

Singapore hosts IDEM 2026 spotlighting APAC dental innovation and industry expertise

April 17, 2026 | News

Asia-Pacific's leading dental exhibition and conference kicks off, bringing together over 400 exhibiting companies and brands from 34 countries, alongside international speakers and dental professionals.



The International Dental Exhibition and Meeting (IDEM) 2026 officially opened today at Marina Bay Sands, Singapore, with an opening ceremony officiated by Associate Professor Patrick Tseng, President of the Singapore Dental Council, alongside speeches by Dr Eugene Tang, President of the Singapore Dental Association, and Mr Mathias Kuepper, Managing Director and Regional President Asia-Pacific, Koelnmesse Pte Ltd. The ceremony brought together industry leaders and VIP guests, marking the start of three days of innovation, education, and business exchange across the dental community.

Held under the theme *"Innovating Smart Dentistry for a Sustainable Digital Future,"* the event welcomes a strong international presence, reinforcing its role as a key platform for advancing dentistry across the Asia-Pacific region.

A Strategic Gateway to the Asia-Pacific Dental Market

With over 80% of pre-registered participants from across Asia, this year's edition continues to serve as a key gateway to the Asia-Pacific dental market. There has also been a **10% increase in C-suite and senior executive participants compared to the previous edition**, signalling stronger business intent among attendees.

Participants represent a broad cross-section of the dental industry, including dental clinics, hospitals, dental laboratories, distributors, start-ups, government health agencies, universities, and research institutes — underscoring IDEM's reach across the full industry ecosystem.

"IDEM has long served as the key meeting place for the dental industry across the Asia-Pacific region," said Mr Mathias Kuepper, Managing Director and Regional President Asia-Pacific, Koelnmesse Pte Ltd.

"Opening yet another edition is a moment of great pride — and one that would not be possible without the steadfast partnership and support of the Singapore Dental Association. With representation from over 34 countries and regions, the event once again brings the global dental community to Singapore, creating meaningful connections that drive the industry forward. This year, with the introduction of a curated hosted buyer programme, we are further strengthening the quality of

business engagement and high-value interactions on the show floor.”

Dr Eugene Tang, President of the Singapore Dental Association, added, “IDEM continues to play an important role in bringing the dental community together — not only to exchange knowledge, but to address key challenges facing the profession and advance standards of care across the region.”

A Diverse and Innovation-Driven Exhibition Floor

Spanning a dynamic exhibition floor, this year’s edition presents a wide breadth of products, technologies, and innovations across three days. In addition to the main showcase, exhibitors are bringing the show floor to life through live demonstrations, hands-on lectures, and in-booth laboratory sessions, offering attendees the opportunity to engage directly with new technologies and clinical techniques. These on-site activations create a more practical, immersive experience, enabling dental professionals to better understand real-world applications and workflows in a clinical setting.

Advancing Clinical Excellence Through Education

The scientific conference programme features 46 sessions and 3 workshops across three days, delivered by 44 speakers from 11 countries. Topics span key areas of modern dentistry — from aesthetic dentistry and digital workflows to paediatric care, TMD management, peri-implant tissue management, and whole-body approaches to sustainable dental health. Highlights include masterclass sessions by Dr Anas Aloum and Dr Pokpong Amornvit, covering topics such as modern veneer preparation, digital full-mouth rehabilitation using facial-driven design and minimal-preparation techniques, and discussions on peri-implant tissue management and evidence-based approaches to orofacial pain — reflecting the industry’s shift towards more precise, patient-centred care. The programme also addresses critical industry challenges through the National

Dental Association Forum on Illegal Dentistry, a dedicated session spotlighting the growing global issue of illegal dental practices. The forum examines the risks posed by unlicensed providers — including patient safety concerns and compromised treatment outcomes — while calling for stronger regulatory frameworks, improved access to care, and closer collaboration across the dental ecosystem.

Driving Meaningful Business Connections

Demonstrating strong pre-event engagement, IDEM360+, the event’s official digital platform, has seen a significant increase, with meeting requests nearly tripling to 3,000 and 160 confirmed on-site meetings ahead of the show, underscoring the event’s effectiveness in generating commercial opportunities and facilitating industry engagement. In addition to business matching, the platform facilitates session planning, exhibitor lead capture, and smooth navigation through an interactive venue map. It also offers digital e-badges to support more sustainable event operations.

Building on this, the introduction of IDEMclub further strengthens the event’s business value. This exclusive hosted buyer programme is designed to facilitate targeted engagement between exhibitors and high-value, decision-making buyers. Carefully curated through a stringent selection process, it brings together senior procurement leaders, distributors, and business owners with active sourcing intent across key regional and international markets. Participating companies include FINO GmbH, a German dental laboratory equipment and materials supplier, alongside regional distributors such as QS Dental Supply Sdn Bhd and Pacific Dental Supply — supporting targeted, results-driven business engagement across the exhibition floor. With two days remaining, dental professionals can still experience first-hand the innovations, insights, and business opportunities shaping the future of dentistry in the Asia-Pacific region.

Hithaishi C Bhaskar