

## EXPODENTAL MEETING 2017

**With a 20% increase over 2016 and 18.000 total visitors, Expodental Meeting proves to be a reflection of a more than ever vital sector**

Expodental Meeting 2017 confirmed and exceeded the success of the first edition in 2016: **281 exhibiting Companies and more than 18.000 visitors with an overall 20% increase compared to the 2016 statistics.** The exhibition and the comprehensive cultural and scientific program – more than 35 clinical and non-clinical events and workshops - has attracted a huge number of dental professionals and buyers, which resulted more business opportunities and returns for the Exhibitors.

**Expodental Meeting is the showcase of the Italian dental industry**, which has confirmed its position in the forefront of international markets on the strength of products that are appreciated throughout the world for the reliability of their components, their avant-garde technological solutions and pleasing design.

**Expodental Meeting is growing together with the Italian dental sector**, which has proved to be as vital as ever, with growing investments by Italian dental practices and dental technicians' laboratories.

**Expodental Meeting** represents the most important hub for the Italian dental world, even from a more political point of view: in fact, thanks to UNIDI, the Italian Dental Industries Association, the fair hosted a Conference organized and promoted by the **Italian Ministry of Health**, concerning sustainability and access to oral health prevention and treatment, especially during childhood.

What really made the difference at this year's edition was the new pavilion called **EXPO3D: an entire area totally dedicated to the digital workflow from dental practice to dental lab.** Besides the display of materials, equipment and technologies used within the digital workflow, a comprehensive scientific program entirely focused on digital technologies took place, including events by dental associations and scientific lectures by academic experts.

Expodental Meeting is becoming **more and more international**, thanks to the intense cooperation with ICE/ITA (Italian Trade Agency): **more than 80 foreign delegates from 26 Countries and met the Italian Companies in 1.250 b2b meetings.**