

Media Release

IDEM 2010 Singapore: The Swiss Pavilion – A ‘hot spot’ of High-Tech Dental Products

Zurich March 18th, 2010. **Singapore is the world’s dental ‘hot spot’ from April 16th to 18th 2010. Featuring the latest in dentistry and oral health, IDEM Singapore, the International Dental Exhibition and Meeting Place, provides a strategic platform for trade, technology, research and development, information exchange and business networking. Held at the same time and in the same place every other year, the event stands for continuity and professionalism at the highest level.**

Switzerland has a long tradition of providing high quality products and services that are highly prized by the country’s dental community, for whom only the best has ever been good enough. This has nothing to do with snobbery, since dentists are always aware that their skills rely on products and methods that ease their work, allow them to perform at the highest level and improve the final results for their patients. This has ‘forced’ manufacturers to keep in close contact with researchers and opinion leaders. The same researchers have been very active on the international level, so that worldwide accepted evidence-based methods have been delivered and gold standards applied. These are some of the factors driving innovation and diversification in the Swiss precision industry.

Osec – a valid and trusted partner

Osec, the Swiss umbrella organization for the promotion of exports, imports and investments has teamed up for the third time with Koelnmesse and the Swiss Business Hub ASEAN to organise the «**SWISS** Pavilion» at IDEM Singapore. At the Pavilion you may make personal contact with more than 20 Swiss high-tech dental industry companies all present here at one and the same time. Now in its 6th year, IDEM Singapore, the leading dental trade fair in the entire Asia-Pacific region, represents an opportunity to penetrate to the heart of the region's fastest growing dental markets. More than 70 % of these markets are served by imports, so the region offers a huge potential for international companies.

Growth Potential

The dental industry has not been immune to the latest and ongoing economic and financial turmoil. Everybody admits to ‘some’ problems with turnover and growth. In general, experts are predicting a slow recovery as early as 2010, and are more optimistic for 2011. For the leaders in the dental industry, double digit growth, as seen in the past, will not reappear as quickly as that. This fact is more than a reason to expand and intensify market activities into emerging regions.

«**SWISS Pavilion**» Hall 401 – 404 (Level 4)
Booth No. I 20 – I 26 / J 02 – J 22 / K 01 – K 25

Further information:

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List of Exhibitors and Statements

Bien-Air Dental

One of the market leaders for micromotors and rotating dental instruments. The position at the top and access to new markets depend on the ability to listen to customers and to understand their needs.

NEW: The MX motor system, on the market since 2004, offers the dentist a simple way to access all the benefits of brushless and sensorless motor technology.

www.bienair.com

Biodenta Swiss AG

Biodenta Group is a Swiss company active in the global market for dental products.

NEW: Biodenta has established the dental implant platform that will now be introduced worldwide during the coming year, an integrated system that will help make life more convenient for patients, dentists and dental technicians.

www.biodenta.com

Creation Willi Geller International GmbH

Ceramic - the stuff that dental dreams are made of. And we know something about that. For more than 15 years, the name Creation has stood for high-quality and aesthetically superior dental ceramics. Our ceramic lines handle extremely reliably and produce expressive colour effects and brilliant results. Long-lasting dental aesthetics? With Creation it is not a matter of chance, but a constant reality.

www.creation-willigeller.com

Degradable Solutions AG

Degradable Solutions AG specializes in the development and manufacture of degradable medical implants.

NEW: easy-graft CRYSTAL the unique, biphasic bonegraft substitute, soft from the syringe, modable, with in situ hardening in 2 minutes

www.degradable.ch

DIASWISS SA.

Diaswiss SA produces the finest rotary instruments for the dentist, the dental laboratory and the podology: diamonds, TC burs, Endo-files, polishers and surgical instruments for the dentist.

NEW: Disk of sintered diamonds. Sintered disks cut through hard materials, but not soft tissue or even tongue.

www.diaswiss.ch

FKG Dentaire

Leader in Endodontics. NiTi rotary and manual instruments. Stainless steel driven and manual instruments. Matrixes pins, obturation screws.

NEW: NiTi rotary instruments for 'desobturation': D-Race 2 files only
NiTi rotary instruments for 'mechanical path scouting'

www.fkg.ch

Geistlich Pharma AG, Business Unit Biomaterials

The Business Unit „Geistlich Biomaterials“ is a world leader in Dental Biomaterials.

NEW: New Vial Cap: Geistlich Bio-Oss® granule vials will be available with a new vial closure cap. The crimp cap of Geistlich Bio-Oss® is replaced by an improved polyethylene cap, which allows easier and safer handling.

www.geistlich-pharma.com

HARALD NORDIN SA

The NORDIN company as a designer and manufacturer of high quality Swiss-made dental products.

NEW: Glassix+ Plus – radiopaque & light transmitting fibre posts. Composit – Dual cure core build-up and cement for endo posts; Shotbond – Self-etch DC single mix bonding system

www.nordin-dental.com

HELVEMED S.A.

Helvemed with its highly professional scientific support has enabled the development of a new range of disinfectant products for instruments, surfaces, hands and suction systems.

NEW: Vacuum Fresh. Developed in accordance with the latest scientific and environmental requirements.

www.helvemed.com

Imetric 3D GmbH

OEM provider of top of class 3D scanners. The new product line includes the D62, D102, and D102i systems

NEW: D62 and D102 systems. D62 – New entry level laboratory scanner for all non-implant based indications for up to 5 unit bridges.

www.imetric.com

Ivoclar Vivadent AG

The company's success is based on a comprehensive portfolio of products and systems, strong research and development capabilities and a clear commitment to training and education. We supply modern treatment options and comprehensive product systems.

NEW: Variolink N, Multilink N, InLine One

www.ivoclarvivadent.com

JOTA AG

JOTA AG manufactures and distributes a full range of rotary instruments for dentistry and laboratory.

NEW: Kits for Laboratory and Dentistry - Special instruments for zircon oxide - Bur Blocks

www.jota.ch

Nouvag AG

Manufacturer of instruments for medical and dental applications. They are used in implantology, microsurgery and endodontics.

NEW: TCM Endo 20 is a microprocessor controlled motor system for rapid and easy root canal preparation with rotary NiTi instruments

www.nouvag.com

Polydentia SA

For over 30 years we have been committed to the research and development of new high quality products for dental cabinets, able to assure a high degree of precision and effectiveness.

NEW: Quickmat Deluxe with new Delta Silicone Tubes - Quickmat transparent Sectional Matrices - F-Splint-Aid: ready to use solution for emergency splinting of avulsed teeth

www.polydentia.com

Renew Biocare Asia Pacific Corporation - Division of Renew Biocare AG. Switzerland

We provide 'The Real Total Solution' for clinicians, i.e. from implants to the final restoration. We provide a wide range of materials and solutions for your clinical challenges.

NEW: Dental Implants, CAD CAM Abutments in Ti and Zirconium

www.renewbiocare.com

Saniswiss SA

Today, there's a wide choice of apparently effective sanitizing products available to the dental professional. But, while many of these products can combat microorganisms, they also have serious and damaging health and environmental side-effects.

NEW: Saniswiss 'biosanitizer spray' – Saniswiss 'biosanitizer stretch-wipes' – Saniswiss 'biosanitizer automate' - automatic airborne sanitizing device

www.saniswiss.com

Saremco Dental AG

Product range comprises composites, adhesives, etching gels, sealants and other specialised products.

NEW: cmf restorative system. The pioneering composite restoration system is based on a new matrix technology and does not contain TEGDMA, HEMA or other low molecular co monomers

www.saremco.ch

SIC invent AG

SIC invent AG, headquartered in Basel, Switzerland is a young, innovative and dynamic company. As a globally active manufacturer of dental implant systems, we work in close collaboration with the Schilli Implantology Circle in the research and development of implant systems.

NEW: SIC b-oss and SIC b-mem

www.sic-invent.com

Stoddard MFG CO LTD

Stoddard is a specialised manufacturer of dental rotary instruments, which are used in preventive dentistry and by laboratory technicians. In 110 countries our instruments are known under the labels 'Stoddard' and 'Good Dent'.

NEW: ZIRCOLINE (special instruments for working on zirconia), sterile surgical blades, root canal instruments

www.stoddard.ch

TTT (Tip Top Tips Sàrl)

Leader in ultrasonic technologies. This new generation of ultrasonic technology, together with future applications, will help lead to a new level of efficiency in patient care.

NEW: PIEZITO (ultrasonic scaler) Our unique patented technology creates an optimum power curve ensuring precise control over the entire load range.

www.ttttech.com

Tornos Technologies Asia Ltd.

For more than 20 years, TORNOS has been the MEDTEC market leader in the machining of high value-added parts for orthopaedic and dental implants. TORNOS has developed its DECO lathes, which are ideal for machining complex parts such as surgical screws of different dimensions and dental implants.

NEW: DECO 10a / 10e tangential milling of medical threads for dental posts

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UNIDENT S.A.

Leader in the field of hygiene and disinfection in the dental environment.

Unident products are designed and manufactured to meet the highest European standards expected by today's dental practitioner. Our comprehensive range includes products for the cleaning and disinfection of instruments, surfaces, hands, aspiration systems and dental impressions.

www.unident.ch