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- Sino Dental, Beijing, China, June 9-12, 2011. Booth C96 1st Floor



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Focus on the Italian
dental industry



Special CIORJ - Rio de
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Oral Health in Africa



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Perform Like A Superstar. Transform Your Game.

Treat your hands like superstars with Aurelia's newest comfort and performance series nitrile gloves. Introducing **Perform™** and **Transform™** — our newest nitrile gloves that combine all the best benefits of a nitrile glove in a proprietary formulation that take strength, comfort and performance to an all new level.

Perform™



- Our thinnest ever nitrile glove for ultimate comfort
- Greater tactile sensitivity
- Designed for optimal performance
- New teal color

Transform™



- Ultra thin for superior tactile sensitivity
- Combines long-lasting comfort, durability, and decreased hand fatigue
- Improved barrier protection
- New TransBlue™ color

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2011

87th Annual Session

**Greater New York
Dental Meeting®**

Scientific Meeting:
Friday, November 25 -
Wednesday, November 30



Exhibits:
Sunday, November 27 -
Wednesday, November 30

4 Company Profiles

7 Product Information



16 FOCUS:
The Italian Dental Industry

Market Overview:

- 22 Dental Market in Chile
- 27 Oral Health in Africa
- 30 European Dental Market
- 41 Cosmetic Dentistry grows in China

Outlook:

32 Special CIORJ Rio de Janeiro Dental Meeting 2011

36 Business Opportunities

Trade Show Press Releases:

- 50 Ada
- 51 Aeecd
- 52 Ids
- 53 Dental South China
- 54 Idex
- 55 World Dental Show

Flash News:

- 14 Silfradent
- 15 Bioloren
- 47 Mozo Grau
- 59 Autism Charity Mydent
- 60 Bridge2Aid

62 Trade Show Calendar

• Advertisers

Cover page:

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Air Techniques Inc.	57	Mozo-Grau S.L.	47
B&L Biotech Inc.....	40	Nova DFL	33
Bioloren Sas	45	Otto Leibinger GmbH	55
Blue X Imaging S.r.l.....	back cover	QR Srl.....	46
CEFLA S.c.....	37	Quatro c/o Worldent.....	43
Dentag S.rl.....	39	QuickLase QuickWhite	64
Dental X Spa.....	25	Reverberi Arnaldo Srl	48
Dentalfilm S.r.l.....	29	S-denti Co., Ltd.....	36
DentOcard GmbH.....	42	SABILEX Srl	60
Dentscare Ltda.....	61	Saeshin Precision Industrial Co.....	30
DiaDent Group International.....	38	Schutz Dental GmbH	55
Diagram srl.....	30	Seil Global Co., Ltd.....	46
Esacrom S.r.l.....	21	Silfradent S.n.c.....	14
HannoxInternationalCorp.....	21	Supermax Glove Manufacturing Sdn. Bhd.....	1
Hi-Tec Implants Ltd.	49	Talleres Mestraitua S.L.....	28
KeystoneIndustries.....	31	Tinget - Pujiang Optoelectronic Technology Co, Ltd	51
Lakong Medical Devices Co Ltd.	53	TKD TeKne Dental Srl.....	63
Madespa S.A.	50	Tokmet TK LTD.....	48
Mariotti & Co. Srl.....	45-49	Vipi Ind. Com. Exp. e Imp. Prod. Odontol. Ltda.....	59
MDT Micro Diamond Technologies Ltd.....	44		
Mectron Spa	37		
Mexpo Disposable Gloves / Blossom	41		
Microdont Micro Usinagem De Precisão Ltda.....	27		

B&L Bio Tech was established in January 2000 by two Korean Dentists and endontists who 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 and 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 and in May 2010

B&L opened the first facility in the USA.

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

For more information visit www.bnlbio.com or send an e-mail to bdshefsky@bnlbio.com

Bioloren is an Italian based company innovating in fiber dentistry



Bioloren is specialized in products in fibres and is the owner of 8 patents. 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 40 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 the 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 Fiber disk and block for CAD-CAM machines.

Bioloren produces posts in glass fibres, in carbon fibres and the update translucent posts. The posts are available in several shapes: cylindrical, conical and ritentive. The material used is radiopaque

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VICTOR V200 More than a little Italy



China's quality brand, Suzhou Victor Medical Equipment, has more than a little Italian design and technology in its range of modern dental units. Over 30 years experience based in China's most up-to-date industrial region combined with the know-how of Europe's leading multi-brand dental equipment manufacturer make the Victor range a winning choice in terms of reliability, design and value for money.

fits from equipment which is conceived exclusively around their real professional needs. Select materials and ergonomic design features are the result of decades of research conducted by the Italian design laboratory throughout the world.

Visit us during Sino Dental Exhibition
(Beijing, 9-12 June 2011)- Booth: H05-H10

Contact details:
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Mobile: +39 335 7456920
Website: www.victordentalequipment.com

The V200 is an Italian design concept incorporating modern day technology and components. Built according to strict manufacturing principles which ensure maximum quality and minimum waste, the dentist bene-

The company DENTAL FILM S.R.L. was founded in 1991 in Turin, Italy, when two Senior Industry Pioneers had decided to merge the over 40 years knowledge in their own fields, respectively dental radiology from one side, and flexible packaging industry on the other side (namely the research activity addressed to create new chemical formulas in polymers and resins destined to the flexible packaging industry).



all components of the device are non toxic, and 100% of the industrial scrap is regularly sold out to recycling plants. Following these guidelines, the Company's constant research in chemistry - basi-

cally aimed to preserve safety and environment - has lastly achieved the goal to import the advantages of a new 'E-Speed' Sensibility Class film (in terms of lower exposure times + higher safety and quality of the image) onto the SD-Films technology and way of use, without changing its basic characteristics of practicality, simplicity and cleanliness in everyday diagnostics, as well as representing an important complement to Digital Radiography.

The joined action of such diverse experiences had developed in the International Patents of the well known 'ECO' 30 and 'ERGONOM X' Self-Developing dental x-ray film Brands, a quite innovative product at the time, which up today maintains its most innovative aspect allowing SD-Films to exit the niche-product earlier market conditions, to reach today's massive consumption levels and a high popularity among dental professionals from over 70 Countries worldwide and from the Armed Forces of 20 different Nations.

Also, DENTAL FILM is active in the fields of Veterinary and all possible appliances in Mobile Dentistry, Orthopedic Surgery (intra-bone \ endomedullar diagnosis), Metallurgy, and X-Ray machines manufacturing.

Any inquiry to be welcome at : info@dentalfilm.com
More details available at : www.dentalfilm.com

Company's sensibility towards the environmental concerns has immediately distinguished its own production since the very beginning, as

For 30 years, Your ergonomic requirements are the challenges to our creativity of work methods. Since its beginning, in 1981, the production includes equipment for dental practices and laboratories, dental materials, and products for hygiene and sterilisation.



For these reasons the company produces and offers layouts and know-how for RESIN INJECTION SYSTEM, ULTRAKERAMIC, DIRECT COMPOSITE RESIN RESTORATIONS.

This means devices such as Needle Burner, Carpoule Warmer/Needle Burner, steamjet cleaners, UV curing-light ovens, accessories and materials for composites new techniques methods such as transparent Silicon-rubber. Diagram activity also focuses on the implementation of new techniques permitting the optimisation of both equipment and working methods.

Diagram manufactures with Your private label too.

Diagram-Italy
E-mail: info@diagram.it- Website: www.diagram.it

Lakong Medical Devices Co., - Private labeling and contract manufacturing



Lakong Medical Devices Co., Ltd was founded in 1994 and it is one of leading manufacturers and exporters of dental disposables and equipments with ISO13485:2003 and ISO9001:2008 certificates in China. We offer private labeling and contract manufacturing.

medical micro applicator, dental mixing tip, disposable prophy cup and brush, dental x-ray aiming system, 3-way syringe tip, dental tray, intra-oral camera system, handpiece lubrication & cleaning machine, ultrasonic scaler, LED curing light, dental amalgamator, dental LCD monitor bracket, dental fiber optic light source, etc.

Our main dental products including medical disposable tips and full equipments for dental clinic and hospital, disposable prophy angle,

LAKONG MEDICAL DEVICES CO LTD
Shichong Industrial Park, Shipai, Dongguan, Guangdong 523345, China
Tel: +86 769 81397122- Fax: +86 769 81397118
E-mail: sales@lk168.com- Website: <http://www.lkdental.cn>

Madespa would like to celebrate its 25 years in the dental market by adopting a new logo and corporate image, which reinforces our goal of providing a better service to our customers every day. The new logo maintains the company's corporate colors adding a more modern image.



and overall dental market have of our company with a more friendly, innovative and modern face.

It is remarkable the red M with its stroke that provides the necessary touch of emotion, passion and strength with which we work. The dignified, discreet and diplomatic gray color, "goes well with everything," reflects the seriousness, adaptability and personalized service to our customers. We want to renew the perception that our customers, suppliers

With our product new image we are going to dress up with color your business, whether they are dealers' shelves or dental clinics. With the aim of catching the eye, we have chosen bright colors that, together with the new design, grant our image a clear trendy look. Our intention is to boost our VENTURA products, which have been developed to meet the demands of professionals. Now it is time to dress up with color 25 years of quality.
www.madespa.com

SABILEX®, an argentine company based in Buenos Aires, has been a leading manufacturer in the dental industry serving professionals and laboratories since 1951.



It is our hope to constantly extend our reach to more places; therefore, interested dealers are welcomed to join us.

SABILEX® manufactures: Microinjection machine for flexible partials and tubes, Vacuum, Thermoforming machine and sheets, Hanging lathes, Polishing machines, Hand lathes, Micromotors, Model trimmers, Alloy grinders.

Our company has a clear policy of focusing permanently on client's and market's needs through strategies of anticipation, loyalty, and assistance in order to build long lasting business relationships.

High quality products and good prices have turned the name SABILEX® into a synonym for excellence and trust in the South American market. New technology and constant research have given SABILEX® the possibility of gradually widening its product line and of exporting worldwide.

SABILEX® is a trademark of:
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Telefax: +54 11 4854 4814
www.sabilex.com - info@sabilex.com

MESTRA attended IDS 2001 in Cologne with three main aims: to meet its international customers from 46 countries, to launch its new products, and to be in touch with the reality of the sector. Besides, there



The new family of "Terra" sandblasters replacing the "T1, T2 and T3" well known models were also very well received.

was the underlying aim of increasing the importance that MESTRA is acquiring year after year in the international market of dental laboratory.

The management of MESTRA was very satisfied with the results obtained at IDS 2011, and they are looking forward to attending the next show in the spring of 2013.

MESTRA launched the Boomerang Plaster-water Dispenser at a surprisingly low price and its design and small size were applauded.

Another new release was the family of vacuum mixers, in two different versions: IRIS 2 and IRIS 2 Evolution while the Steam Cleaning Box was launched as a prototype.

For more information visit www.mestra.es

The 30th Moscow International Dental Forum

Moscow 2011

The 30th Moscow International Dental Forum



Dental-Expo
international dental fair

September 26-29

Crocus Expo exhibition grounds

more than
450
exhibitors

more than
25000
attendees

more than
35
countries

www.dental-expo.com

DENTALEXPO®



Asa Dental: A new look to match our constant evolution

The 2011 edition of the IDS is now concluded; Asa Dental was amongst the exhibitors and presented its new image: more modern, clear, fresh.



A new look to match our constant evolution.

The new disposable products we launched include Evolution, the first 100% phthalate-free saliva ejector which offers the same ease of use and functionality as standard aspirators.



We also presented two new Implant products: a new, thicker sterilization cassette specifically designed for implant surgery instruments, which are typically bulkier than most hand instruments, and a new aluminium implant impression tray. Thanks to its rigidity and resistance, aluminium is perfect for impressions taken on the implant, and very easy to adapt to the patient's mouth.

But the very top notch is AsaFresh, the new line of mint-scented saliva ejectors which will forever change patient experience. With its cool mint scent, AsaFresh provides a pleasant feeling of mouth freshness and helps patients relax throughout the duration of the visit. AsaFresh offers a new level of comfort to patients.

Quality, reliability, constant research and outstanding customer service have made Asa Dental the partner of choice for millions of dental professionals worldwide.

www.asadental.com

FGM, you're worth it

FGM, the dental bleaching leader in Latin America offers what's the best in worldwide aesthetic dentistry. In addition to its 80% Brazilian market share, the company faces the competitive international market being present in more than 40 countries.

Whiteness, the FGM bleaching product line sets design trends in terms of packages, as a synonym of:

- Safety and efficiency for the procedures
- Practicability and trust for dentists
- Comfort and the best results for patients



Learn more about Opallis and Ambar to reach excellence in restorations.

Opallis is a microhybrid composite resin, developed under strict quality control and high technology, privileging the right viscosity and brightness. Ambar is a light curing conventional two-

step adhesive with nanoparticles and ethanol-based solvent, that allows high bond strength and clinical longevity.

The company holds important technologies to make professionals' daily life easier and successfully with more than 160 items.

FGM, you're worth it.

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+55 47 3441 5421

PANTOS ART PLUS

Diagnostic imaging aiming the future

PantOs ART PLUS is a panoramic volume digital system (not volumetric) combining the best digital imaging technologies patented existing today.

PantOs ART Plus always offers crisper and sharper radiographic images for best diagnosis, due to its digital sensor featuring High resolution, CdTe (Cadmium telluride) CMOS technology, unique and peculiar with direct conversion from X-rays to electrical signals.

Simple and compact the PantOs ART Plus allows for 7 diagnostic programs: Adult standard – with constant vertical magnification on standard dental profile - Child panoramic, Left-side dentition, Right-side dentition, Anterior dentition, TMJ in normal occlusion and fully open, Frontal view of maxillary sinuses. Furthermore, the system has 3 laser beams for patient positioning and motorized horizontal displacement.

The quite high acquisition speed of the sensor, up to 300 frames/s, allows for the reconstruction of a panoramic layer into a volume 30 mm thick all around the dental arch.

The patented automatic or manual focusing system for selection of best fitting panoramic layer allows for optimum adaptation of the panoramic layer to the ideal for individual patient (extraction of specific layer out of the panoramic volume.)



PantOs ART Plus uses the ORIS WIN DG Suite software with the following features: Patient file management with distributed image data base in DICOM and other file formats, true 16 bit pixel resolution and filtering for digital manipulation, calibration for vertical

length measurement and simulation of implant placement, creation of DICOM CD with image reader, bridging module for connection to practice management software, optional module for full integration into DICOM environment, optional module to access CT DICOM files for pre implant checks with (a) 3D reconstruction, (b) set-up of panoramic layer and cross sections, (c) display of panoramic layer, (d) display of cross sections.

For more information visit www.blux.it

Mectron glycine powder

The Italian dental manufacturer mectron, well-known for its innovative Piezosurgery® technology, has recently renewed its line of table-top airpolishers. This new product generation has been specifically designed for the use with the sodium bicarbonate mectron prophylaxis powder as well as the innovative low abrasive mectron glycine powder.

A button on the mectron combi and turbodent 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 and patient comfort combined with low powder consumption.

The new Mectron glycine powder has shown to be safe and efficacious for removal of subgingival biofilms in patients receiving periodontal maintenance care, to achieve significantly greater reduction in subgingival microbial counts.

As pocket cleaning with airpolishing is also superior as far as patient comfort is concerned, it becomes the ideal treatment in supportive periodontal therapy.

Moreover, the removal of intra-oral biofilm in patients with orthodontic appliances, especially on plastic or ceramic brackets and the prevention or treatment of peri-implant infections can be added to the extensive list of air-polishing applications with mectron glycine powder.



For more information visit www.mectron.com

The NewTom's Revolution

The NewTom represents the newest in CB3D technology from the company that invented cone beam scanning.



NewTom takes an image at every degree of rotation. 360° rotation = 360 images.

The NewTom's revolutionary flat panel x-ray detector technology, coupled with a rotating anode x-ray source with its very small focal spot, produces the clearest, sharpest images possible.

The NewTom features image reconstruction at approximately 1 minute, which translates into less down time for the dental team.

The NewTom features an adjustable Field Of View, which is the most utilized by implantologists and maxillo-facial surgeons.

With exclusive Safe Beam™ technology, the radiation level is set automatically through the evaluation of the patient's anatomical density. A small child will receive up to 40% less radiation than the already very low level for a full-sized adult. Safe Beam™ technology automatically and continuously monitors system operations eliminating the possibility of incorrect exposures.

The NewTom scanner uses a unique "pulse" system that unlike other systems, activates the x-ray source only when needed - delivering less than 4 seconds of total exposure for a full scan further reducing the patient's dose.

QR srl

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Skype: [ilclaudia](https://www.skype.com/user/ilclaudia)

New surgery/implantology motor: high performance and practicality



Mariotti's technical staff working side-by-side with experts in the field, introduces the new surgery and implantology equipments.

MiniUniko combines ease of use and practicality with second-to-none performances concerning the torque value. This unit is endowed with full safety and operating precision. The great flexibility allow to use and adapt the various implantology systems, handpieces and contra-angles found on today's market, by setting the reduction ratio.

Miniuniko can be set in a few seconds thanks to an innovative software, which enables to modify the speed, torque and spraying values. Moreover the great innovation is the possibility of downloading the surgery data on USB key.

Performance: max torque adjustable up to 60 Ncm, rotation speed up to 30.000 rpm, spraying through peristaltic pump up to 90 ml/sec, updates via software, control-box dimensions 245x245x100

Innovation: surgery data can be downloaded on USB key

Multi-function foot-control: used to start motor, reverse function, on/off spraying and retrieve programs

Hygiene: extended service life of parts that require sterilization

Suitable for autoclave sterilization: motor, cable and connector

Accessory: "C20" implantology contra-angle, with micro-head, 20:1 reduction, external sprayer with possible internal spraying.

MARIOTTI & C SRL

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iVAC and iVAC-TWIN



QUATRO's newest iVAC TM and iVAC-TWIN TM dust collectors are specifically designed for use with die-stone, gypsum, plaster, sand, aluminum oxide, glass beads, fine Zirconium dust and CAD/CAM milling.

A built-in slide and glide "COLLECTOR" accumulates and stores up to 26 litres in the iVAC and 38 litres in the iVAC-TWIN (twin motor high volume model).

Both the iVAC and iVAC-TWIN feature high capacity (FCS) filter cleaning systems which provide 100% self-activating fully automatic hands-free filter cleaning. Both model iVAC's are in-stock and available for delivery.

For additional information contact **WORLDENT**:

Quatro Export Sales & Marketing Rep Group

E-mail: worldent1@aol.com or Fax: +1 954 340 4992

A new hi-tech frontier in teeth whitening



While today's whitening techniques indicates satisfactory aesthetic results, the time required to apply those whitening techniques causes real discomfort, and first and foremost teeth dehydration and sensitivity.

Based on rigorous experiments and tests, BlancOne has proven to be an incredibly effective whitening product that's also comfortable for patients. In fact, thanks to the use of special photosensitizers (photodynamic technology by Klox Technologies - Canada), the BlancOne whitening gel has an incredibly brief activation time: less than 20 seconds, instead of the 15 minutes or more required now with other products.

BlancOne will not dehydrate teeth and tooth whiteness will stabilize immediately without color alterations.

This means that specific chromogenic food free diets, following the whitening treatment, are no longer required and the prosthodontist can begin working as soon as the whitening treatment has been completed.

BlancOne doesn't require purchase of a special lamp or laser since LED curing lamps commonly used in the office for restoration work, is enough to activate the whitening gel. The BlancOne gel is photochromatic: when activated by light it changes from orange to white, so the operator will know exactly when the whitening action has been completed.

For more information visit www.blancone.it or write us at info@idsdental.it

Air Techniques Announces The Use Of Third Party Logistics



Air Techniques, Inc., a leading dental equipment manufacturer, announced a successful introduction of third party logistics warehouses in three states across the country. The company's entire award winning line of Air Compressors and Vacuum systems will ship from these different locations in coordination with FedEx Trade Networks (FTN).

Air Techniques is dedicated to the satisfaction of its customers and dealers. Their goal is to provide the best technical and customer support possible. One way they achieve this is to ensure on time delivery of their products. They have teamed up with FedEx to help coordinate logistics in busier areas across the country. Currently, there are three warehouses located in different states; these locations are in: Auburn, Washington; El Paso, Texas and Elk Grove Village, Illinois. Sales are being conducted in normal fashion and orders are still shipping from Air Techniques' main headquarters located in Melville, New York, Western facility in Corona, CA as well as the Fed-Ex locations.

A fourth location in Tarboro, North Carolina will be online the beginning of February, 2011. These additional shipping points will help get products to dealers in a more timely and cost effective manner.

For more information visit www.airtechniques.com

HI-TEC IMPLANTS LTD

HI-TEC IMPLANTS LTD is an innovative dental implant manufacturer established in 1991.

The production facility - located in Herzlia, Israel - includes all production processes under one roof:

- State-of-the-art CNC machines
- Surface processing
- Clean -room assembly
- Clinical testing

HI-TEC IMPLANTS LTD complies with the highest international standards, approvals and directives in the field of medical devices: FDA approval since 1994, CE mark - Medical Devices Directive 93/42/EEC, ISO 13485:2003, ISO 9001:2000.

HI-TEC IMPLANTS LTD specializes in producing unique as well as compatible implants and are the inventors of mini/monoblock implants.

The variety of implant systems produced:

- Tapered Self Thread compatible with Zimmer implants
- Tight-Fit & Tapered Tight-Fit compatible with Straumann implants
- Vision root shape implant compatible with Nobel Replace
- Logic Bone condensing implant compatible with Nobel Active.

Monoblock Implants:

- TRI- mini implants for cement or ball attachment.
- TRX- for screw retained prosthesis.
- TRX-OP monoblock implants for cemented restorations
- TRX-BA & TRX-TP monoblock implants with ball attachment

Additional products are:

- Depth Control Systems
- Disposable Bone Collectors
- Orthodontic Implant Systems



Custom made production is available for specific needs and requests.

Hi-Tec Implants Ltd. - Israel

Tel : +972-9-958.77.75- Fax : +972-9-958.27.13

E-mail : hitecimp@netvision.net.il- Website : www.hitec-implants.com

Nova DFL ARTICAIN 4% with epinephrine 1:100.000 / 1:200.000

The most advanced local injectable, Nova DFL Articaine 4% with epinephrine is indicated for procedures that require palatal anesthesia, complex procedures and surgical treatments in general.

Nova DFL Articaine has many advantages as low toxicity, high hydrosolubility and better diffusion throughout the bone tissue.

Packed in glass cartridges, free of Methylparaben, Nova DFL Articaine is sold in boxes with 50 cartridges of 1.8 mL each, in sealed blisters with 10 cartridges each.

For more information visit www.dfl.com.br





"Where Oral Health Professionals Meet"



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 CONFERENCE & ARAB DENTAL EXHIBITION**

31 January - 2 February

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PowerPen Cordless laser from QuickLase

The Cordless PowerPen diode laser has been talked about by many dentists and compared to by its closest competitor:



- half the price of its competitor
- not heavy
- easy to balanced in one hand
- easy to operate
- cutting tips are easy to bend and more uses before changing
- battery charges faster and longer to use

Over 480 units were sold during the IDS dental show, which makes it the fastest selling cordless laser for soft tissue management.

QuickLase have a range of soft tissue management lasers. Starting with the cordless PowerPen 2w 810nm, the 3.5w 810nm diode laser and the famous Dual 8w 810nm+980nm for ultimate coagulation and ultimate cutting for the ultimate price.

Quicklase sales have reached over 3300 with the added benefit of all our lasers being made in the UK at Ramsgate, therefore making support so much easier and quick.

For further offers or visit www.QuickLase.com

INNOVATION- TECHNOLOGY- RAPIDITY- SIMPLICITY- RELIABILITY

The new Serena Autoclave has been realized to execute exclusively type B cycles , suitable for all types of dental instruments and materials (hollow loads, textile..) with two temperatures, 121° and 134° to guarantee security and quality for the best care of patient. The pressure and temperature parameters needed for safe sterilization, are regulated and controlled by sensors and an innovative microprocessor control. The documentation can be transferred directly to the pc with sd-card or printed by the printer Rever-Print. The autoclave Serena works on the fractionated vacuum process and meets the requirements of EN 13060 for the "Class B". The vacuum is achieved by a vacuum pump with high performance.

Main features:

- Motorized closing of the door
- Stainless steel chamber 18 lt. or 23 lt.
- Software of new generation
- Phial incubation cycle
- Sd card for recording sterilization data
- New desing and new display
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SURGYSONIC MOTO AND T-BLACK: MOVING FORWARD

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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.

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Seilglobal CO., Ltd, Korea
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U.S. MEDLINK Quality Products for Dentistry Worldwide

U.S. MEDLINK is a California based company, formed with the objective of providing high quality, low-cost dental equipment, parts and tubing made in the US. For the past 15 years, we have supplied quality products to a wide spectrum of domestic and international clients ranging from well-known manufacturers, distributors, public institutions to growing service providers. Our product line includes pneumatic, simple and affordable dental units and mobile carts. Because of their practical features, professionals prefer our dental units over the expensive, electrical systems. Featuring here is the Mobile Cart USM-4150 having all the features expected from a quality product. Please visit our website or contact us for further product and pricing information.

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The precursor of today's IMPLA™ implants can pride itself with a documented history dating back to 1958.

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The IMPLA™ family, produced completely in Germany with highest quality standards, has grown significantly over the years. One traditional part of the family is the classic IMPLA™ Dual Surface implant, a conical screw implant with a passive thread and a polished implant shoulder.

A newer member of the family is IMPLA™ Micro Retention with its special primary stability. This implant is especially suited for very soft bone. A micro thread at the implant neck gives this implant the little bit of extra stability necessary for implantation in combination with a sinus lift.

IMPLA™ Cylindrical is the all-rounder and suitable for nearly every indication. Its self-cutting thread offers the necessary flexibility required by beginners as well as advanced users. Integrated platform switching reduces the marginal bone loss to a minimum.

All IMPLA™ implants have a high-purity surface which is obtained with a special surface treatment procedure and a specific acid formulation. This method creates an ideal surface roughness superior to that of many other implants available in the market.

Furthermore, IMPLA™ implants are manufactured with a highly precise internal hexagon which ensures an accurate fit between implant and abutment. Brand new and available since the beginning of 2011 is our latest development, the new one-part Mini Implant, supplied with a conical or a ball-abutment.

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Silfradent optimizes tissue regeneration

Platelets: a reservoir of endogenous growth factors

C.G.F.: Concentrated Growth Factors
L.FRODELLA, M. LABANCA, R.REZZANI

An interesting clinical option for optimizing tissue regeneration is the use of platelet concentrate. Platelets, in fact, contain high quantities of growth factors, such as platelet-derived growth factor (PDGF), transforming growth factor TGF-β1 and TGF-β2, fibroblast growth factor (FGF), vascular endothelial growth factor (VEGF) and insulin-like growth factor (IGF), which stimulate cell proliferation, matrix remodeling and angiogenic processes during tissue regeneration. To date, numerous techniques using platelet concentrate have been developed in order to obtain different ratios of platelets, growth factors and fibrin matrix, among these PRP (Platelet Rich Plasma), PRF (Platelet Rich Fibrin) and CGF (Concentrated Growth Factors).

CGF is an innovative method for producing a new generation of platelet concentrates that is characterized by a high concentration of autologous growth factors.

It is produced by processing blood samples with a special blood phase separator (Medifuge MF200, Silfradent srl, Forlì, Italy) without the addition of anticoagulant factors. In particular, the potential of CGF is a solid consistency: in fact, it is a rich and dense fibrin matrix in which multiple platelet cell elements were "trapped" and some growth factors, i.e. TGF-β1 and VEGF, were expressed. Moreover, it seems to be a potential source of CD34 positive cells, which are known to be recruited from blood to injured tissue and play a role in vascular maintenance, neovascularisation and angiogenesis.

Regarding its applications, CGF was reported to have a good regenerative capacity and a high versatility on sinus and alveolar ridge augmentation. Nevertheless, these characteristics make CGF functional for different clinical applications in the field of tissue regeneration.

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BIOLOREN, an Italian based company innovating in fiber dentistry

Bioloren is specialized in products in fibres and is the owner of 8 patents. 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 40 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 the 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 abutment and Fiber disk and block

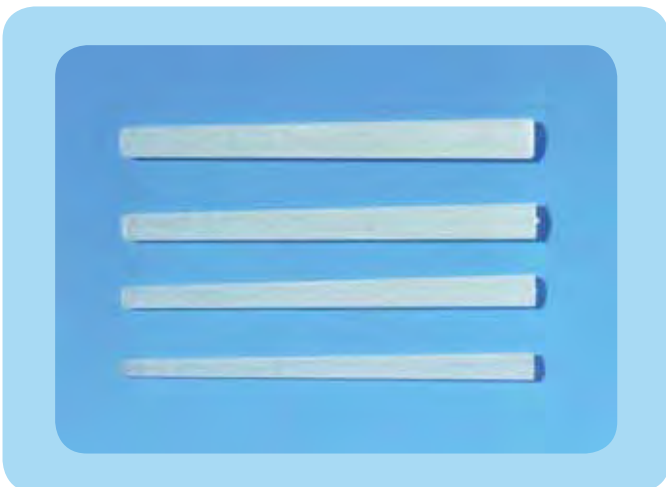
Bioloren produces posts in glass fibres, in carbon fibres and the update translucent posts.

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 2) modulus of elasticity similar to dentine 3) creation of single tooth-post-restoration block 5) completion in one sitting 6) easy removal from 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. A few of these fiber posts are patented.

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 and in the lab.



Thanks to its high modulus of elasticity higher than steel, workable and adaptable, biocompatible with all resin cements and with acrylic resin, aesthetic. The product is patented. Very easy to use.

bioAbut is a complete system of abutments in glass fibres for implantology. It is the sole alternative to titanium and zirconia. It does not have disadvantages of the zirconium as it does not crack, it resists to continuous stress, it is easy to work and adaptable to all situation. Using BioAbut it is possible to avoid temporary abutment. It makes easy prosthesis procedures and avoid many problems created from metal castings. The abutments are available in internal or external hexagon and with Morse attack and are compatible with the best implants. Adaptable in shape and dimension. bioAbut is the quickest solution for fixes and temporary prostheses. The product is patente.

Infibra disk and block for CAD-CAM milling machines are milling blanks composed of fibres and resin in several layers.

They are ideal to create long-term temporary crowns, bridgeworks for one or two pontics, full arch, single tooth restoration, to create framework for the sole use of particular patients and for sub-structures for anterior and posterior regions for all dental uses. Fiber disk and block is a worldwide patent.

The Bioloren's Fiber Disks and Fiber Blocks are available in several dimensions and according to the customer's milling machine requirements

Bioloren's products are sold and certified worldwide (CE, FDA, and so no) by important companies.

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Focus on:

The Italian Dental Industry

With a population of 60.6 million and a dental market valued at €1 billion, Italy is one of the top manufacturers and exporters of dental equipment and instruments worldwide. The Italian oral health market benefits from universal health coverage and extensive prevention campaigns educating population to oral health awareness, with constant demand for new technologies and services from laboratories and practitioners. The comprehensive public health system provides universal health coverage through public taxation. Each Italian region is responsible for healthcare policies and determines the size and type of public dental services provided, included in the so called LEA ("Livelli Essenziali di Assistenza", basic assistance levels). LEA generally include prevention and diagnostic services, treatment of caries and related complications, parodontal diseases, emergencies, treatment of dental occlusion and dental bone-related problems. Italian public oral health expenditure is valued at €10 billion, 1.5% of the total health expenditure.

However, only 12.5% of patients is treated in public or semi-public facilities, 5% receive completely free dental care and 86% have to pay totally out-of-pocket for their dental treatment. Due to the economic crisis, the average annual number of dental visits has decreased and only half of Italians go to the dentist at least once a year, while one on ten has not ever seen a dentist. Southern Italy is particularly underserved.

Currently, public dental care covers dental emergencies, but excludes other services in high demand. For instance, only about 27% of children between 3 and 5 years has access to completely free dental care, and even less in the 6 to 10 years group (12%) and between 11 and 13 years (10%). A recent proposal advanced to the Italian government asks to shift part of the public oral healthcare services to the 20 Italian dental faculties, by privileging population groups who need more urgent treatment but cannot afford private dental care. In general, long waiting time and uneven, often insufficient quality of public care push the majority of people seek dental treatment privately, usually in one-man practices run by an autonomous dentist, which form the majority of private dental practices, followed by clinics belonging to companies or associated professionals. The dental sector comprises 54,110 dentists, of which 3,500 work for the public health system or in contracted structures, while the majority works in the 41,000 private dental practices scattered across the national territory with a prevalence in Northern regions, accounting for over 45% of the total number of practices. As a general trend, the private health sector in Italy is increasing in importance and number of structures, due to the faster service and higher quality offered as well as in consequence of the possibility to be treated under co-payment schemes allowing patients to receive care in private structures contracted by the National Health System.

Profile of private dental practices in Italy

Small-sized dental practices: 13,308

Large-sized dental practices: 4,510

Practices specialized in prostheses: 4,816

Owners of more than one practice in a small-sized structure: 4,330

Owners of more than one practice in a large-sized structure: 928

Practices shared by the dentist with other professionals: 2,828

Dentists working for third-owned dental practices: 2,334

Practices with implantology, parodontology and oral surgery activities: 2,870

Practices specialized in orthodontics: 846

Dentists working for private health facilities: 1,094

Practices manufacturing dental prostheses and orthodontic appliances: 402

Practices contracted with the National Health System: 595

Associated practices: 566

Dentists specialized in orthodontics working for third-owned practices: 1,032

Source: Agenzia delle Entrate (Tax Agency)

The Italian dental industry employs 6,300 people, plus some thousands of agents and sales representatives. The manufacturing sector alone employs 52% of this workforce, 30% is employed in retail distribution and 18% in wholesale distribution. The sell-in market includes national and foreign manufacturers, importers and wholesalers. Distribution goes through dealers, depots and their sales network, and correspondence sales.

Italy ranks third in terms of dental market turnover, after the U.S. and Germany, enjoying a leading position in technical innovation, reliability and attractive design. Although the market has been increasing at an annual average rate of 7.3% until 2008, the Federation of European Dental Industry estimated a negative value of -5.9% for Italian dental market in 2009. In particular, dental equipment sales, including furnishing and lighting, is estimated to have decreased by -4.8% in 2009, totaling €298 million against €313.2 million in 2008. Implants

market as well contracted by 4.6% registering the same 2007 value of €236 million. Consumer products accounted for €423 million, of which €342 from sales of implants. Artificial teeth registered €22 million turnover, also on a decreasing trend compared to the previous year. The market for equipment totaled €292 million, with 3,200 new dental units and 2,300 x-ray instruments installed in 2009, prevalently intraoral (60%), panoramic (17%) and 3D (8%). CAD/CAM market is still to develop, and relies mainly on direct sales from manufacturers.

According to figures released by the Italian Dental Industries Association (UNIDI), the Italian manufacturing sector covers approximately 64% of the domestic market. An insight into the turnover for each product category classified by UNIDI shows that equipment is the most important segment of Italian dental production, as dental equipment for surgeries, laboratories, radiology, fittings and sterilization account for about 60% of the total production.

The domestic market absorbs roughly half of the total production, while the other half is destined to exports, with an increasing share year on year. Exports in the period 2005-2008 were in fact growing at a faster pace (6.4%) than sales to the domestic market. About 90% of the export market is accounted for by Italian manufacturers, and once again dental equipment is the main export segment. Consumables and sterilization products show the fastest growing trend, but according to UNIDI's analysis, all categories except for alloys have a full developed business, even in those countries where the Italian dental industry has been present for many years.

As regards the import market, direct imports by the distribution channel account for a limited quota, ranging between 11% and 13% of the total, but they have been growing by 16% in the period 2005-2007. For instance, almost half of the radiographic equipment imported into Italy is distributed directly by foreign producers to national dealers. Export quota by foreign producers by-passing importers (imports by depots) in some cases also relates to direct foreign sales to end clients (especially for orthodontics and alloys). About 20% of orthodontics imported goes directly to Italian dentists, although these figures are mainly related to the year 2007.

Production values and trends, 2008

Product Category	Ex-factory value, million €	Incidence	2006-2008 trend
Radiography	38.6	6.3%	-1.3%
Hygiene and Sterilisation	51.6	8.5%	2%
Orthodontics	10.8	1.8%	4.3%
Implants	66.1	10.9%	7.6%
Pharmaceuticals	6.2	1%	11%
Equipment for Dental Technicians	38.3	6.3%	6.8%
Consumables for Dental Technicians	36.4	6%	2.4%
Consumables for Dentists	107.7	17.7%	5.5%
Precious and non-precious Alloys	32	5.3%	-2.4%
Equipment for Dentists	185.2	30.4%	2.3%
Furnishing and Lighting	35.9	5.9%	0.9%

Source: UNIDI

The wholesale distribution business grew at an average annual rate of 7% between 2005 and 2007, totaling €646 million. Of this turnover, €621 million came from distribution to the domestic market and €34 million from distribution via exports. Italian wholesalers are usually importers, while only 12% of wholesales regards products of domestic origin, and their share is decreasing. According to the Italian Tax Agency, in 2009 there were 445 wholesalers of dental equipment and products in Italy, mainly selling dental consumer products (74% of turnover) to dentists (52% of turnover) and dental laboratories (34%).

In recent years, direct sales of dental products and equipment by producers and importers to the end users, including exclusive or private labels by large dental depots, have increased more than sales through depots or catalogues (or indirect sales). This trend is mainly due to the development of implants and new technologies. Imported goods quota is over 60% and growing. As regards indirect sales, there are 290 dental depots in Italy, with €715 million turnover in 2009. 18% of sales is done through mail order catalog, while sales on the internet account for only 8% of the total. 80% of sales of Italian dental depots are dental practices, and about 20% laboratories. The main category is consumer products, accounting for 42,1%, followed by equipment and furnishing for 29% and implants for 23.5%.

Export values and trends, 2008

Product Category	Value, million €	Incidence	2006-2008 trend
Radiography	24.3	6.9%	0.5%
Hygiene and Sterilisation	40.8	11.6%	2%
Orthodontics	3.9	1.1%	6.4%
Implants	12.8	3.6%	15.2%
Pharmaceuticals	2.2	0.6%	33.6%
Equipment for Dental Technicians	21.2	6%	8.9%
Consumables for Dental Technicians	22.3	6.3%	4%
Consumables for Dentists	68.5	19.4%	8.6%
Precious and non-precious Alloys	7.6	2.1%	-8.4%
Equipment for Dentists	128.9	36.5%	4.2%
Furnishing and Lighting	20.6	5.8%	3.2%

Source: UNIDI

Import values and trends, 2007

Product Category	Value, million €	Incidence	2005-2007 trend
Radiography	27.3	7.3%	15.5%
Hygiene and Sterilisation	8.6	2.3%	6%
Orthodontics	22.7	6.1%	12.3%
Implants	91.2	24.5%	10.2%
Pharmaceuticals	4.3	1.2%	3.1%
Equip. for Dental Technicians	12.7	3.4%	-0.1%
Consumables for Dental Technicians	34.4	9.3%	4.4%
Consumables for Dentists	104.3	28.1%	9.1%
Precious and non-precious Alloys	16.3	4.4%	11.6%
Equipment for Dentists	48.9	13.1%	0.4%
Furnishing and Lighting	1	0.3%	-5.6%

Source: UNIDI

Composition of wholesale distribution, 2005-2007

Origin of goods	2005		2006		2007	
	Million €	%	Million €	%	Million €	%
Domestic	78	86.1	73	88	74	88.6
Foreign	484	13.9	540	12	572	11.4
Total	563		614		646	

Source: UNIDI

Wholesale distribution values and trends, 2008

Product Category	Value, million €	Incidence	2005-2007 trend
Radiography	23	3.6%	8.5%
Hygiene and Sterilisation	18.8	2.9%	9.3%
Orthodontics	32.1	5%	4.4%
Implants	176.6	27.5%	14.2%
Pharmaceuticals	9.5	1.5 %	4.0%
Equipment for Dental Technicians	23.9	3.7%	-0.8%
Consumables for Dental Technicians	61.8	9.6%	4%
Consumables for Dentists	179.1	27.9%	7%
Precious and non-precious Alloys	29.4	4.6%	5.5%
Equipment for Dentists	85.2	13.3%	1.2%
Furnishing and lighting	2.7	0.4%	0.4%

Source: UNIDI

Sell-out market values, trends and origin of goods, 2007

Product Category	Sell-out price value, million €	Incidence	2005-2007 trend	Imported goods
Services	11.3	-	14.4%	-
Radiography	65	5.7%	15.3%	70%
Hygiene and Sterilisation	36.6	3.2%	8.2%	45%
Orthodontics	51.1	4.5%	6.7%	78%
Implants	242.6	21.3%	12.9%	72%
Pharmaceuticals	17.2	1.5%	4.1%	62%
Equip. for Dental Technicians	51.1	4.5%	4.1%	46%
Consumables for Dental Technicians	102	8.9%	3%	72%
Consumables for Dentists	308.9	27.1%	7.3%	72%
Precious and non-precious Alloys	58.6	5.1%	6.7%	44%
Equipment for Dentists	180.9	15.9%	2.2%	48%
Furnishing and Lighting	25.4	2.2%	4.4%	7%

Source: UNIDI

Main dental events:

Amici di Brugg

Rimini, May 26-28, 2011

www.amicidibrugg.it

International Expodental

Rome, October 6-8, 2011

www.expodental.it

Useful contacts:

UNIDI

(Italian Dental Industries Association)

www.unidi.it - segreteria@unidi.it

ANCAD

www.ancad.it - info@ancad.it

ANDI – National Association of Italian Dentists

www.andi.it

AIO – Association of Italian Dentists

www.aio.it

Sources:

National Statistical Institute (www.istat.it)

OECD - Organization for Economic Cooperation and Development (www.oecd.org)

UNIDI - Italian Dental Industries Association (www.unidi.it)

SIC – Healthcare in figures (www.sanitaincifre.it)

National Tax Agency – (www.agenziaentrate.gov.it)

ANCAD – Italian Dental Trade Association (www.ancad.it)

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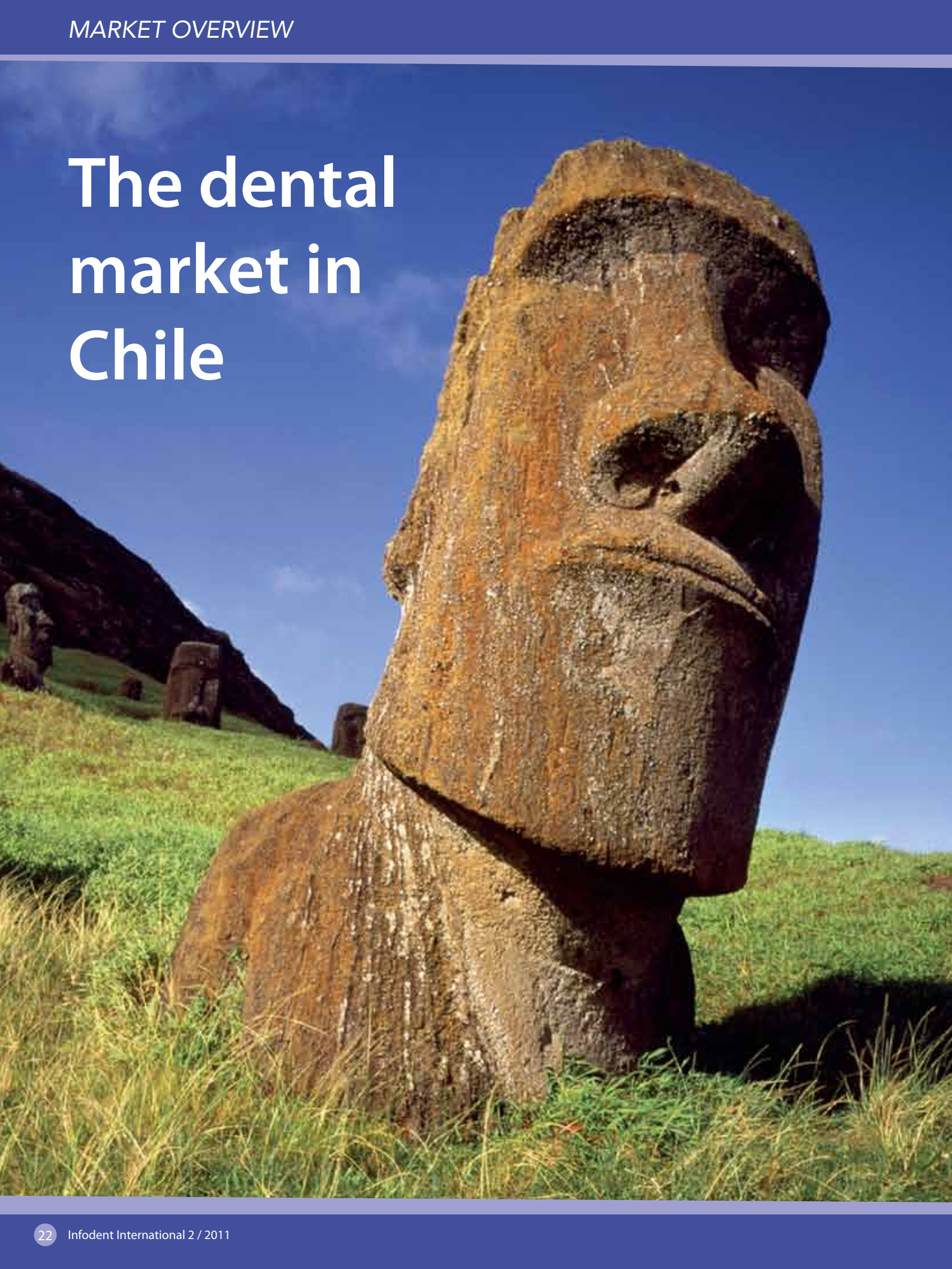
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The dental market in Chile



Chilean GDP recorded 4% growth in 2010, with US\$350 million surplus in the national balance. This accounts for the expansion of the economy and a decided step out of the global financial crisis, in contrast with other industrialized countries' trend. Unemployment rate fell 3% from 2009, reaching 8.5%. The government approved a special package to support the country after the earthquake in February 2010, estimating reconstruction cost at \$30 billion, or 18% of national GDP, which increased public expenditure considerably. With the election of President Piñera, Chile entered a new phase in the definition of its international image. In January, 2010, the country entered the OECD, after having harmonized its regulations in many sectors such as corruption legislation and taxation. Chile is very open to international trade and it is currently the country with the highest number of Free Trade Agreements, accounting for 75% of import-export.

The economy is highly reliant on export of raw materials such as copper and wood products, but the government is pushing towards differentiation of exports and is pursuing strategies aimed at supporting Small and Middle Enterprises (SME). Among the measures promoted in favour of microeconomic activities, there are tax exemptions for foreign firms wishing to base their production plants and operational offices for Latin America in Chile. China is the main trade partner with 19.7% share, followed by United States and Japan.

Demographic statistics (2010)

Population: 17,094,275 (40.3% in the Metropolitan region)
Population above 65 (as of June 2010): 1,541,759
Life expectancy at birth: 78.5
Number of doctors: 22,750

Health statistics (2008)

Number of doctors: 22,750
Number of public and private health facilities: 2,543
Number of facilities in the public sector: 2,351
Number of hospitals under the "Sistema Nacional de Servicios de Salud": 212
Other public hospitals: 14
Total hospital beds number: 38,011
Hospital beds for 1,000 inhabitants: 2.3
Number of private health facilities: 192
Number of medical consultations per inhabitant: 1.8

As regards the provision of healthcare, Chilean system is based on a mixture of public and private services, both financed through employees contributions. They can choose between a health insurance plan provided by private institutions under the ISAPRES (Instituciones de Salud Previsional), or through the FONASA, the National Health Fund. The health system is also financed through public taxation.

FONASA affiliates pay 7% on their income and receive equal benefits in the public health care system, or they can choose a private health care provider and make a co-payment. The amount of the required co-payment is tied to the income level of the beneficiary - those with a higher income must make a higher co-payment with only percentage of co-payments varying. Poorest groups are exempted from co-payment, while middle income group pay 10% of the medical costs and highest income group pay 20%.

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On the other hand, ISAPRES offers different plans according to income level and individual risk factors. Besides the ISAPRE, there are also private health insurers that are not funded by mandatory contributions. Lower income groups usually opt for FONASA, and persons who cannot afford any coverage are treated free of charge in primary health care clinics operated by the municipalities or in public hospitals. In 2005, Chile's Plan for Universal Access with Explicit Guarantees (AUGE) went into effect, providing universal health coverage to low-income Chileans for a group of priority diseases with greatest impact on the population's health and households' budgets. AUGE is financed by the 7% contribution and administered by FONASA.

The Ministry of Health provides public health, secondary, and tertiary services. Most primary health care is provided through the municipal system. The ISAPRES provide outpatient and inpatient services through their own clinics and hospitals or by contracting with public or private facilities. FONASA covers (FONASA), covers more than two-third of the population (about 11 million) and ISAPRES 17%. The remaining population is either covered by other public agencies or without coverage, including immigrant population that is excluded from free health care until they have resident status.

Oral healthcare was set as a priority health objective in the last decade especially concerning caries reduction in young people and increase of coverage of dental services, by including in the Explicit Guarantees treatment for children below 6 years of age, pregnant women, tooth loss in persons aged 60 or more, leporine lip and palatine fissure and dental emergencies. The program has helped raising awareness on oral healthcare prevention and increasing the number of dentist consultations.

There are currently 11,000 dentists in Chile, 45% of which practice in Santiago area and 55% in the other provinces, mainly in Southern region. According to figures reported by Salon Dental Chile, 4,500 dentists work in Santiago and its metropolitan area, 2,500 in Concepcion, the second largest city, 1,000 in Valparaiso and the same number in Viña del Mar, and the remaining 2,500 are scattered in the rest of the country. About 1,000 new dentists graduate every year in the 27 dental schools throughout the country, including 14 private universities, increasing the number of dentists by average 12%.

The US Commercial Service report "Chile: 2009 Dental Industry Overview" outlines three main work options for Chilean dentists, namely, private practice in dental offices, clinics or medical centres, salaried practice in public facilities such as hospitals or dental centres and salaried practice in universities in the context of dental professionals training. These differen-

ces are mirrored in a variety of offers and prices. The high number of new students enrolling for dental education increases the demand for dental equipment on a yearly basis, since they must have their own micromotor, handpiece, high turbine, contrangle and sterilization kit.

The Chilean dental market grew at an estimated rate of 4% in 2009, and is marked by the preference among Chilean dentists for high quality equipment from foreign well-known U.S. and European brands. 2008 dental imports reached US\$ 47.2 million, about one-third of which coming from the U.S., followed by Germany, Brazil, Spain and China as main suppliers. Looking closer into import composition, always referring to year 2008, dental equipment amounted to US\$7.47 million, dental supplies and tools totaled US\$30.55 million, with Switzerland and Japan to be added to the list of supplying countries, while imports of anaesthetics reached US\$9.2 million, mainly supplied by Argentine (40%), U.S. and Italy. This gives an indication of the prevalence of the supplies/tools category on equipment. Four-hole handpieces, implants and infection control products are forecasted to be the faster growing segments in the next few years, trend to further enhance hygiene at dental offices, which should increase demand for infection control products.

As 70% of the population is covered by the public system, the Ministry of Health is the major purchaser of dental equipment through Chile's Public Procurement and Contracting Agency (known as Chilecompra, running the public procurement portal www.chilecompra.cl). In December 2010, purchases made by the Ministry of Health totaled US\$6 million. However, in order to supply equipment and products to the Chilean government, a foreign company needs to open a subsidiary in Chile or establish a local partner. Besides the Ministry of Health and the network of public facilities, the report individuates universities with dentistry programs and private dental offices as target market. Foreign firms wishing to export dental equipment or products to Chile are subject to the general requirements as for medical devices, requiring possession of certification of conformity issued by the Institute of Public Health (ISP).

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- Comisión Económica para América Latina y el Caribe (CEPAL), "Protección social inclusive en América Latina" (www.eclac.cl)
- Ministry of Health (www.redsalud.gov.cl)
- Salon Dental Chile (www.salondentalchile.cl)
- U.S. Commercial Service (www.buyusa.gov/chile/en)
- Institute of Public Health (www.ispch.cl)



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Oral Health in Africa

Healthcare provision in Africa is challenged by the burden of poverty and underdevelopment, with 80% of the population falling into the lowest socioeconomic category. Lack of financial and technical resources, shortage of health personnel and insufficient primary healthcare delivery make it hard for most of the African population to access even basic health services, which are available at a satisfactory level only to small urban elites with living standards similar to those of the most developed countries. Oral health of the African population is not homogeneous, varying among the different countries and groups, but of course, lower income groups are also those showing higher incidence of dental diseases. On general terms the most threatening diseases are oral lesions of HIV/AIDS, oral cancers, caries and periodontal diseases, maxillo-facial traumas and noma.

In the last decades some changes in lifestyles and alimentary habits have occurred among wide groups of the African population, especially those living in urban contexts, which have worsened the oral health status. To give only a few examples, greater access to alcohol and sugar products contribute to the increase of dental caries and other diseases; betel leaf chewing and tobacco increasingly used among women too, are also influencing community vulnerability to oral diseases.

In a context where human, financial and material resources are still insufficient to ensure access to even essential health services for many African individuals and populations, the goals set by international health institutions such as the World Health Organization (WHO) and the International Dental Association (FDI) to support the development of oral health in Africa are difficult to reach, even though some countries are reforming the health sector by decentralizing public services and reorganizing financing systems with a growing private sector participation.

A major problem is the low priority given to oral healthcare and prevention in most African countries, since most of the available resources for healthcare are devoted to infectious diseases control. Slightly a third of the African countries have set a national oral health policy, but many less have made some progress towards implementation. The lack of a coordinated effort to include oral health provision and promotion in the national healthcare systems still prevents a great share of the African population from being able to access quality oral health services, and this is particularly evident in rural or underserved communities. For instance, FDI estimates that about 90% of caries in African countries remains untreated. Previous approaches to oral healthcare were shaped on models derived from the developed countries which could not meet the peculiar features and needs of the different African regions, and have not improved access to oral health significantly.

Oral health services are generally provided in regional or central hospitals in urban centres and very few resources are destined to prevention and restorative dental care, as they are mainly focused on curative treatment such as pain relief or emergency care. Moreover, the predominance of demand-based private services also result in a lower priority for prevention programs. Infrastructure and logistic services such as clean and pressurized water, electricity, transport and communication are often unreliable, difficult or expensive. The lack of equipment, materials, supplies and proper maintenance, combined with the need to cover many priority areas with limited resources, have until now hampered the capillary integration of oral health into general healthcare delivery, although this goal was repeatedly claimed as essential in the health system development plans of several African countries.



Shortage of oral health personnel is a common problem in Africa, as the average dentist to population ratio is approximately 1:150000 against about 1:2000 in most industrialized countries. Although training programs for dentists were introduced or increased in many countries, training is often focused on cure and not on prevention, ignoring the real oral health needs of the local communities. Newly trained dentists often concentrate their activity in the urban areas leaving poorer rural communities largely underserved and many of them move overseas in search for more profitable markets.



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The key to achieve equitable and universal access to affordable and quality oral health services in Africa is the integration of oral health in primary healthcare delivery, by adopting programmes based on the role of the community. Instead of keeping oral health services separated from the general healthcare structure, oral health interventions should be focused on vulnerable groups, especially women and children, by involving communities in the prevent. Communities, especially women and families, should participate in oral health activities. Women's groups deserve special attention because of the leadership role they can play. Oral health interventions should be focused on the district and its communities, with particular emphasis on children, pregnant women, and other vulnerable groups by empowering communities, especially women and families, to participate in, benefit from, and play a leadership role in identifying oral health problems, needs, and interventions.

Oral health services are also often designed as separate and in addition to the general health care structure. The incorporation of oral health into primary health care is one way to achieve economically feasible action for oral health. In less developed countries with scarce resources, oral health activities must be seen as part of a primary health care strategy based on the promotion of health and community involvement and integrated into the regular structure where overall resources for the community need to be used, thus avoiding separate supervisory and logistical support systems. Such programmes should meet the basic health needs of the population, strengthen active outreach to the community, organize primary care, and provide the possibility of recognizing and referring complicated treatment needs.

A compelling need exists, therefore, for national oral health policies integrated into all public health care programs, and implementation plans that incorporate a gender perspective and emphasize prevention, early detection, and management of oral diseases. Recent advances in oral

health and available technical excellence must be adapted in the forms that are economically, technically, and culturally appropriate to the African region.

African countries should ensure that priorities are directed at women, families, and the most vulnerable; establish or expand oral health services to all districts as part of existing health services; ensure allocation of appropriate resources and infrastructure based on need and vulnerability; ensure availability of appropriate equipment and adequate stock of materials, instruments, and spare parts; and ensure regular maintenance of equipment, prevention-oriented services and multisectoral action, especially in relation to participatory health education and promotion.

To facilitate the implementation of oral health activities and mobilize resources, partners should be identified and a network of interested parties established. Partnerships between community interest groups and health and development workers are instrumental for the successful operation of district oral health plans. At the national level, partners include professional associations, nongovernment organizations, aid agencies, WHO, and other U.N. agencies. The creation of an enabling environment for women at all levels is crucial for the attainment of the highest level of oral health. This enabling environment must be in the context of health sector reforms. Major components are health system responsiveness to the needs of women, education of female children, quality health care, elimination of gender discrimination, and an appreciation of the role of women in sustaining human life.

Sources:

www.fdiworldental.org
www.who.int

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European Dental Market

The European dental market 2010 provides data indicating this time an increase of 1.5% of the total sales for all countries covered by the inquiry. Sundries sales increased in average by 2.9% while total sales of equipment declined by almost 2.6% as reports the 2011 European Dental Market report, edited by ADDE, the European Dental Trade association, in cooperation with FIDE.

The Association of Dental Dealers in Europe (ADDE) is publishing every year results of a survey on the European dental trade market. The 2011 edition presented at IDS in Cologne covers the period 2006-2010 and identifies the 2010 results in particular. It reveals the major trends through the past 5 years on the most significant areas that indicate the overall dynamics affecting the health of the dental market in back of the 15 countries surveyed.

The 2011 report provides a series of data that indicate notably:

- The population of dentists slightly increased to 263,756 while the number of practising dental technicians went down to 155,994, the total of dental hygienist reaching a total of 21,360.
- The total sales for all countries surveyed increased by 1.5%, with wide variety across the answering countries.
- The total sales of sundries increased by 2.9%, while total equipment sales decreased by 2.6%. (It has to be mentioned that certain data represent best guesses by people within the dental industry in those countries.) This collection of various reliable market data is again a valuable asset for all actors and stakeholders in the dental branch on manufacturers', customers' and end-users' side.

For further information, please contact:
 Association of Dental Dealers in Europe (ADDE)
 info@adde.info or www.adde.info
 ADDE, General Secretariat
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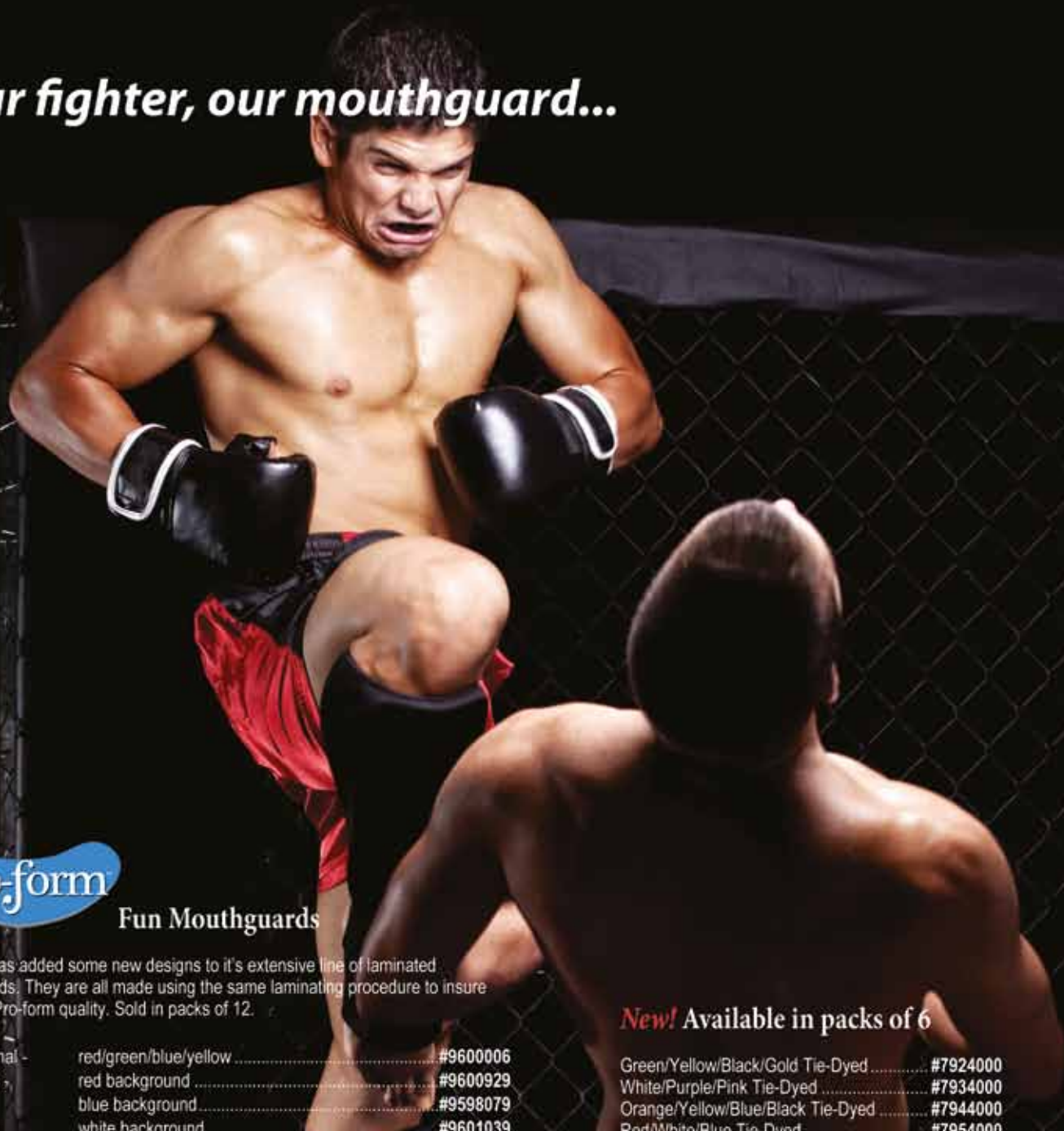
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Short Overview on the Market in Brazil

Brazil has a large and diversified economy that offers companies many opportunities to export their goods and services.

The Brazilian market for dental products is expanding and has presented positive results since the recovery of economy in 2004. Local and international studies showed that Brazilian population is one of the most concerned and committed with oral care.

Dental health insurance companies intend to increase three times the number of members and revenues for the next three years. Following the development of the country, the oral health assistance expanded 45% and is one of the most successful results obtained by the Ministry of Health.

There are nearly 180,000 dentists in Brazil, which corresponds 19% of the total of those professionals in the world. There is in Brazil 1 dentist for each 1,000 people while the World Health Organization (WHO) recommends 1 for each 1,500 people. However, the Southeast and South areas concentrate the largest number of dentists due to the creation of several new Universities offering this type of graduation courses and it is necessary to improve the distribution of those professionals around the country.

Local researches point out that oral habits of the wealthier population can be divided in three major groups focused on different types of oral care procedures:

- Preventive procedures** – products to prevent tooth and gum diseases 20%
- Freshners** – tablets, sprays, mouth washes – 55%
- Traditional oral care** – toothbrush, cream and floss – 20%

IMPORTS

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 prefers to acquire foreign of products, due to the loyalty to certain brands or to the lack of quality some Brazilian products.

Imported dental products are subject to Import Duty (II), Industrialized Products Tax (IPI) and the Merchandize and Service Circulation Tax (ICMS) in a cascade system. Other taxes are added to imported goods, which in general will increase 60% the costs of FOB price.

Best prospects for imports are: dental drills, x-ray equipment for dental procedures, instruments and devices, prosthesis, implants.

LEGISLATION

Medical and dental products and Drugs are controlled by the National Health Administration Agency – Agência Nacional de Vigilância Sanitária, usually referred as ANVS, created in 1999. The agency has enforcement powers similar to FDA, including cancellation of operation permits for drugs, food, medical and cosmetic products and licensing of manufacturers and distributors.



Firms must have a local representative in Brazil in order to submit the documentation for registration of products. This representative can be a distributor, an importer or an affiliate company.



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Estimated number of exhibitors: 360 companies

Source on Brazilian Market: U.S. Commercial Service



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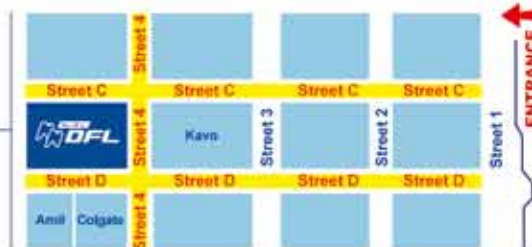
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DFL was founded in 1939. In 1959 he began his project of manufacturing dental products within the country. The beginning of the manufacturing of injectable anesthetics occurred in 1998 and marked a new era to the company.

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Nova DFL at CIORJ – Rio de Janeiro International Dental Meeting

Brazil's Dental Industry became one of top 5 world industries, manufacturing dental chairs, general equipment, consumables, artificial teeth, pharmaceuticals and others. Brazilian Dental market has figures as big as the country.

- Total Dentists Registered: 224.000, 19% of the world dentists in FDI statistics.
- Dental Schools: 107 public and 60 private
- 500 national dental dealers with total dentistry turnover around 2,5 US\$ Billion in 2010.

Dental Show CIORJ in Rio de Janeiro, became one of the most important scientific and business meetings in the region, welcoming over 50.000 visitors and 400 expositors in 22.700m2.

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The Chinese market for dental equipment has registered steady growth at the annual average rate of 28% in the last five years, according to the China Chamber of Commerce for Import Export of Medicines Health Products, boosted by rising living standards and increased awareness of oral health. Chinese population of 1.3 billion people is expected to grow to 1.5 billion in 2020 and is increasingly ageing: the number of Chinese over 65 years old has reached 100 millions, accounting for 7.7% of the total population, and will reach about 374 million by 2040, accounting for about 25%. This demographic trend will impact significantly on oral health.

Despite the high growth rate of Chinese GDP, government expenditure on oral health care is low. Dental services in China can be paid through basic medical insurance, government services, labor, social or commercial insurance, pooled medical services, and out-of-pocket payment. In absence of reliable statistics on oral healthcare expenses, it is currently estimated that over 85% is paid for by the patients.

The population's growing demand for dental services is not adequately met by healthcare resources allocated by the Chinese government. The number of dentists has reached 60,000 in 2006, however, the utilization of oral health resources remains low due to difficulty in visiting the doctor and paying for medication.

A review published by the International Journal of Oral Science ("Oral health in China – trends and challenges", January 2011) underlines how the wide income gap among the different groups of Chinese population creates uneven access oral health services, which is difficult for low-income people and people in need of special care such as elderly or disabled people and children. The US\$ 125 billion healthcare reform launched in 2009 is expected to raise the level of government subsidies for medical insurance and increase government spending on public health care services in the course of 2011, increasing the reimbursement share for inpatient and outpatient medical treatments.

According to an analysis conducted in 2009 by the firm GlocalConcepts, the market is controlled by government dental hospitals where about 90% of dental treatments are provided under medical insurance coverage, and the private sector runs only a small percentage of facilities, but the number private dental clinics is increasing due to the demand for high quality services created by the higher income groups.



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Private hospitals, including foreign joint ventures, are now allowed to participate in the social insurance scheme, but as reimbursements are very low, patients often need private insurance to afford these services. Private dental clinics are among the sectors with the best potential by targeting expatriates with offshore insurance and higher-income Chinese families. These clinics mainly resort to imported products given the widespread preference for foreign products, especially among younger Chinese.

In 2010, imports of dental equipment were valued at \$153 million, up 21.4% year-on-year. Shanghai, Beijing and Guangdong Province accounted for 38%, 27.7% and 21% of total imports, respectively. Germany was the main supplying country, with exports worth \$27.17 million, followed by Switzerland, Japan, the U.S. and Brazil.

In particular, cosmetic dentistry is increasingly important for the burgeoning Chinese middle class which is attentive to appearance and personal care. Toothpaste dominates the consumer dental product segment in China, accounting for 90% of the market, but sales of whiteners, floss and dentures are growing more than 15% annually through 2012. An article published by China Daily ("How that winning smile can be the key to success", 24 May 2010) highlights the importance gained by dental aesthetics for an increasing number of Chinese people looking for a job in an extremely competitive environment, or needing to present themselves with an attractive smile. Fashion, communication, sales or marketing industries all place high importance on appearances, pushing classes with rising personal income levels to seek cosmetic treatments. Teeth bonding, porcelain veneers and implants, whitening toothpastes and tooth strips are only a few of the more common procedures listed. It is also reported that the number of patients wearing tooth braces has tripled compared with the number in the 1990s, shifting also from a prevalence of teenagers to a higher incidence of patients from 20 to 40 years old. Young Chinese people are in fact particularly attentive to maintain their teeth healthy and good-looking. As the supply of dentists is still largely insufficient to meet this demand, foreign-funded dental clinics are in a privileged position to benefit from this expanding market. In Beijing only, there are about 1,000 different types of dental clinics. This expansion in turn drives the demand for cosmetic dentistry supplies, that are mainly imported.

Sources:

- International Journal of Oral Science, "Oral health in China – trends and challenges" (www.ijos.org.cn)*
- Shanghai Daily (www.shanghaidaily.com)*
- GlocalConcepts LLC, "Can you afford not to be in China?" (www.glocalconcepts.com)*
- China Daily (www.chinadaily.com.cn)*

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As an international attendee, you are treated to a variety of special services and events in order to ensure a first-class experience. An official letter of invitation to attend the 152nd ADA Annual Session can be sent upon written request in order to facilitate travel and visa arrangements. Multilingual staff will be available in a dedicated international registration area. You are encouraged to utilize the international hospitality lounge where you can relax, refresh and send e-mails to family and friends back home. International attendees are also invited to a special reception in their honor. Las Vegas, the "Entertainment Capital of the World," offers something for everyone. Everywhere you look, there is an incredible variety of things to see and do. From top-name celebrities and spectacular stage shows to world-class restaurants and golf courses, there is no limit to what you can experience in Las Vegas.



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Additional tours for attendees showcase attractions like Hoover Dam, the offices of the online apparel shop Zappos.com, a Mob City excursion, a nighttime helicopter flight over the strip and even an indoor skydiving experience. Registration and housing for the 2011 ADA Annual Session is now open at the ADA's new Annual Session website found at www.ada.org/session! Interested attendees can log on and register for the meeting, reserve hotel rooms, purchase tickets to unique Las Vegas area tours and more.

For more information, visit the ADA online at www.ada.org/international or email international@ada.org.

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AEEDC Dubai 2011

The 15th UAE International Dental Conference & Arab Dental Exhibition – AEEDC Dubai 2011 under the theme “Delivering Science & Technology” concluded with an outstanding participation and achievements. AEEDC Dubai evidently proved to be the region’s most important meeting platform and business hub for international key industry leaders. This constant growth every year has led AEEDC Dubai’s position as the 3rd largest dental event in the world. The overall space occupied in AEEDC Dubai 2011 exhibition was 28,000 square meters, with a 15% increase compared to last year. This year, the number of exhibiting companies had reached to more than 850 companies from 70 countries. Approximately 27,000 dental professionals and trade visitors attended from 120 countries. The exhibition put on display a comprehensive products, equipment and services, the dental trade visitors and professionals were satisfied with the information, services and latest innovations presented throughout the event.

Facts & Figures

- 850 exhibiting companies from 70 representing countries.
- 15 National Pavilions.
- 4 Exhibition Halls covering 28,000 square meter of exhibition space, a 15% increase on last year.
- Approximately 27,000 dental professionals and trade visitors from 120 countries.
- Around 110 International and Regional Prominent Speakers.
- 4 Conference Halls.
- 20 Advanced Speciality Courses.

Overall Satisfaction rating- Based on Exhibitor’s Survey

97% of exhibitors had a productive participation throughout the show.
 95% of exhibitors achieved a substantial amount of business deals and contacts.
 91% of exhibitors were pleased with the quality and quantity of the visitors attending.
 90% of exhibitors met their objectives from their participation at AEEDC Dubai 2011.

Visitor Analysis- Based on Visitor’s Survey

96% of visitors met their objectives visiting AEEDC Dubai 2011 exhibition.
 94% of visitors were satisfied with the quality of exhibitors and exhibits.
 90% of visitors achieved very good business deals throughout the event.
 87% of visitors were able to established excellent contacts.

AEEDC DUBAI PRE-CONFERENCE ACTIVITIES

The Dubai World Dental Meeting – DWDM is an educational pre-courses activity, which took place from 29 – 31 January 2011. There were 8 specialized courses, with topics covering Implantology, Endodontics, Orthodontics, Restorative Dentistry and Infection Prevention & Control. These

courses offered a great opportunity for the specialists to learn from the prominent international experts the latest practices, research and techniques.

DWDM 2011 gathered participation of more than 300 specialists. The overall feedback from the attendees based on the course evaluation forms was excellent. The majority of the attendees met their expectations and educational objectives. The quality of speakers was extremely high and the information and techniques presented for each course was very topical and delivered very professionally.



AEEDC DUBAI CONFERENCE

The AEEDC Dubai Conference is the most awaited and important scientific gathering in the region and other parts of the world due to its exceptional scientific program and activities.

The conference played a vital part in the advancement of the Oral Health education of the dental community over the years.

A series of lectures, courses, workshops and other educational activities were held simultaneously from 1 – 3 February 2011 with participation from over 6,000 dental professionals.

The conference program received accreditation from several prestigious accreditation bodies and this year INDEX Conferences & Exhibitions Organisation Est. has been approved as a provider of continuing dental education by the American Dental Association’s Continuing Education Recognition Program (ADA CERP).

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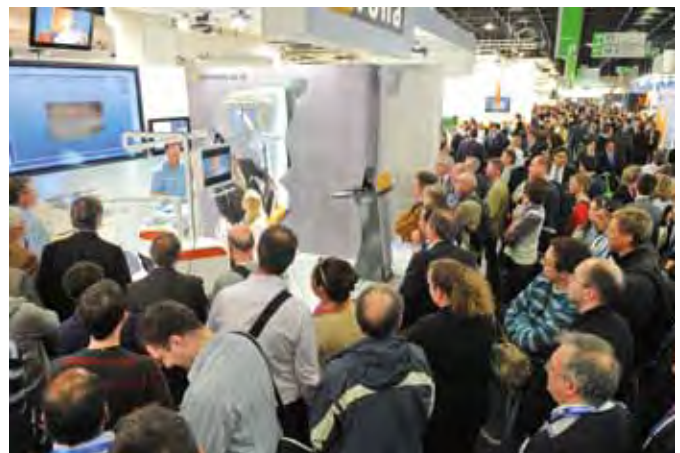
Visitors, exhibitors and area - all up significantly 115,000 visitors from 148 countries: increase of 9 per cent - 1,956 exhibitors from 58 countries - 145,000 m² area - large number of visitors from abroad - visitors with impressive decision-making credentials - IDS generates strong momentum for a successful business year - sector delighted with results.

The world's leading dental trade fair IDS came to a close on Saturday, 26th March with an extremely upbeat mood and outstanding results after five days in Cologne. The number of trade visitors rose by about 9 per cent compared to the previous event, while the number of exhibitors was up by 7 per cent and the amount of occupied exhibition space increased by 5 per cent. In total, about 115,000 trade visitors came to the fair from 148 countries to gather information about the product ranges exhibited by 1,956 suppliers from 58 countries. In all, 66 per cent of the exhibitors come from outside Germany. The number of companies from outside Germany rose by 9 per cent. The number of visitors from abroad rose by over 20 per cent to approximately 42 per cent. "We've succeeded in making the International Dental Show even more attractive, both domestically and internationally.

The upbeat mood at IDS 2011 was especially due to the large number of visitors. Accordingly, the trade fair's halls were very busy and the exhibitors' stands were extremely well visited. Exhibitors confirmed that representatives of all important professions - ranging from dental practices and dental labs to the dental trade, plus the higher education sector - visited their stands. Exhibitors were particularly pleased with the large number of international visitors to the trade fair. This year there was a strong increase in visitors not only from Latin America and South America, Australia, the United States and Canada, but also from Italy, France, the Netherlands, Spain, the United Kingdom, Switzerland, Russia, Ukraine, Turkey, Israel, China and India. IDS was also a huge financial success for many exhibitors. Countless orders were placed, both domestically and internationally, and so numerous companies were able to boast a long list of orders. Of equal if not greater importance to many exhibitors were the opportunities to establish and maintain contacts, generate customer loyalty, win new customers and open up new foreign markets. All of these goals were also reached at the 34th International Dental Show. Last but not least, the exhibitors expressed great satisfaction with the visitors' high decision-making authority. This finding is confirmed by the initial results of an independent visitor survey, as 85 per cent of all trade visitors are involved in purchasing decisions at their company.

Highly satisfied trade visitors

Not only the exhibitors but also trade visitors report that the trade fair was a great success. This is confirmed by initial responses to the visitor survey. Altogether 95 per cent of respondents indicated that they were satisfied or very satisfied with IDS. 1,956 international exhibitors and numerous new products ensured that 95 per cent of visitors indicated that they were satisfied or very satisfied with the range of products and with having achieved their goals at the trade fair. In addition, 93 per cent would recommend a visit to IDS to a close business associate.



Enormous interest in innovation

The specialist trade and users were especially interested in the innovative new products and technologies on display. According to Dr. Martin Rickert (VDDI), the trade fair demonstrated that digital processes and technologies are becoming increasingly popular since they facilitate even more efficient and higher quality treatments. Hence a major focus of IDS 2011 was on products and systems that offer users and patients improvements in preventative care, diagnostics and dental treatment. These include expanded ultrasound systems that enable painless professional preventative care, digital intraoral scanners, improved root canal treatment methods, new dental filling materials, aesthetic dental crowns and bridges that look especially natural, and improved digital X-ray diagnostics that are especially useful in the area of implantology. (For more information, see the attached trade review of IDS 2011.)

The International Dental Show (IDS) is held in Cologne every two years. It 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.

The next IDS - 35th International Dental Show will take place from 12th to 16th March 2013. The specialist supporting programme will once again be organized by the German Dental Association (BZÄK) and the Association of German Dental Technicians' Guilds (VDZI).

www.ids-cologne.de



Dental South China 2011



The 16th Dental South China International Expo 2011, approved by Ministry of Science and Technology P.R. China, organized by Department of Science and Technology of Guangdong Province, was held at Area C of China Import and Export Fair Pazhou Complex in Guangzhou during 2-5 March 2011.

As the earliest-established professional dental expo and conference in China, Dental South China International Expo is an integration of new materials, latest products and advanced technology in dental industry, which boosts the close connections between medical science and business. It's a grand annual event that dental professionals should not miss. To welcome its sixteenth anniversary this year, Dental South China International Expo embarked on a brand new journey.

Name Brands and Latest Products, the Greatest Exhibition Ever

While the years 1995-2010 witnessed Dental South China's remarkable advances and unshakable reputation as one of the most important and successful dental shows in China, the year 2011 saw the new ambition of Dental South China for next amazing decade.

With 1,644 standard booths, the 16th Dental South China International Expo expands its exhibition space to 36,000sqm in 2011. It has brought together world famous dental brands and excellent dental manufacturers from 25 countries and regions, including Germany, the U.S.A, Italy, France, Sweden, Finland, Switzerland, UK, the Netherlands, Canada, Austria, Liechtenstein, Turkey, Israel, Japan, Korea, Pakistan, Singapore, India, Myanmar, Indonesia, the Philippines, the Chinese Mainland, Hong Kong S.A.R. and Taiwan. 673 exhibitors presented their latest technologies, products and services to 30,593 dental professionals. As an efficient platform for attendees to learn about the development trend and to share the latest achievements of dental industry, Dental South China 2011 has become an irresistible event for dentists, dental assistants, dental hygienists, dental lab technicians, dental dealers and dental manufacturers.

International interactions, releasing latest achievements

Dental South China International Conference has delivered to visitors 75 wonderful and useful academic lectures covering almost all the branches of dentistry. Apart from maintaining the usual features of being "authoritative, pioneer, and pure academic", Dental South China International Conference paid special attention to "International exchange" in 2011.

"Symposium on American Orthodontics" and "Symposium on Korean Cosmetic Dentistry" invited separately dental representatives from the United States and Korea to share new developments of overseas dental technology.

Approved by Ministry of Science and Technology P.R. China, the Workshop on Dental Technology for ASEAN Countries organized by International Cooperation Department of the Ministry of Science and Technology of the P. R. China has been carried out this year. Around 20 dentists from Indonesia, Myanmar and Philippines has undertaken a 15-day training course so that they can give better treatments to their people by using advanced medical techniques just learned.

In addition, a series of dental conferences and forums were held concurrently, including The Third Working Session of the Committee and Sub-Committees of Chinese Stomatological Association, the Session of China Oral Health Foundation Council, the Forum on the Development of Stomatological Hospitals in China, the Forum for China's Small and Medium-sized Stomatological Hospitals, the Forum for China's Private Dental Hospitals and Clinics.

Improving Services, first to Launch Exhibit Search

Dental South China International Expo attached great importance to the improvement of services, and introduced Exhibit Search this year. In order to help visitors find the target exhibitors and exhibits quickly, the Dental South China International Expo website introduced Exhibits search on 10 January 2011. Visitors could search the target products on the internet in advance, and planned the route, which had them save a lot of time onsite. Exhibit Search was also available at the event venue. Buyers at home and abroad can search for exhibitors and exhibits onsite immediately. Dental professionals visiting Dental South China reacted enthusiastically and said that the Exhibit Search really provided a great convenience to them.

The 17th Dental South China International Expo 2012 will be held in Area C of China Import and Export Fair Pazhou Complex from March 7 to March 10 in 2012.

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IDEX 2012 - 11th Istanbul Oral and Dental Health Apparatus and Equipment Exhibition

Date: 5-8 April 2012

Venue: CNR EXPO Center – Istanbul, Turkey

Edition: 11th

Organizer: CNR EKSPOR TRADE FAIRS

Supporters: DISSİAD (Turkish Dental Businessman Association)



The only trade fair in Turkey where leading brands in dental sector are presented to worldwide buyers. Expected to give a high acceleration to the sector with the products to be exhibited, IDEX will again draw all attention of the industry on 5-8 April 2012 to CNR EXPO Center in Istanbul, Turkey. Being the 25-year-old leading fair organizer in Turkey, CNR Holding will be organizing IDEX for the 11th time in 2012.

Located just across the international airport, CNR Expo Center provides the perfect platform for this biannual gathering of dental sector. The show is supported by DiŞSiAD (Turkish Dental Businessman Association) which is the member of FIDE (European Dental Industry) and TDB (Turkish Dental Association). Hosting the technology and innovations in the field of global oral and dental health apparatus and equipment, IDEX has recently become the most significant exhibition in Eurasia with the participation of local and global brands worldwide.



Turkish Dental Market

The dental health care is a booming sector with the rise of specialized faculties, hospitals and dental health care centres. Health and dental care industry is one of the most import-dependent industries in Turkey. Number of dentists in Turkey has risen 75% in last 5 years, reaching 25.000 in 2010. 36 of the universities in Turkey has a dentistry faculty which leads to a rapid increase in number of dentistry students.

Exports of dental equipment is around 20 million USD mostly to Germany, United Kingdom, Italy, the Netherlands, France, Russia, CIS Countries, Sweden, Iraq. After 2009, new export markets has emerged, like North African countries. The dental equipment imports of Turkey amount to 47 million USD with most of the imports coming from Germany, France, Switzerland, UK, China and India.

EXHIBITOR PROFILE

- Dental units
- Dental X-ray Equipment
- Laser devices
- Dental Computed Tomography Devices
- Autoclaves, panoramic and cephalometric system
- 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 surgery equipment
- Clinical consumables and accessories
- Laboratory consumables
- Sterilization and disinfection products
- Aesthetic dentistry products
- Disposable products
- Dental furniture
- Dental office software

VISITOR PROFILE

- Dentists
- Preventive and pediatric dentists
- Dental technicians
- Oral surgery implantologist
- Orthodontists
- Prosthodontists
- Chief doctors
- Dental laboratories
- Faculty instructors and students
- Scientific staff
- Purchasing managers from state, private, faculty and institutional hospitals
- National and sector press editors

2010 EXHIBITOR STATISTICS

Total Exhibit Area: 10.000 sqm indoor area

Total Brands: 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.

2010 VISITOR STATISTICS

Total Trade Visitors: 16.240

International Visitors: 1.029

Overseas Visitors Mainly From: Albania, Algeria, Austria, UAE, Bosnia and Herzegovina, Bulgaria, China, CIS, Egypt, Germany, Georgia, Greece, The Netherlands, Iraq, Iran, Israel, Italy, Jordan, Korea, Libya, Morocco, Pakistan, UK, Poland, Russia, Qatar, Slovakia, Spain, Sudan, Syria and Taiwan.



World Dental Show

The third edition of the World Dental Show, the showpiece event hosted by the Indian Dental Association, will be held at the MMRDA grounds in the Bandra-Kurla Complex from September 23-25, 2011

The floor plan has been finalized and we expect nearly 400 stands.

An additional attraction at the WDS will be the Scientific Conference organized jointly with the University of California, San Francisco. Focusing on 'new age dentistry', the conference aims at delivering hours of quality continuing dental education for enhancement of knowledge and honing of skills. Participants at the Scientific Conference would stand to benefit up to 15 CDE points which, indeed, will be the incentive offered by the organizers of the Conference.

Another interesting feature of the WDS will be the public awareness campaign conducted to educate the public through workshops on (a) Tobacco Cessation, to highlight the hazards to health from tobacco habit, (b) Oral Cancer, and (c) prevention of dental caries in children.

Consistent with the importance attached to oral health and the government's ambitious plan to secure 'Oral Health for All by 2020', a free public dental check-up will be held to generate gra-



ter awareness about oral health and hygiene and to hasten the oral health revolution in the country. A large contingent of dental professionals numbering about twenty thousand is expected to participate in this marathon exercise, further reiterating IDA's commitment to oral health.



WDS 2011 focuses on the theme "The Future of Dentistry is here to Stay", and will demonstrate to the world that the future of dentistry really lies in India. As the Indian economy continues to grow, and as the government's ambitious plan of 'Oral Health for All by 2020' is set in motion, the Show will offer remarkable opportunities for the dental industry to grow, and the potential for the dental market to unfold itself waiting to be explored.

The Show is approved by the Indian Trade Promotion Organization, Ministry of Health & Family Welfare, Ministry of Home Affairs and the Ministry of External Affairs and supported by the US Commercial Service, Department of Commerce, United States of America.




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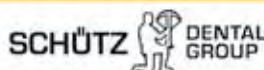
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“ I’m very delighted to be at the WDS. The success of WDS 2009 was reconfirmed by WDS 2010; and the 3rd one ‘WDS 2011’ would be even massive” ...
Dr. Roberto, President of FDI, sharing his experience at WDS 2010

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Bridge2Aid celebrate their 20th Dental Volunteer Programme



Bridge2Aid are thrilled to announce the start of their 20th Dental Volunteer Programme (DVP) this January. Now in its seventh year, the Bridge2Aid DVP has been developed to give qualified dental professionals the opportunity to pass on their skills to local health care personnel in Tanzania and has seen close to 300 UK dental professionals involved over the last 20 programmes.

Each programme, held over 4 separate dates throughout the year and spanning 13 days, is open to 14 dentists and 8 nurses (or hygienists willing to act as hygienists/nurses) who are willing to work in remote rural clinics to develop the skills of local Clinical Officers and delivering basic dental services to the community.

Each programme is tailored to fit the training needs of the Clinical Officers and involves dentists and nurses supporting, advising and providing expertise to the team. For dentists this mostly involves training local Clinical Officers in safe extraction technique. For nurses it means preparing the necessary instruments and materials, sterilising using basic techniques, as well as assisting chair-side with 'holding heads' (no dental chairs)! As well as this, nurses have the opportunity to work with the Clinical Officers - training them in sterilisation techniques and OHE.

With 2010 feedback hailing the Bridge2Aid DVP programme as both "moving" and a "rewarding experience both professionally and personally", it's not hard to see why 35% of UK dental professionals rush back to do their second and third DVP's.

Mark Topley, CEO, Bridge2Aid comments: "Our Dental Volunteer Programme has not only made such an enormous difference to the lives of the people of Tanzania but also to our volunteer dentists and nurses, many of whom have made more than one DVP as well

as lifelong friends through the programme. Our Dental Volunteers feel they are contributing to something special and it reminds them why they got into dentistry. The DVP is focussed on making a sustainable difference, not just a short term impact. Thanks to everyone who has taken part in this so far and we look forward to even more success in 2011."

With only two weeks out of practice, the DVP is so easy to undertake, for even the busiest of dental professionals! To enquire about our DVP dates in January, February, September and November 2011, or to find out about the additional places and destinations available towards the end of the year contact Ruth Bowyer, our Visits Administrator, on 07748 643006 or email her at Ruth@bridge2aid.org. Alternatively visit www.bridge2aid.org to download an application form. We look forward to welcoming you to Tanzania!

Bridge2Aid (B2A) is a dental and community development charity working in the Mwanza region of North West Tanzania. We started full scale operations in 2004 and work closely with the Tanzanian Government to deliver aspects of their dental strategy. We operate a not-for-profit dental clinic in the city of Mwanza (Hope Dental Centre), and have a community development programme for the disabled community based at Bukumbi Care Centre.

Our focus is sustainability – empowering local people to improve their own lives over the long-term. We have Trustees and administration in the UK and we are a UK registered charity no. 1092481. Bridge2Aid is a registered Non-Governmental Organisation (NGO) in Tanzania with additional Tanzania-based Advisors.

The four key aspects of Bridge2Aid's vision are:

- To provide primary dental care and oral health education to communities in Tanzania
- To equip and further train local health personnel to provide emergency dentistry to rural communities
- To care for and empower the poor and marginalised in Tanzanian society
- To provide opportunities for UK dental professionals and others to use their skills to serve Tanzania, as locums or participants on the Dental Volunteer Programme (DVP).

Further information/pictures/comment available from:

Brian Strotton,
B2A UK Administrator,
brian@bridge2aid.org
Or contact Mark Topley,
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June '11

•• **09-12/06/2011 SINO-DENTAL 2011 The 16th China International Dental Exhibition and Scientific Conference** (Beijing – China)



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•• **24-26/06/2011 SIDEX 2011 - the 8th Seoul International Dental Exhibition & Scientific Congress** (Seoul – South Korea)

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 Managed by: SIDEX Organizing Committee
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 Seoul 133-837, Korea
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 Fax: +82 2 498 9147
 E-mail: sda@sda.or.kr
 Website: www.sidex.or.kr
 Exhibition Venue: COEX (Seoul Convention and Exhibition Center) - Hall C and Hall D

July '11



•• **20-23/07/2011 Rio de Janeiro Dental Meeting – Brazil- 20th International Dental Congress of Rio de Janeiro 2011**
 (Rio de Janeiro- Brazil)

For booth reservation, please contact: Infodent International
 Strada Teverina, km 3600
 01100 Viterbo, Italy
 Tel: +39 0761 352198
 Fax: +39 0761 352133
 E-mail: info@infodent.com
 Website: www.infodent.com
Infodent Booth 187

August '11

•• **17-20/08/2011 Expodent 2011 - 21nd Exhibition of Argentine Dental Industry and Commerce** (Cordoba – Argentina)

C.D.C. - Camara del Comercio e Industria Dental de Córdoba
 Jerónimo Luis de Cabrera 987
 X5000GVS - Cdad. de Córdoba, Argentina
 Tel: +54 351 4744512
 Fax: +54 351 4744513
 E-mail: info@camaradentalcordoba.com.ar // info@expodentcordoba.com.ar
 Referent: Ms. Lorena Campos
 E-mail: lorenacampos@camaradentalcordoba.com.ar
 Website: www.expodentcordoba.com.ar
 Exhibition Venue: Complejo Ferial Córdoba

•• Infodent will be present at the highlighted trade shows.
 For a complete list of trade shows visit www.infodent.com TRADE SHOW CALENDAR.

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