

IDEA DAKAR, 17th-19th OCTOBER 2015 - PRESS RELEASE

The first edition **IDEA International Dental Exhibition Africa**, the dental trade-show organized by UNIDI (Italian Dental Industries Association) in Dakar, has successfully closed on Monday October 19th 2015.

During the opening ceremony held on Saturday October 17th the president of UNIDI Gianfranco Berrutti welcomed the Senegalese Ministry of health Professor Awa Marie Coll Seck and the president of FDI Patrick Hescot. During his speech, Dr Berrutti highlighted the relevance of this event, which brought more than 70 dental companies to Dakar to meet the African dental professionals and distributors. In fact, UNIDI managed to invite a numerous group of operators from several African Countries giving them the opportunity to get in touch with international dental manufacturers in their own continent.

Furthermore, the intense scientific programme, including the congress organized by the ANCDs (Association of Senegalese Dentists) as well as events organized by UNIDI, FDI and the exhibitors themselves, attracted a **large participation of dental professionals**.

In particular, thanks to the cooperation with FDI, **there was a remarkable involvement of African Dental Associations** from more than 10 Countries.

Given the success of the first edition UNIDI plans to invest further in this exhibition: the purpose is making IDEA become the reference dental event for the entire western African area. Speaking of which, the dates of the next edition have already been announced and most companies have already confirmed their participation at IDEA 2016, from 29th to 31st October.

For further information please visit www.ideadakar.com or contact us: comunicazione@unidi.it