

EXPONTAL MEETING 2016
FINAL PRESS RELEASE

Milan, 23th May 2016 – With 244 exhibiting Companies from 20 Countries and more than 16.000 visitors from 72 Countries, Expodental Meeting confirms its role as most relevant international trade-show for the dental sector in Italy. The exhibition and the comprehensive cultural and scientific program has attracted a huge number of dental professionals and buyers, which resulted more business opportunities and returns for the Exhibitors.

Positive signs of economic progress are emerging in the Italian dental market, but the success of Expodental Meeting is also due to the efforts made by UNIDI – the Italian Dental Industries Association – and its Organizing Committee and by the Exhibiting Companies.

Last year's Exhibition in Rimini was the test bench for UNIDI's efforts towards internationalization. This year the international participation has increased by 72%, with 563 new foreign visitors from 71 Countries and a large Delegation with more than 60 buyers coming from 21 countries : Albania, Algeria, Angola, Saudi Arabia, Armenia, Azerbaijan, Bosnia-Herzegovina, Bulgaria, Congo, Ivory Coast, Ethiopia, Ghana, Kazakistan, Kuwait, Morocco, Nigeria, Russian Federation, Serbia, South Africa and Tunisia. Foreign delegates met the Italian Companies in more than 800 b2b meetings. A special highlight must be done about the strong African presence in the Delegation, which makes Rimini one of the most important European platforms where Companies can directly meet African buyers. Together with IDEA (the International Dental Exhibition organized by UNIDI in Dakar from 25th to 27th October 2016), this is part of UNIDI strategy to help its Companies to penetrate the African emerging market. From a logistic point of view, Rimini turned out to be a perfectly appropriate location to welcome international visitors.

An event that is becoming more and more international, with qualified visitors and a strong drive towards innovation and excellence: the success of this first edition of Expodental Meeting represents a good starting point to become one of the most relevant dental shows in Europe.

That's how UNIDI is working to set up Expodental Meeting 2017: see you next year in Rimini from 18th to 20th May!



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