

June 2008

## **IDEM INDIA 2009 – KOELNMESSE SET TO LAUNCH DENTAL TRADE SHOW IN MUMBAI, INDIA**

### **FOR IMMEDIATE RELEASE**

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#### ***STRONG DEMAND FOR IMPROVED HEALTH STANDARDS ATTRACT INTERNATIONAL DENTAL EQUIPMENT MANUFACTURERS TO INDIA***

The German Trade Show organizer, Koelnmesse, announced the launch of the "International Dental Exhibition and Meeting India" called IDEM India. This industry event for dental technology and dentistry will be held for the first time from October 23-25, 2009 in Mumbai.

The event will consist of an exhibition plus accompanying workshops, similar to IDEM Singapore which has established itself since 2000 as the leading dental trade show in Asia. For the first industry show in India the organizer expects more than 100 exhibitors at the Bombay Exhibition Centre (BEC).

Says Oliver P. Kuhrt, Managing Director of Koelnmesse GmbH: "We are confident about our IDEM brand as IDEM Singapore has matured into an internationally recognized and very successful platform for the dental industry. We view India as another market with dynamic growth potential. In such an environment, IDEM India is the ideal business platform. Our wide range of access to the international dental trade, dentists and industry should be a valuable asset for organizing this event".

The exhibition will provide dentists, technicians and specialist dealers from India and the South Asian region with a comprehensive overview of the entire spectrum of innovative products, processes and know-how. Parallel to the exhibition user-oriented workshops will highlight the scientific developments in the area of dentistry and dental technology.

IDEM 2009 INDIA

Mumbai, India  
Oct. 23-25, 2009  
[www.idem-india.com](http://www.idem-india.com)

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U.S. companies will be able to exhibit in a USA Pavilion organized by Koelnmesse Inc., the U.S. subsidiary of the organizer. Information on pricing, space availability and hotels will be available in October 2008.

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