have been practising and teaching for the past 20 years.

Davey: We are flying halfway across the world, and we hope you'll come to meet us in person. IDEM is going to be a great opportunity to be exposed to biomimetic restorative techniques that alleviate many of patients' problems and dentists' frustrations. I look forward to sharing the dentistry that I do every day in my office with the dentists at IDEM.

You both have trained hundreds of dentists worldwide. Have you encountered differences in the various countries in which you have taught regarding dental practices and technologies and have you had to adapt

In their lecture, Drs David and Davey Alleman outline the research and clinical techniques for each lesson, giving clinicians protocols they can begin using in their office immediately.

The lecture, titled “SDA Masterclass: The six lessons approach to biomimetic dentistry”, will be held on 19 April from 9:00 to 10:30.

Later that day, from 11:00 to 12:00, the speakers combine their expertise to present the lecture, titled “SDA Masterclass: The black, white and gray of crack management”.

They will cover the identification, treatment, and prevention of tooth cracks through engineering insights, alongside immediate dentin sealing, resin coating, and advanced restoration techniques to preserve tooth vitality and enhance bond strength.

the six lessons approach to accommodate these?

David: There are some differences, but none of them have proved to be insurmountable. Learning new skills can be challenging, but the effort is worth the result. The dentist who uses the six lessons approach is focused on quality. Every country has dentists and patients who want that. We focus on the science and the techniques and on giving dentists the tools to understand how to achieve the best possible results wherever they practise.

Davey: We have helped dentists in over 40 countries to understand techniques that create the best results with the materials they have access to in their particular region. Biomimetic dentistry is technique-sensitive. You have to understand how a specific step affects your restoration. The dentists we train achieve amazing outcomes, and I am sure any dentist in any country can do the same with the same training.

Is there anything else you would like to share with our readers about your work or any additional initiatives you might be working on?

David: In March, the International Association for Dental, Oral, and Craniofacial Research held its annual meeting, and it featured a presentation by four of the leaders in advanced adhesive dentistry—Dr Sema Belli, Dr Hidehiko Sano, Dr Junji Tagami and myself. This has begun the process of bringing this scientific viewpoint to dental school curricula and elevating the standard of care for patients everywhere.

Davey: Follow me on Instagram @davey_alleman_dmd to see real cases from the patients I see in my office every day. ◀

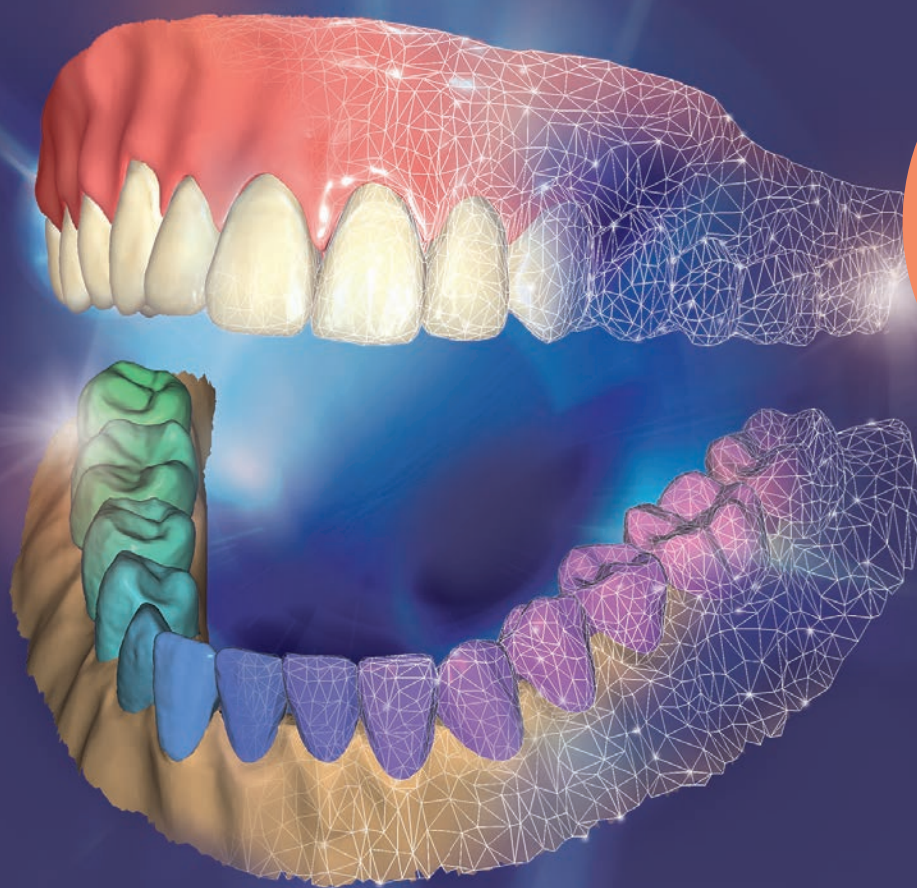


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“Dental surgeons have an important role to play in identifying patients at risk of OSA”

An expert in sleep medicine offers guidance for treating OSA.
Anisha Hall Hoppe, Dental Tribune International



* Dr Mei Hui Tan said that the incidence of obstructive sleep apnoea in Singapore (30.5%) is particularly high and poses a challenge to dental surgeons.

■ Combining her expertise in both oral and maxillofacial surgery with sleep medicine, Dr Mei Hui Tan's presentation at IDEM 2024 will offer clinicians the chance to better understand the signs and symptoms of obstructive sleep apnoea (OSA) and tools for identifying appropriate treatment options. Dental Tribune International spoke with Dr Tan, who holds leadership, consultant and lecturing positions at some of the foremost institutions in Singapore, about what dental surgeons, in particular, can look forward to in the lecture.

Dr Tan, with your extensive background in oral and maxillofacial surgery and your current roles as a consultant and director of medical and academic organisations, how do you integrate your expertise in orthognathic surgery and facial aesthetics into the management and treatment of OSA?

One of the main risk factors for OSA is craniofacial restriction. For OSA patients with craniofacial restriction, maxillomandibular advancement (MMA) surgery would be able to correct the underlying cause of OSA, thereby successfully managing their OSA to improve their quality of sleep and life. With careful consideration of the patient's facial features and the armamentarium of various osteotomy techniques available in orthognathic surgery, I am able to customise the MMA surgery for OSA patients in order to optimise treatment success as well as to achieve a balanced facial appearance for the patient.

surgeons should employ to improve early identification and referral of suspected cases of OSA?

Dental surgeons have an important role to play in identifying patients at risk of OSA, as they are trained in the evaluation of craniofacial restriction, which is a major risk factor for OSA. Furthermore, dental surgeons are able to identify intra-oral features such as narrow and high-arched palate and large torus mandibularis, as well as bruxism, which are often associated with OSA. When patients present with such findings, the dental surgeon should administer the STOP-BANG questionnaire and refer those at moderate to severe risk for a sleep study.

In your presentation, you will be talking about various treatment options for OSA, ranging from conservative treatments to surgical interventions. Could you share one or two of these tailored treatment options?

Continuous positive airway pressure (CPAP) remains the gold standard treatment for OSA because of its high efficacy; however, it requires lifelong use, and many patients are unable to tolerate it. For patients who prefer an alternative conservative treatment, mandibular advancement devices remain the next best option after CPAP. Younger patients who may not want to use CPAP for decades may seek surgical alternatives to manage their OSA.

“Dental professionals will continue to play an important role in diagnosis and in appropriately referring patients for treatment.”

For patients who present with craniofacial restrictions contributing to OSA, MMA surgery is an appropriate treatment, as correcting the skeletal framework helps advance the pharyngeal tissue and tongue, thereby improving the posterior airway space. Every patient will vary in his or her risk factors for OSA, and clinical examination, together with nasal endoscopy, will help identify the causes of obstruction. Ultimately, we need to take into consideration each patient's preferences and ensure that follow-up sleep testing is done to ensure treatment success.

With the advancements in sleep studies and diagnostic tools, how do you see the future of OSA management developing, particularly in the context of oral and maxillofacial surgery, and what role do you envision dental professionals playing in this evolving landscape?

With more and more home sleep studies available in the market and with increasing accuracy of the devices available, there will be better diagnosis and hence earlier treatment

for patients with OSA. Already, we are starting to see more people in their 20s getting diagnosed with OSA. Dental professionals will continue to play an important role in diagnosis and in appropriately referring patients for treatment. Those who are interested in sleep medicine can go for further training to equip themselves with the knowledge and skills to manage OSA patients. OSA is pushing more patients to seek corrective skeletal MMA surgery, and oral and maxillofacial surgeons will play a key role in providing a good surgical alternative for patients.

Do you have anything else you would like to add?

Good sleep is a very important aspect of health, and I hope that, with increasing awareness of OSA, patients will be diagnosed and treated early to reduce the risks of medical comorbidities and the overall health burden in our population. ◀

Editorial note: During the scientific conference at IDEM Singapore 2024, Dr Tan is lecturing on “Identifying obstructive sleep apnoea suspects and the management of obstructive sleep apnoea” on 19 April from 17:00 to 18:00.





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