2018 marks a special year for IDEM. The biennial event, which opened its doors for the first time in 2000, has now become one of the largest and most important dental shows in South East Asia. To commemorate the 10th edition, Dental Tribune Online spoke to Mathias Küpper, Managing Director of Koelnmesse Pte Ltd, about the past, the present and the future of IDEM.

What were your expectations for the show, and how did they translate into reality?

As an organiser, we all set very high expectations. Of course, we want to provide the best experience for our clients and our goal is to always do better than the last edition. IDEM experienced tremendous growth in 2014 and 2016 and we are happy that we are still growing. We have now put our focus on the development of the attendance along with the exhibition. Looking back at Friday and Saturday, I am happy with what we have achieved and I am quite comfortable with the numbers and the appearance of IDEM this year.

In 2017, you assumed sole responsibility as Managing Director of Koelnmesse in Singapore. How did that affect the organisation of IDEM 2018?

I would not say there was a big change. I was first part of IDEM in 2004, so in the early years of the event. Then I was away for close to ten years when I worked for Koelnmesse China and when I came back it was nice knowing the project and the industry already. I was also very positively surprised because in the meantime IDEM had developed enormously in all aspects concerned.

The first IDEM I led was the one in 2016, and I have said throughout that there is nothing we would have to change entirely about the event because IDEM is a strong brand. So what we are doing is actually more like tweaking it and improving it where we can. But we are not planning on changing IDEM in a drastic way.

As an event, IDEM keeps on growing. What are your expectations for the years to come?

We are going to stay at Suntec because there is still a little bit more room to expand here. We have done the maths and the convention centre’s capacity is not fully exhausted yet. Therefore, I am confident that we will grow further with the next edition. One
thing we will change though is the set-up of the exhibition. We want to adjust the floor plans and mix up the event to create more possibilities for networking and integrate education. I think that would set us apart from other shows quite a bit.

The tenth edition of IDEM this year marks 20 years of collaboration between Koelnmesse and the Singapore Dental Association. Both parties involved happy with the success that has been accomplished within the two decades of working together.

If we were not happy, we would not be together anymore. I think we are like a married couple and think we need to cater to that and create innovations for the new generation of dentists, since they may have a very different idea on what they want to experience at a conference and what it means to them.

We need to bring technologies into the game and maybe make the educational part of IDEM more bite-sized, so sessions are shorter and therefore easier to digest. And as I said previously also mix it up with the exhibition a bit more.

Another area would be hands-on courses. We have a quite a number of workshops going on and we have also experienced strong growth there and I think that will continue. People do not just want to listen, they want to try it out themselves because what is important is that they can actually apply back at their practice what they have learnt.

For the exhibition side, we want to add more interactive elements. There is a big push in the exhibition industry to turn events into experiences and add the whole networking character to bring everybody closer together. This is getting more and more important, and we have interesting plans for the future in that regard.

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

By DTI

Finland-based manufacturer of high-tech dental units, CAD/CAM products, 3D digital imaging devices and software Planmeca has participated at IDEM for many years. This year, for the tenth edition of the event, being held from 13 to 15 April, Planmeca has returned to Singapore to exhibit at one of the largest shows in South East Asia. Dental Tribune Online met with Planmeca Vice President of Sales Jouko Nykänen to speak about the company’s new products and the Asia Pacific region as a growth area for business.

What are your expectations for IDEM 2018?

For us, IDEM is a key event in South East Asia and a unique meeting point for sharing ideas and visions. We are always enthusiastic about strengthening and further developing our partnerships with existing customers, distribution partners and academics. Of course, we also want to 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, clinical 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 intra-oral scanner. It has set a new benchmark for intra-oral scanning and has been used as part of many different workflows.

We want to show how 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 application—2-D and 3-D diagnostics and analyses, intra-oral 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 globally?

During the recent decade, we have already established our presence in the biggest 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 4A-01. It’s 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!