“We sought to address the increasing needs in the dental community for comprehensive information”

An interview with Koelnmesse’s Michael Dreyer, Vice-President Koelnmesse (Asia Pacific), and Dr Lewis Lee, President of the Singapore Dental Association, on IDEM Singapore 2010

**ABSTRACT**

IDEM Singapore 2010 will again provide an excellent opportunity for manufacturers from around the world to meet and conduct trade in a central location in the Asian region. Since the meeting’s inception, we have continued to evolve IDEM to suit the needs of the dental industry in the region. IDEM Singapore will benefit from the extensive knowledge and experience we have garnered from the previous five IDEM events and our global expertise and resources as an organiser and manager of conferences and exhibitions.

**What can participants expect from IDEM Singapore in 2010?**

We also provide dental practitioners with a convenient and cost-effective opportunity to gain exposure to a comprehensive programme of world-class dental education in a location central to and easily accessible from anywhere in the region. This format of scientific meeting combined with an extensive exhibition of new products and technologies is a very successful formula.

**What will conference delegates gain from this scientific conference?**

Thank you very much for the interview.

**Conclusion**

We have organised a multifaceted programme led by international presenters that will provide delegates with updates on the latest research and developments in the fields of dental aesthetics and implantology, as well as practical advice on treatment planning, operative techniques and post-operative care. We believe delegates will leave the conference with knowledge that can be incorporated into daily clinical practice and a greater understanding of key principles and philosophies at the leading edge of dentistry today.

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