



## **Press Release**

### **FAMDENT Show to join the MEDICAlliance**

#### **Messe Düsseldorf India acquires top-notch brand in dental medicine**

Messe Düsseldorf India has acquired the FAMDENT Shows, one of the leading Indian trade events for dental medicine. This means the event will become a member of the MEDICAlliance, the umbrella brand for all global healthcare exhibition activities of the Messe Düsseldorf Group. A corresponding agreement was signed by Thomas Schlitt, Managing Director of Messe Düsseldorf India Pvt. Ltd., and Dr. Anil Arora and Dr. Jyotika Arora, the organisers of the FAMDENT Shows.

A befitting setting for the signing of the contract in New Delhi on 22 February, 2019 was offered by the anniversary gala of the 25<sup>th</sup> MEDICAL FAIR INDIA (held from 21 – 23 February 2019). Attracting over 600 exhibitors and some 15,000 trade visitors this trade fair has developed into the leading event for healthcare in India and also forms part of the MEDICAlliance.

“Over the coming years we will develop the FAMDENT Shows further in close cooperation with Dr Anil Arora. It perfectly fits in with our growth strategy through which we install new trade fair themes for India while also capitalising on promising investment opportunities by acquiring already established industry events,” says Thomas Schlitt looking to the future with excitement.

Due to the country’s growing health consciousness rising spendable incomes in India are also particularly being invested in healthcare provision. According to a market study of the Indian Dental Association (IDA), the national market volume for dental services amounts to about US\$ 1.2 billion and its annual growth rate is estimated at 20%. Furthermore, the subcontinent is benefiting from global digitalisation because dental technology services are being outsourced to Indian laboratories in its wake.

The FAMDENT Shows has been held annually in Mumbai since 2005 and has been complemented by two other regional events at the alternating locations Hyderabad, Pune, Indore and Nagpur since 2015. Focal themes include fittings for dental surgeries, dental clinics and supplies for dental laboratory labs as well as dental treatment products.

Thomas Schlitt highlights a competitive edge here: "Held in parallel with the trade fairs are conferences and workshops for continuous dental education rewarded with CDE credits. Accordingly, these side events primarily address a skilled professional audience." In addition, every year sees the 'FAMDENT Awards' being presented to honour outstanding achievements in dental medicine.

Dr Anil Arora, Founder and CEO of FAMDENT, said "I am excited with this development. Messe Dusseldorf India is a leader in medical exhibitions and brings global and local expertise. I am confident that this synergy with Messe Dusseldorf India will help FAMDENT Shows achieve new heights by making the shows international – both in terms of exhibitors and visitors.

Our publications Famdent & Endodent will continue to stay within the Famdent Group's umbrella under the leadership of Jyotika and myself and we will continue our endeavours to utilise this effectively to grow the exhibition and award portfolio.

I am looking forward to work in a close cooperation with Messe Dusseldorf India. Our loyal dental community across India that attend our shows year after year will have access to more international exhibitors and speakers in addition to reputed Indian speakers and exhibitors."

The dates of the next FAMDENT Show: 7 – 9 June 2019 (Bombay Exhibition Centre)

Information online: <http://www.famdent.com>

Information on Messe Düsseldorf India online: <http://www.md-india.com>

Information on MEDICAlliance online: <http://www.medicalliance.global>

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