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INFODENT INT'L 3/2010 - INFODENT Srl - Str. Teverina km 3,600 Viterbo - Poste Italiane s.p.a. - Sped. in A.P. - D.L. 353/2003 (conv. in L. 26/02/2004 n°46) art. 1 comma 1 DCB VITERBO - PP - Economy - DCO/DCVT/n°5fb-del 24/05/02

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ASEAN (Association of South East Asian Nations)



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Publishing House/Editore: Infodent Srl
Printer/Stampa: Graffietti Stampati Snc
S.S. Umbro Casentinese Km. 4,500
Montefiascone (VT)

n°3/2010 - aut. trib. VT n°496 del 16-02-2002
Trimestrale di informazione tecnico scientifica
Poste Italiane s.p.a. - Sped. in A.P. - D.L. 353/2003 (conv. In L. 26/02/2004 n°46) art. 1 comma 1 DCB VITERBO
Costo copia - Euro 0.77

n° 3/2010 August - October

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RUTHINIUM® Group – Dental manufacturing S.p.A. was established in Turin in 1965 with the aim of producing materials for orthodontic purposes.

Since then the Company has successfully climbed the ladder of success due to its customer centric approach dedication and high quality standards and in 1967 has enlarged the range of products offered with the production of artificial resin teeth, the Group core-business still now.

Investments done in respect of the R&D have brought in 1969 by its works in Badia Polesine (RO) to the designing and production of Acry Rock , the first world-famous RUTHINIUM® Group two-layers tooth, still appreciated by its clients.

To cope with the requirements of the most demanding customers, in 1975 the Company has started the production of Acry Star and in 1983 the production of Acry Lux, the three-layers teeth with increased chemical and physical properties.

In parallel, a lot of energies and investments have been targeted to the research and testing of new acrylic polymers with the purpose of producing high quality resins for crowns & bridges and prosthesis.

In 2002, after many years of Study and Research and tests made by primary Italian and



Foreign Universities, RUTHINIUM® Group Dental manufacturing develops and puts on the international market Acry Plus , the top quality tooth offered by the Company.

- 40 year of experience in the dental sector
- The application of the most technologically advanced production systems
- The continuous and untiring R&D commitment

- A timely product delivery
- The Competitive Prices
- And a Best after-sale service and customer care distinguish RUTHINIUM® Group Dental Manufacturing Spa that consists now of :
 - 100 employees/workers
 - A working site of 20.000 m2 (3800 m2 covered)
 - A daily production of roughly 100.000 teeth
 - An Export Business to more than 70 Countries

Dental manufacturing Spa Ruthinium Group - Italy
 info@ruthinium.it - www.ruthinium.it

TOKMET – Reliable manufacturer of dental laboratory equipment.

TOKMET is an European company, established in 1989 as a company focusing on scientific research. Since 1990, TOKMET has been manufacturing high quality computer controlled systems for the dental and medical fields. It is the first company specialized in the manufacturing of vacuum ceramic furnaces in East Europe.

Our main products are: vacuum porcelain furnaces, casting machines, preheating ovens and vacuum mixers. Our products are made to take advantage of almost all materials available on the market.



TOKMET has world quality certifications ISO 9001:2000 (since 2002) and our products possess EN and CE certificates. TOKMET exports 70% from its production. Dental laboratories in over 30 countries throughout the world use our products. Customer Satisfaction continues to be amongst the highest priorities of TOKMET. Our employees are dedicated to your success by providing world-class technical and customer support.

With TOKMET you are not limited to a specific supplier or brand.

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B&L Bio Tech was established in January of 2000 by two Korean Dentists. Both of these Dentists whom are Endontists shared a common goal of providing and improving the quality of treatment delivery and patient care with unprecedented innovation, excellence, quality, service and product development

B&L is one of the fastest rising companies in the global dental community. B&L has partnered with a leading dental company to introduce the first cordless gutta percha delivery system and heated plugger system known respectively as the Hot Shot and Hot Tip. Along with a patented micro-projection ultrasonic tip technology, these are just a few of B&L's innovative products, with many more to come.



B&L is now servicing over 32 countries worldwide and employ about 45 people in our main office in Seoul, Korea. In May, 2010 B&L has opened their first facility in the USA outside of Philadelphia to better serve the global dental community.

B&L Bio Tech continues to expand their pipeline with innovative products while maintaining quality, innovation, service and excellence to the worldwide dental community.

www.bnlbio.com
 e-mail: bdshefsky@bnlbio.com

Schütz Dental Group was founded in 1962 and many years of experience with an intuition for new trends ensure the company's leading position in the world today. An in-depth knowledge of the market allows for quick and flexible decision making to the benefit of the customer. The company headquarters are based in Rosbach in Germany, just 20 miles north of Frankfurt International Airport. A key factor in enabling Schütz Dental products to be sold to all the major markets across the world. Schütz Dental Group was one of the first companies in the world to gain certification to DIN EN ISO 9001:2000 and DIN EN ISO 13485, and our medical devices are manufactured to ISO-certified standards. The versatility of the company places great responsibilities on its employees but also provides them with challenging opportunities.



examples of our powerful products are: implant navigation system, a comprehensive dental implant system, zirconium copy milling system, CAD/CAM, dental bleaching, room disinfection system, dentistry laser systems, denture acrylics, composites, denture cleaner, electroforming system, investment material etc.

In a few countries we are still looking for importers. Don't miss this opportunity to represent one of the leading dental manufacturers worldwide!

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 Website: www.schuetz-dental.de/

Schütz Dental Group is one of the few companies that cover not only dental lab products, but also dentistry and high quality systems. Materials and equipment for dentistry and dental engineering form the backbone of Schütz Dental Group. Some

Esacrom is a dynamic, engineering company, devoted and specialized in manufacturing electronic medical devices and ultrasound medical Systems.

ESACROM'S GOAL IS TO INVEST IN HUMAN WELFARE

With the kick-off of its new Surgical line (Surgysonic Moto, Surgysonic II and BMS Implant II), Esacrom has widened its field of application from the Dental to General Surgery (Maxillo-facial, ENT, Orthopaedic, Neurosurgery). Thanks to the support of national and international expertises, Esacrom produces internally the whole range of tips in its catalogue, looking forward new solutions.

Continuous investments in research and development, together with a special attention given to details, identifies Esacrom's philosophy, in terms of quality and aesthetics.



the medical one.

Our strength is based in our continuous research of new ideas and our efforts to make these ideas become true.

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Not only the technology of our devices is unique, but also the design is the result of deep analysis to find the most suitable materials and shape to grant long-lasting and comfortable solutions.

Esacrom has deepened its experience in the engineering, production and distribution of mechanical and electronic parts with possibility of customisation to different needs (footswitches, handpieces, electronic boards) applicable to different fields than

MEM was founded in 2008 and has developed and produced many premium-quality, competitively priced orthodontic products. We design and manufacture our products by means of technology and experiences in the dental industry. Our research and development team brings together the creativity, technology skills, and clinical experiences to shape innovative and practical orthodontic products you desire.



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Combining Metal Injection Molding (MIM) technique and Ceramic Injection Molding (CIM) technique, MEM can produce any complicated dental devices that meet your specific needs. With Stress-Free Bonding technique, our devices are even stronger and more precise than ever. All our products are approved by GMP, ISO13485:2003, and CE. Improving safety and comfort is our priority.

We are looking for distributors worldwide and would like to cooperate with doctors who want to make their ideal devices come true. Our mission is to provide our customers with high-quality, innovative orthodontic products and superior customer support, and we will make our distribution network better and stronger every day.

ASIA

MEM Dental Technology Co., Ltd.

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Medesy is an Italian company leader in the manufacturing of high quality dental and surgical instruments.



Located in the North-East of Italy, we have more than 600 years of history and tradition in the manufacturing of surgical instruments: this our long tradition and experience gave us the capabilities and know how to produce only high quality instruments that today are worldwide appreciated.

Top priorities of our company are the QUALITY, an element of proud for us and the major driver of our activity, the SERVICE, all MEDESYS staff is focused in improving our service day by day to meet the needs of our customers, and the RESEARCH of new materials and new instruments.

We are a certificated company and we currently export to 85 Countries all around the world.

All details about us and our products can be found visiting our web site www.medesys.it, and you will discover how passion, history and tradition melt in order to become a forever lasting instrument!

MEDESYS s.r.l. - Italy

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Vipi Industries Ltd. is a well established Brazilian company working in the dental field for 33 years manufacturing acrylic teeth and resin. Vipi has established a high standard reputation of quality and service with its products nationally and internationally in over 48 countries worldwide.



With new technologies in the dental sector growing at a rapid pace, Vipi is striving on creating and offering the most advanced products on the market.

Our latest addition to our extensive list of products is the VIPI Block, a PMMA blank for the manufacturing of dental surgical guides, temporary crowns, bridges, casting patterns,

fixed single prosthesis and fixed multiple prosthesis by the CAD/CAM system available in various colours and sizes.

As a growing company we are still looking for distributors in many countries. Don't miss this opportunity to represent one of the leading dental manufactures worldwide!

Please feel free to contact us at any time, or visit our website for more information.

Vipi Industria Com. Exp. Imp. Prod. Odontológicos Ltda. - Brazil

Tel - +55 19 3565 5662 - Fax +55 19 3565 5661

international@vipi.com.br - www.vipi.com.br

S-Denti has been established to contribute to the dental equipment industry, with the top-notch product EMF Apex Locator. We manufacture Electronic Apex Locator (I-ROOT, EMF-100 DLX and EMF-100), Curing light (WBL-100, WBL-100 DLX and WBL-100 Santafe) and magic View (Intra Oral Camera).



We are currently mainly operating in the whole Europe, Middle East and Asia. Our future target markets are North and South America. We have a firm conviction that S-Denti will emerge as a universal dental equipment manufacturing company.

We export our products worldwide to more than 40 countries receiving good response from many dentists. Further our products have achieved good reputation in foreign markets for the innovative technology. We are very proud of the good feedback from our customers.

S-Denti Co.,Ltd, Korea
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Regarding our EMF Apex Locators, they have been approved from many tests and dental clinical evaluations. Our products are approved by ISO9001, ISO13485, CE 1020, GOST and SFDA. We are currently preparing FDA 510K.

MICRODONT is a Brazilian company located in São Paulo City and manufacturer of dental products such as Diamond Burs, Diamond Discs, Polishers, Abrasives, Accessories, Instruments, and Light Equipments. Actually we count with 150 trained and qualified employees.



Added value to our customers, through our product's line, with improved technology, service and high quality standard, is our main policy!

For contact and more information, please access our website
www.microdont.com.br

Our export covers over 50 countries and we have received the most important quality Certifications such as ISO 9001:2008, ISO 13485:2003, CE Marking and FDA.

Aurelia®, Sign of Comfort; is proud to be the leading dental glove brand in North America. A division of Supermax Inc, Aurelia is distinctively one of the only brands with its own manufacturing facilities. Thus, Aurelia Gloves conform to the same standards which have earned the company accolades for superior & consistent quality. The awards includes ISO 9002 Certificate; the United States FDA's 510K, Current Good Manufacturing Practice (GMP); the French AFNOR; Health Canada; Europe CE mark, Australia's TGA Standard and Standard Malaysian Gloves (SMG).



Supermax distributes worldwide, with dedicated facilities in North America, Europe, South America, and the South Pacific. In 2009, the Supermax group shipped over 12 billion gloves to over 150 countries, commanding 10 percent of the world's more than 120 billion gloves market.

Aurelia Gloves, Division of Supermax Inc. – USA
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The Supermax group is the World's largest Latex & Nitrile gloves manufacturer with 4500 employees & currently operating 9 state-of-the-art manufacturing facilities in Malaysia.

OMS has always made any effort to create and carry out new projects, as the wide range of its products shows.

The common denominator of all OMS products is expressed by the following words:

- Warm RECEPTION and comfort
- FLEXIBILITY that meets any requirement
- Excellent return on your investment in terms of EFFICIENCY and service
- Great SATISFACTION over even the smallest detail



This is OMS FEELING

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Enhancing Efficiency through Information on Dental Equipment & Materials - IDEM India 2010 presents new Scientific Programme



The scientific programme disseminates information, contemporary trends and advances in equipments and materials. Held concurrently with IDEM India 2010, the programme is tailored to dental professionals and dental traders who are looking to updating their knowledge and skills. On September 10 and September 11, 2010 delegates can attend four key features.

The **Dental Practice Symposium** on the first day offers three sessions which supply information and hands-on advice on setting up and running a dental practice. From Funding, Finance and Investment, Staff Selection, over Clinic Décor, Advertisement and Marketing, Practice Management and Scheduling, up to Inventory Management and Dental Tourism – the Symposium gives insights into the various fields for both young professionals and experienced professionals

The full day **Speciality Symposium** on the second day offers several sessions on Endodontics, Implants, Prosthodontics, Pedodontics, Implants, Laser, Imaging in Dentistry, Orthodontics, Periodontology, Aesthetics Dentistry, and Surgical Dentistry. The key note speakers will dwell on the scientific background, the clinical relevance and the application of specific equipment, materials, instruments and technology in contemporary dentistry.

Moreover a comparison of the different brands and available research data is given. During the **Trade Presentations** that are held on both days leading dental brands and manufacturers of equipment and materials from across the globe will introduce their latest innovations and products.

The Student Programme contains on the first day an E-poster competition for under graduated and post graduated students from all over India in the topics dental materials, equipment or technology. On the second day an interactive session between foreign universities and Indian dental graduates will discuss job opportunities abroad.

The complete Scientific Programme is fully supported by and set up in close coordination with the IDEM India **Advisory Board**. The members of the Advisory Board represent and hold senior positions at various dental associations and institutions in India and maintain excellent contacts to the Indian dental industry - both dental manufacturers and dental professionals.

Thanks to these Advisory Board members IDEM India reaches all relevant visitors groups and has direct access to more than **115,000 dental professionals** all over India.

The next IDEM India takes place in the Bombay Exhibition Centre in Mumbai from September 9-11, 2010. Further information is available at the website www.idem-india.com.



We are looking for distributors. Enquiries welcome.

Molar Ltd is a leading provider of specialist oral care products to dental practitioners and their patients. Molar aim to provide their customers with the best products of the highest quality.

With an expert team, Molar Ltd are able to offer first-class marketing support for your business.

For more information, please contact Molar Ltd on +44 1934 710022, e-mail: richardt@molarltd.co.uk





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- Patented bioflavonoid technology
- Effective and natural ingredients
- SLS and Alcohol free

SENSITROL
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- Clinically proven
- Economical and quick to use
- Patented bud applicators

The 28th Moscow International Dental Forum

Moscow 2010

The 28th Moscow International Dental Forum



Dental-Expo
international dental fair

September 20-23

Crocus Expo exhibition grounds

more than
450
exhibitors

more than
25000
attendees

more than
35
countries

www.dental-expo.com

DENTALEXPO®





Dental-Expo Moscow: The growth is continued

The biggest and most important Russian Dental Exhibition – Dental-Expo was recognized as one of the busiest dental shows in the world. A big number of dentists from the far end of Russia choose to attend the show to be in touch with cutting-edge technologies and techniques in dentistry brought from all over the World, to communicate with recognized experts and colleagues. The few bugs of the show - transportation and dates - are now in the past. The exhibition has moved to the end of September and this was appreciated by the industry and dental professionals. Since 2005 exhibition and conference are held in Crocus Expo center –one of the biggest exhibition grounds in the world. The complex is new, modern, comfortable but located on the round of Moscow. This gave the best parking possibilities (biggest in Russia, parking for 26000 cars), but brought certain transportation problems. Since 2010, with the new metro station inside of expo center the journey from downtown to Crocus Expo takes just 30 minutes.

Dental Salon 2010: post show report

On the 29th of April with an outstanding performance successfully closed the Moscow international Dental Forum and international exhibition "Dental Salon 2010". Exhibition participants and attendees have been excited about some innovations that have been offered by the organizer. Free business lounge, online symposia, comfortable rest area for the visitors in the center of exhibition hall, goods delivery service etc. However, the most important news is the new metro station "Myakinino" situated right at the fairgrounds of Crocus Expo.

Show breakdown

Total attendance: 25709
Exhibition visitors: 21255*
Conference attendance & VIP: 697
Exhibitor staff: 3650
Organizer staff: 107
Total surface: 14500 sqm.
Exhibitors: 350 companies

*1st day 7419 people, 2nd day 7985 people,
 3rd day 4749 people, 4th day 1102 people

Dental-Expo 2010:

The main Russian dental show - Dental-Expo - demonstrates a good growth. For the first time the exhibition will occupy three halls! Two traditional halls 8 and 5 in Crocus Expo are already full and Organizers decided to open up the third hall. **More than 450 exhibitors and more than 25000 visitors are expected at the show.** The full product range representation, three national pavilions, new visitor services, a huge supporting program with more than 500 events, congress of Russian Dental Association, Russian Implants Festival, Dental Management Program, Russian-European Congress of Paediatric Dentistry, DT Study Club Symposia, Congress of Dental Hygienists – these and other events together with the big dental exhibition make Dental-Expo the must for Russian dental community. For the

first time attendees will see China National Stand. The pavilion of World Dental Exhibitions Alliance will be internationally the first consolidated appearance of the new community of leading dental shows. It will give Russian dentists the guidance to 7 most visited destinations in the World, such as Rome, New-York, Dubai, Beijing, Seoul and Sao-Paulo. So, from the 20th through 23rd of September Moscow collects international dental community at Dental-Expo. Don't miss!

Next meetings:

Dental Expo 2010 – September 26 - 29

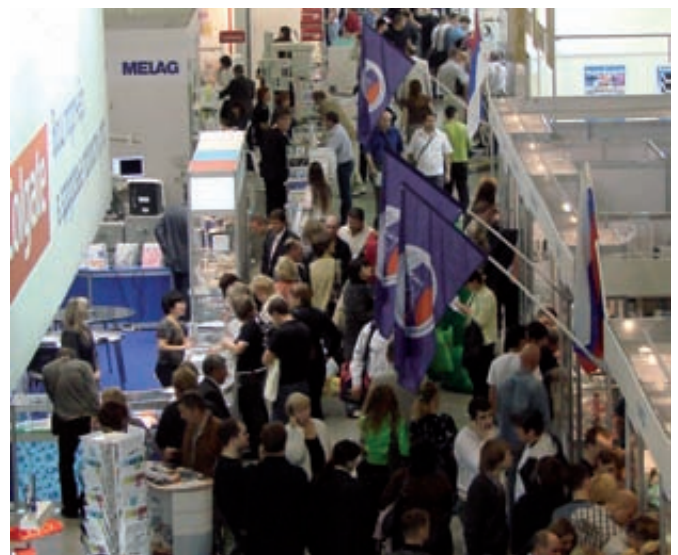
DENTALEXPO®

Dental Salon 2011 - April 25 -28



For more information contact the organizer:

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 www.dental-expo.com



September '10



- 02-05/09/2010 Salvador da Bahia - Brazil FDI Annual World Dental Congress Salvador da Bahia 2010**
"Oral health for All; Challenges and Solutions"
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 Tel. +41 22 560 81 50 - Fax +41 22 560 81 40
 E-mail: congress@fdiworldental.org Website: www.fdiworldental.org
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- 07-10/09/2010 Kiev – Ukraine MEDVIN Dentistry 2010 50th International Exhibition**
 Contact: MEDVIN Exhibition Company, Kiev, Ukraine
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 E-mail: mail@medvin.kiev.ua Website: www.medvin.kiev.ua
 Exhibition Venue: KievExpoPlaza st. Salutna, 2b, Kiev



- 09-11/09/2010 Mumbai - India IDEM India 2010 - International Dental Exhibition & Meeting India - 2nd Edition**
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 Venue: Hall 6, Bombay Exhibition Centre, Mumbai – India



- 20-23/09/2010 Moscow - Russia Dental-Expo 2010**
 28th International Dental Forum - International Exhibition
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 Tel/Fax: +7 495 921 40 69
 International Affairs Manager: Ms. Savchenkova Maria
 E-mail: international@dental-expo.com
 Website: www.dental-expo.com
 Exhibition Venue: Moscow, Crocus Expo

- 23-25/09/2010 Poznan - Poland CEDE 2010 - 20th Central European Dental Exhibition**
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 E-mail: info@exactus.pl // cede@cede.pl // info@cede.pl
 Referents: Mr. Dariusz Sobczak and Mr. Marek Wiktorowski
 Website: www.cede.pl // www.exactus.pl
 Venue: Poznan International Fair grounds, Pavillions 7, 7A, 8, 8A, 9, Entrance from Sniadeckich Str.

October '10



- 07-09/10/2010 Rome - Italy International 38th Expodental**
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 E-mail: expodental@expodental.it // marketing@expodental.it
 Website: www.expodental.it
 For International Exhibitors: Infodent S.r.l.
 Contact Person: Ms. Silvia Borriello, silvia@infodent.com - www.infodent.com
 Venue: Fiera Roma Exhibition Centre

- 07-09/10/2010 Prague - Czech Republic Pragodent - Prague Dental Days 2010**
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 Venue: Incheba Expo Prague Exhibition Grounds – Holesovice

- 09-12/10/2010 Orlando (FL) - USA ADA 2010 - 151st American Dental Association Annual Session**
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 Tel: +1 312 440 2876 - Fax: +1 312 440 2707 // 587 4735
 E-mail: international@ada.org, annualsession@ada.org
 Website: www.ada.org
 Venue: Orange County Convention Center, Orlando, FL

October '10

●● **14-16/10/2010 London - United Kingdom BDTA Dental Showcase 2010 - London**

Contact: The British Dental Trade Association (BDTA), United Kingdom
 Tel: +44 1494 782873 - Fax: +44 1494 786659 //782873
 E-mail: info@dentalshowcase.com
 Website: www.dentalshowcase.com // www.bdta.org.uk
 Exhibition Assistant: Darran Lacey, darranlacey@bdta.org.uk
 Exhibition Venue: Excel, London

●● **20-23/10/2010 Bucharest - Romania DENTA 2010 - 24th Edition - Autumn**

Contact: ROMEXPO, Romania
 Roxana Ionescu - Project Manager, roxana.ionescu@romexpo.org
 Tel: +40 21 207.70.00 ext. 1110; +4021 202.57.29
 Fax: +4021 207.70.70
 Website: www.denta.ro, www.romexpo.org
 Exhibition Venue: Romexpo Exhibition Center, Bucharest International Fair



●● **29-31/10/2010 Mumbai - India World Dental Show 2010**

Organizer: Indian Dental Association
 Co-ordinator WDS: Miss Tejal Khanna
 Tel: + 91 22 43434545 - Fax: +91 22 2368 5613
 info@wds.org.in - www.wds.org.in
 Venue: MMRDA Ground, Bandra Kurla Complex, Bandra (East) Mumbai, Maharashtra, India

November '10



●● **02-05/11/2010 Shanghai - China Dentech China 2010 - 14th China International Exhibition & Symposium on Dental Equipment, Technology & Products**

Contact: Shanghai ShowStar Exhibition Service Co., Ltd., P.R. China
 E-mail: mail@showstar.net
 Contact: Mr. Grant Chen, Ms. Sandra Shen (Project Assitant), Frances Feng (Project Manager)
 E-mail: sandra@showstar.net
 E-mail: frances@showstar.net
 E-mail: mail@showstar.net
 Tel: +86 21 6294 6966 // 6968 // 6967
 Fax: +86 21 6280 0908
 Website: www.showstar.net // www.dentech.com.cn
 Exhibition Venue: Shanghai Everbright Convention & Exhibition Center

●● **03-07/11/2010 Mexico City - Mexico AMIC 2010 54th International Expodental Mexico City Dental Association International Congress**

Contact: AMIC Dental A.C, Maria de la Luz Ramirez
 Tel. +52 55 5639 1073 // 0324 Fax. +52 55 5639 9069
 expodentalamic@prodigy.net.mx - www.amicdental.com.mx
 Exhibition Venue: Mexico City World Trade Center-WTC

●● **05-06/11/2010 Dubai - United Arab Emirates 2nd Dental - Facial Cosmetic International Conference**

Contact: Dr. Dobrina Mollova, CAPP FZ LLC, Dubai,UAE.
 Hotline: +971 50 2793711
 Tel: +971 4 3616174 - Fax: +971 4 3686883
 info@cappmea.com - www.cappmea.com
 Venue: Dubai Marina Hotel Dubai, UAE

●● **24-27/11/2010 Paris - France Congres ADF 2010**

Contact: ADF- Association Dentaire Française, Paris - France
 Contact Person (Except Wednesdays): Ms. Isabelle Matern
 E-mail: expo@adf.asso.fr
 Tel: +33 1 5822 1722 Fax: +33 1 5822 1740
 adf@adf.asso.fr - www.adf.asso.fr
 Exhibition Venue: Palais del Congres de Paris



●● **28/11-01/12/2010 New York - USA Greater New York Dental Meeting 2010 86th Annual Session**

Organizer: Greater New York Dental Meeting
 Exhibits Coordinator: Ms. Carla M. Borg
 Tel: +1 212 398 6922 Fax: +1 212 398 6934
 info@gnydm.com - www.gnydm.com
 Exhibition Venue: Jacob K. Javits Convention Center

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FOCUS on POLAND

Country facts

Area:	312,685 km ²
Population:	38,625,478
Density:	124/km ²
42 cities of over 100,000 inhabitants	
Language:	Polish
Religion:	Catholic (90.7%)
Capital:	Warsaw
Government:	Republic
Member of:	EU, EBRD, NATO OCDE, ONU, OCSE
Currency:	Zloty



Economy outlook

Among the EU countries, Poland was one of those who sustained better the impact of the international economic crisis. Polish GDP grew by 1.8% in 2009, and growth is projected to continue through 2010 and reach 3%, while almost all European countries experienced GDP contraction.

Factors that contributed to the general stability of Polish economy were mainly the depreciation of the Zloty and the change in the commercial structure of the country, in fact, even though both imports and exports fell (respectively by 26.3% and 17.1%), domestic production has been able to replace many imported products. Domestic consumption has increased by 2.1% supported by a series of tax incentives introduced from 2007 and from UE funds for the public sector, as well as by an increase in average wages by 2.1% in the course of 2009.

In 2009 the services' sector grew by 2.5%, but industry contracted by 1.1% and the economic turmoil has shown its effects particularly on the labour market, with unemployment rated at 12.9% as of march 2010. Industry sold production returned to grow in the first quarter of 2010 (+9.4% compared to the same period in 2009), with signals of recovery coming especially from export-oriented activities.

As a consequence of continuous GDP growth registered in recent years, Poland is slowly but constantly shortening the distances with the other EU countries, but it remains among the less wealthy states of the EU with per capita GDP at 55% of EU average in 2008 and a considerable variation in the degree of economic development among the different regions of the countries (called "Voivodeships"), as well as between urban and rural areas.

As the sixth largest EU country, Poland enjoys a considerable land extension and a strategic geographic position at the crossroads of European routes coming from Russia and eastern Europe, Baltic countries and Western Europe.

A large number of foreign companies from Europe, USA, Japan, Korea, India and China, which are involved in high-tech and IT, are entering the Polish market by benefiting from the favourable environment for investment, tax incentives, availability of EU funds and the establishment of 14 Special Economic Zones, as well as from the presence of skilled workforce and qualified university education.

According to the Central Statistical Office of Poland (GUS), EU countries account for 79.3% of Polish exports and 61.5% of imports, with €11, 8 billion-trade surplus for Poland in 2009. Trade balance is negative, instead, with non-EU countries of central-eastern Europe (€-3,4 billion) and developing countries (€-15,3 billion).

In 2009, trade with Germany alone was valued €48,6 billion, confirming it by far Polish main commercial partner, while Italy (€13,6 billion), Russia (€12,7 billion) and France (€11,3 billion) all registered over €11 billion trade with Poland, followed by China, Czech Republic, UK at an average of €9 billion and Netherlands with €7,7 billion.

The National Bank of Poland estimates Foreign Direct Investment inflow at €8,4 billion in 2009, thus making Poland one of the main recipients of FDI in central-eastern Europe. Over 90% of this amount comes from OCSE countries, and about 85% from EU, principally from the Netherlands, Germany, France, Luxembourg, USA, Sweden, UK, Italy and Austria. According to the US Commercial Service (Country Commercial Guide - Poland), Poland will be EU's largest recipient of funding until 2015, with €67 billion planned to be invested in the country.

As regards FDI composition, a shift is becoming evident from the loss of predominance of the manufacturing sector that accounted for 55.7% in 1997 and had decreased to 36.6% in 2005. More capital is being directed towards the services sector, and many interventions planned in occasion of the European Football Championship to be hosted in Poland in 2012 are contributing to broaden the scope of opportunities for foreign investors. A great work has to be done to upgrade and modernize the transportation infrastructure, especially in the eastern areas. 620km of motorways are planned to be constructed under the Government Program for National Roads Construction for the years 2008-2012, while about 470km will be added through public-private partnerships.

A highly qualified workforce and the favourable location at the heart of Europe make Poland an attractive country for private investors, but the Polish market, though considerable in size, has to be correctly analyzed in terms of population distribution and consumers' purchasing power, parameters that can vary greatly between urban and rural areas and also among the different Voivodeships. Rural population in Poland is estimated at 40%.

Polish most populous cities are:
Katowice (about 4 million people)
Warsaw (about 2.5 million)
Gdansk (about 1.5 million)
Poznan (about 1.5 million)

Healthcare System

Healthcare in Poland has traditionally been publicly funded at least until the early 90s, when private sources started financing increasing shares of the health system.

Since the General Health Insurance Act was introduced in January 1999, funding of health expenses has been basically split between government budgets at national, regional or municipal level (covering public health services, hospital costs, specialist tertiary care and very expensive drugs), and insurance funds contracting with service providers to cover direct costs of health services.

State budget now covers public health institutions, hospitals and services for segments of the population who receive some form of social security benefit or pension, as well as basic services provided to uninsured persons. Public health insurance is mandatory for all categories of the population, including those covered by social security and its revenues go to the National Health Fund, supervised by the Ministry of Health which is responsible for funding health programs and for contracting the list of procedures covered by the service providers at a regional level.

Both public and private healthcare providers are required to contract with the National Health Fund in order to deliver their services within the general health insurance system. Some private providers who do not contract directly with the National Health Fund, are funded as well by becoming subcontractors to public healthcare providers. Every year, the National Health Fund calculates the amount of funds to be delivered to the healthcare providers on the basis of a "service catalog" listing prices of procedures.

Normally, premiums are calculated at 9% of personal income, collected and transferred by employers, social security and pensions institutions and other contribution payers, except for farmers, charged on the basis of their area of arable land. The social security system or other public authorities pay the contributions for those without income, such as unemployed and homeless. Independent workers have their premiums calculated on their income, and people receiving some form of benefits or pensions also have their premiums calculated on them. Insurance premiums are deducted from personal income tax.



All insured persons are granted a range of health benefits and treatments, including diseases prevention, diagnosis and examinations, rehabilitation, emergency services, basic dental care, except for a list of benefits and services not included in public insurance coverage which must be paid for directly by the patient. Private insurances are not common yet, while out-of-pocket payment is usual for those who choose private care. Private healthcare providers have been officially allowed to exist since the amendment to the Healthcare Institutions Act in 1991. Most companies offer corporate health plans or operate on a "fee for service" basis.

Polish Health Workforce in Figures

Professionals	
Doctors	131,400
Dentists	36,200
Nurses	275,100
Midwives	33,400
Pharmacists	27,000
Employed in health entities	77,479
Employed in public entities	53 762

Source: *Basic Data on Healthcare in 2008, Central Statistical Office*

Practices	Number	%
Medical	80,900	68
Dental	22,000	18.5
Nursing	14,200	12
Obstetric	1,700	1.5
Total	119,000	100

Source: *Basic Data on Healthcare in 2008, Central Statistical Office*

Hospitals	Number	%
General	732 (546 public)	74.6
Private	186	25.4

Source: *Basic Data on Healthcare in 2008, Central Statistical Office*

Comparison with 2007 data shows that the number of public hospitals has been decreasing, while private hospitals are growing both in number of units and in number of beds, which grew by 23% (over 2,300 beds) in 2008, bringing private hospitals' share to 7.4% of all beds.

Public hospital patients accounted for 92.2% of the total patients treated in general hospitals in 2008, with an average stay of 6 days. However, private hospital had 7.8% of patients and their average stay was 4,9 days. Ambulatory health care facilities at the end of 2008 were 14,900, of which 22.2% public and 77.8% private

The private healthcare market

According to a report by Deloitte (Healthcare sector in Central Europe, 2008), the size of Polish healthcare market size is estimated at US\$26 bil-

lion, and the private market ranges between US\$6.8 billion and 8.8 billion. The universal insurance system with its list of contracted services doesn't meet the demand of all the population, and public healthcare delivery is usually integrated with private services, especially considering the changes occurred in the general perception of what quality healthcare implies and requires. In ambulatory care, particularly primary care and dental care, the private sector currently dominates over the public providers.

The private insurance sector alone accounts for about US\$0,4 billion, while US\$2,6 billion is currently spent on informal payments in the public sector, which arises a reflection on the growth potentially achievable if convenient offers for private services and insurance schemes would present a viable alternative.

Despite the increase in the number of private hospitals in Poland, their role still remains limited. The above mentioned report underlines the fact that even if private facilities (hospitals and inpatient clinics) are currently expensive, keeping the demand for private supplementary health insurance at marginal levels, they are viewed as one of the most promising solution to meet the demand of the population which can't be satisfied by public institutions. Private insurance schemes adopted by employers might boost the use of private facilities considerably, but not only workers could be interested in benefiting from such plans. The percentage of Polish citizens interested in buying private medical insurances was estimated at 30% in surveys conducted in the period 2006-2007, so it is likely that the figure has increased by 2010. On the long period (1999-2006), private subscription registered a 24% growth and private health insurances grew by 50%, while revenues of healthcare providers are reported to have grown by 30%-40%.

Debates held before and after new presidential elections brought forward a series of issues related to the health reform, called on as a priority among the reform expected in Poland, which many fear would worsen the so-called "health divide" among the different social strata, but that on the other hand is felt as necessary to modernize the whole health system and make it more sustainable.

Oral healthcare

The figures provided by the Polish Chamber of Physicians and Dentists indicate that there are 34,512 dentists in Poland (2008 figure, slightly lower than the one given by the Central Statistical Office), but only 21,800 are reported to be currently practicing. Approximately 78% are women.

According to a document published by the Council of European Dentists (EU Manual of Dental Practice: Poland), except for basic dental services included in the public health insurance, most of dental treatments are not covered by the National Health Fund, so they are often paid in full by patients. Only children and young people under 18 years, as well as pregnant women until 42 days after childbirth are entitled to additional services. For instance, an insured person is entitled to a dental examination once a year, while children and young people are entitled to an additional periodical examination and a wider range of services.

Only a third of dental practitioners in Poland have a contract with the National Health Fund, each one looking after 3,500-4,000 insured persons. Public dental clinics offer both services included in the National Health Fund and services paid for by patients, and are supervised at a regional level. Dental procedures carried out in hospitals, which are almost all public, mainly regard oral maxillofacial surgery. About 400 dentists work in dental schools but many of them also work part-time privately. 18% of dentists is em-

ployed in public health entities.

Some private dentists have contracts with the National Health Fund but work in their own practices, while other are employed in health centres and clinics which have contracts with the fund. All private dental practitioners are under the supervision of the physicians' chamber and if they work independently their fee is agreed with the patient.

Dental specialists work both under National Health Fund and in private practices. Oral surgeons mainly work in private practices or practices contracted with NFZ, while oral maxillo-facial surgeons work mainly in hospitals. As regards auxiliaries, they are full-time employees if working at public establishments, but in private establishments and practices this is not mandatory.

The private sector has grown significantly during the last two decades. The high number of dentists (1 every 1,752 people), with an average number of graduates of about 860 a year, and the good quality of care available have fueled such growth. Dental clinics offering advanced treatments and quality services have increased also in consequence of the new safety regulations and standards introduced with the accession to the EU.

The report from the Council of European Dentists states that about 1,500 dentists had considered the possibility of practising abroad by 2008, with

Dental consultations (year 2008, in thousands)

Total dental consultation	29,251
Number of consultations pro-capita	0.8
Number of ambulatory dental consultations provided in urban areas	23,971
Of which in healthcare institutions	16,543
Of which public	2,736
Of which non public	13,764
Of which provided in practice	7,427
Number of ambulatory healthcare dental consultations provided in rural areas	5,279
Of which in healthcare institutions	2,465

Source: www.stat.gov.pl

Dental workforce (year 2008)

Dentists	29,947
Hygienists*	2,500
Technicians*	7,000
Assistants*	9,725
Orthodontics	1,078
Endodontics & Conservation	1,622
Paedodontics	478
Periodontics	369
Prosthodontics	1,441
Oral Surgery	713
Dental Public Health	71
Hygiene & epidemiology	122
Number of dental schools	10
Student intake	855
Number of graduates	809
Percentage female	80%

*(Figures from year 2000) Source: www.eudental.eu

Profile of Dental Practices in Poland (year 2008)

Type	Urban Areas	Rural Areas	Total
Individual practices	1,858	846	2,704
Individual specialized practices	1,307	457	1,764
Group practices	124	27	151
Total	3,289	1,330	4,619

Source: www.stat.gov.pl



the UK as one of the favourite destinations.

According to the report "Basic Data on Healthcare in 2008", published by the Polish Central Statistical Office, the number of dental consultations increased from 28 million in 2007 to 29 million in 2008. The profile of patients shows that 53% of persons seeking dental consultations were women, about 30% children and young people under 18, while 13.5% were people aged over 65.

The market for dental devices

Dental instruments alone account for about 5% of the Polish market for medical devices. Accession to the EU has improved standards and made it easier to import dental equipment into the country, but local manufacturers' competition is quite relevant especially as far as price is concerned.

Imports of quality dental products are however significant, as many dentists rely on well known brands and state-of-the-art technology to satisfy an increasingly demanding clientele, supported by the substantially stable economy.

The private dentistry market as a whole is estimated to be worth €884 million, growing at a rate valued between 20% and 30% year-on-year. Dental care provision from public establishments is highly insufficient, obliging many patients to pay directly for specialised services and more advanced treatments. In addition to domestic demand, a considerable number of foreigners come to Poland to seek quality treatment at lower costs.

representative is necessary to effectively market dental products.

Sources:

Central Statistical Office: www.stat.gov.pl

Invest in Poland: www.paiz.gov.pl

US Commercial Service: www.buyusa.gov

Ministry of Health: www.mz.gov.pl

www.deloitte.com

Council of European Dentists: www.eudental.eu

Polish Chamber of Physicians and Dentists: www.nil.org.pl

UN Commodity Trade Statistics Database: comtrade.un.org

Central European Dental Exhibition: www.cede.pl

Dental exhibitions

The most important dental exhibitions held in Poland is CEDE (Central European Dental Exhibition), organized by Exactus s.j. This year, CEDE will be held 23-25 September in Poznan. More information is available at www.cede.pl.

Other dental exhibitions held on a yearly basis are:

Dentamed - Lower Silesia Dentistry Fair, held in Wroclaw;

Baldentica - Baltic Exhibition of Dental Materials and Equipment, held in Gdansk;

Krakdent, held in Krakow.

Polish import of dental equipment and supplies (year 2008)

Category	Import value	Export value
Dental cements and other dental fillings; bone reconstruction cements	\$32,950,909	\$8,706,400
Preparations for oral/dental hygiene	\$119,049,649	\$258,917,205
Modelling pastes/dental waxes/impression compounds	\$6,464,556	\$243,727
Dental drill engines	\$19,116,723	\$6,342
Dental instruments and appliances excluding drills	\$42,063,599	\$12,194,965
Artificial teeth	\$2,722,971	\$1,030,083
Dental fittings (excluding artificial teeth)	\$21,452,578	\$1,473,364
x-ray apparatus for dental use	\$8,706,400	\$95,217

Source: www.stat.gov.pl

Distribution channels and market entry

The US Commercial Service Guide indicates how the Polish distribution network is becoming increasingly complex and diversified. The differences between the various regions in terms of purchasing powers must be considered when planning a market entry strategy. Attending the main dental exhibitions is the fastest way to meet potential customers, and it is important to carry on communications in Polish where possible through good interpreters and translators. Exclusive agreements are often preferred by dealers and agents, and presence in the country through a local repre



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 Bruce D. Shefsky
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* References available on www.leaderitalia.it

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NEW AIRPOLISHER FOR SUB-GINGIVAL TREATMENT



The Italian dental manufacturer Mectron, well-known for its innovative Piezosurgery®, has renewed its line of table-top airpolishers. The new product generation does of course the same excellent job as already in the past regarding supra-gingival cleaning with a very precise powder-water jet, using a specific prophylaxis powder based on sodium bicarbonate.

Over the last years, the mectron combi-S (airpolishing combined with a high-performance piezo scaler) and the mectron turbodent (airpolishing only) have been appreciated for their extreme reliability and a more than interesting price-performance-quality ratio.

Research has recently shown that when a specific low-abrasive powder is used, airpolishing can be used also to remove subgingival plaque. Compared to traditional sub-gingival scaling, this new method is faster and removes more plaque in pockets from 3-5 mm depth. As pocket cleaning with airpolishing is also superior as far as patient comfort is concerned, it becomes the ideal treatment in supportive periodontal therapy.

The new mectron combi and mectron turbodent have been specially designed for use with this new low-abrasive powder, clinpro® by 3M Espe. A button allows the user to easily switch between the classical supra-gingival "prophy" mode and the new "perio" mode with specifically adapted working pressure. These settings allow in both modes best possible cleaning efficiency combined with a low powder consumption.

Mectron SpA – Italy
Tel. +39 0185 35361 – Fax: +39 0185 351374
www.mectron.com – mectron@mectron.com

Sensitivity – nip it in the bud

With dentine hypersensitivity affecting as many as 57% of the adult population, it's a common problem that can have a significant impact on people's lives. With the increase in bleaching procedures, the prevalence of periodontal disease and increasing incidence of acid erosion, sensitivity will continue to be a very common problem.



Sensitrol is a unique product containing potassium oxalate which has been clinically proven to stop sensitivity with just one application. The Sensitrol Bud applicator is very quick and easy to use and provides quick relief. Recent studies have proven that 90% of patients experienced pain reduction within 3 minutes of the application of Sensitrol. Sensitrol is well tolerated, doesn't cause staining and is ideal for treating all types of dentine sensitivity. Sensitrol is available in 2 concentrations; professional and home use.

Further product information available from
Molar Ltd - United Kingdom
Tel: + 44 1934 710022
www.molarltd.co.uk - richardt@molarltd.co.uk

ROEN: DISPOSABLE TIPS AND PROPHY ANGLES

Today's dentistry is aiming more and more to prevent doctors and patients from cross infection risks. ROEN, a leading dental manufacturer, has developed two systems able to reduce significantly cross infection risk in the daily practise. DEFENDER TURBO, is conceived as a system for air water syringes, that includes adaptors for various type of syringes and disposable tips.



The inner channels of the air-water tips are contaminate by bacteria at each patient and force the doctor to sterilize the syringe each time. DEFENDER TURBO allows the doctor to change the tip each time quickly without sterilizing the tip. On the same concept, ROEN has designed TWIN-GO, a system that includes, a Prophy handpiece with 4/1 reduction and Disposable Prophy Heads able to be removed after each treatment.

In this case, besides the cross infection risk, there is also a risk for the hand-piece long term function, since the Prophy paste penetrates inside and may block the inner parts of the handpiece.

DEFENDER TURBO and TWIN-GO are simple, easy to use for every dentist.

ROEN – Italy
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WHICH IS YOUR OMS ?

If you are looking for a dental unit which fulfils all your requirements, you will find it for sure among the OMS products.

The range of OMS units includes several models, from the practical one to the high-tech one.

Thanks to the OMS INDIVIDUAL programme, you can choose among lots of colours, details and accessories to get the unit which best embodies your taste and your profession.

Moreover OMS permits you to work at ease thanks to its LONG-TERM programme, which includes a package of scheduled services maintaining your unit in perfect conditions through the years.

The latest OMS creature is called "Carving", the unit which best expresses OMS dynamism. Carving is characterized by a soft, sensual design, ergonomics and compacness. Many companies produce good-quality dental units, but OMS offers you just what you want.

Which is your OMS ?

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SURGYSONIC MOTO AND T-BLACK: MOVING FORWARD



Esacrom, is leader in the design and production of electronic and medical devices and is continuously working on the evolution in the field of hard tissue surgery. The skilled experiences of Esacrom staff in terms of electronics and mechanics, together with the national and international expertise of our scientific board, have set the basis for the realisation of a new device, which represents a turning point in hard tissues surgery.

SURGYSONIC MOTO, is a combination between the technologies of "Piezo" and "micromotor". It confirms the brand Esacrom in the dental field and widens its application to the General Microsurgeries: Neurosurgery, ETL, Maxillo-facial and Orthopedics.

ESACROM regularly invests time and resources in the development of new products and new finishing.

To this purposes we would like to introduce the new line of **T-Black**.

A brand new finishing is applied on our standard tips resulting in a more effective cut and lower heating of the tissue. At the same time thanks to the higher hardening we can grant a less abrasion and wear out and the anti reflective surface grant a better visibility of the operating fields.

The whole range of our "tips" are made by our own production facility and represents the largest number of models present in the market.

Esacrom pays very much attention to details. In fact the new concept is the result of a long and continuous research of Esacrom, translated in its current design by Sardi Innovation – leader in the Innovation business. SurgySonic moto will be available in different colours to satisfy different aesthetic needs and the very compact configuration has been designed to allow an easy handling and need a minimum of space in the clinic.

Other innovative solutions are still in-progress and soon will become true, thanks to the skills and energy of Esacrom's team and the investments in research and development.

Esacrom's evolution does not stop, but will continue for more and more to transform new ideas of today into the reality of tomorrow, finding new solutions again.

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Reference lines with precision adjustment are engraved on the working stainless steel plate for grinding and the two large lateral supports ensure safety at work.

The equipment is supplied with safety switch, solenoid valve and stopcock for water as well as outlet for the automatic operation of the suction unit. It can be mounted indifferently the carborundum disk for use with water, or the diamond.

All connections are located on the back with tubes for loading and discharge water (only for water version).

Voltage: 220V-50/60HZ

Power: 1200 Watt

Speed: 1400 Rpm

Disc dimension: Ø 10" - Hole Ø 1"

SW version: supplied with diamond disk in aluminium

SD version: supplied with carborundum disk and tubes for loading and discharge water

Dimension: 340 x 440 x 350 h mm

Weight: 24 KG

Package: 50X55X50 H cm

NUOVA A.S.A.V. snc di Leoni F. e A. - Italy

Tel: +39 0522 941362 - Fax: +39 0522 949050

www.nuova-asav.it - nuova.asav@tin.it

TEETH WHITENING SYSTEM



KLOX Multi-Light Advanced Oral Hygiene Teeth Whitening System™ is a unique technology based on a photodynamic platform that completely changes the approach to teeth whitening.

Photochemically Induced: KLOX Multi-Light Advanced Oral Hygiene Teeth Whitening System™ is part of a unique class of in-office whitening products "truly" based on Photodynamic Therapy. The use of light in

presence of photosensitizers promotes an absolute whitening effect within four successive cycles of treatment of 10-20 seconds per tooth, significantly reducing the total treatment time when compared to any other teeth whitening product. Moreover, it is able to exploit a vast range of wavelengths and there is no need to buy a dedicated lamp.

Shiny Whiter Teeth: KLOX Multi-Light Advanced Oral Hygiene Teeth Whitening System™ relies on COLD type of photochemical reaction without use of laser ensuring there is negligible increase in tooth temperature when compared to other products in the market. In addition, the treatment time is short, resulting in shinier, whiter teeth without the chalky appearance induced by dehydration.

Controlled Procedure: KLOX visible action control allows change of an initial bright orange color to pristine white when the built in action of photosensitizers has reached the optimum peak and the peroxide has been activated, suggesting full activation and completion of the bleaching cycle. This eliminates the guesswork involved regarding duration of exposure and provides an accurate indicator of cycle completion protecting teeth from over-exposure to bleaching agents.

The result is a shinier and brighter smile within 30 minutes with no sensitivity, no pain, and no discomfort.

KLOX Technologies Inc. - Canada

Tel: +1-514-288-8466 - Fax: +1-514-288-8431

info@kloxtechnologies.com - www.kloxtechnologies.com

DISPOSABLE SALIVA EJECTORS FROM CLASS Ia TO CLASS IIa

Asa Dental S.p.A. was one of the first companies in the world to re-classify its saliva ejectors to Class IIa.

In May 2005 Asa Dental launched its own Quality Assurance System for the production of disposable saliva ejectors, certified as being in compliance with Addendum V of Directive 93/42/EEC by Certiquality (Notified Body No. 0546).

The decision to re-classify saliva ejectors is based on both technical and regulatory reasons. A saliva ejector in itself, taken in isolation, has no specific function. It only acquires a function once connected to an aspirator, i.e. when it assumes the role of "tip" of the aspirator.

The European Commission's guidelines clearly indicate that dental saliva ejectors are Class IIa medical devices based on rule 5, last sentence.

In summary, it is illegal to sell disposable saliva ejectors in Europe, without showing the Notified Body's number preceded by the "CE" marking on the label.

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For more information, please visit our web site at www.blossom-disposables.com or fax your inquiry to +1 (510) 293-9056 in USA, e-mail at blossomglo@aol.com



"Bravo" new milling-machine for the best precision

The design staff at Mariotti is proud to present the new milling-machines line "Bravo".

This represents a real evolution in precision and lightness at the same time. Thanks to the cooperation with the milling expert dental technicians, Bravo allows optimum working conditions for the best milling technique with the greatest precision system.

Another very useful device is also the new internal light to work well without any shade.

Vertical and micrometric with 360° freedom of movement, the milling-machine arm can be used for: milling, vertical movement, parallelometer, attachment placing. The set includes: 1000/30000 rpm micromotor with internal light, power supply with rpm and reverse display, 90° tilting and electro-magnetic holding model-table. Approximate size: cm 25x25x40.



Mariotti & Co. Srl - Italy

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R-080078 WATER BATH



This machine is extremely useful when working with applications that need a water bath that keeps the water temperature precisely (polymerisation of little elements, wax sheets for biting registers, etc.). It has a 1 litre stainless steel tank and it is easy to clean.

The casing is made of ABS plastic and it is highly resistant to abrasion and impact. Bath temperature

control is made by an electronic thermostat easy to use and precise when keeping the programmed temperature. Temperature range is from 30 °C to 75 °C. A powerful heater allows reaching the set temperature in a few minutes.

CHARACTERISTICS:

- Height: 160 mm
- Width: 235 mm
- Depth: 200 mm
- Weight: 1 kg
- Capacity: 1 l
- Tension: 230 V, 50/60 Hz
- Power: 310 W
- Temperature: 30-75 °C

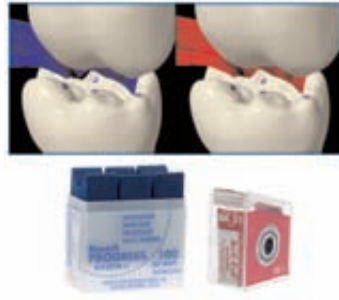
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TWO STEPS TO PERFECT OCCLUSION

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The colour transfer properties of the film are considerably enhanced by the PROGRESS 100[®]'s bonding agent. This method offers the utmost reliability in accurately identifying high spot markings.

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Along with the technological advancement, patients' demands concerning the dental prosthesis have also increased. Today there is a need for an invisible, imperceptible, unbreakable and easy-to-clean prosthesis. Dentists are well aware that prosthesis quality is an important element in the image of a clinic. Technicians demand equipment and materials that will conserve production time and allow them maximum control at every stage. The EVOLON system meets the highest standards of quality and offers the optimal solution for the needs of dentists, technicians and patients.

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In creating our latest innovation, the Agility[®] bracket system, ODP's engineers endeavored to produce a truly unique, passive, self-ligating bracket system that performs as smoothly as it looks.



With a sleek, ultra low profile design for ultimate patient comfort, the Agility[®] bracket system is perhaps the easiest self-ligating system available on the market, requiring no special instruments or training of any kind. Simply bond it, clip it, and watch it work. The Agility[®] system is an effective self-ligating bracket system that allows you to focus on the treatment, and not the appliances. The name says it all... Agility[®].

Classic Twin Design

ODP's Agility[®] bracket system allows for fast and accurate bracket placement due to its familiar twin design. Even though Agility[®] is a self-ligating bracket system, it was engineered with a generous under tie wing area for the option of engaging elastomeric ligatures or power chain, making it a truly versatile and powerful treatment appliance.

Revolutionary Hygienic Clip Design

Engineered for maximum patient comfort and hygiene, Agility[®] brackets feature a convenient, versatile, easy-to-use self-ligating "confidence" clip that is constructed of high-quality nickel titanium. The durable, easy-sliding clips of the Agility[®] bracket system provide optimum flexibility, and will endure the lifetime of the treatment. The passive design of the "confidence" clip provides excellent sliding mechanics, virtually eliminating friction, which allows for fast and accurate tooth movement.

The clips are designed with a powerful dual-locking mechanism that eliminates unwanted openings. In fact, the tolerances of the sliding mechanism are so precisely engineered that it is virtually impossible for food debris to enter, leading to less chance of plaque and tartar buildup. This not only promotes good oral hygiene, but also allows the bracket to function as intended over the lifetime of the treatment.

In addition, the "confidence" clip spans the entire mesial/distal width of every bracket, without deflection, for superior rotational control. This allows the wire to utilize the full width of the true twin design without the need for auxiliaries.

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International Expodental, the major Italian show that covers new technologies and trends in the Dental world, was held for the first time in **Rome** last October and has been extremely successful.

About **22,000** professionals visited the trade fair within a period of only three days with a **leap of 24%**, while the number of exhibitors **increased of 8%** compared to 2008.

Three pavilions at Fiera Roma with more than **300 exhibitors** coming from **80 countries**, confirming the **international** scale of this event. The **2nd Expodental Forum** also registered **more than a thousand** participants during its training sessions, held on Friday 16th and Saturday 17th October, at the Congress Centre in pavilion 10.

The choice of **Rome** as a new venue starting from the 2009 edition was strongly associated with the peculiar characteristics of the Italian dental industry, which is one of the largest of this sector worldwide. In fact, more than 45% of industry's annual turnover is represented by exports and the fascinating Italian Capital city is the ideal **hub for contacts, exchanges, and business not only for the Mediterranean area**.

The new exhibition centre of **Fiera Roma** is also considered to be one of the emerging venues on the European trade fairs market. As a matter of fact, it has registered a constant growth trend during the last two and a half years since it was opened, in terms of turnover, calendar of events, and number of visitors to the shows, despite the period of crisis being experienced by the international economy and the difficulties related to start-up operations for the new centre.

All these stunning results created the perfect background for the **2010 edition**, which will be held in **Rome on 7th – 8th – 9th October** in pavilions **7 – 8 -9 - 10** (Congress Centre).

The 38th edition of International Expodental is expected to be even more successful, as all the events put in place in 2009 will be repeated and integrated with more initiatives.

Furthermore, the International Expodental **Workshops** are specifically organized to present the exhibition within foreign markets and establish a direct contact between the Italian Dental Industry – through U.N.I.D.I. (Italian Dental Industries Association) – and local actors of the Dental sector: Dental companies and their trade associations, dealers, journalists, dentists, dental technicians and other dental professionals.

Recently were planned in **Riyadh** – Hotel Four Season on May 10, 2010 – in **Abu Dhabi** – Hotel Intercontinental Abu Dhabi on May 12, 2010 and in **Damascus** – Hotel Ebla Cham Palace on June 16, 2010 .

Further information and details are available on the **website www.expodental.it** where you can also **register on line free of charge**.

Press office EXPODENTAL

Ms. Federica Baccinelli

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Continues on page 39 ►►

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The Dental Trade Alliance



The Dental Trade Alliance is a trade association consisting of more than two hundred companies from the US, Canada and Mexico. Members are manufacturers, distributors and laboratories. The DTA hosts an Annual Meeting, (In 2010, the Hyatt Regency Champions Resort in Indian Wells, California from November 2 – 5) a variety of educational programs throughout the year, the DTA Preview Show, a business to business meeting on the Wednesday prior to the Chicago Dental Society Midwinter Dental Meeting in Chicago, Illinois each February, provides training for new employees, performs regulatory initiatives on behalf of the industry, interfaces with dentist association including the American Dental Association and organizes international opportunities for members at major international dental meetings including IDS, FDI, IDEM and the Dental Expo in Rome. DTA is considering expanding to other international dental meetings in Brazil, Mexico, China, Russia and Japan.

DTA also monitors sales and trends within the United States and Canada. During the recent world wide economic slowdown, DTA initiated a campaign to encourage patients to see their oral health professional and not skip dentist appointments. The campaign, "Oral Healthcare Can't Wait" has helped encourage oral health activity and generate sales for dentists, manufacturers, distributors, laboratories and all dental businesses during the past fifteen months of the campaign.

The economic slowdown has lowered the growth rate for sale of dental products in the United States. Overall growth of all dental products and equipment was less than 2.5% in the US in 2009. Large equipment sales were particularly affected by the recession. Digital radiography and less expensive chairs and dental units fared better in 2009. In 2010, sales of all dental products have increased substantially from 2009. The increase is based on an easing of the recession and a pent up demand for services and new products or to replace worn out equipment. It is still too early to determine the total increase in sales for 2010 versus 2009.

The United States Congress passed new Healthcare Reform legislation. It will provide greater access to all healthcare services in the US starting in 2013 except for oral healthcare. In the original bill signed into law in the spring of 2010, there was no provision for increased oral healthcare insurance benefits except for some under-privileged children through the US

Medicaid program. Unfortunately, the same Healthcare Reform legislation will tax all medical devices sold to the end user (dentists, hospitals and clinics) including oral healthcare devices beginning in 2013 at the rate of 2.3%. DTA is working with its members and other organizations to have dental products and Class I medical devices exempted from these new medical device taxes.

DTA continues to be very active in promoting US products and equipment exports to all countries around the globe. DTA has a very active export committee that examines opportunities to sell devices at international dental shows and identify reliable distributors and other companies that can represent these manufacturers in their host country. In 2011, DTA is expected to have 125 manufacturers represented at the IDS Meeting in Koln, Germany. In Hall 4.2 at the Kolenmesse Fair Grounds, DTA companies will have their own US pavilion along with special after hour events in hall 4.2 during the week of the IDS Meeting. International distributors should contact DTA for a list of manufacturers so they can set appointments with American and Canadian manufacturers during the IDS Meeting.



Mr. Al King, DTA Chairman of the Board at the DTA World Dental Congress, Chicago Midwinter Meeting 2010

If any company is interested in attending the DTA Annual Meeting this November in Indian Wells, California or has an interest in attending the DTA Preview Show – Wednesday, February 23rd at the Hyatt Regency McCormick Center in Chicago, Illinois, please visit the DTA web site www.dentaltradealliance.org for more detailed information or for updates on other DTA activities. If anyone wishes to correspond with DTA, please email fredfreedman@dentaltradealliance.org or write to Fred Freedman, Director of Marketing C/O DTA, 2300 Clarendon Blvd., Suite 1003, Arlington, VA 22201 USA. Telephone +1 703 379-7755.



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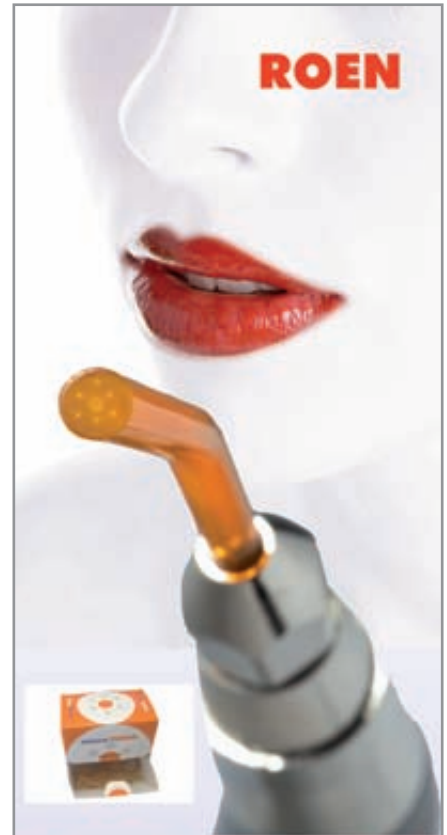
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DENTAL SOUTH CHINA 2010 POST-SHOW REPORT

Dental South China Celebrated the 15th Anniversary



Dental South China International Expo & Conference, one of the largest and most prestigious dental shows in China, celebrated its 15th anniversary at China Import and Export Fair Pazhou Complex during 29th March to 1st April 2010.

Held at an exhibition area of 28,600sqm, the four-day expo was a grand success with the involvement of 570 exhibitors from 15 countries and 30,118 visitors from 89 countries. Among the exhibitors, 453 companies were from China (including 20 companies from Hong Kong and Taiwan), while 117 enterprises came from 14 other countries including the U.S.A, Germany, Lichtenstein, Switzerland, Italy, France, Finland, the Netherlands, Israel, Japan, Korea, Singapore, Pakistan and India.

As one of the best dental shows in China, Dental South China 2010 not only attracted excellent Chinese manufacturers like NORTHWEST, RUNYES, FO-SHION, SIGAR, Suzhou Victor and Ding Yuan, but also enjoyed the loyalty of world-class international dental enterprises including KAVO-Sybron, DENT-SPLY, Sirona, EMS, Bego, 3M ESPE, Ivoclar, GC, Celfla, J.Morita, NSK, W&H, Wieland, Open Mind, Carestream, Shofu, GSK, P&G, and Colgate. Exhibitors displayed the most advanced products and technologies at the show, sharing the latest achievement of dental industry with visitors from all over the world.

As regards the seminar of Dental South China this year, 61 lectures covering nearly every branch of dentistry were delivered by 89 dental experts from China and abroad, attracting an audience of 5,831 dentists, dental institute managers and dental technicians.

At the 15th anniversary, the organizer of Dental South China 2010 awarded the loyal exhibitors and visitors for their 15-years consistent participation and support. Meanwhile, a business matching program was launched, by which 19 foreign dental manufacturers found their Chinese agents successfully.

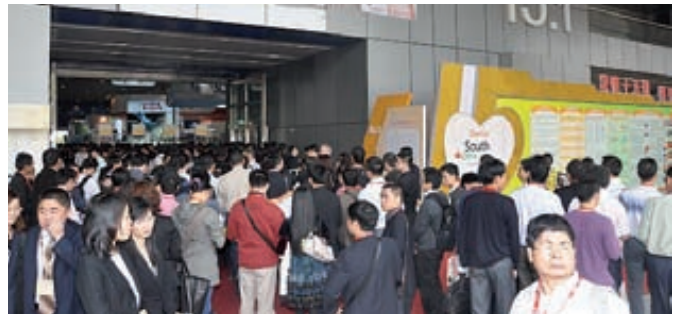
At the beginning of next March, the 16th Dental South China International Expo & Conference will continue to be held at the old venue. Let's look forward to the new chapter it will write.

16th Dental South China Int'l Expo & Conference

Date: March 2 to 5, 2011

Venue: China Import and Export Fair Pazhou Complex, Guangzhou, China


Website: www.dentalsouthchina.com/en



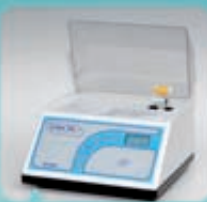
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Other 2	1.5
Other 3	1.8
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Other 5	2.8
Other 6	3.5
Other 7	4.5

Water Solubility

Material	Water Solubility
TRILUX	0.05
Other 1	0.1
Other 2	0.15
Other 3	0.2
Other 4	0.3
Other 5	0.4
Other 6	0.5
Other 7	0.6

Water Sorption

Material	Water Sorption
TRILUX	0.02
Other 1	0.03
Other 2	0.04
Other 3	0.05
Other 4	0.06
Other 5	0.07
Other 6	0.08
Other 7	0.09

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Entering the Brazilian Dental Market

The Brazilian market for dental products is in expansion and has presented positive results since the recovery of the economy in 2004. Local and international studies showed that the Brazilian population is one of the most concerned and committed with oral care in the world. According to IBGE, the Brazilian Institute of Geography and Statistics, the expenditure on dental care increased substantially in the last 30 years. There are nearly 174,000 dentists in Brazil, which corresponds to 11% of the world total. The Southeast and Southern areas concentrate the largest number of dentists due to the creation of several new Universities offering this type of graduation courses.

Brazil imports a wide variety of dental products, instruments, equipment and devices. Even with the growing offer of local manufactured products, there are professionals that prefer to acquire foreign products, mainly in consequence of the loyalty to certain brands.

There are some important trade shows in Brazil related to dental products: the most renowned are CIOSP (International Dental Congress - in São Paulo), and OdontoBrasil (International Fair of Dental Products, Equipment, Services and Technology), held concurrently with the great medical exhibition Hospitalar. Supported by its large and diversified economy, Brazil is increasingly considered as a country that offers excellent business opportunities in the market for dental products.

Legislation for Dental Products

The majority of products used in the dental area must pass by the approval of ANVISA before being commercialized in Brazil (ANVISA - National Agency of Sanitary Surveillance – is Brazil's regulatory Governmental Agency for all products claiming health benefits, as well as cosmetics; it is FDA's counterpart in Brazil). The products registration process at ANVISA is highly complex and demands intense dedication and knowledge.

Brazil is known for its bureaucratic system and for frequent changes in regulations. Because of the several legal steps involved in this process, it is very risky for an international company to try to obtain all the legal licenses and registrations without the assistance of a consulting company with high expertise. A company without proper assistance can waste years trying to get products into the Brazilian market. The main risk is to have the registration process automatically denied by ANVISA if the process is not prepared properly.

For that reason, the support of a qualified consultant is always recommended for international companies if they wish to start operations on the right path. If the company decides to work with a distributor, it is recommended to conduct a deep research before making the final choice. The product registration, in this case, is held and owned by the distributor. This is a 5 year-old partnership. If the manufacturer decides to change the distributor, the registration process cannot be transferred and the manufacturer has to start a new registration from scratch. The correct choice is critical if this is the chosen alternative.

Usually, this is the most common choice made by foreign companies. But there are also some alternatives in case the manufacturer wishes to control the registration without opening its subsidiary.

Classification of Dental Products

For registration purposes with ANVISA, dental products can be classified as Cosmetics (Oral Hygiene products) or Medical Devices (equipments, implants, restoratives, impression materials, intra-oral and extra-oral X-ray films, adhesives, etc).

Imported products controlled by the Ministry of Health can only be sold in Brazil if:

- 1) The company opens a subsidiary in Brazil;
- 2) The company finds a local importer/distributor duly licensed, who will be the owner of the registration before ANVISA.

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Basic Documentation needed for Dental Products registration

There is one specific ANVISA regulation for the registration of Dental Products in Brazil. This regulation classifies the product (risk class I, II, III or IV), since the classification in Brazil is different from other countries. Besides that, this regulation states the kind of information that must be presented in the registration process, as well the mandatory information that the label and the instruction for use of these products must have to be commercialized in Brazil.

The main documents required to register a product are:

- Instructions for Use
- Original labels
- Technical specifications
- Certificates (ISO, CE, etc)
- Quality control certificates and procedures
- Safety and efficacy evidence (tests, CQ procedures, bibliography, clinical research, historic of use in other countries, etc)

There is a new legislation that came into force in May/2010 specifically for international manufacturers exporting products to Brazil: the RDC 25 for Good Manufacturing Practices (GMP). This regulation establishes the requirement for obtaining the Good Manufacturing Practices Certificate issued by ANVISA, mandatory for the registration of the following Dental Products:

- I- All equipment and material included in the two higher risk classes (III and IV).
 - II- Products from the exception list of risk classes I and II (Normative Instruction 07/2010).
- As determined in this regulation, all companies must request to ANVISA the Good Manufacturing Practices Certification. Companies that do not fulfill this regulation will no longer be able to register products in Brazil. The GMP certificate started to be a mandatory item in the check-list of documents for registration and renewal of registrations.

This Certificate is valid from 2 years and, in case a product is manufactured in/by more than one plant, each plant will need to be audited/inspected by ANVISA (fee charged by ANVISA for GMP inspection are R\$ 37.000,00/plant).

Example of dental products that require GMP Certificate:

- Orthodontic threads and components;
- Implantable dental material (Example: resins, dental fillings, cements, core material, alloys);
- Dental implants components (Example: abutments, implants, screws);
- Impression materials (constituted by fluid, gels or creams);
- Bone grafts;
- Electrical equipment that have direct contact with the patient.



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Example of dental products that don't require GMP Certificate:

- X-Ray dental films;
- Acrylic teeth;
- Surgical instruments.

Nowadays, the estimated time to obtain the GMP Certificate issued and the approval of the registration of Dental Products is around 8 months. For products that do not need GMP Certification to be registered at ANVISA, the estimated time to obtain the approval of the registration is 6 months. Currently ANVISA is accepting the GMP Inspection protocol for registration submission.

Regarding the registration of Electromedical Devices (equipment) used in the Dental segment, there is another document that is mandatory besides the GMP Certificate issued by ANVISA: the Certificate of Conformity (according to IEC 60601 series) issued by Brazilian Certifying Bodies Accredited by INMETRO – National Institute of Industrial Metrology. Certificates issued in other countries are not accepted.

Source:

Vera Rosas Registro e Legalização - We know the right way

Vera Rosas Office is a very dynamic and fast-paced company that provides services on company legalization and product registration within the Brazilian Health Surveillance bodies. The office operates in the national and international markets since 11 years, providing the most complete assistance to our customers.

Vera Rosas Office is under the management of Vera Rosas, who has over 35 years of experience in company legalization and product registration at ANVISA. The team is formed by 35 very experienced and highly qualified professionals, with degrees in Pharmacy, Biology, Chemistry, Architecture, Business Administration and International Trade. All of this so we can provide the highest level of work with the highest quality available in the market.

Besides that, Vera Rosas Office has auditors capable to perform the pre-inspection and to offer guidance for companies that wish to obtain the Good Manufacturing and Distributions Practices Certification, required by the Sanitary Legislation in force.

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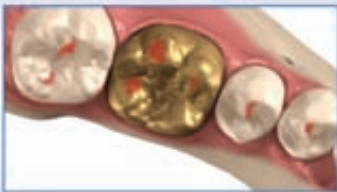


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Showcase nominated for TAF Award



BDTA Dental Showcase, the UK's largest and most important dental exhibition, was one of just four finalists at the 2010 TAF Awards for the second consecutive year.

The TAF Awards are organised by the Trade Association Forum to commend trade associations across the UK who have excelled in the past 12 months and recognise their achievement.

The awards ceremony was held at Hotel Russell in London on 1 July 2010 and Nick Hewer from the BBC1 hit show The Apprentice, presented the awards.

Dental Showcase was acknowledged as commercially successful, a focal point for the sector and an event providing substantial opportunities for its members.

Tony Reed, Executive Director at the BDTA, comments, "We were delighted to attend the TAF awards ceremony and to be nominated for this prestigious award. To be recognised for the efforts we invest in making Showcase the UK's leading dental exhibition by our own trade association was truly an accolade. We will continue to build on our current successes and enhance the event with further educational and business opportunities into the future."



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IDEX 2010 Post Show Report

10th İSTANBUL ORAL AND DENTAL HEALTH APPARATUS AND EQUIPMENT EXHIBITION



IDEX 2010 was organized on April 7-10, 2010 at CNR EXPO in Istanbul, Turkey in cooperation with the Turkish Dental Businessmen Association (DIS-SIAD). The exhibition had a total area of 10.000 m2 and it welcomed a total number of 15.000 professional visitors with more than 400 exhibitors.

The representatives from associations and institutions have mentioned that IDEX 2010, has a proven potential to become the biggest oral and dental health exhibition in Eurasia in the near future.

CNR holding hosted thousands of dentists and the leading sector brands presented to the domestic and international professionals.

Having 25 years of experience in International trade exhibitions, CNR Holding organizes over 40 exhibitions annually in İstanbul, Turkey. CNR EXPO is the largest expo center in Eurasia, which has 150.000 m2 open and 120.000 m2 covered area with 11 interconnected halls. CNR group of companies organize the most world -renowned fairs in cooperation with various sector associations, chambers of commerce, and federations worldwide. To learn more about our company, you can visit www.cnrexpo.com.

EXHIBITOR STATISTICS 2010

Total Exhibit Area: 10.000sqm indoor area

Total Exhibitor: With the attendance of more than 400 brands

Exhibiting & Represented Countries: Austria, Brasil, Canada, China, Denmark, France, Finland, Germany, Italy, Japan, Korea, Pakistan, Russia, Serbia, Switzerland, Syria, Taiwan and the UK

VISITOR STATISTICS

Total Trade Visitors: 15.000

International Visitors: 1.236

Overseas Visitors mainly from: Albania, Algeria, Australia, BAE, Bosnia, Bulgaria, China, CIS , Egypt, Germany, Georgia, Greece, Herzogevina, Holland, Iraq, Iran, Israel, Italy, Jordan, Korea, Libya, Lichtenstain, Morocco, Pakistan, Poland, Quatar, Slovakia, Spain, Sudan, Syria and Taiwan.

WHY IDEX?

- IDEX 2010, is widely established as one of the most significant exhibitions in Eurasia
- IDEX 2010, gave a high acceleration to the sector with the products displayed in 2010, as well as hosting cutting edge innovations in the field of global oral and dental health apparatus and equipment market.
- The market for oral hygiene in Turkey increased at a compound annual growth rate of 9% between 2004 and 2009
- The toothpaste category led the oral hygiene market in Turkey, accounting for a share of 61.8%



- IDEX 2010, organized by cooperation with the forthcoming sector organization, DIS-SIAD
- IDEX 2010, has a proven potential to become the biggest Oral and Dental health exhibition in Eurasia in the near future.
- The aim of IDEX 2010, is to facilitate contact and exchange between representatives of supply and demand.
- IDEX 2010, hosted thousands of dentists invited by CNR Holding.
- CNR EXPO, the venue of IDEX 2010, was right across Atatürk International Airport and World Trade Center, with easy access to the city center.
- IDEX 2010, gathered more than 10.000 professionals in İstanbul, the unique distribution and forwarding center that handles almost 50% of Turkey's imports and export.
- IDEX 2010, become the largest trade showcase for offering visitors key information regarding the latest advances under the heading of oral health technology.
- Boost trade relations among professionals, who consider IDEX 2010 to be an indispensable point of reference for the industry.

WHY TURKEY ?

Key Advantages of Doing Business with Turkey

Growing Economy

The GDP of Turkey in purchasing power parity reached \$942 billion in 2008 establishing it as the 17th largest economy in the world and 6th in the EU.

Strategic Location

It is centrally located between Europe, Central Asia, and the Middle East. İstanbul is selected as "European Capital of Culture" for 2010 by the European Union. This gives businesses access to over 1 billion consumers explaining why companies have chosen Turkey as their regional operational headquarters.

Large Consumer Base and Workforce

With 65% of the population under 34 and an average age of 28, Turkey's young population has a strong appetite to adopt new technologies and ideas.

First Rate, Cost Effective Manufacturing

Manufacturing goods make up more than 80% of Turkey's exports and their high quality is proven from winning the European Award in several categories.

Liberal Business Climate

Turkey's corporate tax rate is a flat 20%, one of the most competitive tax rates in the world.

Because of Turkey's Customs Union agreement with the EU, Turkey's trade regulations are compatible with those of the EU.

Ease in Setting up Business

Turkey's regulatory climate is quite business-friendly. Registration and establishment of a company can be completed in a single day.

Entrepreneurship

Small and medium sized companies account for the majority of Turkish firms. The private sector is the main driving force of economic growth. The number of companies involved in foreign trade increased by threefold during the last five years. Increasing number of participation from Turkish entrepreneurs to international trade shows is remarkable in indicating the appetite to do business overseas.

PRODUCT PROFILE

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- Dental Compressors
- Surgical Aspiration Systems
- Detartaring Equipment
- Filling Equipment with Beams
- Amalgamators
- Aerator Heads and Micromotors
- Oral Camera and Digital Radiography Equipment
- Endodontic Products
- Implant Systems
- Periodontal and Surgical Equipment
- Clinical Consumables
- Laboratory Equipment
- Dental Diagnosis Sytems
- Laboratory Consumables
- Sterilization and disinfection products
- Aesthetic dentistry products
- Disposable products
- Dentistry Furniture
- Dentistry Office Software
- Other

VISITOR PROFILE

- Dentists
- Academicians
- Dental Technicians
- Chief Doctors
- Purchasing Managers from State,Private, Faculty and Institutional Hospitals
- Dental Laboratories
- Faculty Instructors and Their Students
- National and Sector Press Editors
- Oral Implantologists
- Prosthodonticts
- Prevetive and Pediatric Dentists
- Orthodontists
- Chirurgeon-Implantologists
- Scientific Staff

SEE YOU AT NEXT IDEX APRIL 05 – 08 , 2012

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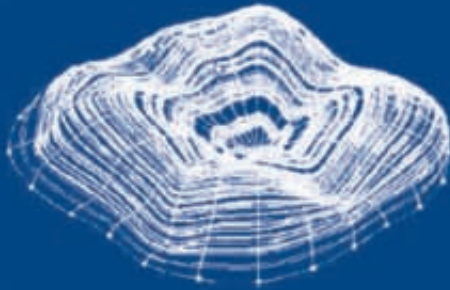


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IRAN MED & LAB Exhibition 2010

13th International Exhibition for Medical, Dental and Laboratory Equipment, Pharmaceutical Products and Healthcare Services (IRAN MED & LAB) was held at the Tehran Permanent International Fairgrounds from June 11-14. The exhibition was attended by nearly 500 domestic and foreign companies and was held in cooperation with the Ministry of Health and Medical Education and the Mines.

Marzieh Vahid Dastjerdi, Minister of Health Medical Education, said in the opening ceremony: "This year's exhibition has grown both in quantity and performance".

The Minister of Health pointed to the country's pharmaceutical development and added: "Iran's achievements in the field of anticancer drugs will be released by the end of this year. Iranian scientists are trying to produce high-tech drugs based on the regulations of the Food and Medical Education. More than 95% of the required drugs are manufactured in the country and only about 5% of the drugs are imported". She continued by referring to the Fourth Development Plan and said: "The Fourth Development Plan was not very successful in the exports of medical equipment". Minister of Health expressed hope that by increasing the quality of domestic products, more Iranian products would receive international standards and added: "At present time, 130 Iranian products have received CE certification. Efforts should be made to improve the quality of domestic products to reach to international standards".

Dr. Ebrahim Sheibani, Deputy Minister of Food and Drug Administration of the Ministry of Health, attended the opening ceremony and said: "The value of medical equipment exports is approximately evaluated as 8 million dollars.

This figure is very low compared with active factories and facilities". He added: "Quality of domestic medical equipment is a very important issue and Iran MED & LAB Exhibition plays an important role in identifying domestic products to consumers".

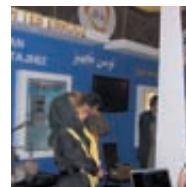
Dr. Sheibani referred to Iran's success in receiving WHO certification for vaccine production and said: "Iran is one of the first countries in the region that have received WHO certification for vaccine production. In addition to the scientific value of the certification, it is very important in the economical benefits of vaccine production". "Iran Med Exhibition has been held for 24 years. It was biennial for 10 years and since 2007 it is being held annually", said the Head Organizer of Iran MED & LAB Exhibition during the opening ceremony.

He added: "At this time, Iran's medical equipment industry is in the region, including should be made in this field due to the youth of the industry".

For further information contact: DR.Sasan Momeni

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Comfort, accuracy and economy when dispensing...

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The scarce systems of this type in the market so far were very expensive, sensitive and difficult to handle. Aware of the difficulty in dispensing plaster accurately in the Dental Lab and the real need of an economical and reliable device to do it, the MESTRA technicians have developed a new concept of machine featuring innovative advantages:



Easily removable powder tanks: it simplifies powder-filling and replacing plaster cartridges of different types. With the Boomerang dispenser a few seconds will be enough to replace the tank, and, therefore, the product to be dispensed.



Smartank dispensing system: the built-in dispensing mechanism is integrated in the tank, so that in case of obstruction or wear, it can be repaired in a few minutes by the user himself. The mechanism consists of a spindle, an impeller and an actuator, all of them easily accessible.



Intuitive multifunction button: a keystroke is enough for the dose shown on the display to be dispensed. If the button is pressed repeatedly, the dose shown on the display will be multiplied by the number of keystrokes. If the button is kept pressed, the machine will dispense powder continuously as long as the button is pressed. Next the machine will dispense the proportional amount of water.



Electronic controls: a display shows continuously the amount of powder and water in grams and millilitres; the user can define up to four different programs; calibration routines; three operating modes: water only, powder only, and powder-water in proportion; etc.

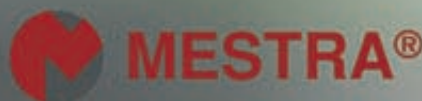


Accuracy: Accuracy is one of the most surprising features of the Boomerang dispenser. Deviations are small and fall easily within the tolerance range of dental plasters.



Style: The Boomerang dispenser has an attractive design, combining practicality and ergonomics. As a rule in all MESTRA products, toughness and reliability are guaranteed.

And perhaps the most astonishing feature of the Boomerang dispenser is its price, much lower than it could be expected in a machine of this quality level and features. We encourage you to contact your MESTRA dealer. You will be pleasantly surprised.



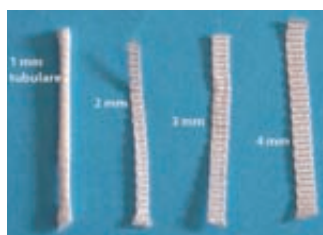
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Company Profile



Bioloren is specialized in products in fibres. With a worldwide renowned R&D department, bioloren designs and produces "metal free" medical devices in glass and carbon fibre and translucent materials. Bioloren's products are sold in more than 30 countries and it also produces under the customer's drawing. Bioloren's quality system is ISO UNI EN 13485 and it is ISO 9002 certified. All bioloren's products are CE certified and the company has received FDA approval for many of them. Bioloren uses high quality materials and cooperates with important universities. Bioloren offers 4 lines of products: **fibres posts**, **InFibra** ribbon, **bioAbut** abutments and **URC** (universal resin cement).



Bioloren produces **posts** in glass fibres, in carbon fibres and the update translucent posts. This last type of posts permits the polymerization light to pass across. Fiber posts offer many advantages, such as: 1) no root fracture, uniform distribution of stress, 3) modulus of elasticity similar to dentine 4) creation of single tooth-post-restoration block 4) completion in one sitting 6) easy removal from the root canal. The posts are available in several shapes: cylindrical (6 diameters from 0,8 to 2,0 mm), conical (several conicities: 4%, 6%, double conicities), oval (for a better fit in the root canal), retentive, posts under customer drawing. Conical posts work also with Ni-Ti instruments for canal preparation. The great range of Bioloren's posts gives the dentist the possibility to choose the best for the shape of the root canal. All Bioloren conical posts are colour coded so dentist can recognize them at first sight and match them to the correspondent bur.

The material used is radiopaque.

InFibra ribbon is made of high-density polyethylene fibres and has many dental applications such as periodontal splinting, prostheses reinforcement, space retainers, fixing of bridges and prosthesis, temporary stabilization of artificial teeth and so on. It can be used in dental practice as well as in the lab. Thanks to its high modulus of elasticity it is possible to obtain a resistance comparable with steel, resistance higher than steel, workable and adaptable, biocompatible with all resin cements and with acrylic resin, aesthetic. The product is patented.



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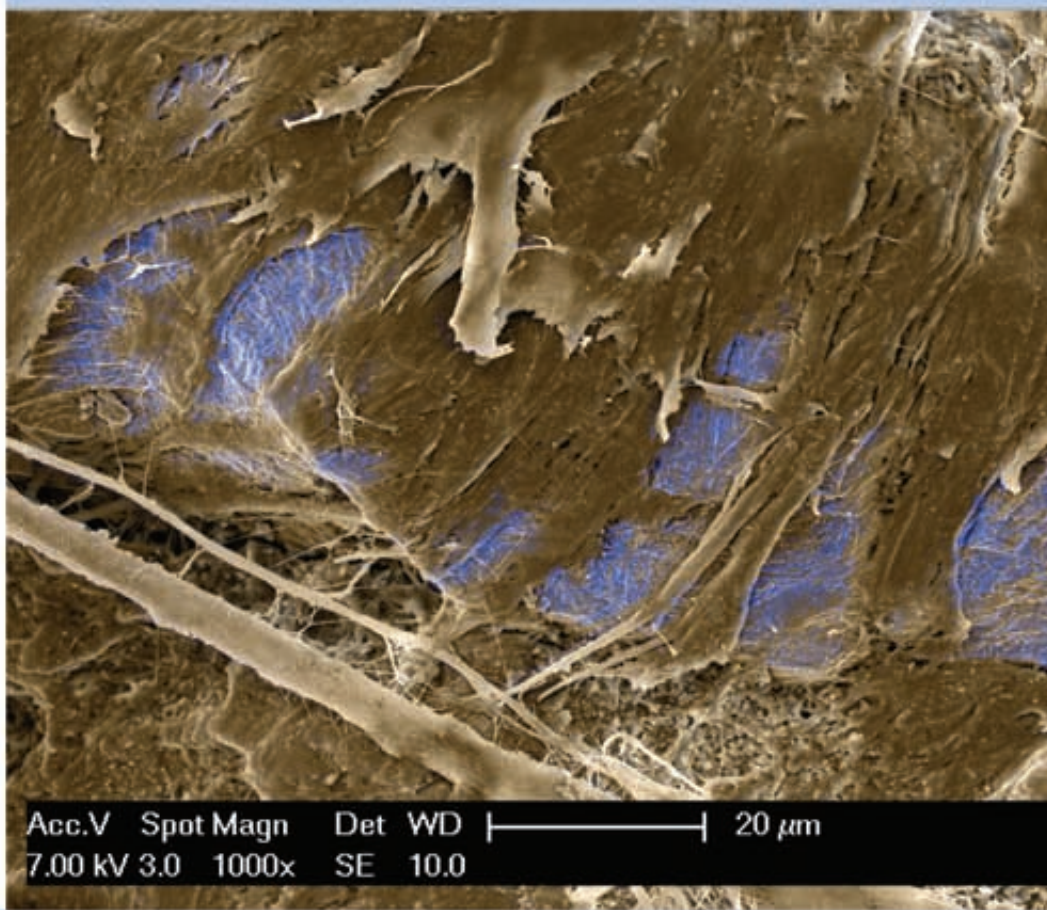
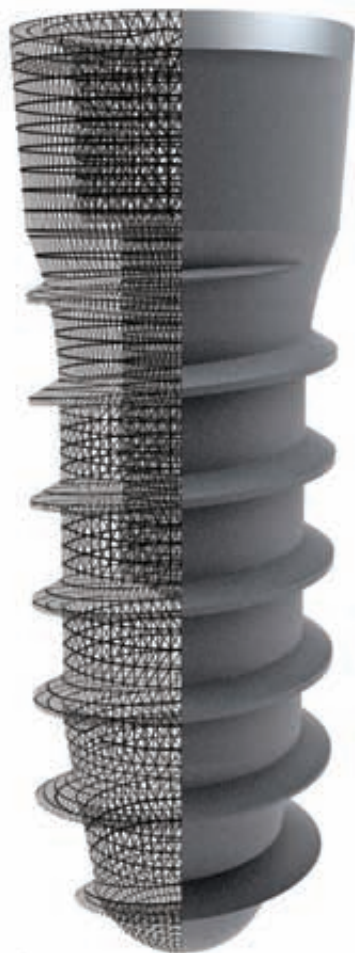
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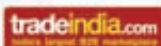


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ASEAN (Association of South East Asian Nations)

The ultimate goal: ASEAN Community by 2015

The Association of Southeast Asian Nations, or ASEAN, was established on 8 August 1967 in Bangkok by Indonesia, Malaysia, the Philippines, Singapore and Thailand. It was then enlarged to Brunei Darussalam in 1984, Vietnam in 1995, Lao DPR and Myanmar in 1997 and Cambodia in 1990, to a total of 10 member states.

ASEAN countries are pursuing a program of economic integration that aims at creating an Asean Economic Community by the year 2015.

The main goal of the AEC is to create a single market and production based through macroeconomic and financial policies enhancing the competitiveness of the single countries and of the region as a whole, as well as integrating industries, infrastructure and communications. ASEAN is expected to become, on the long term, a region where people, goods, services, investments, labour and capital circulate freely.

As part of the regional integration strategy with the global economy, ASEAN has signed Free Trade Agreements (FTAs) with China, Japan and the Republic of Korea. In February 2009, ASEAN signed the first region-to-region FTA with Australia-New Zealand.

ASEAN Basic Indicators, 2008

Total Population (million)	583.7
Total Land Area (million km ²)	4.4
Total GDP (billion US\$)	1,506.2
GDP Growth	4.4%
Total Trade (billion US\$)	1,710.4
Total Exports (billion US\$)	879.14
Total Imports (billion US\$)	831.23
Intra-ASEAN Exports (billion US\$)	242.5
Intra-ASEAN Imports (billion US\$)	215.6
Intra-ASEAN Trade as % of GDP	26.8
FDI Inflows	60.2
Intra-ASEAN FDI Inflows (billion US\$)	11.1

Source: www.aseansec.org

In 1993, a Common Effective Preferential Tariff Scheme for the ASEAN Free Trade Area (CEPT-AFTA) was introduced, in order to reduce tariffs for trade in goods. Average tariff rate for ASEAN-6 (including Indonesia, Malaysia, Philippines, Singapore, Thailand and Brunei Darussalam) has been reduced from 12.76% in 1993 to 0.79% in 2008, and for the rest of the members known as CLMV (Cambodia, Laos, Myanmar and Vietnam), from 7.51% in 2000 to 3.69% in 2008.

In 2008, total intra-ASEAN trade was worth US\$458 billion, registering a 14% increase of US\$401.9 billion from 2007, and accounting for 26.8% of total ASEAN trade (from 25% in 2007).

The integration of various goods agreements and protocols into a single comprehensive agreement known as the ASEAN Trade in Goods Agreement (ATIGA), and the unification of several investment agreements into the ASEAN Comprehensive Investment Agreement (ACIA), combined with investor-friendly policies under the ASEAN Investment Area, have contributed to bring ASEAN countries forward as favoured destination for foreign investment. The wide range of opportunities offered by a combined regional market of 584 million people, the third after China and India in Asia, are highly attractive for investors, however, it must not be forgotten that the ASEAN region is not homogeneous as regards the level of economic development of its single members, as some are based on agriculture and exploit of natural resources, while some others focus on capital intensive activities in sectors such as electronics, textiles and automotives.

The largest foreign investors in ASEAN were the EU, Japan and the United States, all together accounting for 38.5% of total FDI inflows into the region in 2008. Considering FDI composition by sectors, services and manufacturing were the largest recipients accounting for 78.6% of the total.

The services sector is expanding significantly in ASEAN countries, it accounted in fact for 45.9% of total ASEAN GDP in 2009, and FDI directed to this sector alone accounted for 50% of total ASEAN FDI.

ASEAN exports of commercial services to the world tripled over the last decade, growing from US\$57.4 billion in 1998 to US\$153.2 billion in 2007. Commercial services imports also showed a similar increase, from US\$66.5 billion in 1998 to around US\$176.3 billion in 2007. As a whole, ASEAN trade in services amounts to US\$343 billion, 4.9% of global trade in services in 2009.

Given the importance and perspectives of the sector, liberalization of services is one of the main processes going on in ASEAN region. Important step were taken within the ASEAN Framework Agreement on Services (AFAS), reducing restrictions on trade in services in several sectors: business, professional services, construction, distribution, education, environmental services, healthcare, maritime transport, telecommunication and tourism. In particular as far as professional services are concerned, ASEAN has concluded seven Mutual Recognition Arrangements in engineering, nursing, architectural and accountancy services, surveying qualifications, medical and dental practitioners.

MRAs enable the qualifications of professional services suppliers to be mutually recognised by signatory Member States, facilitating movement of professional services providers in the ASEAN region.

The MRA Framework on Accountancy Services, MRA on Medical Practitioners, and MRA on Dental Practitioners, were signed on 26 February 2009.

Continues on page 70 ►►

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 ² Technical Report: An Evaluation of Safety and Efficacy of the Crosstex® Face Mask Treated with BIOSAFE® Antimicrobial Agent. Data on file and available upon request through Crosstex.

Healthcare market in the ASEAN region

A report published by the ASEAN Services Employees Trade Union Council shows that the average regional expenditure on health spent by ASEAN Member States between 2000 and 2006 was 3.66% of GDP, without significant yearly variations.

Over this period, government share in total health expenditure was always below 50%, weighing only marginally (6.32% on average) on the total government expenditure. On the other hand, private expenditure on health often accounts for over 50% of healthcare expenditure in the ASEAN region, and in half of the countries it rises to 2/3 of the total. Out-of-pocket expenditure is estimated to be boosted by 130 million Asians who are able to afford private services, mainly belonging upper and middle classes.

Another percentage of the private expenditure is given by private health insurance institutions. Private prepaid plans registered the highest share in Thailand, Malaysia and the Philippines (14.97%, 14.47%, 10.87% respectively), while Myanmar and Cambodia had none and Lao PDR only 0.4%. Healthcare was pointed out by the ASEAN Trade Ministers in the "Economic Community Blueprint" of the "Roadmap for an ASEAN Community 2009-2015" as one of the twelve priority sectors for accelerated economic integration by the removal of restrictions on trade in services and trade in healthcare goods, such as pharmaceuticals and medical equipment.

Liberalization is in progress especially in the sector of medical professionals services, including medical and dental professionals, midwives, nurses, physiotherapists and paramedical personnel and health services, covering hospital services (including psychiatric hospitals) medical laboratories, ambulances as well as residential health care other than hospitals.

The ASEAN healthcare market has already been addressed by large players supplying pharmaceutical, medical and dental equipment, serving also as outsourcing base for electronic and biotech equipment.

Currently, Singapore, Malaysia, Indonesia, Thailand, Vietnam, the Philippines and Myanmar have regulations on medical devices, while Brunei, Cambodia, and Laos are still developing them.

The Medical Device Product Working Group (MDPWG) is responsible for medical device regulatory harmonization in ASEAN region, and is currently working on a unified set of rules system that will be called ASEAN Medical Device Directive (AMDD), covering medical devices safety and performance, the classification system, a Common Submission Dossier Template for medical devices (CSDT) and a post-marketing alert. The final goal is to enable medical device firms to submit identical product dossiers in each ASEAN country.

AMDD's guidelines reflect the guidelines of the Global Harmonization Task Force (GHTF), in medical devices' definition, risk classification system and safety and performance requirements. Trial safety requirements, on the other hand, are based on the Helsinki Declaration of 1964.

ASEAN Healthcare Figures

Total expenditure on health as percentage of gross domestic product, 2006

Country	%
Indonesia	2.2
Myanmar	2.3
Thailand	3.5
Brunei Darussalam	1.8
Cambodia	6
Lao PDR	3.6
Malaysia	4.3
Philippines	3.3
Singapore	3.4
Viet Nam	6.6

Source: www2.asetuc.org

General Government Expenditure On Health As Percentage Of Total Expenditure On Health, 2006

Country	%
Indonesia	50.4
Myanmar	16.8
Thailand	64.4
Brunei Darussalam	79.7
Cambodia	26.1
Lao PDR	20.8
Malaysia	45.2
Philippines	39.6
Singapore	33.6
Viet Nam	32.4

Source: www2.asetuc.org

Private expenditure on health as percentage of total expenditure on health, 2006

Country	%
Indonesia	49.6
Myanmar	83.2
Thailand	35.6
Brunei Darussalam	20.3
Cambodia	73.9
Lao PDR	79.2
Malaysia	54.8
Philippines	60.4
Singapore	66.4
Viet Nam	67.6

Source: www2.asetuc.org

Out-of-pocket expenditure as percentage of private expenditure on health, 2006

Country	%
Indonesia	66.3
Myanmar	99.4
Thailand	76.6
Brunei Darussalam	98.9
Cambodia	84.4
Lao PDR	93.5
Malaysia	73.3
Philippines	80.2
Singapore	94
Viet Nam	89.5

Source: www2.asetuc.org

Private prepaid plans as percentage of private expenditure on health, 2006

Country	%
Indonesia	9.7
Myanmar	0
Thailand	15.6
Brunei Darussalam	0.5
Cambodia	0
Lao PDR	0.5
Malaysia	14.8
Philippines	10.6
Singapore	2.9
Viet Nam	2.5

Source: www2.asetuc.org



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ASEAN Dental Figures – Selected countries

Population per dentist, 2007

Indonesia	31,806
Malaysia	11,156
Philippines	5,933
Singapore	3,657
Thailand	8,063
Vietnam	42,631

Source: Euromonitor

Number of dentists, 2004

Indonesia	7,379
Malaysia	2,225
Philippines	15,350
Singapore	1,245
Thailand	8,070
Vietnam	2,000

Source: Euromonitor

Retail value (US\$ million) of oral hygiene in Asia Pacific countries, 2006

Indonesia	371.5
Malaysia	130.6
Philippines	420.2
Singapore	48.4
Thailand	278.1
Vietnam	175.6

Source: Euromonitor

Indonesia (Figures for year 2009)

Total land area: 1,860,360 km² (17,000 islands)
 Total population: 231,369.5
 Population density per km²: 124
 Annual population growth rate: 1.2%
 GDP, US\$ million: 46,527
 GDP growth rate: 4.5%
 GDP per capita at current prices, US\$: 2,362.1
 GDP per capita at current prices, US\$ PPP: 4,174.9
 Exports, US\$ million: 116,508.8
 Imports, US\$ million: 96,829.2
 Total trade, US\$ million: 213,338
 FDI inflow, US\$ million: 4,358.0
 Unemployment rate: 8.4
 Major Trading Partners: Japan, USA, ASEAN, South Korea, China
 Major Investors: Japan, Hong Kong, Taiwan, UK, Singapore

Malaysia (Figures for year 2009)

Total land area in km²: 330,252
 Total population in thousands: 28,306.0
 Population density per km²: 86
 Annual population growth: 2.1
 GDP in US\$ million: 93,107.7
 GDP growth rate: -1.7%
 GDP per capita at current prices, US\$: 6,822.1
 GDP per capita at current prices, US\$ PPP: 13,593.8
 Exports, US\$ million: 156,704.3
 Imports, US\$ million: 123,183.8
 Total trade, US\$ million: 279,888.1
 FDI inflow, US\$ million: 9,302.1
 Unemployment rate: 3.6
 Major Trading Partners: USA, ASEAN, Japan, China
 Major Investors: Japan, Netherlands, Australia, USA, Singapore

Thailand (Figures for year 2009)

Total land area in km²: 513,120
 Total population in thousands: 66,903.0
 Population density per km²: 130
 Annual population growth: 0.6
 GDP in US\$ million: 264,322.8
 GDP growth rate: -2.2%
 GDP per capita at current prices, US\$: 3,950.8
 GDP per capita at current prices, US\$ PPP: 8,072.2
 Exports, US\$ million: 151,364.7
 Imports, US\$ million: 134,124.6
 Total trade, US\$ million: 285,489.3
 FDI inflow, US\$ million: 5,324.7
 Unemployment rate: 3.2%
 Major Trading Partners: USA, Japan, China, UAE, Republic of Korea, ASEAN
 Major Investors: Japan, China, Republic of Korea, France, Germany

Philippines (Figures for year 2009)

Total land area in km²: 300,000
 Total population in thousands: 92,226.6
 Population density per km²: 307
 Annual population growth: 2.0
 GDP in US\$ million: 161,357.6
 GDP growth rate: 1.1%
 GDP per capita at current prices, US\$: 1,749.6
 GDP per capita at current prices, US\$ PPP: 3,525.1
 Exports, US\$ million: 38,334.7
 Imports, US\$ million: 43,008.3
 Total trade, US\$ million: 81,343.0
 FDI inflow, US\$ million: 1,589.0
 Unemployment rate: 7.4%
 Major Trading Partners: USA, Japan, Hong Kong, Taiwan, Malaysia, Singapore,
 Netherlands, Germany, Republic of Korea
 Major Investors: USA, Japan, Republic of Korea, Germany, France, UK, Singapore, Taiwan

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Sources:

ASEAN Secretariat: www.aseansec.org
 ASEAN Services Employees Trade Union Council: www.asetuc.org
www.koelnmesse.com.sg



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New European Union Directive Brings Further Changes On Certification Of Medical Devices

The need for each member state to transpose Directive 2007/47/EEC at national level will lead to a further alignment of each member state to the community regulations on certification.

The introduction of such regulations underlines the necessity for dental companies operating within the Community to acquire adequate information to avoid incurring risks.

The need to transpose Directive 2007/47/EEC at national level within the European Community has enabled EU Member States to introduce, with some limitations, further elements necessary to adapt the EU legislation to the specific national contexts.

This article will focus on the implementation of such directive in Italy, through the Legislative Decree 25 January 2010, no. 37, published in the Official Gazette no. 60 dated 13 March 2010.

Given the rapid technical changes occurred in the design, production, use and safety of medical devices, this Decree is intended to make Italian legislation on medical devices more coherent.

As well as transposing the technical aspects of the new Directive, the Italian legislation has undergone adjustments on "supervision of accidents", "clinical trials", "publicity" and "penalty system".

In particular, rules governing the supervision of accidents present significant innovations: all withdrawals of medical devices from the market imposed by the Ministry of Health are under the responsibility and at the expenses of the manufacturer if the manufacturer has wrongly applied the technical regulations of the EU Directives or even if he has applied them correctly but they are not specific and complete for his type of production.

If the manufacturer fails to observe the obligation of withdrawal, it is considered a criminal offense. This subject is governed by Article 9 that replaced Article 10. The different types of accidents to be reported by health professionals (paragraphs 2 and 3) and manufacturer (paragraph 7) are included in the 1st paragraph of this article, while the methods of communication are currently defined in the Ministerial Decree 15.11.2005.

Lastly, the manufacturer must provide a method for assessing the experience acquired on his devices during commercialization (post-marketing follow-up, Annex II, paragraph 5 and Annex X, paragraph 1.1 c).

In fact, the surveillance and supervision of accidents, operated by competent authorities of the Member States, are subsequent to the phase of commercialization and they occur either through random controls or reports from the parties.

Such method of subsequent controls on the entrance of devices into the market has led to the drafting of a policy that provides more specific requirements to keep records of the devices. For instance, attention was driven towards the inclusion of a deadline that represents a specific time limit required for keeping the documents, thus providing a base for the application of the penalty when rules are broken.

Furthermore, to ensure effective, proportionate and dissuasive force to sanctions, the cases for the use of special penal sanctions have been limited to two: non-disclosure of serious accidents and failure to comply with mandatory provisions of the competent authorities. The formula "unless the act constitutes a crime", was maintained to permit the application of any additional penalties and sanctions in cases of criminal offenses affecting constitutionally guaranteed interests such as health (e.g. Articles. 441, 582, 589, 590 of the Italian Penal Code).

In order to allow competent Italian authorities to run efficient and fast actions of monitoring and supervision to protect public health, two directions have been followed:

- updating of the rules on special measures for health monitoring and safeguard clause (Article 8-8-a and b, L. Decree N.507/92 - Articles. 7:13-ter of L. Decree no. 46/97);
- the provision of pecuniary sanctions for the subject responsible of improper or absent CE marking, alongside administrative measures restricting market entry as well as imposing the withdrawal of the product for evaluation (Article 9 L. Decree no. 507/92 - art. 17, Leg. n.46/97).

Over 90 sheets were drawn for the evaluation of both gravity and extent of the breach of regulations. Many factors were considered in preparing these sheets such as the territorial extension and potential duration of the infringement, the level of adverse effects, the potential illegal economic benefits obtained by the subject responsible, whether the guilt originated from intention or negligence, individual or collective punishable behaviour.

Different categories of subjects potentially involved in the infringement were considered: from the manufacturer to the individual health professional

(taking into account the degree of consciousness of the act, its consequences and the potential economic benefit that such persons might have drawn from the unlawful conduct).

Hence, five levels of indicators were identified for the violations contained in the text which, to ensure effective deterrence, have been associated to five levels of minimum amount of the penalty, setting the highest amount at six times the first.

The central subject in the regulation of medical devices, as it has been outlined for years at EU level, is the manufacturer/authorised representative. Most of the obligations concern this category: manufacturers have to notify the Ministry of Health address and description of devices and they must provide all data necessary to identify these devices, along with label and instructions for use.

If the manufacturer is located outside the European Union, he must explicitly designate a single subject, natural or legal person established within the Union, who acts on behalf of and can be addressed to instead of the manufacturer. Manufacturers are also subject to sanctions ranging from EUR 500 to 128,400.

Among the merely economic implementations, it is also included the payment, to be carried out by 30 April of every year, of a 5% contribution for self-assessment for promotional activities directed towards health care workers. (The obligation to pay is governed by 1st c. 409, Lett. d) of Act No. 266/05, as amended by Article. 1, c. 825, Lett. b), Law No. 296/06).

The contribution is borne by all "companies that produce or market medical devices in Italy, including in-vitro diagnostic medical devices and custom made devices".

The rule applies to the promotion of a product by "doctors, health professionals, including executives of health institutions and pharmacists", if the product meets the definition of "medical device" and is labelled and marketed under the EU sector directives.

"The total expenditure borne in the previous year" is the basis of assessment for contribution. It includes specific "cost items" as by Technical

Annex to the Ministerial Decree 23/04/2004 - relating to the pharmaceutical field, but to which this law explicitly refers to - excluding "net costs for the staff".

Failure to pay leads to a penalty of EUR 7,500 to 45,000, besides the sum already due, increased by 5% for each month of delay.

The most relevant administrative penalties are those affecting subjects who place into the market or service medical devices without CE marking or attestation of conformity (both the manufacturer's declaration and any certificate issued by the Notified Body).

In such case, the penalty ranges from EUR 21,400 to EUR 128,400 for any subject placing in the market, selling or servicing non-compliant medical devices, as well as for the manufacturers of custom made devices that are non-compliant or without the declaration required in the relevant technical Annex.

These sanctions are aimed at protecting and ensuring the so-called "public confidence" in the regularity of CE marking. Just as serious are sanctions for the manufacturers/authorised representatives that mark a device inappropriately, as in the case of products falling outside the definition of the Decree, or unduly, because the product does not meet all essential requirements.

Medical devices not bearing CE marking are always subject to administrative seizure.

Source

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THE ETERNAL CITY...



The "Eternal city", Rome is not only represented by its masterpieces of art, and breathtaking architecture, monuments and museums but by its typical streets and alleyways where one can discover traits of Italian lifestyle, tradition and culture.

A visit to Rome will allow you to discover the many different historical layers which have built this beautiful city through the centuries, from the remains of the Roman empire, through the Medieval, Renaissance periods up to the modern day architecture that dots the city throughout.

Take the chance to reserve some extra days when you are visiting Rome for the next Expodental show 7-9th October.

Is there a better way to combine business and pleasure?



We give you here some hints on things to see and what to do in the Eternal City to go back home with memories that will last for a lifetime...

SIGHTSEEING

Ancient Rome was founded on seven hills – the Capitoline, Palatine, Celium, Aventine, Quirinal, Viminal and Esquiline – which engendered various neighborhoods with their own distinctive characteristics and identity.

THE VATICAN: ratified in 1929 as an independent state, the Vatican City houses St. Peter's Basilica, the largest church in the world and an architect-

tural achievement of the Renaissance, the Vatican Museums, with magnificent works of art, Michelangelo's famous Sistine Chapel, and lush, immaculately-cured gardens.

ANCIENT ROME: this area goes from the Via dei Fori Imperiali, where the impressive Forum stands, to the Colosseum, the Circus Maximus and the Baths of Caracalla.

HISTORIC CENTRE: The area within the Aurelian walls is referred to as the historic centre. Masterpieces of the 16th and 17th century by Bernini, Borromini, Michelangelo and Caravaggio can be found here. Main areas of interest are Piazza Navona, Piazza Barberini, Piazza di Spagna, Piazza del Popolo and Piazza Farnese.

THE AVENTINE AND TESTACCIO: The Aventine is one of the most elegant areas in Rome with the Basilica of Santa Sabina and the Church of Sant'Alessio next to the orange gardens. The keyhole of the Maltese embassy offers a wonderful view of St. Peter's dome. Testaccio, between the Tiber and the Aventine, is where Caius Cestius' Pyramid and the Protestant Cemetery (tombs of Keats and Shelley) are found. Mt. Testaccio is a hill made of broken amphorae deposited between 140 and 255 A.D.

TRASTEVERE and the JEWISH GHETTO: Trastevere is a very traditional Roman neighborhood and its residents call themselves the "real Romans". This characteristic part of the city has many pizzerias and restaurants. Across the Tiber, the Jewish Ghetto houses one of Europe's oldest surviving Jewish communities. The Via del Portico d'Ottavia with Renaissance and Medieval architecture is the centre of Jewish life.

MONTI, VIA VENETO and the ESQUILINE HILL: Monti hosts various landmarks like the Basilica of St. Mary Major, the Trevi Fountain and Trajan's market as well as numerous ministries and the Quirinal Palace. The elegant Via Veneto, made famous in Fellini's "La Dolce Vita", is one of the most photographed streets in the world.

PRATI, FLAMINIO and PARIOLI: Prati, behind Castel Sant' Angelo and next to the Vatican, is a great place for shopping. Crossing the river at the old Ponte Milvio leads to the soccer stadium and the ancient Via Flaminia. The charming park of Villa Borghese lies right next to the Monti area, and hosts the Galleria Borghese Museum.

EUR and OSTIA: EUR was designed for the 1942 World's Expo which never took place. Fascist-age buildings include the Palazzo della Civiltà del Lavoro and the Palazzo dei Congressi, also called "square Colosseum". Continuing down Via Colombo after a few kilometers is the coastal town of Ostia with the excavations of Ostia Antica, the port of the ancient Rome.

MUSEUMS

Rome's most famous museums are the Vatican Museums, displaying Michelangelo's unique Sistine Chapel fresco, and the Galleria Borghese, with its wonderful marble sculptures. Other unique galleries are housed in the Capitoline Museums, containing important sculptures from ancient Rome and Bernini and Caravaggio's works. If you love the important Italian paintings from the 1500s and 1600s, pay a visit to Galleria Doria Pamphilij. If you prefer Modern Art, the G.N.A.M. Modern Art Gallery is waiting for you, while

the Museum of Castel Sant' Angelo was emperor Adrian's mausoleum transformed into a fortress.

SHOPPING

Rome offers the boutiques of all the most famous fashion designers in the world. The areas of Piazza di Spagna and the Spanish Steps, Piazza del Popolo, and Piazza Venezia, gather the greatest concentration of fashion streets: Via Condotti, with the boutiques of the most important designers such as Prada, Gucci, Cartier, Bulgari, Armani, Brioni and Celine; Via Borgognona, with Fendi and Versace; and Via del Babuino, where you'll find Chanel, Timberland and Pomellato Jewelry. Shopping in Rome is a sort of cultural shopping, combining Rome's famous monuments and the renowned Italian fashion designers.

MARKETS AND FLEA MARKETS

For the more alternative consumers who snob the artificial lights of shopping malls and those who are attracted by the idea of owning something that is out of the ordinary, we recommend a visit to the Roman flea markets. Visiting Porta Portese you can find old furniture, clothes, records, books, plants, CDs and a lot more too (Via Portuense and Via Ippolito Nievo, every Sunday).

The Mercato delle Stampe will literally drive fans crazy; magazines, prints and old books (Largo della Fontanella di Borghese, every morning except Sunday).

Finally, if you are looking for vintage clothes or just second-hand clothes, you have to go to the market at Via Sannio (Via Sannio, every morning from Monday to Saturday).

TRANSPORTATION

Buses

Principal bus terminals include Termini station, Piazza San Silvestro, Largo Argentina. Bus/metro maps can be bought at newsstands.

Metro

There are two metro lines in Rome, line A (red) and line B (blue) which operate daily from 5:30 am until 11:30 pm and until 1:30 am on Saturday. Stops along the A line include Saint Peter's, the Spanish Steps and the Termini central station. Stops along the B line include EUR, the Circus Maximus, the Colosseum and Termini station.

Fares

The same ticket is used for the buses, trams and metro. A single ticket costs € 1 and is valid for 75 minutes on one or more buses plus one ride on the metro. Tickets must be validated on the bus or upon entering the metro. One-day passes (€ 4), three-day passes (€ 11), and seven-day passes (€ 16) can also be purchased for use on buses, metros and trams. Tickets can be bought in ticket machines, bars, tobacconists and newsstands.

Airport connections

The main airport is Leonardo da Vinci (Fiumicino).

The other airport is Pastine (Ciampino), where most charter flights land.

Leonardo da Vinci airport is 26 km from Rome and the quickest way to reach central Rome is the shuttle train, the Leonardo Express, which leaves every 30 minutes for the main station, Stazione Termini. The journey lasts about half an hour and costs 14 Euro. From there, it is possible to reach any point in the city thanks to the extensive public transport network. The terminus is right outside the station and it is connected to the two underground lines, A and B. Also inside the airport train station is the local train, which stops at Trastevere, Ostiense and Tiburtina Stations. The cost is 5.50

Euro. At night there is a coach service from Fiumicino to Tiburtina station.

Ciampino airport is about 20 km from the city; it is connected to the FS (State Railway) train station Roma Termini by Cotral/Schiaffini blue buses. Tickets can be bought onboard and cost 5 Euro.

The Sitbusshuttle line also connects the airport to Termini station at a cost of 6 Euro.

Terravision offers a city transfer service for those arriving with Ryanair, Easyjet, Hapag Lloyd Express, Wizz Air, Blue Air and Central Wings. Tickets cost 8 Euro for adults and 4 for children. They can be bought on airplanes, the internet sites of the low cost companies, at the stands in front of the airport arrival area as well as directly from Terravision.



Tourist Information Points (PITs)

PIT's multilingual staff distributes tourism and cultural information to the public which has been compiled and authorised by the Rome Municipal Council's Office for tourism.

PITs also provide reservation service and sell tourism products and services such as the "Roma Pass" tourist card and Roma & Piu' Pass, tickets and passes for ATAC Metrebus services, riverboats and the Roma Open Tour as well as the Trambus Open 110 Open Tour and Archeobus.

Furthermore as of March of 2009, PIT's now offer tickets for the "Roma Cristiana" service, an Open Bus and Walking guided tour for those visiting Rome for religious-cultural reasons.

PITs are open 365 days a year and are located all over the centre and in the main transport terminals.

Open from 9:30 am to 7:00 pm

- Termini Station - Via Giolitti, 34 - Near Platform 24

Times: Every day from 8:00 am to 9:00 pm

- Airport: Leonardo da Vinci - Terminal C - International Arrivals

- Castel Sant'Angelo - Piazza Pia

- Via Minghetti - Fontana di Trevi

- Piazza del Tempio della Pace - Fori Imperiali

- Piazza delle Cinque Lune - Piazza Navona

- Santa Maria Maggiore - Via dell'Olmata

- Piazza Sonnino - Trastevere

- Via Nazionale - Palazzo delle Esposizioni

Official tourist website for Rome: en.turismoroma.it

City Council website: www.comune.roma.it

National Railway Company website: www.ferroviedellostato.it



Cambodian dental nurses receive Dentaïd portable chairs and kits at their graduation ceremony

There are only around 450 dentists and 330 dental nurses for a population of 15 million in Cambodia. Large numbers of trained and skilled people were killed under the ravages of the Khmer Rouge in the 1970's but the country is gradually rebuilding.

Dentaïd and Dr Neil Sikka of Barbican Dental Care in London are delighted to have been able to play a part in increasing the provision of oral health care to the rural population of Cambodia by supporting the training and equipping of Cambodian dental nurses.

Dentaïd was originally approached by the Cambodian Ministry of Health, Dental Nurses' Training School requesting the provision of 24 basic sets of dental equipment, instruments and portable chairs for graduating nurses from the regional training centre in Kampong Cham, with the aim of helping them set up mobile dental health clinics within regional health centres. Andy Jong, Dentaïd's CEO, comments, "This was a large request but one tailor-made for the portable chair Dentaïd had recently developed. We were delighted when Dr Neil Sikka expressed an interest in the chair and in this excellent project and generously provided the full funding needed for it to proceed".

Thanks to this partnership, in February 2010, ten graduate dental nurses were presented with their instrument kits and portable chairs at a special ceremony at the Regional Training Centre, Kampong Cham. We have followed-up of several of them since then and they are now providing these much needed services in their own rural areas, and giving oral health education in primary schools and local communities. The other fourteen sets of equipment are being kept for new students graduating later this year.

The dental nurses' training school was established in 1992 and the position of "dental nurse" was introduced to meet the needs of the rural population who have little access to medical or dental services. They provide basic medical and dental care and are trained to identify conditions such as oral cancer (referring the patient for treatment), and to provide extractions, scaling, anaesthetic and simple ART (Atraumatic Restorative Treatment) – basic care which can be given, without highly technical equipment, in rural health centres which may not have electricity or running water.



In the past their basic equipment was provided at graduation. However, budgetary restrictions recently have meant that the graduates were not receiving the instruments to carry on this vital work. Neil Sikka, of Barbican Dental Care, comments, "I was motivated to help because without support to purchase these kits and chairs, the dental programme was in danger of collapsing. Nurses were reluctant to begin the course if they had no guarantee of being able to carry out the work".

Andy and Neil met recently to review the project. Neil summarised his feelings about being involved saying, "Empowering the local community is vital to the sustainability of any project. This innovative approach will give many people in rural communities access to dental care". Andy's hope is that others will follow his lead and help fund the next batch of chairs and equipment for the 2011 graduates.

Do look at Dentaïd's website...

You will find full details of current and completed projects; how to donate equipment; volunteering opportunities at home and abroad and much more on www.dentaïd.org

Dentaïd, Giles Lane, Landford, Salisbury, Wilts SP5 2BG

Editor's notes:

Dentaïd is one of the leading oral health charities in the world, having supported 210 oral health programmes in 58 countries. In recent years, the charity has expanded its work from just supplying refurbished dental surgeries for charitable projects, to playing vital roles in oral health promotion such as establishing innovative school prevention programmes, and initiating various training schemes encompassing disciplines from equipping rural health workers to carry out basic dental care in remote communities to teaching governments on fluoride advocacy and writing national oral health strategies. Dentaïd is also working hard to lobby governments, companies and health organisations to adopt more oral health friendly policies and practices.

For further information about Dentaïd please visit www.dentaïd.org, email info@dentaïd.org or tel. +44 (0)1794 324249.



Hygiene and QM in the dental surgery: Requirements for safety and quality – a central focus of IDS 2011

Current hygiene regulations and how they are implemented in the dental surgery – The latest trends in the area of equipment systems and dental supplies – Integration of surgery hygiene in a highly effective QM system, a key theme at IDS

Implementation of the latest hygiene requirements is of central importance for every dental surgery. This is true not only in terms of professionalism, but can also increasingly have legal relevance. In sensitive matters, such as a shifting of the burden of proof in a liability situation, for instance, in connection with claims made by a third party against a dentist, the required documentation of hygiene measures can be a deciding factor for the survival of a practice. This is why dentists who have their own surgeries will be required by law to integrate surgery hygiene in a quality management system in their everyday work, and the system must be established by 1st January 2011. In addition to the latest recommendations of the Robert Koch Institute (RKI), which reflect current scientific findings, the dental surgery will now also be required to follow a confusing conglomerate of hygiene norms and standards: the Medical Devices Act (MPG), the Medical Products Operator Ordinance (MP-BetriebV), the Protection against Infection Act (IfSG), and the occupational health and safety regulations of the employer's liability insurance association. The terms of these regulations must be integrated into surgery hygiene plans. The hygiene plan and its implementation will also become components of an integrated QM system, which with the help of complete documentation will provide the necessary legal certainty for a dental surgery and help safeguard its future existence. Fortunately, the dental surgery is not without help in implementing these requirements: Consistent hygiene management in the dental surgery is mainly supported by the relevant specialized companies of the dental industry, which will be presenting their latest products and services in Cologne at the International Dental Show from 22nd to 26th March 2011. Here, dentists and their surgery staff will have the unique opportunity to gain a complete overview of the disinfecting of hands, surfaces and instruments. The latest hardware and software products, as well as a variety of high quality dental supplies will allow for effective and safe implementation of hygiene plans and their QM compliant documentation, which conform to the legal requirements and controls.

The specialised dental industry now also offers effective products to disinfect hands, which are produced free of colorants and fragrances. This is an important development particularly for dentists and staff members who are allergic to colorants and fragrances. Effective special products are meeting the many demands in the area of disinfecting surfaces. These products work fast and safe, ensuring state-of-the-art hygiene in the dental surgery. The complex area of hygienic instruments, which according to the recommendations of the RKI are differentiated in the risk analysis, can be easily managed thanks to the latest generation of standardised equipment systems. The latest autoclaves and thermal sterilizers already have the interfaces required to provide QM-compliant online documentation, which is time-saving, clear and secure. Similarly, this also applies to modern ultrasonic cleaners, which provide an ideal addition to conventional immersion disinfection.

The dental industry also provides top-class solutions for safe packaging and labelling of sterile goods. Efficient rotary sealers ensure improved filling and removal of instruments. Some professional sterile goods cartridges already have integrated sterile filters, which help to considerably increase the shelf life of the products. And the unsafe, manually written labels on



packaging are increasingly being replaced by automated labelling equipment, which document all the required parameters set by the recommendations of the RKI in label form, thus becoming another important part of the QM system of a dental surgery.

The creation of an up-to-date quality management system is supported by a number of consulting services that specialise in the needs of dental surgeries. Here, through its "created by a team of dentists" approach, the German dental industry agreeably differentiates itself from the far too general, abstract and top-heavy QM systems on offer. The spectrum also includes coaching sessions and training courses at the actual dental surgery, which means everything from A to Z can be realised more quickly and with an overall reduction in costs.

Dentists and surgery staff can find out the latest developments in all areas of surgery hygiene and QM and receive expert advice from competent manufacturers in Cologne at the International Dental Show (IDS) from 22nd to 26th March 2011.

"From 22nd to 26th March 2011, the International Dental Show in Cologne— the world's largest trade fair for dental medicine and dental technology — will be the best place for trade visitors from surgeries and laboratories to talk to specialists from the exhibiting companies and experienced users about the spectrum of modern infection prevention and the legally required quality management systems soon to be introduced," says Dr. Markus Heibach, President of the VDDI. IDS takes place in Cologne every two years and is organized by the GFDI Gesellschaft zur Förderung der Dental-Industrie mbH, the commercial enterprise of the Association of German Dental Manufacturers (VDDI) and staged by Koelnmesse GmbH, Cologne.

For further information: www.ids-cologne.de





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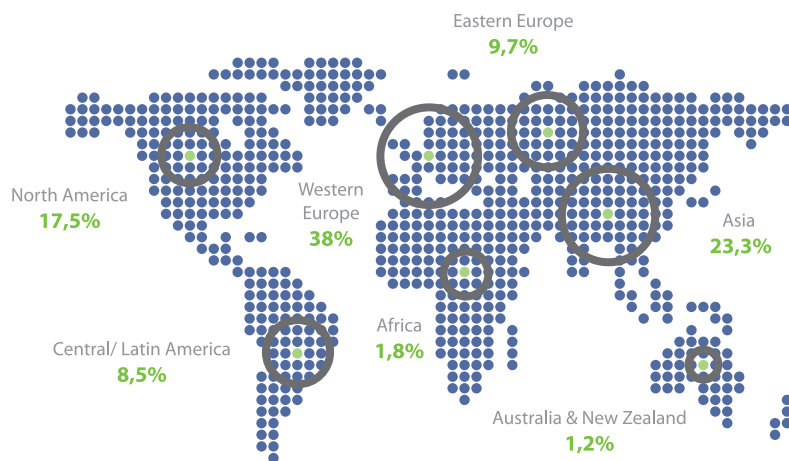
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