POST SHOW REPORT
IDEC 2017

Organized by:

indonesiadentalexpo
Indonesia Dental Exhibiton & Conference

idec.Indonesia
www.indonesiadentalexpo.com
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

<table>
<thead>
<tr>
<th>Event Name</th>
<th>Indonesia Dental Exhibition and Conference (IDEC 2017)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Show Days</td>
<td>15 – 17 September 2017</td>
</tr>
<tr>
<td>Venue</td>
<td>Jakarta Convention Center</td>
</tr>
<tr>
<td>Exhibition Size</td>
<td>5.000 sqm</td>
</tr>
<tr>
<td>Exhibiting Countries Origin</td>
<td>13 Countries</td>
</tr>
<tr>
<td>International Pavilions</td>
<td>5</td>
</tr>
<tr>
<td>Exhibiting Brands</td>
<td>229 Brands</td>
</tr>
<tr>
<td>Main Lecture Session</td>
<td>13 Main Lecture Session</td>
</tr>
<tr>
<td>Hands-On Session</td>
<td>12 Hands-On Classes</td>
</tr>
<tr>
<td>Number of Visitors</td>
<td>4,015 visitors (from 30 countries)</td>
</tr>
<tr>
<td>Organizers</td>
<td>Indonesian Dental Association (PB-PDGI)</td>
</tr>
<tr>
<td></td>
<td>Koelnmesse Pte Ltd</td>
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<td></td>
<td>PT. Traya Eksibisi Internasional</td>
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</tbody>
</table>
EXHIBITOR STATISTICS
IDEA 2017

Organized by:

facebook: indonesiadentalexpo
facebook: Traya
facebook: koelnmesse

Indonesia Dental Exhibition & Conference

ig: idec.Indonesia

www.indonesiadentalexpo.com
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
Main Target Group IDEC 2017

EXHIBITOR STATISTICS

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.
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
Country Origin

Visitor Country Origin

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
- Philiphines
- Rusia
- Saudi Arabia
- Singapore
- Slovenia
- South Korea
- Spain
- Switzerland
- Taiwan
- Thailand
- USA
VISITOR STATISTICS

Visitor Line of Work

- Dental / Dental Professional: 61.9%
- Dental Apprentice / Student: 3.5%
- Dental Nurse / Technician / Therapist: 7.1%
- Dental Trader / Manufacturer: 8.6%
- Sales Person / Staff: 7.4%
- Others: 11.5%

Majority of Visitors IDEC 2017 Are Dental Professional
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

- To Purchase at the Fair, Product developments and Business Information: 34.3%
- Continuing Education and Market Observation: 20.2%
- To Test Products, Business Meetings and/networking: 18.2%
- Place Orders after the Fair, Seek New Business Contacts: 11.9%
- Become a representative / distributor, to Maintain Business Contacts: 26%

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.
VISITOR STATISTICS

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

- Social Media, Invitation by an Exhibitor: 44.8%
- Word of Mouth, E-Newsletter: 28.4%
- Invitation by Organizers, IDEC info-booth at another event: 15.4%
- Advertisements, Direct Mailings. Others: 11.4%
VISITOR STATISTICS

Majority of Visitors IDEC 2017 Are Dental Professional

Visitor Line of Work

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- Others: 3.5%
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”
Media Facts

103 show related articles from 59 media

44 Journalist attendees at the show from 33 Media

14 National and international media partners
<table>
<thead>
<tr>
<th>Title</th>
<th>Speaker</th>
</tr>
</thead>
<tbody>
<tr>
<td>Panel Discussion</td>
<td>Farichah Hanum (PDGI)</td>
</tr>
<tr>
<td>Praktek Ilegal Kedokteran Gigi Oleh Orang-orang Tidak Berkompeten</td>
<td>Muhammad Lufti (MKDKI)</td>
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<tr>
<td></td>
<td>Bareskrim Mabes Polri</td>
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<tr>
<td>Main Lecture - 01</td>
<td>Mohamed El Sayed Hassanien</td>
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<tr>
<td>Machinable Ceramics For Same Day Dentistry</td>
<td>Pia Balchin</td>
</tr>
<tr>
<td>Main Lecture - 02</td>
<td>Griya Ridha Raharja</td>
</tr>
<tr>
<td>Options For Posterior Filling Restoration - An Update</td>
<td>Bernard O. Iskandar</td>
</tr>
<tr>
<td>Main Lecture - 03</td>
<td>Laura S. Himawan</td>
</tr>
<tr>
<td>Improving Your Daily Practice With Dental Photography</td>
<td>Ian Meyers</td>
</tr>
<tr>
<td>Main Lecture - 04</td>
<td>Leslie Ang</td>
</tr>
<tr>
<td>Reciprocating Movement In Endodontics</td>
<td>Yudha Rismanto</td>
</tr>
<tr>
<td>Main Lecture - 05</td>
<td>Alexander Pavlov</td>
</tr>
<tr>
<td>How To Differentiate Tmd Pain From Other Orofacial Pain</td>
<td>Riami Setiadhi</td>
</tr>
<tr>
<td>Main Lecture - 06</td>
<td>Rajiv Saini</td>
</tr>
<tr>
<td>Fibre Reinforced Composites In Daily Dentistry - New Techniques And Restorative Options</td>
<td>Jusuf Sjamsudin</td>
</tr>
<tr>
<td>Main Lecture - 07</td>
<td>Marzella Mega Lestari</td>
</tr>
</tbody>
</table>
| The Biological Basis & Clinical Technique Of Using Cone Beam-computed Tomography (Cbct) To Diagnose & Treat Dental Complications Successfully |}

| Main Lecture - 08                                                             |                          |
| Periodontal Esthetic Treatment As Primary Option In Dental Therapy           |                          |
| Main Lecture - 09                                                            |                          |
| Clinical Advantages Of Fast Curing Mta Based Materials                        |                          |
| Main Lecture - 10                                                            |                          |
| Comprehensive Diagnostic - Approach For Oral Lesions                         |                          |
| Main Lecture - 11                                                            |                          |
| Oral Hygiene And Systemic Health                                             |                          |
| Main Lecture - 12                                                            |                          |
| Management Of Anterior Cross Bite In Mixed Dentition With Inclined Bite Plane : Indication And Contra Indication |                          |
| Main Lecture - 13                                                            |                          |
| 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

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

Griya Ridha Raharja
Irmaley
Riani Setiadhi
Aditya Wisnu P.
Yudha Rismanto
Aulia Yudha P.
Bernard O. Iskandar
Irna Sufiawati
Laura S. Himawan
Jusuf Sjamsudin
Alexander Pavlov
Hands On - Documentation
Thank you

see you in … 13 – 15 September 2019

Indonesia Sales
Traya Indonesia
Raymond Zein
+62 21 291 25577
raymond@trayaindonesia.com

International Sales
Koelnmesse Pte Ltd
Aaron Ann
+65 6500 6725
a.ann@koelnmesse.com.sg