



WAITING FOR EXPDENTAL MEETING: WHAT'S NEW AT THE 2018 EDITION Rimini Fiera, 17-19 May 2018

Six months to go until the opening of **Expodental Meeting 2018, the most relevant international trade-show for the dental sector in Italy**, with a comprehensive format combining business, science and innovation. Rimini is the “meeting point” that gathers the dental industry and the oral care professional and operators.

Some facts and figures of a booming exhibition

The exhibiting area is growing up quickly: following the success of the last edition – 18.000 dental professionals visited Expodental 2017, 23% more than 2016 – over a 150 Italian and international dental companies have already confirmed their participation. A wonderful success considering a 67% increase over November 2016 concerning the number of exhibitors, and a 102% increase with regard to the square metres booked up to now. Expodental Meeting is growing together with the Italian dental sector, which has proved to be as vital as ever, with increasing investments by Italian dental practices and dental technicians' laboratories.

Training and conferences

In addition to the broad exhibition, a comprehensive cultural and scientific program for dentists, dental technicians, dental hygienists and dental assistants will take place in the training rooms distributed among the exhibition halls of Expodental Meeting. A panel of high level lecturers has been selected in partnership with the most important dental associations and universities, in order to offer the best training opportunities and continuing education programs.

EXPO3D

In 2018 we literally start from innovation: the second edition of EXPO3D, the high-tech area entirely dedicated to digital dentistry, will be located at the main entrance of Expodental Meeting. Besides the display of the newest technologies used within the digital workflow, a rich scientific program will take place, focused on the use of digital devices in dental practices and labs. The events are organized by professional Associations and academic experts, such as the Digital Dental Academy, the Italian Academy of Prosthetic Dentistry (AIOP), San Raffaele University, University of Siena and the Italian Society of Orthodontics (SIDO).

The International Buyers Programme

Thanks to the intense cooperation between UNIDI – the Italian Dental Industries Association – and ICE/ITA (Italian Trade Agency), **over 100 qualified foreign delegates from all over the world will be invited to Expodental Meeting in order to meet Italian exhibiting companies. In 2018 the main focus will be on South-East Asia: UNIDI, with the partnership of ICE/ITA, is doing market researches and B2B missions for the scouting of local dealers in Indonesia, Thailandia, Vietnam and Philippines.**



**EXPO
DENTAL
MEETING** | 17-18-19
MAGGIO 2018
RIMINI-ITALIA

During the last edition a large delegation with more than 80 buyers from 26 Countries met the Italian companies in more than 1.250 B2B meetings.

Business and leisure in a stunning location

Rimini Fiera is the perfect location for three days of business, networking and leisure. From a logistic point of view, the venue turned out to be perfectly appropriate to welcome international exhibitors and visitors. Besides, with its immense offer of beautiful landscapes, restaurants serving the best in local cuisine, culture, shopping, wellbeing and entertainment, Rimini is the place where business meets leisure, making your stay a truly unforgettable experience.