

AFTER 2015 DRESS REHEARSAL, EXPODENTAL MEETING 2016 IS READY TO START

This year represents the turning point for the Italian dental events' landscape. The recent exhibition held from 21st to 23th May 2015 in Rimini has been the only relevant dental trade-show and the last time for the traditional UNIDI/Amici di Brugg partnership: The dental Association called Amici di Brugg has decided to return at its traditional Scientific Congress, organized independently from a fair, foregoing the opportunity to join Expodental Meeting's project, that will have its debut in 2016, from 19th to 21st May.

This year's exhibition acted as a springboard for the 2016 fair, EXPODENTAL MEETING, a completely renewed event that will be the one international reference dental trade-show in Italy, with a well-structured offer able to meet the different targets of the dental sector: thanks to Expodental Meeting, producers, distributors, agents, professionals, press and university will have an opportunity to meet, with a special consideration for education and updating. In addition to the broad exhibition, there will be a comprehensive cultural and scientific program for dentists and dental technicians. Furthermore, specific areas dedicated exclusively to the latest digital technologies, such as CAD-CAM and 3D printers, will focus on the changes occurring in modern dentistry.

Another key-word for Expodental Meeting is "international", and this year's exhibition has been the test bench for UNIDI's efforts towards internationalization: thanks to the traditional cooperation between UNIDI and ICE, this year's edition of the show in Rimini has been characterized by a strong foreign presence. More than 300 b2b meetings between Italian companies and foreign delegates - coming from Middle East, Russian Federation, Azerbaijan and Kazakhstan - were held in the *International Business Lounge* set up by UNIDI in its booth.

Also, cooperation agreements between UNIDI and prestigious international organizations allowed the presence at Rimini 2015 of representatives from FDI, Chicago Dental Society and the Brazilian Dentists' Association. Rimini turned out to be a perfectly appropriate location to welcome international visitors.

For further information contact UNIDI-Italian Dental Industries Association at comunicazione@unidi.it