

Milan sees 40th anniversary of International Expodental

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_This autumn, more than 20,000 visitors and over 300 exhibitors celebrated the 40th anniversary of the annual International Expodental. The event took place in the new exhibition halls at Fiera Milano City in Milan and showcased the latest technologies for dentists and dental technicians.

According to Gianfranco Berrutti, the President of the Italian Dental Industries Association, host of the exhibition held from 18 to 20 October, the event exceeded his organisation's expectations.

In his closing speech, he highlighted the 40th anniversary as noteworthy for the numbers it had attracted: 323 companies exhibited in the 20,000 m² pavilion and an estimated 21,000 participants attended the three-day event. He mentioned that both exhibitors and visitors appreciated particularly the new exhibition spaces and the service provided by Fiera Milano City.

In addition, more than 3,000 visitors joined the various cultural events organised in the scope of the fifth Expodental Forum held alongside the exhibition. At the forum, renowned academics and dental professionals lectured on various scientific topics related to dentistry.



Furthermore, Berrutti said that the event had demonstrated that after 40 years the show is still a major attraction for the entire dental industry. "For three days, our industry has forgotten about the economic crisis and has been able to look forward to the technologies that will shape the dental industry in the upcoming years," he said.

The next International Expodental will take place in Milan from 17 to 19 October 2013. The sixth Expodental Forum will be organised alongside the event and will focus on dental aesthetics, Berrutti said.