



INDONESIA  
DENTAL  
EXHIBITION &  
CONFERENCE

▶ 15-17  
SEPTEMBER 2017  
JAKARTA CONVENTION CENTER



THE BIGGEST  
INTERNATIONAL  
DENTAL  
EXHIBITION  
IN INDONESIA

Modern Science  
and Technology for  
The Future of Indonesia  
Dentistry

# POST SHOW REPORT IDEC 2017

Organized by:



Perhimpunan Dokter Gigi Indonesia

**Traya**  
INDONESIA

PT. Traya Eksploitasi Internasional



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# IDEC 2017 Premier Delivers Central Networking Platform for Indonesian Dental Industry

The Indonesia Dental Exhibition and Conference (IDEC) 2017 took centre stage from 15-17 September 2017, welcoming 4,015 Indonesian dental professionals and 229 exhibiting brands and businesses in Jakarta, Indonesia. Bringing together the who-is-who of the Indonesian dental industry.

Participants were impressed by the array of products and services on display and by the insightful knowledge on both practice and research shared by top-notch speakers at the scientific conference.

Jointly organized by the Indonesian Dental Association (PB-PDGI), Koelnmesse Pte Ltd and PT. Traya Eksibisi Internasional, IDEC 2017 was assessed as an overall success with 4,015 participants and 229 exhibiting brands and businesses.



# FACT SHEET

<b>Event Name</b>	: Indonesia Dental Exhibition and Conference (IDEC 2017)
<b>Show Days</b>	: 15 – 17 September 2017
<b>Venue</b>	: Jakarta Convention Center
<b>Exhibition Size</b>	: 5.000 sqm
<b>Exhibiting Countries Origin</b>	: 13 Countries
<b>International Pavilions</b>	: 5
<b>Exhibiting Brands</b>	: 229 Brands
<b>Main Lecture Session</b>	: 13 Main Lecture Session
<b>Hands-On Session</b>	: 12 Hands-On Classes
<b>Number of Visitors</b>	: 4.015 visitors (from 30 countries)
<b>Organizers</b>	: Indonesian Dental Association (PB-PDGI) Koelnmesse Pte Ltd PT. Traya Eksibisi Internasional





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# EXHIBITOR STATISTICS IDEC 2017

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# Country Origin



## International Pavilions



China



Germany



Italy



South Korea



Switzerland

## International Company



China



Germany



Hong Kong



Indonesia



Italy



Japan



Poland



Singapore



South Korea



Switzerland



Taiwan



Turkey

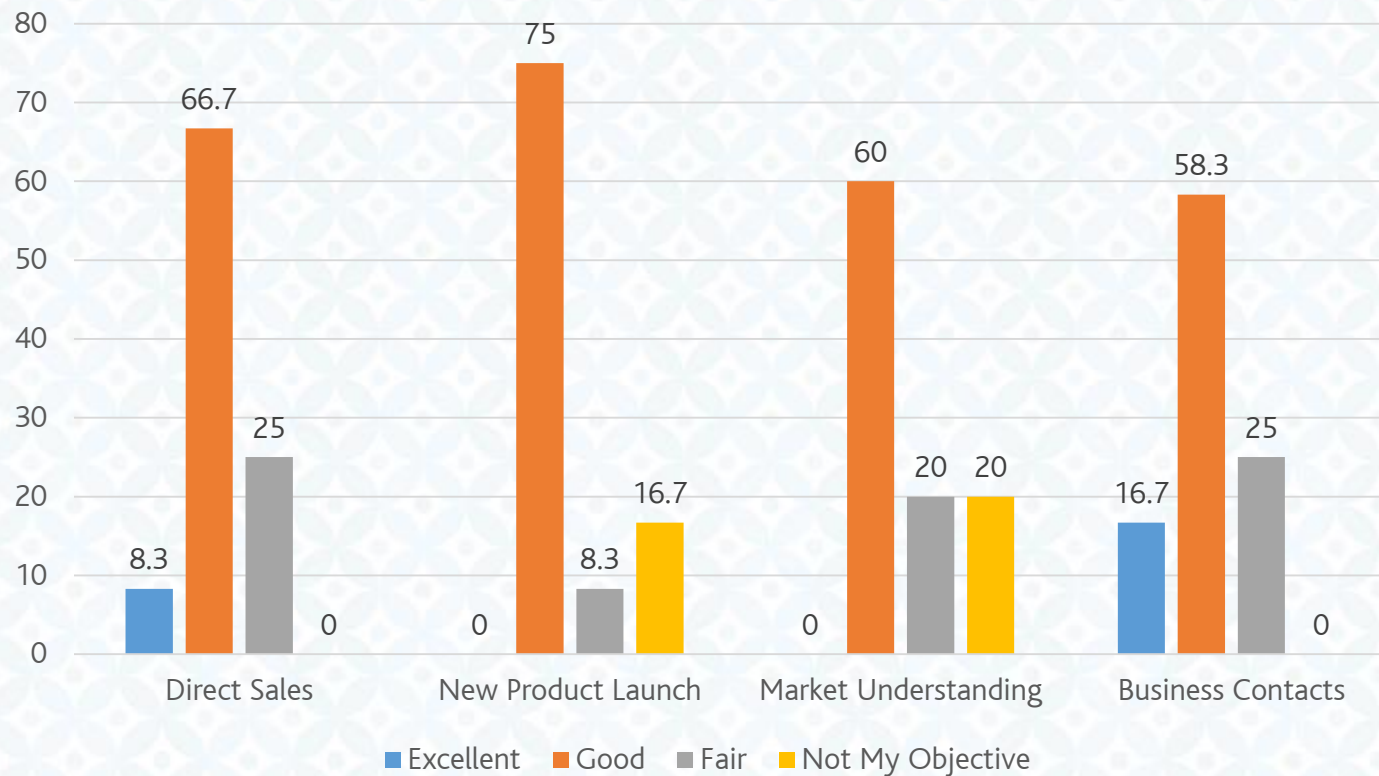


USA

# EXHIBITOR STATISTICS



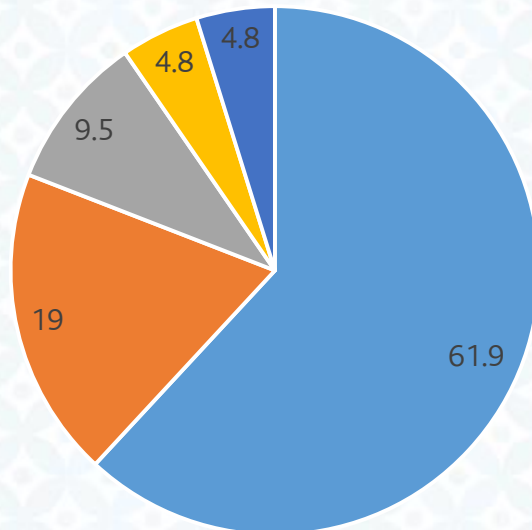
## Main Objective In Participating IDEC 2017



Average Exhibitors  
Rate This Event Are  
Good

# EXHIBITOR STATISTICS

## Main Target Group IDEC 2017



■ Dentists ■ Trader / Distributor ■ Dental Technician ■ Dental Assistant ■ Others

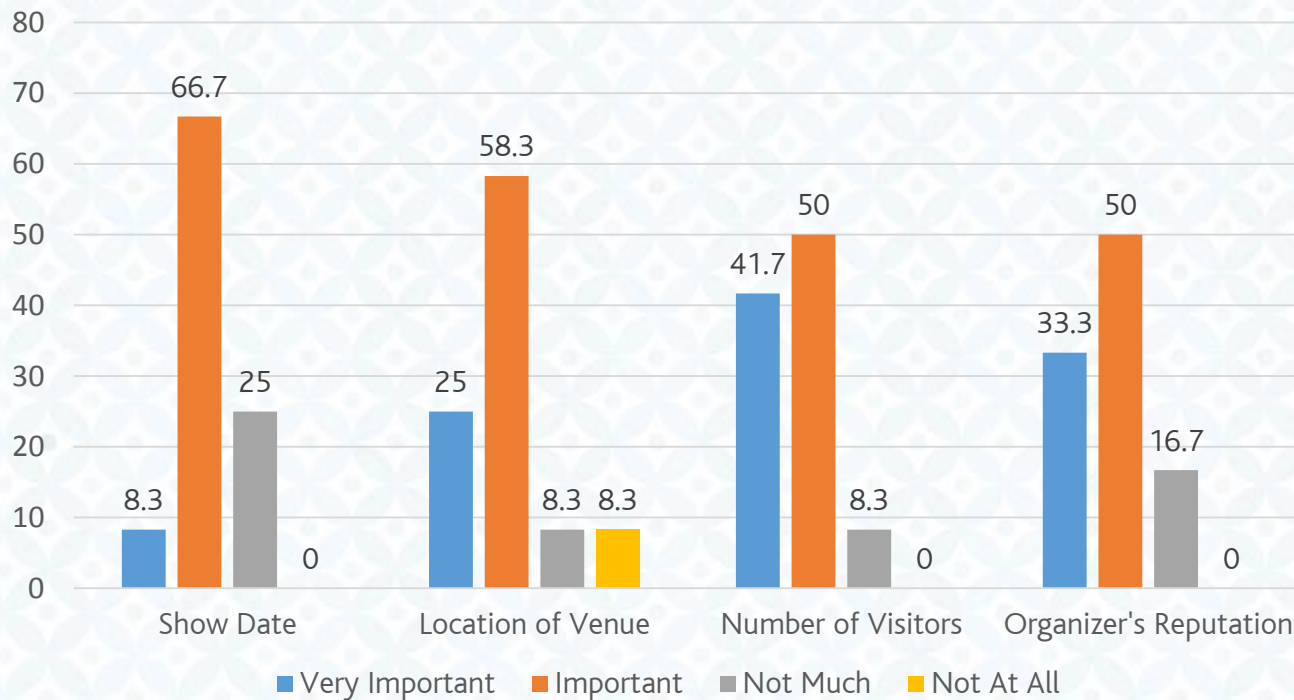
Most Exhibitors Looking For Dentists as Their Main Target Group, Beside Trader or Distributor



# EXHIBITOR STATISTICS



## Factors That Influence Decision To Join Event

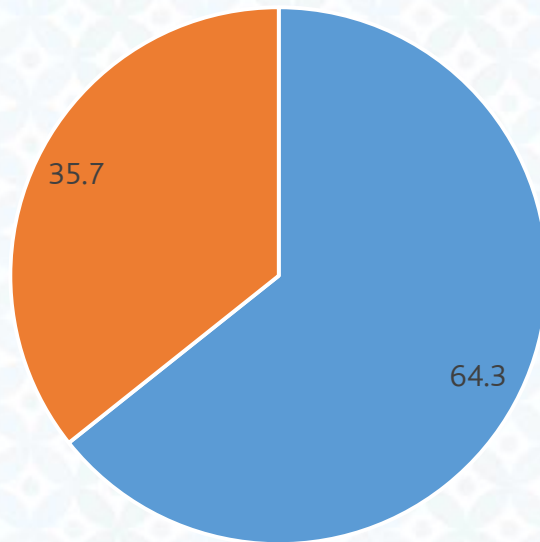


Average Exhibitors Rate All of The Factors as Important and influenced their decision to Join the Event



# EXHIBITOR STATISTICS

## Satisfaction of Participating in the Event



■ Good ■ Fair

Exhibitors were Satisfied with the Event.



# EXHIBITOR QUOTES

“Many companies from other countries”

– GigiGeligi.com

“Clear surrounding event”

“Good Security and Vibe”

– Prima Abadi Dentalindo



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# VISITOR STATISTICS IDEC 2017

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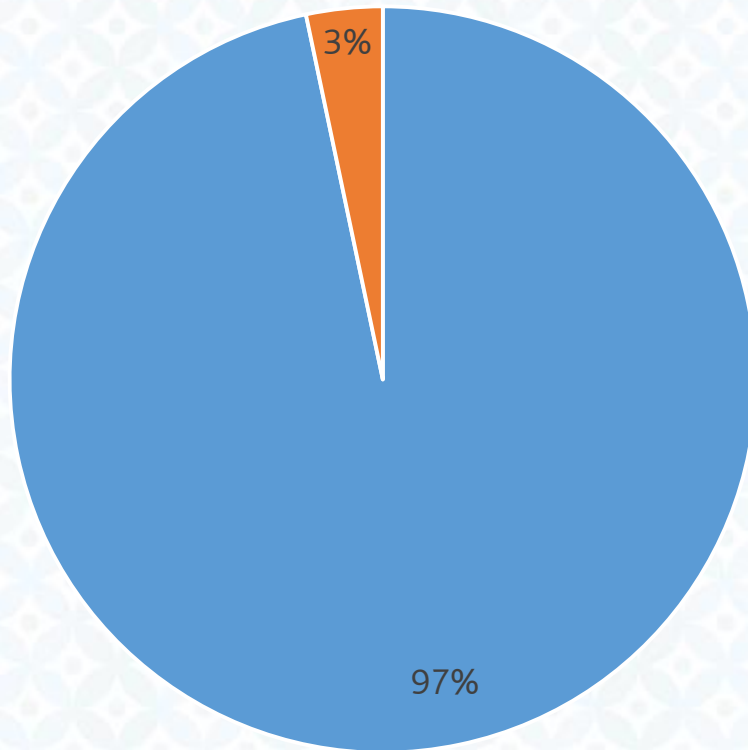
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# Country Origin

## Visitor Country Origin



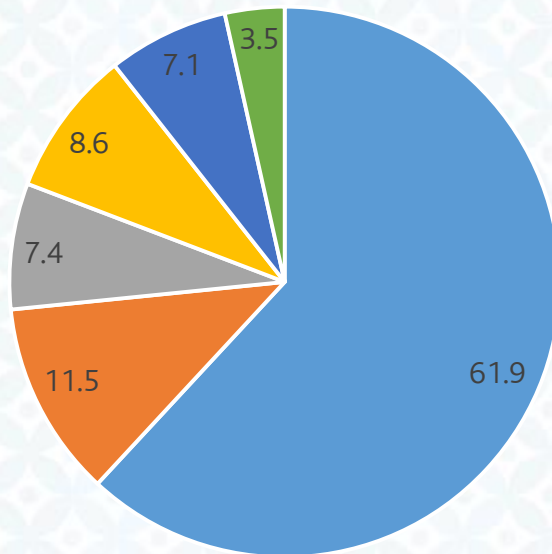
■ Local ■ International

97% Visitor are from Indonesia, with 30 country origin for overseas visitor :

- Australia
- Bangladesh
- Bhutan
- Canada
- China
- England
- Egypt
- Germany
- Hongkong
- Hungary
- India
- Italy
- Japan
- Liechtensien
- Malaysia
- Mauritius
- Netherlands
- North Korea
- Pakistan
- Philipines
- Rusia
- Saudi Arabia
- Singapore
- Slovenia
- South Korea
- Spain
- Switzerland
- Taiwan
- Thailand
- USA

# VISITOR STATISTICS

Visitor Line of Work



- Dental / Dental Professional
- Dental Apprentice / Student
- Dental Nurse / Technician / Therapist
- Dental Trader / Manufacturer
- Sales Person / Staff
- Others

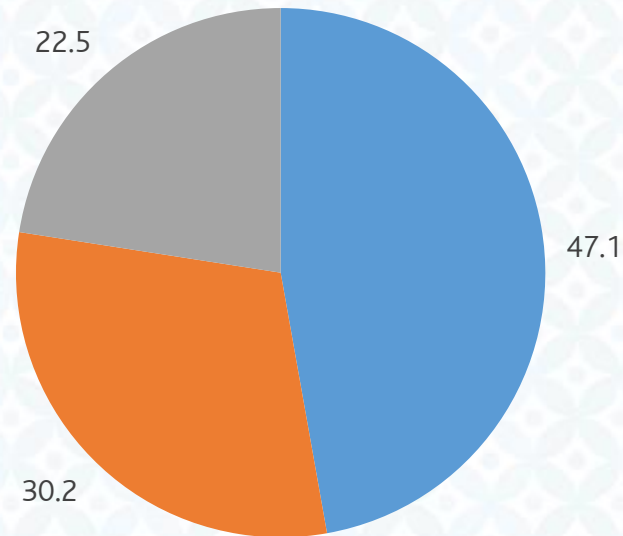
Majority of Visitors IDEC 2017 Are Dental Professional



# VISITOR STATISTICS



## Main Product Interest (Dental Practice)



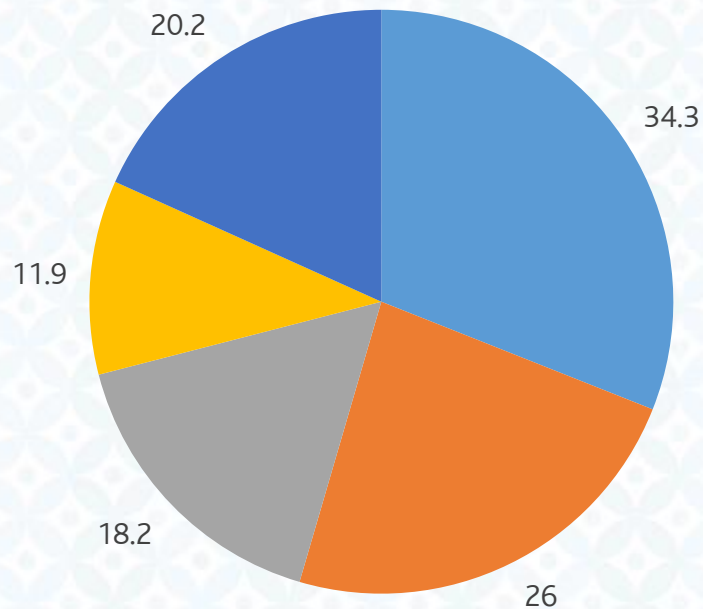
Cosmetic Dentistry, Dental Material and Instrument, Hand Pieces and Tools For Practice Are The Most Popular Product Interest for This Event

- Instruments, Hand Pieces for Practice, Dental Materials, Cosmetics Dentistry
- Practice Equipment, Dental Units, Digital Dentistry, Implant Dentistry
- Pharmaceuticals, Dental and Oral Hygiene, Special Devices, Work Aids, Auxiliary materials

# VISITOR STATISTICS



Purpose of Visit



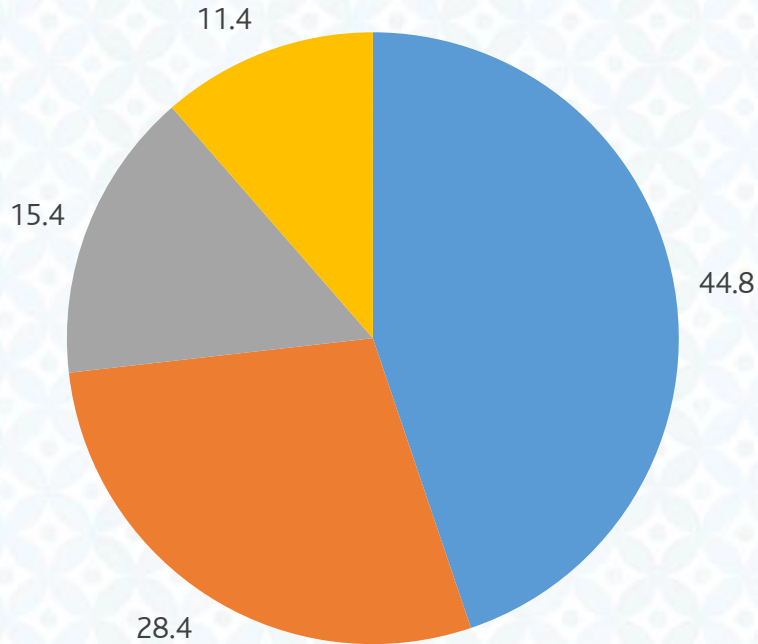
Average Visitors Have The Same Purpose to Visit Exhibition With The Top Reason To Purchase Products or Services Beside Observation For Product Development And Business Information

- To Purchase at the Fair, Product developments and Business Information
- Continuing Education and Market Observation
- To Test Products, Business Meetings and/networking
- Place Orders after the Fair, Seek New Business Contacts
- Become a representative / distributor, to Maintain Business Contacts

# VISITOR STATISTICS



Effective Channel To Promote This Event



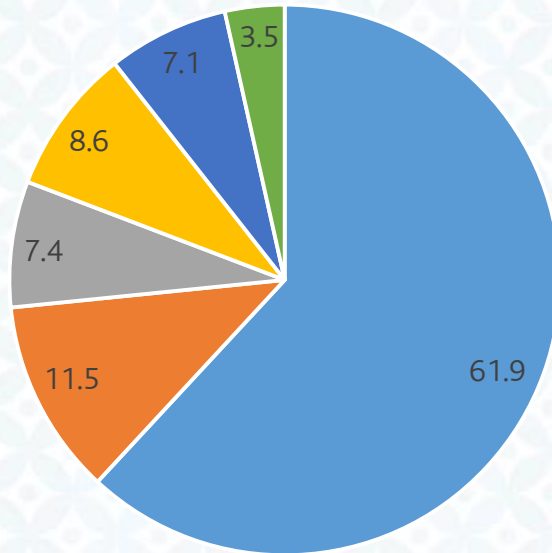
- Social Media, Invitation by an Exhibitor
- Word of Mouth, E-Newsletter
- Invitation by Organizers, IDEC info-booth at another event
- Advertisements, Direct Mailings. Others

Social Media And Invitation From Exhibitors Are The Most Effective Channel to Promote This Event.



# VISITOR STATISTICS

Visitor Line of Work



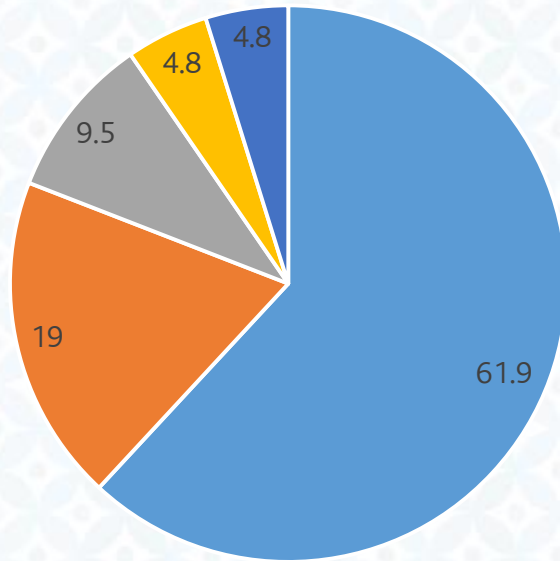
Majority of Visitors IDEC 2017 Are Dental Professional

- Dental / Dental Professional
- Dental Apprentice / Student
- Dental Nurse / Technician / Therapist
- Dental Trader / Manufacturer
- Sales Person / Staff
- Others

# TARGET ACHIEVEMENT

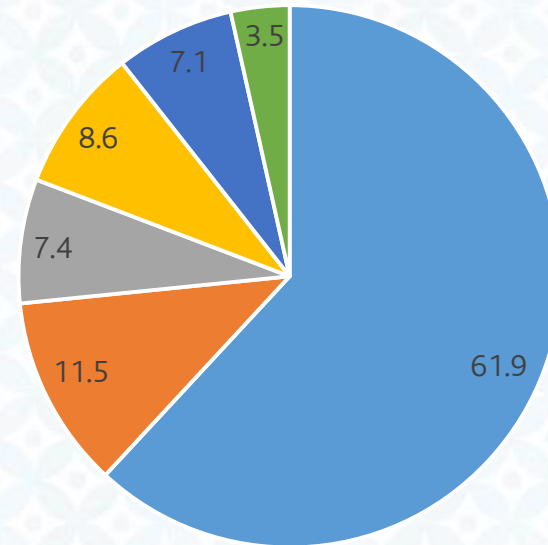


## Exhibitor Target



- Dentists
- Dental Technician
- Others
- Trader / Distributor
- Dental Assistant

## Visitor Line of Work



- Dental / Dental Professional
- Dental Nurse / Technician / Therapist
- Sales Person / Staff
- Dental Apprentice / Student
- Dental Trader / Manufacturer
- Others

IDEC 2017 delivered on the exhibitors target's audience.

# VISITOR QUOTES

“Lecture was amazing, with lots of interesting topics”

“This is my first participation in international level seminar,  
I feel very moved”

“Just perfect, nothing i can add about it”



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# MEDIA FACTS IDEC 2017

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# Media *Facts*

**103** show related articles from 59 media

**44** Journalist attendees at the show from 33 Media

**14** National and international media partners





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# SCIENTIFIC PROGRAM IDEC 2017

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# Main Lecture Schedule

Title	Speaker
Panel Discussion	Farichah Hanum (PDGI)
Praktek Ilegal Kedokteran Gigi Oleh Orang-orang Tidak Berkompeten	Muhammad Lufti (MKDKI)
	Bareskrim Mabes Polri
Main Lecture - 01	Mohamed El Sayed Hassanien
Machinable Ceramics For Same Day Dentistry	
Main Lecture - 02	Pia Balchin
Options For Posterior Filling Restoration - An Update	
Main Lecture - 03	Griya Ridha Raharja
Improving Your Daily Practice With Dental Photography	
Main Lecture - 04	Bernard O. Iskandar
Reciprocating Movement In Endodontics	
Main Lecture - 05	Laura S. Himawan
How To Differentiate Tmd Pain From Other Orofacial Pain	
Main Lecture - 06	Ian Meyers
Fibre Reinforced Composites In Daily Dentistry - New Techniques And Restorative Options	
Main Lecture - 07	Leslie Ang
The Biological Basis & Clinical Technique Of Using Cone Beam-computed Tomography (Cbct) To Diagnose & Treat Dental Complications Successfully	
Main Lecture - 08	Yudha Rismanto
Periodontal Esthetic Treatment As Primary Option In Dental Therapy	
Main Lecture - 09	Alexander Pavlov
Clinical Advantages Of Fast Curing Mta Based Materials	
Main Lecture - 10	Riani Setiadhi
Comprehensive Diagnostic - Approach For Oral Lesions	
Main Lecture - 11	Rajiv Saini
Oral Hygiene And Systemic Health	
Main Lecture - 12	Jusuf Sjamsudin
Management Of Anterior Cross Bite In Mixed Dentition With Inclined Bite Plane : Indication And Contra Indication	
Main Lecture - 13	Marzella Mega Lestari
Complication In Implant Dentistry : Peri-implantitis	

# Main Lecture - Speakers



**Mohamed El  
Sayed Hassanien**



**Pia Balchin**



**Griya Ridha  
Raharja**



**Bernard O.  
Iskandar**



**Laura S. Himawan**



**Ian Meyers**



**Leslie Ang**



**Yudha  
Rismanto**



**Alexander  
Pavlov**



**Riani Setiadhi**



**Rajiv Saini**



**Jusuf Sjamsudin**



**Marzella  
M. Lestari**



# Main Lecture – At A Glance



# Hands On Schedule



<b>HO 1: Dental Photography Made Easy</b> Griya Ridha Rahardja	<b>HO 5: Minimally Invasive Gingivectomy in Daily Practice</b> Yudha Rismanto	<b>HO 9: Direct Inclined Bite Plane Fabrication</b> Jusuf Sjamsudin
<b>HO 2: Make Over Your Mouth with Power Bleaching</b> Irmaleny	<b>HO 6: Bone Loss, Why and How to Treat</b> Aulia Yudha Prawira	<b>HO 10: Management of Treatment for Special Needs</b> Roosje Rosita Oewen
<b>HO 3: Cleaning and Shaping Towards the 21st Century</b> Aditya Wisnu Putranto	<b>HO 7: Reciprocating Movement in Endodontics</b> Bernard O. Iskandar	<b>HO 11: Correction of Perforation with Rootdent</b> Alexander Pavlov
<b>HO 4: How to Achieve a Successful Outcome for a Direct Composite Veneer</b> Irmaleny	<b>HO 8: Simple Way to Diagnose TMD and Its Early Treatment</b> Laura S. Himawan	<b>HO 12: Lab Examination to Support Comprehensive Diagnostic for Oral Lesions</b> Riani Setiadhi & Irna Sufiawati

# Hands On - Instructors



**Griya Ridha  
Raharja**



**Irmaleny**



**Riani Setiadhi**



**Aditya Wisnu P.**



**Yudha  
Rismanto**



**Aulia Yudha P.**



**Bernard O.  
Iskandar**



**Irna Sufiawati**



**Laura S. Himawan**



**Alexander  
Pavlov**



**Jusuf Sjamsudin**

# Hands On - Documentation





# Thank you

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see you in ... 13 – 15 September 2019

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