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ASIA EDITION

IDEM 2026 wraps its 14th edition reinforcing its focus on smart and sustainable dentistry in Asia-Pacific

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Asia-Pacific's leading dental exhibition and conference held from 17 to 19 April 2026 under the theme â??Innovating Smart Dentistry for a Sustainable Digital Future,â?• reinforced its role as a platform for learning and meaningful business exchange



The International Dental Exhibition and Meeting (IDEM) 2026 concluded at Marina Bay Sands, Singapore, marking the close of the event's 14th edition. Held from 17 to 19 April 2026 under the theme "Innovating Smart Dentistry for a Sustainable Digital Future," the event welcomed over 8,300 attendees from more than 64 countries and regions across three days of exhibitions, scientific programming, and networking.

Despite ongoing global economic challenges and broader market uncertainties, the strong international turnout — particularly from visitors with clear business intent — underscores the continued relevance of IDEM as a key platform for the dental industry in Asia-Pacific. Across three days, the event facilitated meaningful connections, knowledge exchange, and commercial opportunities.

The **exhibition floor** featured over 350 exhibiting companies including 504 brands from 34 countries and regions — demonstrating exhibitors' determination to connect and innovate. Spanning 17,000 square metres of exhibition space, the floor showcased the latest advanced across **prosthodontics**, **orthodontics**, **endodontics**, **paediatric dentistry**, **digital dentistry**, and more, with exhibitors bringing the floor to life through live demonstrations, hands-on lectures, and in-booth laboratory sessions.

"IDEM 2026 is a reflection of the strength and continued growth of the dental community across Asia-Pacific, despite global challenges and uncertainties," said Mr Mathias Kuepper, Managing Director and Regional President Asia-Pacific, Koelnmesse Pte Ltd. "Over the past three days, we have seen meaningful connections made, knowledge exchanged, and innovations introduced to a market that is ready for them."

Among the highlights, the exhibition also drew strong affirmation from returning exhibitors, for whom IDEM's biennial schedule and international reach remain key draws. "IDEM is a great opportunity to connect with both distributors and doctors to keep in touch, see what the competition is doing, and bring everybody together under one roof. What's great about IDEM is that it's not only for locals; it's truly an international exhibition. Online definitely has value and saves time, but in-person meetings

cannot be beaten — especially for the relationships and trust you build with partners. Having conversations that go beyond a single topic, and the time to engage afterwards over coffee — that's something online simply can't replicate. Inperson is here to stay” Elena Landa, Sales Director, and Wassilios Intzes, Area Sales Manager, Dürr Dental.

For exhibitors targeting the region's dental professionals, IDEM's visitor profile andregional reach remained a defining highlights

“IDEM has been in the industry long enough to organise a show of this calibre. The visitor profile is strong — mainly dentists from across Southeast Asia and beyond, with attendance from Europe and the U.S. as well. These are the dental professionals we want to reach, alongside potential dealers for product export. We also see promise in new features like the hosted buyer programme and the IDEM360+ app — initiatives that we believe will bring even greater value to both visitors and exhibitors in the future” says Desmond Chong, Sales Director, Clear Smile Asia.

A Scientific Programme Anchored in Clinical Relevance and Future-Focused Practice IDEM 2026’s scientific conference programme featured 46 sessions and 3 workshops across three days, delivered by 44 speakers from 11 countries. Topics spanned aesthetic dentistry, digital workflows, paediatric care, TMD management, periimplant tissue management, and whole-body approaches to sustainable dental health.

Complementing the scientific programme, a series of supporting events addressed broader industry issues beyond clinical practice. Among these was the National Dental Association Forum on Illegal Dentistry, held on the opening day, which drew regional attention and highlighted the growing importance of regulatory awareness and professional responsibility in an evolving healthcare landscape.

Stronger Business Connections and Purposeful Engagement

IDEM360+, the event’s official digital platform, played a central role in driving connections before and during the show. Ahead of opening day, the platform recorded a near-tripling of meeting requests, alongside 354 confirmed on-site meetings — reflecting strong commercial intent among participants.

Over the course of the event, the platform facilitated seamless engagement across the show floor, from planning and navigation to exhibitor lead capture. The shift to digital e-badges further supported sustainability efforts, while 3,293 badge scans — including 405 high-value leads — highlighted strong engagement and tangible business outcomes.

Looking Ahead to IDEM 2028

This year’s edition demonstrated the industry’s continued appetite for innovation, investment, and meaningful collaboration across Asia-Pacific. With strong engagement across both the exhibition and conference, the event reaffirms its position as a trusted platform for business, education, and regional exchange. IDEM will return from 21-23 April 2028 at Marina Bay Sands, Singapore.