



## Post Event Press Release: Immediate

The first ever “**Virtual**” version of India’s premium conference and trade show in advanced dentistry, **Famdent** witnessed great support by global pharmaceutical major **CIPLA** (Presenting Sponsor), dental sensitivity specialist brand **Sensodyne** (Oral Care Partner), **Pepsodent / Hindustan Unilever Limited** (Gum Care Partner), **Illusion Dental Laboratory** (Dental Lab Partner) and all other esteemed exhibitors which took place between September 5-6, 2020. The event proved to be a grand success which was organized by Messe Düsseldorf India and part of the **MEDICAlliance umbrella** of the **Messe Düsseldorf Group**. The virtual version of **Famdent, E-Famdent**, showcased about 52 participating brands in the Expo across 5 Hall Categories and with 12 scientific sessions, 2 live procedures and 2 panel discussions by some of the eminent dentistry practitioners of the country at the Conference.

Furthermore, the **E-Famdent 2020 Expo**, welcomed participants from countries including Korea, Switzerland, Denmark and Germany along with the dental majors of India. Combining the Expo and the Conference, E-Famdent enjoyed a total number of 6400 user logins across 2 days, while there were 1800 registered delegates and about 4777 attendees at the Expo. A total number of 10,510 booth conversions took place and a whopping 1,81,275 page views were registered during the entire event.

Mr. Thomas Schlitt, Managing Director, Messe Düsseldorf India Pvt Ltd, said, "This time, with E-Famdent, we certainly have travelled in the uncharted terrain but it’s our sheer pleasure that it has been proven such a great success! This was not only India’s first Online/Virtual Expo & Conference in the field of advanced dentistry but it was also the first-of-its-kind initiative for Messe Düsseldorf India. We are delighted to receive the pre and post show responses. Thank you, sponsors, exhibitors, delegates, visitors and each and every Supporter of Famdent. We look forward to your continued support and patronage.”

Dr. Anil Arora, Project Advisor, Famdent Shows echoed Mr. Thomas Schlitt’s statement and added that the inaugural e Famdent Show was a runaway success! The event was flawless, well organised and well attended - opening the doors to many such events in the future. One of the most heartening outcome was the positive feedback from exhibitors. E Famdent has effectively provided a viable platform for the innumerable brands in the world of Dentistry.

### **Some of the post-show testimonials from the Exhibitors are:**

“Congratulations on a good conference. It’s always great to part of something that is the first of its kind.

I think the team was helpful, approachable and focused on getting everyone on board with adequate training and was certainly well-organised that made all the differences.”

**-M & M Dental**



“First of all, E-Famdent was an Excellent opportunity for us to connect with our customers, irrespective of the locations and this was the need of the hour in this current Pandemic. The execution was perfect and your Offline/Online support was prompt.”

**-Sulzer Mixpac AG**

“Many Congratulations to the team on the success of the virtual congress event. It was a new experience for us too as this was the first time we participated in such a virtual event!”

**-Hindustan Unilever Limited**

“e-FAMDENT was good. Thanks for your support. You people must organize online exhibition every quarter.”

**-Orikam**

“It was really good experience in online Famdent Exhibition.”

**Medimecca, Korea**

---

Press Contact:  
Surajit Bit  
Director Projects and Marketing Communication  
Messe Düsseldorf India Pvt. Ltd.  
Email: [BitS@md-india.com](mailto:BitS@md-india.com)  
Website: [www.md-india.com](http://www.md-india.com)

New Delhi, India, 16 September 2020

