LEIPZIG, Germany: Germany-based ALPRO is offering a range of new and proven products for treatment-water disinfection and the removal of biofilm from dental equipment to dentists in Asia. With BRS Forte, for example, and the independent water supply system BCS combined with Alpron and Bilpron, it is possible to provide quality drinking water for dental units. Hygiene standards are met with a selection of fast-drying hand disinfectants, such as the ISO 15883 standards, tested and approved by well-known instrument manufacturers.

Why do you think that IDEM Singapore is doing well despite the economic downturn?

Combining a well-organised and widely promoted trade exhibition with a world-class education programme has proven to be a very successful formula and the dental industry is looking to capitalise on this. In a slowing economy, the need for manufacturers and suppliers to both increase awareness of their products and attract business is pertinent. One difference is that our exhibitors are looking to ensure that the maximum return on their investment is achieved and that they are aligning their overall marketing strategies with the expectations of their customers.

What can participants expect from IDEM Singapore in 2010?

We also provide dental practitioners with a convenient and cost-effective opportunity to gain exposure to a comprehensive programme of world-class dental education in a location central to and easily accessible from anywhere in the region. This format of scientific meeting combined with an extensive exhibition of new products and technologies is a very successful formula.

ALPRO drives safe and clean infection control

With very high material compatibility and proven quick disinfection times MinutenSpray-clasic and Plastisept (also available as a high-quality wipe), ALPRO is able to provide efficient and excellent cleaning results. Plastisept is alcohol free and intended for sensitive surfaces. BIJ forte is a solution for general instrument and drill disinfection. It is economical and intended to appeal to environmentally aware and price-conscious practitioners.

ALPRO is a top global specialist in the cleaning, maintenance and disinfection of instruments of any kind (including transmission instruments), contaminated surfaces in practice and dental aspiration systems with and without dental amalgam separators. Their AlproJet product line was the first two-phase system on the market for the cleaning of dental aspiration systems. This was also the first product that ALPRO marketed 20 years ago. As a global player, the company works with over 120 partners around the world in 65 countries. Amongst others, local production sites have been set up in Australia, India and Vietnam.

What will conference delegates gain from this scientific conference?

We have organised a multifaceted programme led by international presenters that will give delegates access to the latest research and developments in the fields of dental aesthetics and implantology, as well as practical advice on treatment planning, operative techniques and post-operative care. We believe delegates will leave the conference with knowledge that can be incorporated into daily clinical practice and a greater understanding of key principles and philosophies at the leading edge of dentistry today.

Thank you very much for the interview.

An interview with Koelnmesse’s Michael Dreyer, Vice-President Koelnmesse (Asia Pacific), and Dr Lewis Lee, President of the Singapore Dental Association, on IDEM Singapore 2010

IDEM Singapore 2010 offers an excellent opportunity for manufacturers from around the world to meet and conduct trade in a central location in the Asian region. Since the meeting’s inception, we have continued to evolve IDEM to suit the needs of the dental industry in the region. IDEM Singapore will benefit from the extensive knowledge and experience we have garnered from the previous five IDEM events and our global expertise and resources as an organiser and manager of conferences and exhibitions.

Dr Lee, what issues did SDA consider in devising the conference theme for IDEM Singapore 2010?

The rapid growth in popularity of and new developments in dental implants and related products, materials and techniques have dominated the dental landscape around the world for some time. In planning the scientific conference for IDEM Singapore 2010, we sought to address the increasing needs of the dental community for comprehensive information on the latest developments in these areas.

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Thank you very much for the interview.