



## **EXPODENTAL MEETING 2018**

### **The expected success of a growing event**

The last Expodental Meeting in Rimini was a real success, confirming that this event is the only meeting hub for the dental industry, distribution and professionals in Italy; a melting pot of ideas, business opportunities and scientific training.

This year 350 dental companies from all over the world exhibited in Rimini, and almost 20.000 distributors, buyers, dentists, dental technicians, hygienists and dental assistants visited the trade-show, with a 11% increase over the 2017 edition.

Expodental Meeting reflects a more than vital sector: the Italian dental field confirms to be a world leader, with a strong industry that is very appreciated throughout the world, and a growing internal market with increasing investments by Italian dental practices and dental technicians' laboratories.

350 forward-looking dental companies had great expectations for this event and decided to show their latest innovations at Rimini Fiera, with a large commitment in terms of wonderful booths, strong promotion of the event, organization of workshops and leisure activities. Our Exhibitors gave a very important contribution to the success of this year edition.

Bringing together a wide range of professional associations, scientific organizations and universities in a single cultural program, Expodental Meeting represented a unique opportunity of scientific updating for the Italian oral care professionals: 12 training rooms with more than 40 clinical and extra-clinical events, ECM courses, more than 100 high-level international speakers and 25 workshops by the Exhibitors.

Thanks to the EXPO3D project, besides the display of materials, equipment and technologies used within the digital workflow, a conference room was entirely focused on digital technologies, including events by dental associations and scientific lectures by academic experts.

This year Expodental Meeting confirmed its international vocation, attracting a large number of foreign buyers and professionals. The 11,5% of the total visitors (more than twice compared to last year) came from abroad. Thanks to the cooperation with ICE/ITA (Italian Trade Agency) more than 80 foreign delegates from 24 Countries met the Italian Companies in almost 1.500 b2b meetings, with an increase of 21% over the past edition.

Save the date for the next Expodental Meeting, from 16<sup>th</sup> to 18<sup>th</sup> May 2019.