IDEM sees further growth in 2014

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

Daniel Zimmermann

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 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 50 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.

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

Malaysia is top in health care

Health care in Malaysia ranks among the best in the world, the annual Global Retirement Index by International Living, com, a US publishing group specialising in travelling and living abroad, has revealed.

According to the report, health care services provided by medical professionals in the South-East Asian country do not just equal Western standards but are also highly affordable, which makes it a popular destination for medical tourists.

Only France and Uruguay scored better in terms of quality and affordable healthcare. Published since 1991, the index evaluates the best retirement havens worldwide in such terms as cost of living or infrastructure.

BPA delays healing

A new study from the University of Melbourne’s Dental School in Australia has confirmed that delayed healing after dental surgery and subsequent jaw osteonecrosis can be induced by the use of bisphosphonates, a class of drugs commonly used to treat bone diseases such as osteoporosis.

Dental acquisition

Q & M Dental Group from Singapore has recently upped its share in Chinese dental products maker Quinhuangdao Addite High-Tech Ceramic Co Ltd. from 51 per cent to 100 per cent. The transaction, worth S$16 million (US$9.1 million), is subject to approval by Chinese and Singapore regulators.
This lecture will highlight treatment alternatives for the molar socket including immediate implant placement. Multi-rooted extraction sockets are often too large to accommodate a traditional size implant therefore ultra wide diameter implants as a clinical alternative can predictably simplify procedures without compromising function and esthetics. The use of these immediate molar replacement implants can reduce the need for ancillary procedures, such as sinus lifts or additional extensive grafting. These ultra wide implants frequently reduce the risk of injury to the nerve. Ultra wide platform implants allow for improved molar emergence profiles to reduce the size of gingival embrasure spaces and therefore reduce the potential for food impaction. At the completion of the lecture, attendees will have gained knowledge about how ultra wide diameter implants can simplify procedures and shorten the treatment duration, without compromising implant success rates, function and aesthetics.

Learning objectives:
• This webinar will enable the audience to apply a systematic approach to the planning of complex patient situations.

INDICATION SPECIFIC IMPLANTS:
IMMEDIATE MOLAR REPLACEMENT WITH ULTRA WIDE DIAMETER IMPLANTS
Michael J. Will, DDS, MD, FACS
5:00 PM (EST)

This lecture will focus on the indications, advantages and disadvantages of using implants to replace molars immediately. Immediate implantation of a fully-contained immediate implant is currently a treatment alternative of choice for many patients. This lecture will provide clinical insight into the use of these implants for immediate replacement and recent research and clinical data will be presented to support the use of these implants for immediate placement.

Dental Federation, De Tin Chun Wong, and the CEO of personal care products manufacturer Unilever, Paul Polman, over Google’s instant messaging and video chat platform Hangouts. Events promoting oral health will also be held in several Asian dental schools, including the University of Hong Kong’s Faculty of Dentistry, which recently announced that it will be holding an oral health exhibition at the Prince Philip Dental Hospital to teach citizens how to floss and brush their teeth properly.

People in Asia will also be able to obtain oral health information online through several campaigns running on social media platforms like Facebook and websites developed especially for WOHD. Over 50 countries are celebrating WOHD with oral-health-themed activities this year. Initiated in partnership with the American Dental Association, WOHD has been held annually since 2008. Previously celebrated on 12 September in honour of FDI founder Dr Charles Godon, it was decided last year to move it to 20 March. The organisation provides information about the event and all related activities on its WOHD website, where dental stakeholders can also download a toolkit to help them in planning their own WOHD activities.

**Upcoming Webinars**

**25 MAR**

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**28 MAR**

IMPLANT DENTISTRY: A STRUCTURED APPROACH TO TREATMENT PLANNING OF ADVANCED CLINICAL CASES UTILIZING MODERN DIGITAL TECHNOLOGIES
PD Dr. Roland Jung
1:30 PM (EST)

PD Dr. Roland Jung guides the audience through the established planning process of a complex clinical case utilizing the well-established structure and the innovative case planning tool of the Dental Campus. The audience can follow the details of the process and expand its own treatment planning capabilities. Furthermore, an introduction to the Dental Campus case planning tool allows the audience to further learn and practice treatment planning in the future on the Dental Campus platform independent of the audience to further learn and practice treatment planning.

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**World Oral Health Day celebrated in Asia**

Series of promotional events to be held throughout the continent on 20 March

**DT Asia Pacific**

HONG KONG, KUALA LUMPUR, MALAYSIA & GENEVA, SWITZERLAND: Numerous dental associations in Asia have been preparing activities for World Oral Health Day (WOHD) this year, which is to be celebrated on 20 March, to promote the benefits of good oral health and hygiene worldwide. Among a number of public awareness campaigns and sponsored oral health-related events, the Malaysian Dental Association has announced its intent to break the Guinness World Record for the most people brushing their teeth at the same time in a public gathering in Kuala Lumpur. The event was previously held by the city of San Salvador, which saw more than 13,000 people brushing their teeth simultaneously in 2005.

In addition, a number of dental faculties throughout the continent will be offering free oral health checks and demonstrations that day. In Malaysia, Thailand and India particularly, the national dental associations will provide oral health promotions and products, such as toothbrushes and toothpaste, to schools and faculties for the underprivileged. Issues of oral health will be discussed with schoolchildren in Myanmar by the President of the FDI World Dental Federation, De Tin Chun Wong, and the CEO of personal care products manufacturer Unilever, Paul Polman, over Google’s instant messaging and video chat platform Hangouts. Events promoting oral health will also be held in several Asian dental schools, including the University of Hong Kong’s Faculty of Dentistry, which recently announced that it will be holding an oral health exhibition at the Prince Philip Dental Hospital to teach citizens how to floss and brush their teeth properly.

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Researchers warn of magnetic fields from dental devices

DT Asia Pacific

NIIGATA, Japan/SINGAPORE: Low-frequency electromagnetic fields produced by common dental devices, such as electric toothbrushes and curing lights, are a potential threat to human health, researchers from the Nippon Dental University in Niigata in Japan have reported. In a test, the results of which were published recently in the Journal of Electrical and Electronic Systems in the US, they found that such devices induced significant electric currents not only in several metallic intra-oral appliances but also in teeth.

While the effects of these currents, particularly in the long term, remain largely unknown, they have been proved to play a role in the development of systemic conditions, such as leukaemia and tumours of the central nervous system, the researchers said. Inside the mouth, they can lead to the corrosion of metallic appliances, promoting metal allergies and causing discomfort for the patient. Exposure to these devices in patients has to be eliminated or reduced through the introduction of new safety standards or improvements in current technology, among other measures, they asserted.

The researchers measured the electric currents induced by magnetic fields that were produced by five commercially available electric toothbrushes and three curing lights within the 1 to 2,000 Hz range using a multimeter. Currents were detected in dental appliances made of various metals, with zirconia brackets most likely to induce currents, as well as in human hard tissue.

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