

Focus on Brazil



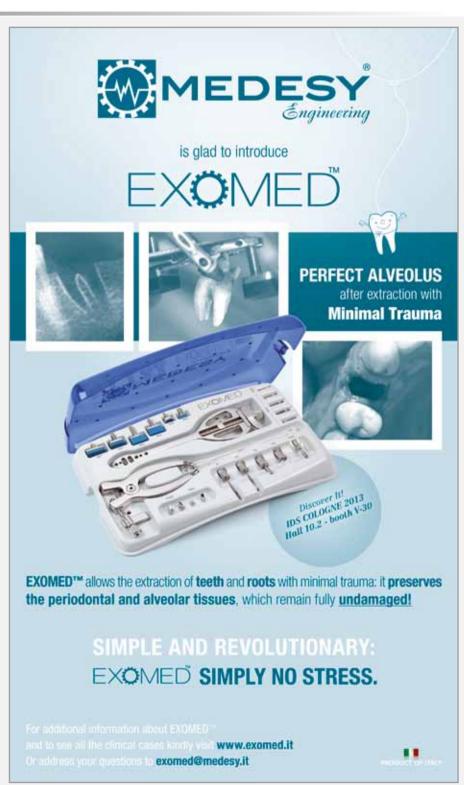
The Italian Dental Industry



Special IDS 2013

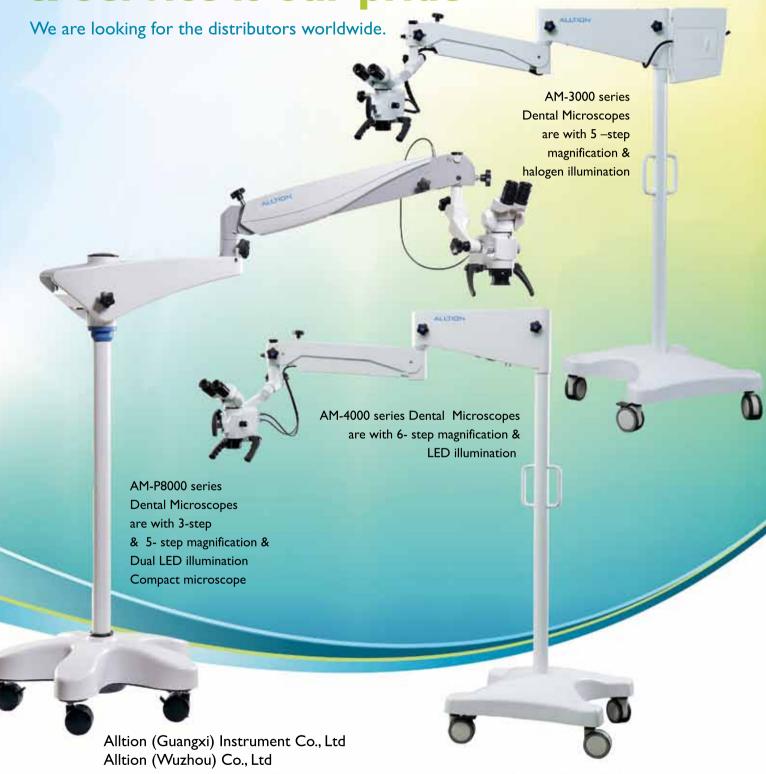


**Business Opportunities** 



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## BLQSSQ/M

### A Partnership That Grows









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#### I // Unique Award Winning Products offered by AdDent, Inc.



AdDent's, unique award winning products, are made in the U.S.A. and are FDA cleared and CE certified. Our products include:

Calset Composite Warmer to increase the depth of cure, reduce the curing time, improve marginal adaptation and reduce microleakage. Permits the most highly filled composite to be dispensed easily and accurately. CoMax Advanced Composite Dispenser for easy to



extrude highly viscous composite. It features one hand unloading and is completely autoclavable. Trimax Composite Instrument for posterior composite restorations. Produces easy, reliable proximal contacts Microlux Diagnostic System for diagnosis of -proximal caries periodontics, endodontics crown and root fractures, lighted mirror and oral cancer screening. Rite Lite LED Shade Matching Light Provides 5500 degree K light spectra for shade matching of porcelain and composites. AdDent is looking for international dealers. Please visit our website, or contact, Malena Pereyra at mpereyra@addent.com

www.addent.com/mpereyra@addent.com Visit us at IDS Cologne 2013 Hall 4.2, Stand K-057

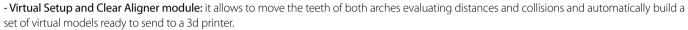
#### 2 // Maestro 3D Open Dental Scanner



Maestro 3D is the scanner for dental applications. The system simplifies and automates the process of planning and production of personalized dental prostheses. Maestro 3D dental scanner allows the user to get in a simple and intuitive way, with a precision of 10 microns, the open STL files that will leave the user the free choice of the center of production.



Maestro 3D Ortho Studio is the software for orthodontics.



- the viewer version: is the software to view and inspect the models exported with Ortho Studio. In every software it's possible to add a custom logo/name/brand. (It's also available an Apple IPad Viewer). www.age-solutions.com/www.maestro3d.com/info@age-solutions.com

#### 3 // FUSION-DOE System



FUSION-DOE Kit combines the award-winning (Clinicians Report®) FUSION curing light FUSION-DOE Kit combines the award-winning (Clinicians keport") FUSION curing light with DOE oral cancer exam instrument. It uses patent-pending LED Beam technology and unique modular assembly design for fast composite curing and direct detection of oral lesions without the need of rinsing the mouth. The small solid-metal high power cordless wand enables both extra and intra oral access for early detection of both traditional and



HPV virus associated oral cancer. Coming with custom fit barrier sleeves for easy disinfection, FUSION-DOE allows all dental professionals to perform easy, effective and efficient routine oral procedures and exam for enhanced patient care.

The kit comes FUSION-DOE wand with violet and blue light head, fluorescence viewer, patient eyewear goggle, charging stand, power adapter, 100 barrier sleeves, 2-year warranty and training DVD plus marketing documents.

The modularity enables even more application including caries detection, composite removal and teeth whitening.

www.dentlight.com/sales@dentlight.com Visit us at IDS 2013: Hall 4,2 - Stand k-076

#### 4 // Steri. Irrigation Tips-Side Open Type



- Oisposable Endodontic & Periodontal Irrigation Tips with Safety
  - Unique design with a side-port for superior effectiveness and patient comfort in irrigating root canals and periodontal pockets
  - Pre-sterilized by E.O Gas • Use with Lure Lock Syringes
  - Side-Port and Closed-end Irrigation tips

#### Periodontal pockets

• Side-port design make an effective irrigate pockets and closed, rounded tip can reduce the risk of tissue damage.

#### Root canals

• Side-port dispersal can create an upward flushing motion for the complete root canal preparations and cleanse the gingival sulci fully without damaging tissue.

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#### 5 // Mexpo International Inc.: product quality, reliability and service



For more than 23 years, Mexpo International Inc. has been committed to product quality, reliability and service. Blossom brand has strong world-wide recognition in the dental and medical market. Our quality unique products have been sold in over 100 countries and our distributorship network continuing to growth. We value our business relationships, thus as a result, we make it a point to provide an extensive and unique product line.

- Our specialty gloves include:
- c) Powder Free Nitrile Exam Gloves with aloe vera d) Powder Free Latex Examination gloves with pH5.5
- e) Powder Free White opaque vinyl gloves
- g) Powder Free Dark Blue Soft Nitrile Exam Gloves
- a) Powder Free Latex Exam Gloves with aloe vera. b) Powder Free Latex Exam Gloves with aloe vera + vitamin E

  - f) Green Mint Latex Exam Gloves

The aloe vera gloves have received a 96% rating (5 +) by The Dental Advisor (Vol. 17, no. 10 December 2000).

This superior product has also awarded the Gold Medal by the Poznán International Fair (Dentistry Fair - Saldent 2007)

www.blossom-disposables.com/blossomglo@aol.com



#### 6 // INNOVATIVE SUNBURST MODEL PLASTER TRAY



Sunburst Model Plaster Tray is composed of one tray, one articulator mounting plate, one plaster fixture and two milling supports (option). We offer our innovative model plaster tray to solve your problems when using pins.

1.Long working hours(about 2hours and 30mins) 2.Unequal quality depending on technician's skill 3.Inaccuracy by the play in pins

4. Need pins, pindex systems, adhesive, model Trimmers and model formers

5. Uneconomical

#### Our Innovative Model Plaster Tray

1.Work time about 50mins

2.Always equal quality irrespective of technician's skill

3.Precise

4.No pins, others needed

5.Fconomical

www.dentalmicromotor.com-ssunburst@hanafos.com Please visit us at IDS 2013: Hall 11.3 - Booth A051



#### 7 // Nova Instruments



Nova dental instruments offer excellent quality at competitive prices, backed with outstanding service. From explorers, probes, excavators and carvers, to scalers, forceps, mirrors and syringes, every instrument is manufactured by highly skilled craftsmen at Dentafix - the international experts in precision engineering who have been producing dental and surgical instruments for more than 30 years, and now craft more than 40,000 each month. Nova insists on using the highest quality 440C and T303/440A grade stainless steel, with enhanced

heat treatment for increased strength, resistance to wear, and long life. Nova has just launched a new range of ergonomic mirror handles in four distinctive colours. Other recent innovations include Titanium Nitride tip composite instruments, silicone handle periodontal instruments plus a lightweight resin handle range. And it's not just about great products – Nova provides excellent dealer network support, including quality photography, catalogues, advertisements, exhibition artwork plus a detailed website.

#### www.nova-instruments.com

#### 8 // Spectra Caries Detection Aid works like Doppler radar to discover caries



New sleek design features a 120 degree button ring for added comfort. Spectra uses New sleek design realures a 120 degree batton may 20 annoticed fluorescence to detect caries in fissures and smooth surfaces that may go unnoticed in X-ray images. After capturing the image within your existing images software, the extent of decay will be interpolated and indicated in two ways: The color will be appear either blue, red, orange or yellow and a numerical indicator between 0 and 5 will



be shown. No other caries detection aid can do this! Impressive, information-rich images enhance case acceptance. Spectra can detect decay hidden between the margins of existing composite and amalgam restorations. The Doppler radar-like images are easily understood and allow you to clearly show your patients how early intervention helps them.

http://www.airtechniques.com/products/spectra-caries-detection-aid.html Visit us at IDS 2013, Hall 4.2- Stand: J058, K059



#### 9 // Dental Film

#### DENTALFILM

Dental Film S.r.l. - the Turin-based leading manufacturer of self-developing dental x-ray films since 1991, is happy to announce the availability of the newest 'E-Speed' Sensibility Type film. This new product represents a fur-

ther evolution of the already well known 'ECO 30' and 'ERGONOM X' brands, distributed over 70 Markets worldwide and supplied to the Armed Forces of 15 different Countries. The main novelty is the achievement of the advantages of the 'E-Speed' lower exposure times + higher safety and quality of the images, onto the self-developing films technology, which maintains by the way its basic characteristics of practicality, simplicity and cleanliness in everyday diagnostics. **Please visit our Booth B-41 – Hall 11.3 at the Koeln IDS** and try a free sample: the higher quality and optimal versatility of the new E-Speed are just... astonishing!



www.dentalfilm.com

#### 10 // Profin/EVA Lamineer Tips



With Profin/EVA Lamineer Tips from the Swedish company Dentatus AB, clinicians will be able to improve the finishing and polishing of dental surfaces – natural or restored. The tips are used in a Profin or EVA handpiece generating a reciprocating movement. In comparison to rotating instruments, the back-and-forward movement of the tips is easier to control, minimizes risk of unintentional scuffing or indentation and there is no heat build-up that requires view-limiting water spray during delicate work. According to the company, the tips can be used with the



same top quality result on all surfaces including concave, convex, flat and rounded areas, in an easy-to-use procedure. A new handpiece for Lamineer tips – Profin PDX – is now introduced by Dentatus. It has tactile ergonomics for good grip and handling properties, a slender miniaturized design for best access to incapatious areas as well as a hard anodized surface which reduces scratches. The PDX handpiece fits any air or electrical motor with standard E fitting. *info@dentatus.se/ www.dentatus.com* 

#### II // Your best choice equipment



Bio-Art is one of the brands that comes to our mind when talking about top-of-mind products. The company ranks the leadership position worldwide for semi-adjustable articulators, recognized as "the best cost x benefit ratio in the world" and the top 3 for vacuum forming machines. Other highlighted products are: Vacuum forming sheets, magnifying lenses, microblaster and milling machine. Always focused in developing



products with intelligent solution appeal, Bio-Art provides innovation and featured devices for dental and healthcare segments. See the whole product line at IDS 2013 and check for yourself why Bio-Art holds the leadership position in almost everything that produces.

www.bioart.com.br-export@bioart.com.br Visit us at IDS 2013: Hall 03.1/Stand H-056

#### 12 // SINTRA: a perfect fit for your Zirconia sintering needs



ShenPaz SINTRA furnace is fully programmable and adaptable to sintering all zirconium oxide materials on the market. Together with the conventional parameters, Sintra has two unique attributes: a degassing feature to keep the muffle clean from impurity and a negative temperature ramp feature for extra slow cooling. It has a maximum working temperature of 1,650°C/3,002°F, includes two firing crucibles and can sinter a capacity of up to 80 units. The 2013 SINTRA comes equipped with a new user friendly 2.3" digital display. ShenPaz Dental Ltd. designs, manufactures, markets and offers



a complete range of dental laboratory furnaces. Our products range from ceramic furnaces, pressing furnaces, and burnout ovens. In addition to promoting our own brand of furnaces, for nearly 30 years, we have proudly collaborated with major industry leaders.

www.shenpaz.com/shenpaz@shenpaz.com Visit us at: IDS 2013 Hall 11.3 StandA80

#### 13 // BL-S CONDENSERS



Vertical compaction of warm Gutta percha as described in warm vertical obturation techniques and the Buchanan "Continuous Wave" technique relies on precision instruments to achieve the desired 3-dimensional fill. **The NEW BL –S Condensers** have been designed with these techniques in mind, to effect a dense fill in even complex anatomy. The dou-



ble ended pluggers feature a .04 taper Nickel Titanium end for condensation in the apical third, with the opposite end being a stainless steel rigid plugger, double the size of the NiTi end for condensation of the backfill. The handle is made with light weight anodized aluminum, and features ergonomic finger rests for condensation. They come in sizes 35/70; 40/80; 50/100, 60/120 and have laser etched depth markings on the NiTi end. An Extremely durable design allow these instruments to maintain their effectiveness through several uses and sterilization cycles.

bdshefsky@bnlbio.com/ www.bnlbio.com/ In USA (P) 949-581-3636 Visit us at IDS: USA Pavilion, Halle 4.2, L-59

### 14 // Gutta-percha adhesive sealer with efficient asepsis-chain maintenance



Today, very adequate components, specifically used as chemical aid for all root canal treatment operative steps, are formulated to prevent asepsis-chain rupture. CEFINAL® products cover the entire root canal operative procedures (Instrumentation – Sterili-



zation – Obturation) from inadvertent or autogenous secondary adverse degenerative and infective developments. CEFINAL® ENDOCEM, gutta-percha filling maximizer, is the latest result of an accurate and specific research regarding endodontic sealers. Two distinct dynamic functions are at the heart of this new adhesive sealer: firstly, it allows a chemical bond to gutta-percha and an optimal adhesion to the root canal walls, immediately after its introduction in the root canal space; secondly, it facilitates the antiseptic ingredients to become a hardened part of the filling cement maintaining a local preservative function. After setting the adhesive takes a gutta-percha similar consistency. All procedural techniques currently employed are kept in place and even made simpler. CEFINAL® is insoluble in organic liquids and not resorbable. Overfilling is well tolerated and resorbable by the macrophage action. *info@dispotech.it/+39 0343 36711* 

#### 15 // New innovative products from Erskine Dental



Erskine Dental/Erskine Oral Care develop, market and distribute innovative professional dental and consumer oral care products. They have distribution centres in Ulm (Germany), Ormskirk (UK), Los Angeles(USA), and Macksville(Australia), and a new product research and development facility with an ISO9001 manufacturing facility in Sydney. The CEO is an ex dentist with 33 years of experience, and users of their products will usually recognise this



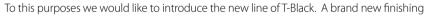
experience in the design of their products. Products include award winning interdental brushes (Piksters, now in 10 sizes), 3 styles of flosspicks (SupaGrips), 5 toothbrushes, stain removers, tongue cleaners, implant cleaning kits, floss threader

(X-floss), oral appliance cleaning brush, dental pre-angled applicator brushes (Preeben), eye protection for patients (Foamies), dental calipers with unique tips (Dentagauge), a series of advanced dappen dishes (SuperDaps) which preserve bond chemistry and organise work, plus the flexible rubber Cracked Tooth Model. This rapidly expanding company still has dealership opportunities available worldwide. www.erskinedental.com / info@erskinedental.com Visit us at IDS Cologne 2013 Hall 11.3, L 10 & Hall 2.2, A 39

#### 16 // Surgysonic® Moto And T-Black: Moving Forward



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



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



The whole range of our "tips" are made by our own production facility and represents the largest number of models present in the market. Other innovative solutions are still in-progress and soon will become true. Esacrom's evolution does not stop, but will continue for more and more to transform new ideas of today into the reality of tomorrow, finding new solutions again.

www.esacrom.com/Esacrom@esacrom.com Visit us at IDS MARCH 2013 Hall 10.1 Stand: F058

#### 17 // Design meets ergonomics! New NEO dental unit from Fimet Oy



In the NEO dental unit, innovative new solutions meet stylish design. The NEO dental units are ergonomic, high-quality systems that can be customized to meet the needs of different customers. Flowing, harmonious lines and seamless upholstery simplify cleaning and ensure good hygiene. The motion range of the NEO dental unit is very wide, making it comfortable and ergonomic to use. The chair height can be set from 45 to 95



cm, ergonomically designed to ensure a comfortable working position while sitting or standing. The chair can be turned 450 in both directions. The suction head is adjustable from the "3 o'clock" to the "9 o'clock" position. Additionally, the cuspidor can be turned sideways 900, providing more work space for the assistant. The dental unit can be controlled with a wireless multi-control foot switch, joysticks and buttons on the instrument bridge and suction head.

www.fimet.fi/fimet@fimet.fi Visit us at IDS Cologne 2013 Hall 10.2 Stand U50-V51



## Infodent International 1/2013

#### 18 // Fve- Fine Vision Electronic, reasonable prices and quality!



FVE-Fine Vision Electronic was established in Taiwan in 1997. The FVE is an independent design and manufacturer of the advanced microscope system, illumination products and high intensity LED type curing light equipments. With more than 10 years of design and manufacturer experience, FVE has the knowledge, the commitment and the resources to provide complete customer solutions. The advanced microscope system, illumination pro-

ducts and high intensity LED type curing light equipments are used in medical and dental image system. Furthermore, the reasonable price along with quality is our policy, FVE made innovative and professional LED type curing light in the way of reasonable cost. Because FVE has special skills of electronics & optics, and also has reliable partners, so our dental products showed competence in marketing.

www.finevision.com.tw / info@ finevision.com.tw Visit us at IDS 2013: Hall 11.3- Stand D067



#### 19 // Brief introduction of Shenghua Industry



Guangzhou Conghua Shenghua Industry Co. Ltd. (3H Dental) was established in 1997. Specializing in the R&D and manufacture of dental product: curing-light, scaler and glass optic fiber, scaler tip, etc. We are always adhere to the concept of "produce the goods that customers request," innovative continuously for excellence. Provide the customer best products and service. We were accredited by ISO9001 and ISO 13485 quality control system, Medical Device Registration Form and EU CE mark. All products are in high quality but low price and exported

to more than 90 countries worldwide. We owned the high – reputation by users in the world.

www.shenghua-industry.com/sale@shenghua.com



#### 20 // 2010DCU - 8 Flask Programmable Curing Unit



Handler manufacturer of laboratory equipment in the USA presents state of the art technology. The 2010DCU 8 flask curing unit is a unique, sophisticated, compact and efficient for any size laboratory. The 2010DCU requires no installation. The precision digital controls allow the user to program two different temperature and time settings. For example, you can preprogram the 2010DCU to cure for a period of time and then automatically go to higher temperature for boil. Once you set your program all you need do is press start. Built in drain valve makes it easy to clean and maintain. Stainless steel tank and flask tray with powder coated finish for a contemporary look and high performance. Visit Handler in Chicago at CDS booth 3811 or in Cologne at IDS in hall 4.2, American Pavilion, Stand G-083 for a demonstration. www.handlermfa.com/info@handlermfa.com/800-274-2635



#### 21 // IPD - Innovative state of the art interface



As a result of an ever-increasing demand for improved dental aesthetics and the rising use of CAD/CAM technology;IPD has created an innovative state-of-the-art interface that provides the utmost aesthetic results together with the practicality of stable screw retention. The interface is made of grade V titanium and compatible with all open CAD/CAM systems. The interface is specifically engineered to prevent the cracking of zirconia and its shape and surface allows for precise CAD/CAM scanning. IPD not only believes in innovation we also believe "the simpler the



better", and that is why we designed our line of standardized prosthetic components for our interfaces such as the pantograph reader, castable abutment and work screw that regardless of the connection, are compatible with all of our interfaces

www.ipd2004.com/Export@ipd20004.com

#### 22 // TRAUS (LED)-A desire for implant engine



SAESHIN is an expert manufacturer of micro motor handpiece for dental and medical use, with a history going back over 36 years. With its good reputation in terms of product safety and excellent quality, SAESHIN has the biggest domestic market share and has been exporting its own brand name to about 120 countries. Based on its own technology in producing the high performance micro



motor, SAESHIN developed the dental micro motor handpiece and implant engine set, "TRAUS" and "X-CUBE" for the first time in Korea and has been spreading its market worldwide. It works like a dream.

sales@saeshin.com/www.saeshin.com Visit us at IDS 2013 (Hall 4.1, Stand F48)



please contact fimet@fimet.fi

## Infodent International 1/2013

#### 23 // New Implant LED Motor manufactured by Mariotti



MiniUnikoC.L combines ease of use and practicality with second-to-none performances concerning the torque value, it's endowed with full safety and operating precision with every implant system and it's compatible with handpieces and contra-angles (with or without optic fiber) found on today's market. The device set includes the control-unit with a wide display and a capacitive "touch" keyboard for an immediate use and the brushless motor of the newest generation with high luminosity LED light. Moreover the set contains the multi-function foot-control, the stainless steel bar, the handpiece support and two irrigation tubes. The maximum Torque is limited to 60Ncm,



the peristaltic pump maximoum irrigation is 90 ml/min, the control-unit dimension is mm 245x245x100. The Spraying is adjustable through the peristaltic pump until a flow rate of 90 ml/min. The multi-function foot-pedal controls the motor (with variable speed), the reverse, the spraying and it can retrieves the 10 saved user programs.

#### Machine for guided surgery system

MARIOTTI&C Italy introduces the new milling-machine with guided surgery system. The BRAVO.6 is, at the same time, a complete manual milling-machine/parallelometer for the standard dental laboratory milling but, especially, it's a complete machine for the drilling of the surgical guides. This system works with all the kind of implants thanks to the combination with a 3D software that gives the parameters to set in the 5 dimensions model-table. Available S3D, the 3D software for computer simulation, compatible with all the implant systems designed for guided surgery. Main specifications: 2000÷30000 rpm micromotor with internal led light, power supply with speed and reverse display, dial gauge 0.01mm for vertical movement reading. The set included the 5D model-table with n.2 digital 0.001 micrometers for linear movements, n.3 rotations with 1° graduation, reference system for sure model positioning (3 rotations and 2 linear movements) and model base mold with fixing system.



www.mariotti-italy.com/info@mariotti-italy.com

#### 24 // Dr. Friendly® Sterile Single-Pouched Diamond Burs



Sterile FG Diamond burs are efficient and cost effective. MDT quality Sterile Diamonds are packed automatically in a Class 10 Clean Room then Gamma Radiated. The packing conditions and premium materials ensure 5 years sterilization validity. A new, sterile instrument is opened and used for each procedure. Fresh burs are always sharp and fast cutting. A clean dependable performance is guaranteed with every procedure. Less pressure is applied reducing heat build-up. Patient discomfort is decreased; chair time shortened. The need to clean, disinfect and sterilize used burs is eliminated saving time and money. Risk of infection and cross contamination is significantly reduced. Higher safety precautions safeguard the patient, the dentist and dental assistants. Productivity is enhanced.



Dr. Friendly®, an asset to any dental practice. MDT®, Efficiency in your hands.

www.mdtdental.com/info@mdtdental.com Visit us at IDS 2013 Hall 10.2 Stand R - 060

#### 25 // New Stetic is much more!!



- Greater color depth and natural appearance due to additional layer of acrylic.
   Outstanding abrasion and plaque resistance due to the formulation of the occlusal and labial layers



- Well balanced high quality assortment to meet the needs of the majority of prosthetic
- Attractive anterior moulds with moderate labial curves and palatal ridges
- Natural surface structure.
- Translucency, opalescence and fluorescence similar to natural teeth
- Posteriors with fully anatomical occlusal surfaces with optimum intercuspation in centric

#### COLOSSUS

- Exceptional hardness, durability, and functionality
- 4-layered acrylic teeth have darker necks that contrast with their body, as it happens with a natural tooth whose root is darker than its crown
- Their Chemical composition ensures a physical and chemical bonding to the denture base
- They are highly resistant to breakage

www.newstetic.com/infonewstetic@gmail.com

Visit us at the 35th International dental Show IDS 2013 Cologne, March 12-16 Hall 11.1 Stand F021

#### 26 // EXOMED, extraction of teeth and roots with minimal trauma



From our R&D department a new company has been created, Medesy Engineering, whose unique mission is to develop new materials and new products. **Exomed™** is the extraordinary result of Medesy Engineering, Exomed™ is an instrument which allows the extraction of teeth and roots with minimal trauma.

Dental Needles

• Gloves Latex & Nitrile

Sterilization Packing Products

#### Among the most important advantages:

- The periodontal and alveolar tissues remain fully undamaged after the extraction, the neighbouring tissues are practically intact after the operation
- No need of forceps and root elevators, nor to perform a luxation and syndesmotomy before extraction!
- The implant insertions are possible even immediately after the extraction: the alveolar sites have no lacerations
- The patient will recover from the extraction in a much shorter time.
- The extraction of roots is really easier and faster ... THE MORE YOU KNOW IT, THE MORE YOU USE IT!

SIMPLE & REVOLUTIONARY. EXOMED™, SIMPLY NO STRESS.

www.exomed.it / exomed@medesy.it Discover it! IDS, Hall 10.2, booth V-030



#### 27 // MedixDent offers you wide range of dental disposable products with quality assurance



Apparel products

• Evacuation Products

Paper Products & Others

MedixDent offers you a wide range of Dental Disposables under the brand name of MAXICOM "Maxicom Care & Comfort". MedixDent always focus on new trends and innovative MEDITOENT solutions in health care sector. We are developing our products range according to the different requirements of different markets. In real we believe that customer satisfaction is our reward.



#### MAXICOM Disposable consistes of followings:

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- Face Masks & Shield Products
- Polishing Products

MedixDent is ISO 13485 Certified Company and all MedixDent products have CE 0120 mark.

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#### 28 // PRIME LINE extended: New Low Speed Line in 2013



MK-dent Germany has become a highly respected and competent partner on the dental market all over the world when it comes to death in the dental market all over the world when it comes to death in the dental market all over the world when it comes to death in the dental market all over the world when it comes to death in the dental market all over the world when it comes to death in the dental market all over the world when it comes to death in the dental market all over the world when it comes to death in the dental market all over the world when it comes to death in the dental market all over the world when it comes to death in the dental market all over the world when it comes to death in the dental market all over the world when it comes to death in the dental market all over the world when it comes to death in the dental market all over the world when it comes to death in the dental market all over the world when it comes to death in the dental market all over the world when it comes to death in the dental market all over the world when it comes to death in the death in the death in the dental market all over the world when it comes to death in the dea sories. Our in 2010 developed Premium Spindle has reached a level of highest quality, endurance and performance that is still unmatched in the industry. On the High Speed Handpiece sector, the PRIME LINE combines a great design with a new quality standard



and a noise level of only ≤55 dB and is a great success. Due to this, we extended the PRIME LINE with our new Low Speed Handpieces. The PRIME LINE now includes High Speed Handpieces with or without light, power- or small head, a Straight Low Speed Handpiece with the transmission 1:1 and Contra Angle Handpieces with or without light with transmissions 1:1, 2,7:1, and 7,4:1. For a complete product overview visit www.mk-dent.com.

www.mk-dent.com / info@mk-dent.com Visit us at IDS Hall 4 Stand A60 & AEEDC Hall 7 Stand 521

#### 29 // UV Disinfection with MidasAnAir® Systems



Article: MidasAnAir® Systems can be used to solve any indoor air problem. These systems harness green technology to provide the most effective and efficient solution to eliminate odors, disinfecting and purifying the air and surfaces. From residential and commercial to industrial applications, the MidasAnAir® Systems are up to the challenge. The running principle of



MidasAnAir® Systems is developed under Patent for RO Invention No. 118844 and consists of "UV-C r adiation guided through a system of ellipsoidal mirrors". The systems were designed and built as a system completely harmless to the user (completely non-ionic radiation, ozone free) and works with maximum efficiency eliminating the need of using chemical products, thus protecting the user and the environment.

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## Infodent International 1/2013

#### 30 // FPLED UV-LED polymerizing device



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#### 31 // Otto Leibinger GmbH, high-quality dental hand instruments for over 35 years



Otto Leibinger GmbH has been producing and supplying high-quality dental hand instruments for over 35 years. Our product range includes all common dental hand instruments as EIBINGER well as an extensive range of implant dentistry and orthodontic instruments.

L-DENT The production and selection of our instruments is based on the extensive industry knowhow and experience of the company founder and staff members. Our customers also benefit from our flexibility to meet bespoke requirements and tight deadlines. This level of service and the fact that we only supply top quality products ensures our customers return time and



time again. It would be a great pleasure to welcome you as a new customer – discover more about us and visit our website or even better visit us at the upcoming IDS in Cologne.

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#### 32 // Posdion: Dental Portable X-ray system, Rextar X



Posdion Co., Ltd, one of the leading Korean company of dental X-ray system has introduced the newest product, Rextar X. It is one of the most advanced and featured dental x-ray systems on the market today. By using Toshiba D-041 tube with 0.4mm focal spot and 12° target angle, Rextar X provides the highest resolution images of radiography. Also it has been designed with leaded double-shield, protect patient and operator from leakage radiation almost eliminated.

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- Using highly efficient X-ray Tube: Toshiba D-041
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- The Powerful tube voltage & current: 70Kv / 2mA
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- Double leaded shield protect user from leakage of radiation
- Automatic and manual exposure control system

www.posdion.com-info@posdion.com Visit us at: IDS Korea Pavilion, Hall 3, Stand C-059



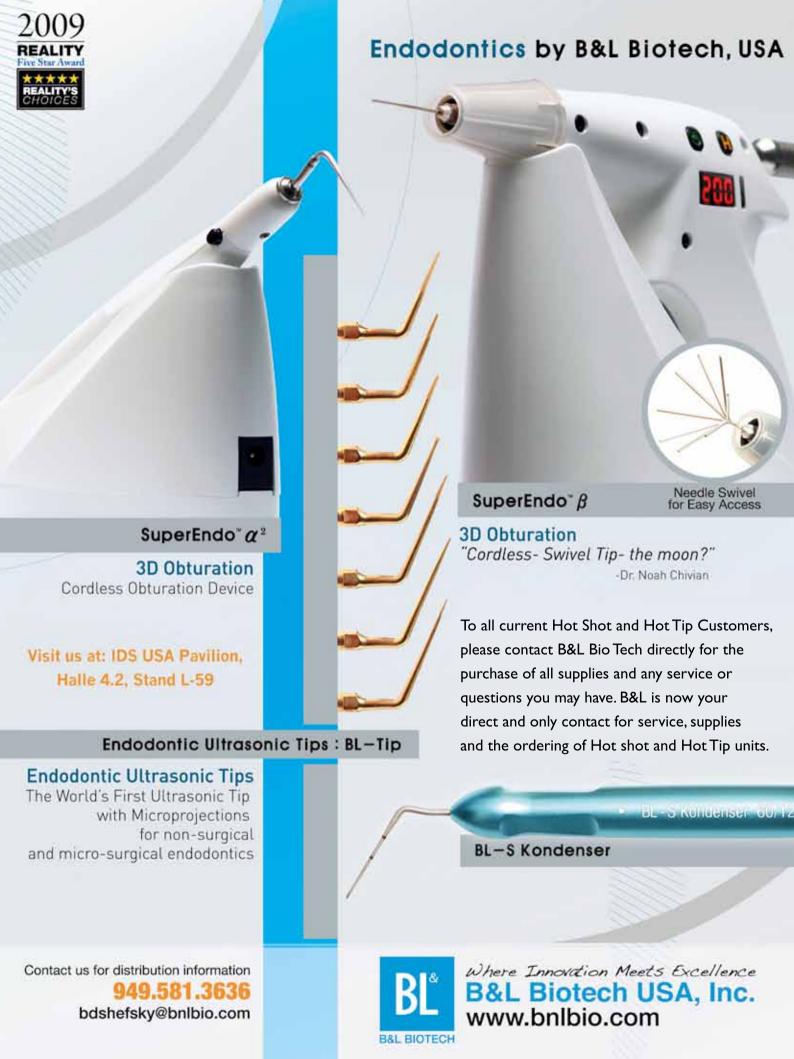
#### 33 // European Leader in Thermoplastic Technology



ROKO is a premier manufacturer of dental thermoplastic materials & equipment. Our innovations include the MULTIPRESS denture processing system - it's truly one of the best in the world. 3 models of the injection molding machine & 6 different thermoplastics are available, dental systems including ACRON, which was developed with the help of top chemists. It's a sensational new denture material that won the innovation awards at exhibitions in Kuala Lumpur, Warsaw and Jena in 2012. We are also specialists in casting and furnace technology. We manufacture the

high frequency casting machines, ceramic furnaces, burnout furnaces and ZrO2 sintering furnaces. 20 years of experience and ISO 9001:2008 QMS guarantees the highest quality equipment. Our products are available in 20 countries, and we are looking to expand our dealer network even more. We offer attractive prices and flexible terms. To contact us, visit our website www.rokodent.com. When partnering with ROKO success is guaranteed!

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#### 34 // New Mestra plaster-water dispenser. Boomerang Evolution R-080591



The Mestra Boomerang Evolution model has all the elements of the Standard Boomerang, but a new control was added, able to manage 4 different types of powder, saving different parameters for each of them.

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- Simple calibration.

Easily removable tanks.

- You can select the plaster grames and water mililitres are automatically obtained.
- Multiple doses by several times pressing the button.
- Dispensing system integrated in the tank. It can be replaced in a few minutes.
- Style: attractive design, combining practicality and ergonomics.
- Price: much lower than it could be expected.

www.mestra.es/comercial@mestra.es



#### 35 // Over and Aura: the top of Italian technology at IDS



Over is the result of a close teamwork and of a completely Italian know-how coming from years of experience in the dental field. After two years of continuous attention to the needs of the customer we gave birth to Over, a high-end range dental unit, 100% made in Italy. This fascinating sinuous shape hides a perfect alchemy among technology, strength and design. This surprising dental unit has been planned with many precautions in order to ease the job of the dentist and to provide comfort to the patient. The dental unit will be characterized by the new Aura technology, which will simplify the use of it. Thanks to this product, the range of dental units by Dentronica, which is Tecnomed Italia's brand, is able to meet, with innovation and effectiveness, the market's needs. Over will be launched on the market on the second quarter of 2013.



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#### 36 // ALPHA-PRO® WHITE VARNISH, 5% Sodium Fluoride White Varnish



Alpha-Pro® White Varnish is a 5% Sodium Fluoride White Varnish sweetened with Xylitol, and it is Gluten Free. It sets immediately on contact with saliva or moisture, leaving a smooth thin layer that stays on the teeth. This non-clumping formula is virtually invisible on the teeth. Based on an internal Study Alpha-Pro® White Varnish releases 7x the fluoride compared with the market leader over a 4 hour period. The unique



leak-proof mini canister slips into an adjustable finger ring for easy application. Each box contains 50 - 50ml unit-doses, 50 brush applicators, one adjustable finger ring and 50 fun stickers. It is available in three great tasting flavours: Strawberry, Bubble Gum and Melon. It has a two-year shelf life.

www.dentaltech.com/sales@dentaltech.com

#### 37 // BRAVIA® XL Turbine



Elegant new styling with titanium body, superior reliability, highly-efficient illumination, reduced noise and weight are just a few of the various features offered by this new special edition of the BRAVIA®L high-speed Turbine. The handpiece incorporate special integral-structure high-precision ceramic ball bearings which, together with the perfectly balanced rotor, makes the turbine

with unmatched high reliability and quietness. Lubrication can be carried out by means of the special recommended LubriONCE® grease lubricator or, normally, by oil dispensers. Once coupled to the GYROFLEX®LED rapid Coupling, the turbine can immediately get advantage of the LED source which allows 25000-LUX daylight quality illumination of the operating area and produces a superior and perfectly uniform light pattern. Turbine's connection is fully compatible with the popular MULTIflex® one. Other types of connection are also available.

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#### 38 // Tor VM



TOR VM is a Russian company which develops and manufactures accessories for dental anatomical restorations since 1999.

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#### 39 // A good friend of your life-Tribest, try do the best!



Tribest Dental Products Co. Ltd. Was founded in 2006. It is one of main dental disposable and material manufacturer & exporter in China. The company is located in Yangzhong city, Jiangsu province, near the country's largest port: Shanghai. Our main products are face masks, cotton roll, dental bib, dental kits, saliva ejector, micro brush, impression trays, denture box, sterilization pouches, oral health products, orthodontic products etc. We have been striving to develop more new products for our customers and friends. We enjoy good business reputation in this field.



Our products have been certified by CE and FDA. Our product variety wide, small quantity orders can also be accepted.

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www.tribestdental.com-Kevin@tribest.cn skype: kevinzhou56

#### 40 // vipi Block for milling machines in Cad/Cam Systems



Our experience and excellence on TOOTH MANUFACTURING, gave us the opportunity to follow the dental market technical evolution by transferring our knowledge to the blanks for cad/cam system and to maintain our service and support to distributors and end users worldwide. VIPI BLOCK is used in the milling technique of dental surgical guide, temporary crown and bridges, casting patterns, fixed single prosthesis and fixed multiple prosthesis



by CAD/CAM system of various manufactures. Our Company is ISO 9001 and 13485 and our VIPI BLOCK (Blank) is CE, FDA and GMP (Good Manufacturing Practices - Brazilian) certified to attend every countries quality demands.

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#### 41 // WR Rayson Export Ltd.



W.R. Rayson Export, Ltd. is a highly respected manufacturer of quality products for the dental, laboratory, salon and spa industries. Many of our products, including a variety of dental articulating papers, can be manufactured to customer specifications at our Burgaw North Carolina USA facility. Our commitment to the needs of our customers has earned us a reputation as an industry leader for over 50 Years. We offer a wide range of outstanding dental and laboratory products with very



competitive pricing. What separates us from other manufacturers is that we can give you personalized service by putting your label on the products purchased from us. Smaller quantities are not a problem as we have in-house printing and converting capabilities. Simply provide your own artwork or have our Production Team create package designs for you. We look forward to manufacturing and custom packaging your products.

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**New York** 

#### 42 // Normon: Experience and Technology on the manufacturing of dental anaesthesia



Normon, the generic manufacturer leader in Spain, and also the leader in dental cartridges with more than 60% share of market, is now ready to offer its manufacturing experience to companies throughout worldwide. The main concerns of the companies, seeking for cartridges manufacturers are quality, guarantee on supply and



regulatory support. Normon, continuosly updates the manufacturing plant. Estimated annual production capacity is over 130 million units of pharmaceutical products (116 million in 2011). The new investments in the latest technology in dental cartridges manufacturing lead Normon not only to commit with the customers needs but to be able to follow up the

possible growth of its partners even facing an unexpected success. Normon has launched European procedure to obtain the necessary Marketing Authorisation for these pharmaceuticals specialties, so the interested customers will only need to join the procedures at advanced stages.

www.normon.es/snava@normon.com

#### 43 // TEKMIL: The First Dental Chair and Unit Manufacturer in Turkey



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tor in European and Asian countries and meantine we would like to enter in new markets. If you are looking a good quality products please visit www.tekmil.com.tr and contact with us.

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#### **Achievements**

B

razil is the 5th largest country in the world in terms of area and population, with 196 million people and a territory covering about half of South America. In the last decade, the Brazilian population grew on average only 1.17%, confirming the slowdown in fertility rates that has started from the 1960s.

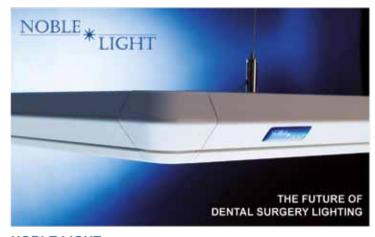
The Soutwest Region has the biggest population, but the North has recorded the highest increase between 2000 and 2010. The most populated states, which include São Paulo, Minas Gerais, Rio de Janeiro, Rio Grande do Sul and Paraná, account for about 59% of the total population.

According to a recent report by the OSECH (Swiss Business Network), the economy, the sixth largest in the world with GDP reaching US\$2.5 trillion in 2011, is highly diversified with a strong export of commodities such as coffee, ethanol, steel and iron ore, and solid mining, food and construction industries. Other important industrial sectors that developed in recent years are automotive, machinery and equipment, petrochemicals, computers and aircrafts.

Brazil is member of the Mercosur together with Argentina, Paraguay, Uruguay and Venezuela. Although the ultimate goal of the trade agreement is to build a common market, potentially the fourth-largest trading bloc in the world, obstacles in developing a common trade policy and currency are still hindering the efforts towards a deeper economic integration.

The Brazilian economy has achieved considerable results in reducing poverty and expanding its middle class. The government has implemented wide social programmes and lifted the minimal salaries, allowing over 20 million Brazilians to get out of poverty and broadening the middle income group to over 100 million people, over half of the total population. However, high inequalities still persist between a growing wealthy élite and the poorer social strata, as it is still evident in some areas of the country and in urban-rural comparisons.

The economic performance of Brazil in the last decade has been very positive, with sustained growth ranging about 7% led by exports and growing domestic consumption, and even the global economic downturn didn't affect the country as much as it has done in North America and Europe. Unemployment remains at below 6% and wages keep growing, continuing a trend that has seen a 70% increase in minimum wages in the same period.





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#### NOBLE LIGHT

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Box 2100, S-433 02 SÄVEDALEN, Sweden email: info@noblelightab.se www.noblelightab.se tel: +46 (0)31 33 67 660 The trade balance is also positive, as in 2011 exports totalled US\$256 billion and imports 226 million. Although the imports of manufactured goods have increased, domestic manufacturers are favoured by protectionist import duties.

According to the most recent estimates, Brazil's growth has entered a stalling phase. Lower than expected investments, although low interest rates, make analysts forecast a mere 1% growth for 2012. Compared to Peru and Chile, which both scored over 6% growth in 2011, or even Mexico with 4%, the Brazilian economy is now facing some negative consequences arising from complicated regulations and a highly protectionist business environment, so the current slowdown is becoming less sustainable than in the past also due to lower export revenues determined from the global decrease of commodity prices.

In particular, Mexico is emerging as the region's second-largest economy and a rival for the role of favoured investment destination in the next few years, mainly due to a stronger manufacturing base that allows the economic growth to loosen the ties to commodity prices and benefit from the rise of average wages in China. Mexico alone exports more manufactured goods than the rest of the region put together.

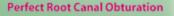
However, a positive impact on the Brazilian economy is expected from the stimulus provided by increased public and private investments ahead of the FIFA World Cup in 2014 and the Olympics in 2016, while the discovery of new offshore oil and natural gas reserves, estimated in 14 billion barrels and 423 billion m3 respectively, is also attracting high investments.





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#### Healthcare

A general outlook on healthcare delivery - The Brazilian unified health system (known as SUS, Sistema Unico de Saude) implemented in 1988 to guarantee universal health coverage, replaced a former two-tier system based on working contributions or private spending, leaving a great share of the population without coverage.

Since the SUS was launched, the number of beneficiaries grew from 30 million to 190 million, 80% of which currently depend exclusively on SUS to access health services. Decentralization was a key feature of the new strategy, as the main functions of SUS arer now administered by States and municipalities, while the federal government is responsible for coordinating national policies and also runs several hospitals throughout the country.

The primary care network (consisting of about 64,000 primary health-care units) has been strengthened to serve as the main provider of medical treatment and consultations, dressings, dental care, and vaccinations as well as laboratory tests and basic medication. The so-called Family Health Strategy involves a multi-professional Family Healthcare Team that is responsible for a geographic area including up to 4,000 people, where it provides promotion, protection, prevention, recovery and rehabilitation actions to individuals and families.

More complex cases and patients in need of specialist treatment are referred to Specialized Outpatient Centers (NASF) and hospitals. By covering about 80% of the health problems, primary care units relieve hospitals from many unnecessary referrals. The government stated that more than 25,520 Primary Care units are expected to be built, expanded or renovated by 2014, giving priority to those municipalities in the "Brazil without Misery" program that haven't yet been equipped.

#### The public SUS network includes:

#### 6,493 hospitals

(69 federal, 618 state and 2,278 municipal hospitals; the remaining are private and university hospitals also serving the public system)

- 64,000 primary health care units
- 31,000 Family Health Care Teams
- 2,476 Specialized Outpatient Centers

Despite the important achievements, however, the public sector experiences challenges in funding and training for primary care and long waiting lists for specialized care. Moreover, the income and urban-rural inequalities are mirrored in the different ability of population to access medical services.



Private healthcare - The private healthcare market is regulated by the Agência Nacional de Saúde (ANS), the National Health Agency. On the total population, only about 23%, or 46 million people, have private health plans due to their expensiveness. Besides company insurances and personal plans, the market also comprises out-of-pocket payments, which are common and weigh disproportionately more on lowest income strata of the population than they do on the wealthier groups.

The main players of the sector are Managed Care Organizations (MCOs) and Dental MCOs, operating private plans that usually have owned facilities and third party networks, also known as group medicine (37%); companies that manage private health plans/services for other institutions; Medical (and Dental) Cooperatives operating private healthcare plans on a not-for-profit basis (36%); philanthropic Institutions; self-insurers providing coverage only to active/former employees or dependents; health insurance companies subject to Private insurance Agency (SUSEP) besides ANS regulations (12%).

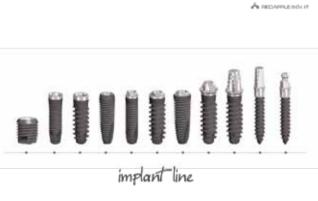


The market is highly concentrated: 37 out of the 1,000 insurance companies have a 50% market share, while about one third of them covers up to 90% of the market. 75% of plans are made up by corporate policies.

As the middle-class income group (with income between US \$625 and US \$3,100) has reached the 100 million, and is projected to keep growing at 10% percent per year until 2016, private health care plans are expected to see a rapid expansion.

The uneven distribution of population and resources between inner municipalities and coastal areas is mirrored in the private health care sector, as the main players are located in large metropolitan areas and focused on high income regions, but inner areas and the north eastern part of the country, that is experiencing better growth rates than the rest of the country, are offering a good potential for the future development of the sector.









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#### **Oral Health**

Advances in Brazilian oral health policy - Before 2004, Brazil lacked an effective oral health policy, as dental services were offered together with other health services without a clearly defined strategy to allow all groups of population achieve better oral health conditions. Mostly, free treatment was given only to children up to 12 years old and pregnant women, while adults and the elderly had access only to emergency dental care. Within the public health system, specialist treatments accounted for only 3.3% of the total and the majority of treatments performed were simpler procedures such as tooth extraction, fillings, minor surgery and fluoride application.

The National Survey of Oral Health, "SB Brazil", conducted in 2003 by the Ministry of Health, found that 13% of adolescents had never been to the dentist, 20% of the population had lost all his teeth and 45% of Brazilians didn't have regular access to toothbrush. Due to the very limited access to dental care, it was estimated that in 2002 75% of the Brazilian population had lost all their teeth by the age of 60. These findings showed how big the social exclusion in the oral health domain was.

In 2004 the Ministry of Health, under direct intervention of President Luiz Ignacio Lula da Silva, launched the national oral health policy known as "Brasil Sorridente" (Smiling Brazil) to tackle this lack in oral health strategies and resources. This policy set a number of goals and measures to reach them in order to extend oral health services to the large majority of the Brazilian population.



#### Dentists and dental prosthetic technicians / breakdown by State

Acre	495	23
Alagoas	2,327	105
Amapá	446	13
Amazonas	2,764	183
Bahia	9,700	657
Ceará	5,354	230
Distrito Federal	6,197	385
Espírito Santo	4,763	261
Goiás	8,242	872
Maranhão	2,881	105
Mato Grosso	3,662	209
Mato Grosso do Sul	3,409	289
Minas Gerais	29,916	2,318
Pará	4,005	173
Paraiba	3,427	225
Paraná	15,939	1,197
Pernambuco	6,644	308
Piauí	2,209	64
Rio de Janeiro	28,782	2,626
Rio Grande do Norte	2,950	120
Rio Grande do Sul	15,287	1,724
Rondônia	1622	62
Roraima	454	10
Santa Catarina	9,654	847
São Paulo	77,457	6,925
Sergipe	1,633	68
Tocantins	1,569	126
Total	251,788	20,125

Source: CFO



#### The main initiatives taken under the Smiling Brazil program were:

- fluoridating drinking water;
- reorganizing Primary and Specialized Care, expanding the numbers of oral health professionals and teams;
- making more specialty dental services available to a greater share of the population;
- allocating more funds for healthcare;
- distributing more than \$72 million worth of oral health kits;
- providing oral health education through the oral health teams.

Oral Health Teams - The delivery of oral healthcare at the primary level was reorganized on a decentralized basis on the same model of the Family Health Teams, with a proportion of one Oral Health Team per each Family Health Team.

The basic Oral Health Team is composed of dentists and dental assistants but there is also a second type of OHT including a dental technician, classified as dental auxiliary. The 21,000 Oral Health Teams are responsible for prevention and education, distribution of kits with toothbrush and toothpaste, fluoride application, and extraction and restoration. They already cover 85% of the country's municipalities.

Center for Dental Specialties – The CEOs (Centros de Especialidade Odontologíca) were created in order to increase the supply of qualified and specialized dental services including endodontics, treatment of special patients, minor oral surgery of soft and hard tissues, stomatology and periodontics. Each of the roughly 900 CEOs in the country receives funding for implementation and monthly incentives based on a minimum monthly production.

Regional dental prosthetics laboratories (LRPD) - Given the demand for prosthetic rehabilitation service, the Regional Dental Prosthetics Laboratories were established to provide such services to people who could not benefit from a health policy. Currently, 675 municipalities have a dental prosthetics laboratory.

The Brazilian population is beginning to acknowledge that the practice of dentistry is an integral part of good health.

Procedures performed include full dentures, removable partial dentures, fixed/adhesive prostheses. Laboratories may be either public or private, but contracted to the municipality or State. Funding is provided according to the range of production.

Results of the "Smiling Brazil" program – In 2011 the 4th national Oral Health epidemiological survey , titled SB Brazil 2010, confirmed the achievements reached by the program by reporting that all regions showed an increased use of the public service and the trend was also mirrored in the number of dental visits. The program was successful in expanding access to public dental services, particularly for the poorest, raising Brazil to the group of countries with low caries prevalence.



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Via Grandi, 7/2 - 40055 Villanova di Castenaso (Bo), Italy Tel +39 051 780465 - Fax +39 051 781625 - www.oasi.cc When the program began, only about 20 million Brazilian could access dental care. The figure has now risen well above 100 million, while incidence of caries has been reduced by more than 30% and the number of adult teeth treated has increased by 70%.

To support educational and preventive measures, 72 million kits with toothbrush and toothpaste for adults and children were distributed in 2008 and 2009 in elementary and high schools and by oral health teams.

The Smiling Brazil Program is also targeting the poorest regions of the country through the inclusion of its initiatives in the Territories of Citizenship, promoting the universalization of basic citizenship programs in underdeveloped areas, as well as in programs intended to provide primary and specialized health care to indigenous peoples.

Dr Roberto Vianna, former president of the FDI, stated that "the Brazilian population is beginning to acknowledge that the practice of dentistry is an integral part of good health". The demographic trends are also shaping a new environment for the dental practice in the country, as falling death rates and birth rates have caused a reduction the youth population and an increase of the elderly population.

A broader diffusion of education at all levels is also impacting people's attitude towards health. Since the Smiling Brazil program has become part of the national health policy and is going to be funded for the next 20 years, the increased awareness towards oral health will lead to a growing demand for dental services. As the government's ultimate goal is to make oral healthcare universally accessible to the Brazilian population, meeting such demand will require further expansion of the system to cover the remaining population.

# Dental industry and market

Dental Industry profile - According to the FDI, Brazil is the country with the highest number of dentists in the world, over 250,000, well ahead of USA with 195.000.

On a general scale, the Brazilian government is actively engaged in expanding the country's medtech industry with \$6 million invested over 2012 and 2013 for export promotion, aiming to reach US\$1 billion by 2014, which would place Brazil in a good position to join the world's top five medtech manufacturers by 2020. The dental segment accounts for about 22% of all the healthcare industry production. Of the roughly 230 manufacturing and 85 exporting companies, over 70% is located in the region of São Paulo.

The domestic manufacturing industry is favoured by protetionistic regulations, allowing it to cover about 60% of national demand, with tops of 90% for implants and prosthetic fittings, according to the "Conselho Federal de Odontologia" (Federal Dental Council). Despite the public government being the bigger provider of dental services, about 85% of domestic sales turnover comes from the private sector.

The dental industry has registered significant export surplus over the last decade, with production worth US\$86.2 million exported and imports for a total value of US\$80 million in 2011. Germany, United States and South American countries, especially Venezuela, are the main buyers of Brazilian dental equipment and products, which focus on instruments and dental equipment, dental chairs, artificial acrylic teeth, X-ray machines, drills and other dental fillings. Together, Venezuela, Bolivia, Argentina, Peru and Chile account for 28.4% of Brazilian dental exports, with a prevalence of dental practice equipment and chairs.



# Import and export trend, Dental sector

			2006	2007	2008	2009	2010	2011
Imports	Million US\$		26.5	36.1	44.3	45.8	59.2	79.9
	increase y-o-y		/	36.2%	22.7%	3%	29%	34%
Average increase		24.9%						
Exports	Million US\$		64.4	82.8	82.5	70.4	84.4	86.2
	increase y-o-y		/	28%	-0.1%	-17%	19%	2%
Average increase			6.38%					

Source: ABIMO, own elaboration



Implants – Because of Brazilians' increased attention towards aesthetics, Brazil is one of the largest dental implants market worldwide, valued at approximately \$195 million in 2011, with exports increased by 87% from 2006 to 2010. The Swiss company Straumann recently acquired 49% of Neodent, a Brazilian company in the top 10 list of dental implant manufacturers.

Oral hygiene – Most manufacturing companies operating in the sector are multinationals that have established local production, often destined to export. Internal demand and consumption has also increased in the last few years. Brazil now represents the second world market for oral hygiene products, valued at about US\$30 billion globally, with 9.2% share, behind USA (16.2%) and ahead of China (7.4%).

It is important to notice that in the period 2006 – 2011 dental exports have increased at a yearly average of 6.4%, while imports have registered a faster growth, accounting for a constantly growing demand from the domestic market that the local industry cannot meet.

**Author:** Michela Adinolfi

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# The Italian Dental Industry







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 The upper part has been designed for a big storage tray (R-100062) to be installed, in order to keep the worktable clear.



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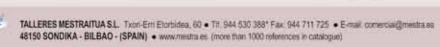
Power	1600 W
R.p.m.	3000
Voltage	230 V, 50/60 Hz
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Height	340 mm
Width	420 mm
Length	345 mm
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# The situation of the Italian dental industry

According to a recent sector analysis conducted by UNIDI in cooperation with consulting firm Keystone, Italian products cost averagely more than other products (especially coming from Asia); nevertheless, the continuous increase in export awards the investments made by the Italian dental industry in research and quality, gaining a solid reputation among international dental professionals as reliable products with an excellent design.

The manufacturing sector kept a growing trend until 2008, then the 2009 crisis impacted the sector causing a 4% decrease. Dental practice equipment totalled 273.8 million in 2009, while consumables for dental practice followed with \$\square\$ 17.8 million. Implantology registered \$\square\$69.2 million turnover and hygiene and sterilization products 49.4 million.

Since production destined to the dental practice plays a leading role in the Italian dental manufacturing industry, the diminished number of visits to dentists impacted the market volume (it is estimated that a the number of private patients dropped by about one million from 2008 to 2009). Moreover, while consumables are strongly dependant on the number of patients and visits, the procedures and treatments carried, equipment resents the effects of negative changes in confidence climate, technological innovations and incentiving policies.

However, the export-oriented production of Italian industry helped counteracting the slowdown in internal demand, as the growth in exports (7.4%) helped the sector regain a positive global trend in 2010 (+6%) and in 2011 (+5%). In the period 2006 to 2011, the compound annual growth of Italian dental exports was 5,4%, while that of production was 3.4%.

The important role of export was confirmed by 7.8% growth in 2011, meaning that in 2010-2011 Italian dental exports rose by 15%. On a five year scale, the total growth rate is 32%. Export accounts for about 60% of the total industry turnover, that registered €688 million in 2011, up from 654 million in 2010 and 615 million in 2009.

Investments made by the Italian dental industry in research and quality have given Italy a solid reputation among international dental professionals as reliable products with an excellent design.

In 2011, the total sales of equipment and products to Italian dental practices and laboratories grew by 1% on 2010, reaching €1.188 million. However, sales of laboratory equipment dropped consistently (-7.3%), while dental practice equipment grew by 2.3% and consumables remained fairly stable both for laboratory (1.1%) and for dental practice (0.5%).

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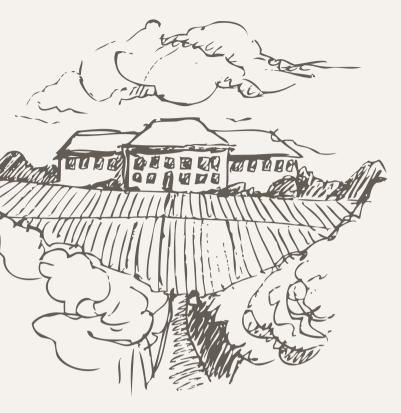
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As regards 2012, projections by the UNIDI forecast a decrease of about 1% based on some negative trends recorded in the first half of the year. For instance, sales of laboratory and dental practice equipment dropped, although by different rates (-18.6% laboratory, -8% dental practice). Consumables in both sectors remained once again quite stable, with only 1.7% decrease. While the drop in consumables purchases is mainly due to policies of of storage reduction by dental depots, the trend for equipment is an important warning as it shows the lower confidence of dentists and dental technicians for investment on a long-term scale.

Although the internal market looks currently more gloomy than in the last two years, the performance of the Italian industry, supported by solid exports, remains one of the best among the country's main manufacturing sectors. This trend mirrors the situation of the whole Italian manufacturing system that is going through turmoils and recessive phases, but keeps being supported by foreign demand for Italian products. According to the national statistic institute (ISTAT), while the domestic sales of industrial products fell, the turnover on foreign markets grew by 5.3%. Extra-EU countries and regions such as Poland, Switzerland, Japan and Southeast Asia are gaining an increasing role in the composition of export destinations, while a slight decrease was registered towards USA, China, Turkey, Russia and Latin America.

Despite the undeniable role played by exports, the Italian dental industry is resisting the critical economic moment also because of its high valued-added products. The attention towards sophisticated materials is a focus for many dental practices and laboratories, which therefore maintain a high demand for functional but at the same time aesthetically refined solutions. Although equipment and furniture have long represented the leading sector for Italian dental production, mainly due to their importance for export, there is also an increase in the segment of consumables, whose share in the total production grew by 20% in the last 8 years (from 30 to 36%). The trend is



### market overview

even clearer in the segment of specialist consumables (from 12 to 15%) and especially in implantology consumables whose share grew by 30% (from 9,6 to 12,5%), mirroring a global growing trend for the implantology market.

### Market Profile

The Italian market as a whole is estimated to be worth about  $\square$ .2 billion. Roughly two-thirds of the market (about  $\square$ 750 million) goes through dental depots, while manufacturers, importers or foreign suppliers sell most of their production to wholesalers.

According to Keystone, the demand for dental services has undoubtedly dropped in the last few years, about 14% less that means three million patients from 2009 to 2011. However, some bigger and newer practices reported a slight increase in the number of patients. A marked drop (-34%) was registered in the same period for the most expensive treatments, especially for prosthetics, as many Italian households cannot afford high investment in prosthetic treatments and prioritize other expenses. This raises issues on the ability of dentists to correctly communicate and inform patients about the importance of oral health, although there are also margins for intervention from an economic point of view if bigger, more efficient practices offer more affordable solutions and terms. The point also applies to laboratories, as bigger laboratories that have a broader customer base and are more oriented towards the use of newer technologies reported positive results.

An interesting data emerging from the statistical surveys is that consumption in the dental sector as a whole has not decreased in proportion to the drop in the number of patients among private dentists. This points to the role played by other providers offering dental services such as big dental centres or franchising, but also a greater development of the public offer both in quantity and quality.

Therefore, despite the reduction in the number of patients of the traditional single man practice that is typical for the Italian dental sector, a comprehensive look at the current trends shows that a new scenario is opening up, where structures able to maintain a "critical mass", as suggested by Mr Roberto Rosso, president of Keystone, can obtain positive results, being either public or private, as long as they increasingly adapt to associative models.

Generally speaking, the market as a whole depends on the number of patients accessing the dental practice, and this trend is currently negative in Italy; however, when it comes to considering the total value of sales, the Italian market ranks second in Europe, accounting for 13%, although the Italian economy ranks only fourth in Europe with a GDP that is around 10% of the total. The reason for such discrepancy is the tendency of Italian dentists to choose sophisticated and high quality products.

Among the products that are rapidly gaining momentum, digital technologies have the leading role. Digital panoramic x-ray is now common in about one-fourth of Italian dental practices, and CAD/CAM based prostheses grew by 37% in 2010 and maintained a slight growth in 2011 despite the general recessive trend of the prosthetic sector as a whole.

A brief outlook on Italian dentists - According to the Italian "Giornale dell'Odontoiatria" (Journal of Dentistry), that collected data from two separate surveys on the dental profession in Italy conducted by Keystone and ANDI (National Association of Italian Dentists) on the period November 2011-January 2012, the dental profession is practiced by prevalently middle-aged dentists, while only 26% of the respondents had entered the profession within the previous ten years. Among this group, 40% didn't manage to set up their own practice within the first five years from enrolment in the national register of dental practitioners.



# Figures for the Italian dental sector

· Among the products that are rapidly gaining momentum, digital technologies have the leading role.

> 2/3 of the market goes through dental depots, while manufacturers, importers or foreign suppliers sell most of their production to wholesalers.

Density: I dentist every 900 people **Dental Dentists** laboratories: 59,000 12.800 Number of private practices: 40,000





The majority of surveyed dentists worked in one practice (57%), 28% in two, 15% in three or more. There is a marked preference for establishing the practice in urban centres (47%) or in the immediate surrounding neighbourhoods (32%), while suburbs are less attractive (13%) and non urban areas remain quite neglected (8%).

The average number of patients per week is 26, although this figure varies significantly according to the different region, increasing in Northern Italy and decreasing in Southern regions.

As regards the demand for treatment, prosthetics, conservative procedures and parodontology are all registering negative growth, while implantology confirms a slight increase (18% of surveyed practices reported an increase in implant therapies), and emergency conservative procedures remained stable. An interesting data concerns whitening treatments, which are only reported to be required by 2 patients per month on average.

The average expenses for consumables among surveyed practices was about €700, quite the same as for implantology products. In most cases the owner of the practice takes care of purchases, while only 27% of respondents delegated the task to a collaborator.

Author: Michela Adinolfi

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# Interview: **OR**



# I. Could you describe your core product and its most innovative features?

NewTom's products represent the Italian tradition of specialized manufacture and we are known all over the world for reliability, high standards and state-of the-art technology. Even if we put equal effort in all our projects, we considered our core product NewTom GiANO. This device represents the perfect solution for dental specialists who want to increase the value of their practice. Thanks to NewTom high technology and competitive price, GiANO can be considered the most competitive hybrid device available today. The specialist has at his disposal a device which can perform a whole range of exams, depending on his requirements: 2D, 3D, Ceph and carpal exams.

Our product portfolio contains other two CBCT products, which are designed to satisfy our customers' needs:

- NewTom VGi, designed as a traditional orthopantomograph, is the best solution for maxillofacial and orthognatic diagnose, and dental radiology. It also fits mobile solutions:
- NewTom 5G, designed as a small MSCT, was an innovation and revolution in the field of advanced imaging, specifically with CBCT. It is best intended for medical radiology.

All our products employ CBCT technology, with a low dose, in order to obtain high level quality images, and are compatible with third party software available on the market.

# 2. What is the main focus of your R&D activity, and which technological advances are, in your opinion, most promising for your product sector?

NewTom products are designed by our R&D department, which employs the most advanced components available on the market. Moreover, they also developed our own firmware and software for analysis (NNT), applying specific reconstruction algorithms to provide a full range of information. Responding to the precious feedback that our customers have been given us, we could develop a range of products that fully met our customers' needs and requests.

Our engineers intend to focus on improving the use of CBCT technology not only in the dental field, but also in medical and veterinary applications. We plan to further develop our software, enhancing its performances, customizing it according to the customer's needs, and increasing its compatibility with all available software and devices.



# 3. Has the global crisis caused a shift in sales trends towards the European market compared to other non-European countries?

The local economy brought some European countries as Greece, Spain and some parts of East Europe, to experience a deeper crisis than other powerful and technologically advanced countries, which were prepared to face up this situation. We can't precisely estimate the effects of the economic crisis, since our portfolio includes devices with innovative features, which permit to increase the sales in various fields of application, broadening our global markets and balancing the risk, expects to grow, expanding our market in the countries outside CE and establishing or market shares in the historical ones.

# 4. What are your expectations towards the future market trends, and how do you think the Italian dental industry may face the upcoming challenges?

In 2013 we expect to grow, expanding our market in new countries and establishing our share in the historical ones, and for our group the market major trends will be:

- dental radiology, especially in the segment of machines with both 2D and CBCT with medium FOV:
- maxillofacial departments, where a big FOV device could be the best solution:
- $\bullet$  medical radiology, where high quality images and a lower dose than MSTC can be preferable.

The crisis has been shaping the market's requests, reducing the financing and increasing the performances that customers need. For fulfilling those requirements, the Italian dental industry will have to focus on devices with specific features and find a compromise between price and high technology.

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# Interview: Dentag

# I. Could you describe your core product and its most innovative features?

Dentag began manufacturing dental and surgical instruments in the early 1950s, and over this period has acquired extensive experience in this specialist field. Our core business continues to centre on manufacture, and many new types of instruments with different characteristics have been added to our range.

Our company produces instruments, both for other companies and also with our own brand, for use in a wide variety of dental and surgical interventions. The materials used – stainless steels and titanium alloys – are of the highest quality.

# 2. What is the main focus of your R&D activity?

Given the highly-specialized nature of our products, we receive requests almost daily for new instruments from our domestic and, above all, overseas customers. For this reason, our research focuses specifically on the manufacture of instruments which are innovative in every way — in their shape, in the materials used and in the surface finish.

Our production process makes the company highly versatile in producing small and medium-sized batches of instruments.

# 3. Which technological advances are, in your opinion, most promising for the dental instrumentation sector?

Demand for instruments with special shapes and in innovative materials is currently growing. For this reason, we are firmly convinced that versatility and continuous research into innovative production technologies will be the basis for our expansion in this field. And we are ready.

# 4. Has the global crisis caused a shift in sales trends towards the European market compared to other non-European countries?

Without doubt, the European consumer market has been, and continues to be, affected by the ongoing economic crisis. Fortunately, we have been affected to a lesser extent, as more than 70% of our products are sold to foreign companies — many of which are, in turn, manufacturers — operating in non-European markets. In addition, a number of DenTag's direct customers operate in the same countries.

# 5. What are your expectations towards the future market trends, and how do you think the Italian dental industry may face upcoming challenges?

Sooner or later, all economic booms and all economic cycles come to an end

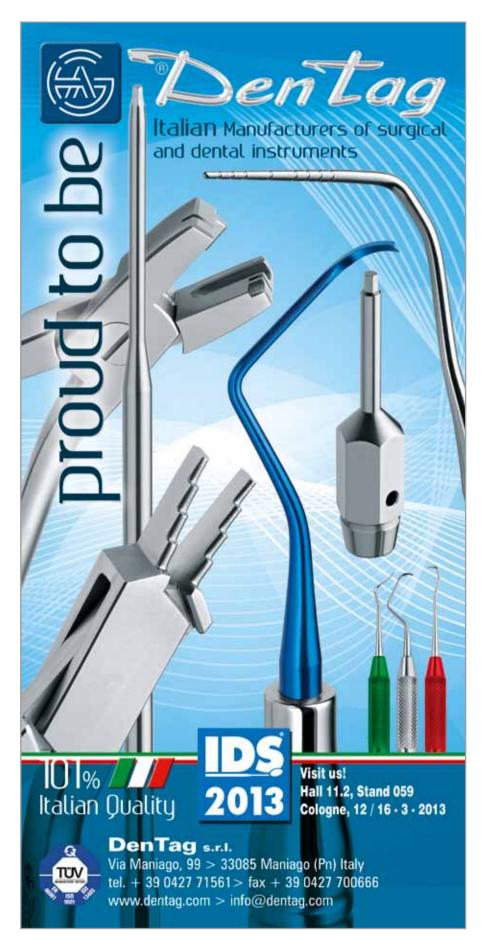
We are confident that the current situation will begin to improve in the near future; what is important is to be present in the market and ready to take every opportunity as soon as the market recovers. We are working with this in mind.

As regards the Italian industry as a whole – I refer to our specific sector and to my own experience – our producers are already present in the market at the highest levels of quality, in spite of being constantly hampered by the bureaucratic and political obstacles that we must face and solve every day. Obstacles that do not affect most of our competitors inside and outside Europe.

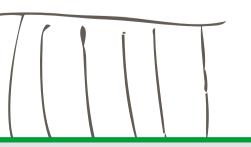
Given this situation, and if further obstacles are not placed in our way, our manufacturers are ready to face and overcome any challenge.

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It is one of the most prestigious Southeast European events in the field of medical care and is traditionally held under the auspices of the Ministry of Health of

the Republic of Bulgaria. The event is supported by the Bulgarian Medical Association and the Bulgarian Dental Association.

The exhibition halls will expose new models of clinical laboratory and diagnostic devices, medical machinery and dental equipment, tools, reagents, consumables and other medical treatment products, as well as best practices in global health care to support experts working in hospitals, medical diagnostic and consulting centers, medical and dental clinics. **BULMEDICA** will again demonstrate new equipment and devices for therapeutic services, innovative systems and apparatus for higher precision in diagnostics, laboratory equipment and supplies for individual medical practices, emergency care, preventive care, orthopedics and rehabilitation, auxiliary devices with various clinical utilization, etc.

**BULDENTA**L will present, in the sectors of dentistry and dental prosthetics, the latest equipment, devices and instruments for dental, medical, and denture cabinets, beauty parlours and denture laboratories, dental and denture materials and supplies, equipment for X-ray and dental offices, oral hygiene products, etc. In the course of its long-standing history **BULMEDICA / BULDENTAL** has always enjoyed great interest from both Bulgarian and foreign participants.

**BULMEDICA / BULDENTAL** in 2012 exposed products by 212 direct exhibitors representing 976 companies from 45 countries. Along with the traditional participants, we had 54 new participants from Bulgaria, Romania, Greece, Hungary, Poland, Germany, South Korea, Russia, France, China, Slovenia, Turkey and other countries.

As usual, medical and dental companies from South Korea retain the level of activity, organizing their national participation at a common booth. There will be organized again a collective representation of companies from the Italian health sector, in cooperation with the Agency for foreign promotion and internationalization of Italian enterprises (ICE). The 2012 exhibition registered 12 000 visits by health experts which is a good indication for the solid interest towards the event.



The profile of **BULMEDICA / BULDENTAL** has already been recognized as a forum for contacts and business initiatives of professional organizations and a wide range of health care specialists and experts. Just as any other year, the organizers of the 2013 edition have provided discussions, demonstrations, corporate presentations and seminars on topical issues for the medical community.

More information at: www.bulmedica.bg





# The Greater New York Dental Meeting Exceeds All Expectations

The 2012 Greater New York Dental Meeting was a qualified smash hit. The conference was held November 23 – 28 and the reaction from attendees and sponsors was unanimous: Not only was the content, faculty and networking excellent, but the event was unlike anything else. After only a few short weeks following Hurricane Sandy's destruction of the Eastern Seaboard, the Javits was back up-and-running packed with the latest in technologies, resources and an unbelievable amount of educational opportunity.

At this year's 88th annual event, the Greater New York Dental Meeting registered 53,481 attendees from all 50 states and 130 countries; record breaking results!

At the heart of the Greater New York Dental Meeting are its attendees and speakers; with a comprehensive and diverse speaker line up, the GNYDM strikes an effective balance between offering specialist sessions for dentists and dental teams alike. There were choices of essays, full-day and half-day seminars as well as hands-on workshops. One of the most successful courses has been the full-day Botox and Dermal Filler hands-on patient workshops given over four days. Attendees leave this workshop with actual tools and insights that can be used as soon as they return to their Dental practice

An integral part of the Greater New York Dental Meeting experience is for attendees to interact with exhibitors. Professionals roamed aisle after aisle and visited more than 1,500 exhibit hall booths, learning about the newest equipment and materials available from around the world. The Greater New York Dental Meeting's partnership with the U.S. Department of Commerce International Buyer Program allowed exhibitors a free listing in our Export Interest Directory, the opportunity to meet many

worldwide senior level volume buyers, export counseling by government specialists and additional benefits derived from our extensive international marketing efforts.

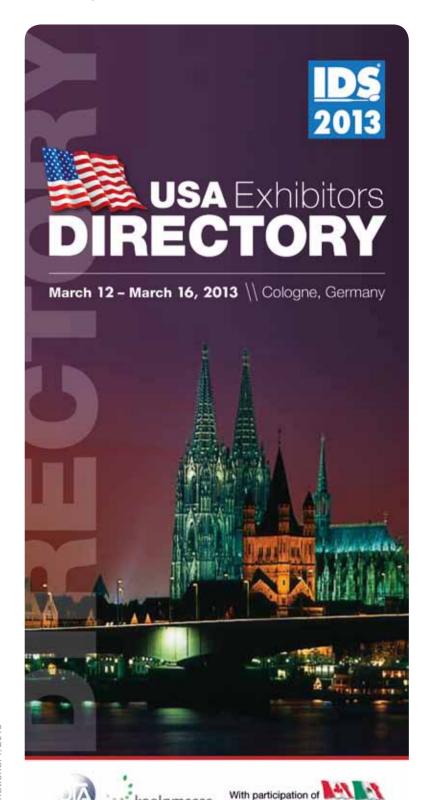
The Greater New York Dental Meeting held a unique Hurricane Sandy Relief Symposium Tuesday morning of the Meeting to provide information to Dental practices affected by the storm. Attendees received a list of exhibitors offering special programs, discounts and equipment.

The "Live" dentistry arena filled all 450 seats with standing room only for all four days. This revolutionary concept in Dental Conventions took place on the show floor with NO tuition costs to attendees.

The GNYDM's international program accommodated 6,914 international visitors from 130 countries and offered educational programs in Spanish, Portuguese, French, Italian and Russian. As the holiday season is a time for giving and helping others, the Greater NewYork Dental Meeting once again hosted the "Greater NewYork Smiles" program. This educational program is focused on improving oral healthcare in children. Over 1,400 children from all five New York City boroughs traveled from their local schools to the Greater New York Dental Meeting's registration area to receive information on nutrition and oral hygiene instruction in a fun and child-friendly atmosphere.

Mark your calendar for next year's Meeting, November 29 – December 4. Remember there is never a pre-registration fee. For additional information, please contact the Greater New York Dental Meeting at 570 Seventh Avenue – Suite 800, New York, N.Y., 10018; Telephone: (212) 398-6922; Fax: (212) 398-6934 or by e-mail: info@gnydm.com





www.ids-cologne.de

# North American companies back with strong numbers at IDS 2013

Despite the global economic challenges of this decade, U.S. dental manufacturers and service providers continue to be resilient and highly innovative when it comes to export promotion (competing in the global marketplace). This year, the U.S. dental industry is back in Cologne with all major players and-new-to-market companies, underlining the strong confidence the industry regularly places in IDS.

Attendees will have access to products from over 180 U.S. suppliers who will show anything from Abrasives, Dental Materials, Dental Chairs, Implants, Filling Materials, Orthodontics to Lighting and Laser Devices. This year, 133 exhibitors and co-exhibitors will display in the U.S. Pavilion in Hall 4.2 (upstairs 2nd level) to present their products with the addition of Canadian and Mexican companies. Plus, U.S. manufactures and service providers can be found in each of the five multi-level IDS halls.

The large North American presence at IDS reflects a strong, international demand for high quality and reasonably priced products.

To search for North American products at IDS 2013, Koelnmesse Inc., the Chicago based subsidiary of the organizer has produced a directory which will be available at all IDS info counters as well as around the USA Pavilion in Hall 4.2. Companies can be searched by products or hall location. The directory serves as a follow-up tool to reach exhibitors after IDS has concluded.

International dealers and dentists who are interested in North American products are encouraged to visit the USA Pavilion in Hall 4.2.

For more information please contact:
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8700 W Bryn Mawr Ave
Suite 640N
Chicago, IL 6063 I
p: +1-773-326-9929
r.dommermuth@koelnmessenafta.com

# Excellent early signs for FDI 2013 Istanbul



Registration and abstract submission are already open for FDI's Annual World Dental Congress, to be held in Istanbul (Turkey) from 28 to 31 August 2013, and early signs are already promising. The figure to beat for abstracts is 444 abstracts from 56 countries, recorded in 2012. FDI has high hopes that this will be far surpassed in 2013.

Twenty-two internationally-renowned speakers have responded positively to FDI's invitation, with 23 scientific sessions already confirmed. Meanwhile, four industry symposia are being programmed. The 2013 programme will also include the highly successful 'early morning' and 'meet the expert' sessions, first introduced in 2012, and booked within weeks.

The 2013 scientific programme promises to be both innovative and complete, covering a wide range of areas from periodontology, endodontics, materials and dental implants to oral cancer. A 'Year in Review' session is also planned, as well as four lunchtime industry symposia. Local issues will be covered extensively in lectures and interactive sessions.

Signs are equally encouraging for the 2013 AWDC Exhibition, with more half of the total available space pre-booked.

### An enriching experience

Says Prof Taner Yücel, President of the Turkish Dental Association and of the Congress organizing committee: "We are putting everything in place to make this the 'go-to' dental event of 2013. We have been working very hard to make sure that our close and more distant neighbours know about FDI 2013 Istanbul. The more participants that we have attend the Congress, the more enriching the experience will be!"

"I firmly believe the FDI Annual World Dental congress is on an upward trajectory," says FDI President Dr Orlando Monteiro da Silva "For many people arriving from overseas, it is the perfect opportunity to catch up on professional issues and friendships. There is a warmth about FDI's Congress unique to that event."

FDI 2013 Istanbul follows on from the highly-successful FDI 2012 Hong Kong, the celebratory 100th anniversary congress, which saw record international and regional attendance.

FDI World Dental Federation serves as the principal representative body for over one million dentists worldwide. Its Annual World Dental Congress, held every year in different locations around the world, provides a unique opportunity for professionals and all other sectors related to oral healthcare to meet and learn from one another.

The Turkish Dental Association (TDA) is one of the most active professional associations in Turkey and it acts as the collective "voice" of nearly 24.000 dentists. It was founded on 7 June 1985 as a regulatory body for dentistry in Turkey. Its central office is located Ankara. Since TDA's inception, it has made great strides forward in increasing health literacy in Turkey through the educational events it regularly organizes.



# **IDS 2013**

# Special IDS 2013

Highlights from the European trade press conference concerning the 35th International Dental Show



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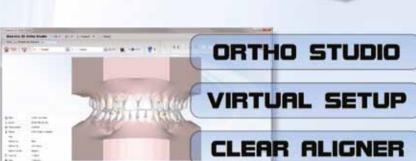
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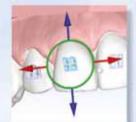
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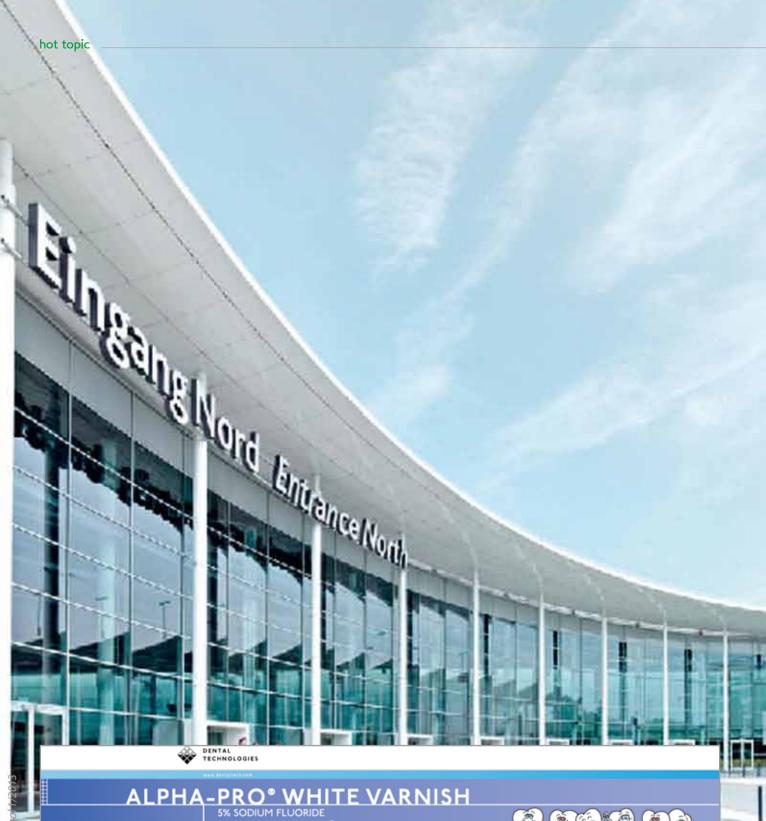
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Infodent Internation

On 4th December 2012, the European trade press conference took place in Cologne in the run-up to the 35th International Dental Show, to be held from 12th to 16th March 2013.

Dr Martin Rickert, Chairman of the Association of German Dental Manufacturers (VDDI), reminded the audience about the first edition of what has now become the world's leading dental trade fair, held in 1923. Next year, the IDS will therefore be 90 years old.

While bringing together dentists, dental technicians, laboratories, students, trade dealers and manufacturers from all over the world, the IDS presents the latest innovations in products, treatments and techniques related to all the subdisciplines of dentistry.

As the leading global fair for the dental sector, IDS is characterized by its broad international scope in terms of both supply and demand. In Cologne, exhibitors reach visitors from all over the world.

### **IDS 2013**

(Remarks by Katharina C. Hamma, Chief Operating Officer of Koelnmesse)

From I2th to I6th March, IDS will once again impressively assert its position as the leading global trade fair for the entire dental sector, including all of the global market leaders, that will present its products and services in Cologne at a trade fair whose depth and breadth are unique. The offerings will include products for dental practices and dental technology laboratories, measures for preventing infection, dental maintenance products and related services. Innovations for improving information, communication and organization will also be on show.



1,900 suppliers from over 55 countries are expected. The largest contingent will be coming from Germany, followed by contingents from Italy, the USA, South Korea, China, Switzerland, France and the UK. In addition, in March 2013 there will once again be 13 group presentations from abroad. The countries involved are Argentina, Brazil, Bulgaria, China, the UK, Israel, Italy, Japan, Pakistan, Russia, South Korea, Taiwan and the USA. Overall, it looks as though even more companies from abroad will be represented in Cologne in 2013 than at the last event. To date, 10% more registrations from abroad have been received than two years ago. Alltogether, 68% of the companies exhibiting in Cologne will be from outside

In terms of gross exhibition space occupied, IDS 2013 will set a new record. The fair will occupy not only Halls 3, 4, 10 and 11 but also all of Hall 2.2, which was occupied only partially in 2011. As a result of this expansion, the fair will occupy 150,000 m2 of gross exhibition space for the first time. That's 5,000 m2 more than two years ago. Many exhibitors have once again expanded their stand areas, so the halls are already booked out. A waiting list was set up to handle further enquiries.

As the leading global fair for the dental sector, IDS is characterized by its broad international scope in terms of both supply and demand. In Cologne, came from smaller and distant countries – for example, from the Bahamas, Trinidad and Tobago, Zimbabwe, Togo, Madagascar, Qatar, Oman, Laos, Cambodia, Tajikistan, Polynesia and Micronesia. At the fair, the visitors will be able to gather information about the products and services of suppliers from all over Europe, North and South America, the Middle East and the Asia-Pacific region. International business of this calibre within the dental sector is possible only at IDS in Cologne, the sector's global meeting place for decision makers from the specialized dental trade, the dental industry and organisations for dentists and dental technicians.

Next year the trade fair concept of IDS will continue to focus on business activities and product information at the exhibitors' stands. All of the halls will be equally interesting; they aren't divided into thematic segments, because most of the exhibiting companies have an extremely diverse product range.

The Dealers' day will once again be staged on the first day of the trade fair (12th March 2013). On this day the focus will be on the specialized dental trade and importers that will be able to conduct their business activities undisturbed at the exhibitors' stands.

Once again there will also be a Speakers' Corner – a hosted visitors' forum for specialist lectures and product presentation by the exhibitors. At the last IDS, many exhibitors took advantage of this additional opportunity to make presentations. In fact, they showcased innovations and trends from their respective product and service ranges in around 75 presentations, which were a big hit with visitors.



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Services for IDS visitors - Koelnmesse offers visitors a broad range of digital services to prepare for the trade fair in a targete manner. The IDS website will inloude a current update of the IDS apps for iPhones, BlackBerry and other operating systems, free for users. The app features a mobile exhibitor search function and uses an innovative navigation system that leads visitors through the halls to the stands they are looking for. The app, continuously updated, also offers information about restaurant and catering options, services within the trade fair complex and the supporting programme. Another digital service called Business Matchmaking 365 enables visitors and exhibitors to contact one another directly - not only before IDS 2013 begins but also after it has finished. In the run-up to the fair, visitors can also use the online schedule planner to send appointment inquiries to exhibitors via e-mail. The online route planner will also put together an individual plan for a visit to the trade fair, including the optimal route through the halls. A database of innovations will be provided on IDS website. Starting in January, exhibitors will be able to enter initial information about their products into this database. As a consequence, information about innovations at IDS 2013 will be available in a clear and compact form in the run-up to the fair

Lufthansa, once again the official airline of IDS, will offer flight tickets at discounted prices to exhibitors and visitors from more than 250 cities outside Germany in around 100 countries. The Cologne/Bonn Airport is also the central hub for low-cost carriers. In addition, visitors can travel to IDS by train on discount train tickets from Deutsche Bahn.

Hotel rooms and accomodation can be booked online via the IDS website. Koelnmesse cooperates with approximately 120 partner hotels in Cologne and the surrounding region. Altogether, approximately 80,000 rooms are available in Cologne and its surroundings.

# Relevant topics and trends at the IDS 2013

# Laser technology

- "Applications for monochromatic light in the practice" use, specialty area and new technology.
- "The latest trends in the various equipment classes" solid-state lasers, gas lasers and dye lasers; CO2 laser (for soft-tissue surgery: frenectomies, vestibuloplasties and hyperplasia removals, smoothing apicectomy scars); erbium laser (for hard-tissue applications: caries removal and enamel conditioning, incisal ridge defects, lesions due to cleaning and multilayer constructions of dentin adhesives, minimally invasive child caries therapy);

diode lasers for gingival surgical procedures and endodontic treatments (for multimorbid patients, patients suffering from diabetes or subject to blood-thinning medication).

- "Integrating laser technology into the existing concept of a dental practice" "The right laser opens up an attractive opportunity to broaden the range of therapies offered, to acquire new patients and to raise the practice's profile" (Dr. Markus Heibach, Executive Director of the VDDI). Surgery hygiene
- "The current hygiene regulations and how they are implemented in the dental surgery" new set of regulations concerning matters such as the annual inspection of drinking water to determine if it contains Legionella bacteria.
- "The latest trends in the area of equipment systems and dental supplies" –
  innovations for cleaning and disinfecting instruments and surfaces, checking
  water quality in treatment units, sterilizing medical products and disinfecting
  hands; individually usable perfume concentrates increasing patients' comfort.
- "Integration of surgery hygiene into a highly effective quality management system" latest generation of thermo-sterilizers and autoclaves making it easier to treat instruments and enabling users to integrate a modern system of online documentation; new dental softwares complete of training and coaching sessions.

### Orthodontics

- "Innovations in the field of orthodontia" innovative scanning technologies, no plaster models through digital dentition models and workflow, intraoral scanners,
- "Technological advances for equipment and processes" rapid prototyping in jaw-related orthopaedics, functional analysis and orthodontia; cephalometric analysis by means of magnetic induction, alternative to the use of x-ray.
- $\bullet$  "Digitisation of the orthodontic surgery" digital technologies and networking of treatment processes.



# Digital practice and laboratory

- "Digital technologies in use in the dental practice and laboratory"
- treatment-related applications, software for accounting, purchasing and documentation; computer supported solutions for systematic quality management.
- "New CAD/CAM processes" increasingly precise processes for centralized production; programs displaying results before treatment begins.
- "Modern software for networking and work processes" software for ensuring data integrity, inventory control and billing in complete solution packages.

## Implant-supported dental prostheses

Among the trends on display at the IDS 2013, there are optimized implant surfaces, individual abutments or software for guided implantation; modern software systems allowing 3D planning without a DVT unit in the practice; new products in the field of zirconium oxide implant for metal-free prostheses.

## Ceramics & Aesthetics

- New possibilities for ceramic dental work: new techniques for colouring, such as ceramic infiltration with suitable dying liquids and painting systems with new primer liquids or special applicators.
- Main trends: highly translucent materials, especially zirconium oxide, and pre-coloured framework materials.

### Prosthetics & implantology - collaborative surgery

- Cooperation between dentists and dental technicians to combine prosthetics and implantology: enhanced software, innovative materials and improved interfaces, drill templates made with the aid of computers and CAD/CAM-produced implant superstructures.
- Prosthetics manufacturing techniques screwed on to implants: bridges and bridge superstructures can now be created on the basis of a single dataset. Following consultation with the dental technician, specialized planning or cutting centres can supply labs with precise shapes that serve as an ideal basis for creating aesthetically perfect implants.





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# Alloys

- Increasing variety of gold-based alloys
- Networked manufacture of non-precious-metal frameworks and superstructures creare alternatives to counteract the rising cost of gold, such as: ECO alloys with reduced gold component, non-precious metal alloys produced by SLM (selective laser melting) processes, silver-palladium and palladium-based alloys.

### **Endodontics**

### Modern concepts in diagnostics and therapies:

- Mechanical root canal preparation using rotating instruments allow to prepare and disinfect all accessible root canals all the way to the apex and is increasingly regarded as an alternative to hand preparation of root canals: modern nickel-titanium alloys are highly resistant to fractures; NiTi file systems which use disposable files are becoming increasingly popular, and in 90% of cases, only one file is needed for patient preparation. Electronically controlled drive units with optional reciprocating motion and torque control help to almost completely eliminate fractures when using the mechanised files.
- Chemical-mechanical disinfection of the root canal using ultrasonic principles or hydrodynamics reduce the number of germs present even in lateral canals. Composite-based sealer adhesives and cements, modern thermoplastic gutta-percha systems for vertical condensation are available for a subsequent bacteria-tight three-dimensional obturation allowing the reliable filling of even complex canal structures.



• Modern imaging techniques can deliver an exact visualization of complex multiple-root canals all the way down to the finest or obliterated places and provide exact control of the file position during canal preparation. Diagnoses made through digital X-rays, digital volume tomography (DVT) and computer tomography (CT) can be saved and used for online documentation of the course of treatment.

#### CAD/CAM

One of the main focuses will be CAD/CAM, increasingly used to desing crown, bridges and inlays withouth the use of chemicals. CAD/CAM has also led to the efficient processing of completely new materials such as zirconium oxide as a tooth-coloured restoration material. This high-performance ceramic is currently getting a further boost from the introduction of translucent versions which expand the range of aesthetic possibilities and make monolithic zirconium oxide restoration possible, particularly in the hidden areas of the molars.

The counterpart of the dominant cutting techniques, which chiefly consist of milling, are the constructive rapid prototyping methods, which will become increasingly popular in the future. These methods include the selective laser melting (SLM) technique and the gradual stacking of plastic structures. In the future, this technique could make high-performance plastics an attractive alternative to metals and ceramics. The rapid prototyping category also includes the well-known stereolithographic production of drilling guides for implantologists.

Digital dentistry systems once received a key impulse from implantology. In dental practices and labs, these systems are jointly used for "backward planning". Conversely, implantology is today getting fresh inspiration from the CAD/CAM sector. This advanced technology can be integrated into tried and tested prosthetic care concepts to improve the success rate and/ or reduce manufacturing costs.





#### Outlook on the German Dental Industry

(Remarks by Dr Martin Rickert, Chairman of the Association of German Dental Manufacturers - VDDI)

The German dental industry once again succeeded in expanding its export business last year and this year. The domestic market is also showing stable development. The 200 member companies of the VDDI employed approximately 18,100 men and women in Germany and abroad in 2011, a slight increase on 2010. In 2011, member companies recorded total turnover of approximately 4.11 billion euros, an increase of 2.4%.

Nearly 2.435 billion euros of the total turnover was generated abroad, an increase of 4.8%. The German domestic market stabilised last year; the turnover of 1.674 billion euros (+0.1%) remained more or less at the 2010 level.

The export quota has now risen to around 59%, which means German companies have been able to further stabilise their position in the world markets and even significantly expand it in some markets.

In October 2012, VDDI surveyed its member companies concerning their current business situation.

- The companies described the overall business situation as generally positive in all three segments: facilities, equipment/instruments and materials.
- In terms of domestic turnover, "dentistry facilities" was the only segment in which the number of companies reporting a decline was slightly lower than that of firms posting increases. In terms of equipment and instruments, most companies recorded growth. The materials segment seems to have experienced a slight increase in domestic turnover:

- All regions performed well in terms of foreign turnover, with most of the companies in Asia and Eastern Europe reporting growth. This positive trend is particularly pronounced in the segment for dental technician facilities; most of the companies producing dental instruments and dental materials also reported increases in turnover.
- Most of the surveyed companies also reported positive developments for domestic incoming orders; "technical dental materials" was the only segment in which the reported declines and increases were more or less equal.
- The volume of incoming orders from abroad was solid across all regions; most declines were reported from North America, where the market for technical dental equipment and instruments is weaker. Orders from this segment also decreased in the Middle East.
- A growing number of respondents consiered the current order volume too low. This is especially true of the orders placed by dentists and dental technicians for equipment, instruments and materials.
- Workforce numbers have remainde relatively constant; only a few companies offering equipment for dentists and dental technicians reported a lower number of employees.
- Expectations regarding domestic turnover in the second half of the year are positive in all segments. Most of the surveyed companies also expect to post solid growth rates for overall foreign turnover. They also believe workforce numbers will generally remain constant.

But despite all the positive news, some current developments are causing uncertainty among quite a few market participants.



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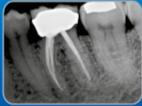
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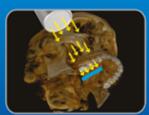
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#### The financial crisis in the EU is impacting healthcare systems

Market observers are currently concerned about possible declines and restrictions in the southern European economic regions that have been particularly impacted by the financial crisis. In these regions the healthcare markets will shrink due to cutting programs in the healthcare sector.

In some EU countries, noticeably fewer people have been going to doctors and dentists lately because of the desire to save money. Checkups and dental repairs are being postponed. It would be a mistake for dentists and dental technicians to join the wave of pessimism. Although the healthcare market is closely linked to the overall economy and healthcare policies, it is also affected by other factors.

For one thing, people still greatly value good health. Those who try to save money or healthcare are saving in the wrong place, and that applies to individuals and governments alike. According to an estimate, England loses around 15 million working days a year due to dental problems – and that causes tremendous economic damage.

Europeans currently spend around 79 billion euros per year on dental care. According to the study "The State of Oral Health in Europe" released in September, this figure could increase to approximately 93 billion euros by 2020. The euro figure cited includes payments by public, private and government-run insurance companies. Most of the money spent on oral and dental care in 2012 will be accounted for by Germany (approximately 22.07 billion euros), followed by Italy (16.74 billion euros) and France (11.67 billion euros).

These numbers make it clear that people and governments realize that oral and dental health is a very important component of overall health.

Looking back at the financial crisis of 2008-2009, it had a significant impact on the dental market. Nevertheless, the successful IDS 2009 fair in Cologne once again generated substantial momentum for the domestic market during and after the fair. It also helped European and international markets get off the ground again. Just two years later, there was a clear stabilisation in the various markets, and certain key sub-markets even posted renewed growth.

The VDDI was founded in 1916, when Europe was in the middle of First World War.The goal of its founders was to organize dental trade fairs.The first dental exhibition was held in 1923 – in the middle of a year marked by hyper-inflation.At that time, one US dollar was worth 4.2 trillion reichsmarks.The event in Berlin attracted 29 companies and laid the foundation for what would later become IDS.

In other words, it pays to take a long-term view in the healthcare market. Trade visitors use IDS to make direct comparisons of products and services. The fair is also the place to take the strategic decisions that will safeguard the future of their businesses. Even in this age of the Internet and distant access to incredible amounts of information, IDS still offers a kind of transparency that's more powerful than anything the World Wide Web can provide.

Personal encounters and discussions at IDS are indispensable. That's because the fair allows interested visitors to directly clarify all of their questions concerning products and details by talking to the people who developed them. An investment in office or lab is an investment in the professional and business future, as well as in investment in one's health is an investment in one's quality of life – an investment in the future.

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Established in Valladolid (Spain) in 1996, Mozo-Grau was created to offer a service by developing, investigating, designing and launching new reliable products and solutions for the field of implantological oral surgery, based on the experience of respected professionals.



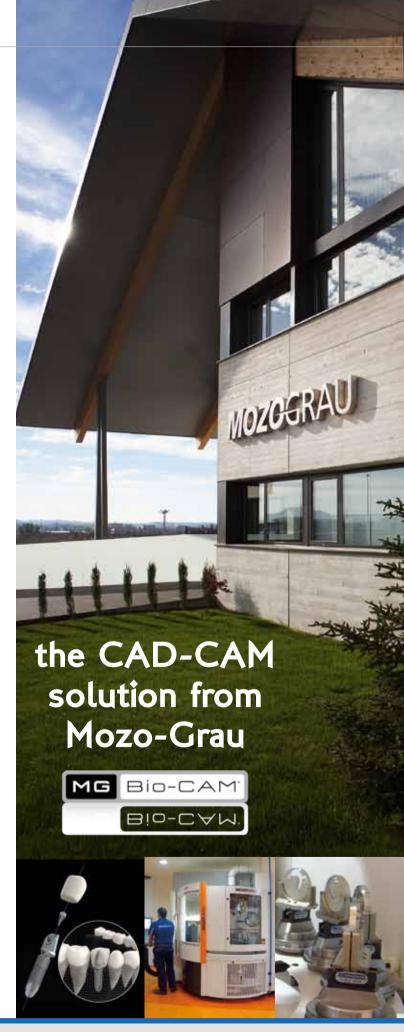
The new headquarters of the Company were set up on November 2010, a new building inspired by the Swiss cottage houses, nest-country of the implantology. These facilities count with the most modern technology, dedicated to both, the manufacturing process and the quality control and ensuring the correct reply for the strong and steady growth the company is going through. The accuracy, reliability and correctness are the identity signs of Mozo-Grau and that is reflected in the company's history and the building which takes in the everyday life of Mozo-Grau.

The activity of the company sets over 4 fundamental bases: the quality, the science, the innovation and the continuing training. The quality is assured by

checking one by one the 100% of the units manufactured, piece by piece, and thanks to a manufacturing process carried out with a strict 10 microns tolerance, one of the most exigent manufacturing tolerances in the whole industry. This know-how allows achieving an optimal compromise between manufacturing and long-term maintenance of the restoration. As checked in the University of Talca (Chile) study, MG implants achieve a perfect sealing between implant and abutment thanks to the Morse taper connection and the design of the implant. This eases a better periimplantary health and a better osseointegration process.

On the hope of improving constantly, Mozo-Grau collaborates with universities worldwide in order to become the science, the research and the development the essentials of its growth. This allows communicate the last breakthroughs to our partners and doctors and also, provide a training program according to their needs. The implantological passport, the website Implant-Training (sponsored by the firm, www. implant-training.es) and the CAD/CAM technology are a proof of it. In the engineering department from BioCAM, an eight tones drilling machine presides the room manufacturing accurately and precisely without having a break. Prior to that, the laboratories have sent the design of the prosthesis created by their own opened scanners using the impression. The result will be a completely personalized prosthesis (unitary or structures) that ensures a perfect adjustment and sealing that will lead to prevent the bacterial colonization and any kind of micro movement. Every piece will be submitted to a strict quality control to verify that have been manufactured according to the STL file sent by the laboratories or the doctors using the Mozo-Grau's scanbodies. The materials used for this technique are titanium and chrome-cobalt. This kind of solution is available for every combination of implants and materials. They are especially convenient for complex cases due to the anatomy of the patient.

The CAD/CAM technology is already a reality in the dental sector taking more and more importance in the laboratories. Mozo-Grau wants to become a partner of them carrying out one of the most expensive parts of their manufacturing process. Our aim is to put laboratories away from this work, that nearly creates added value, and in this way they will be able to become more competitive and efficient.





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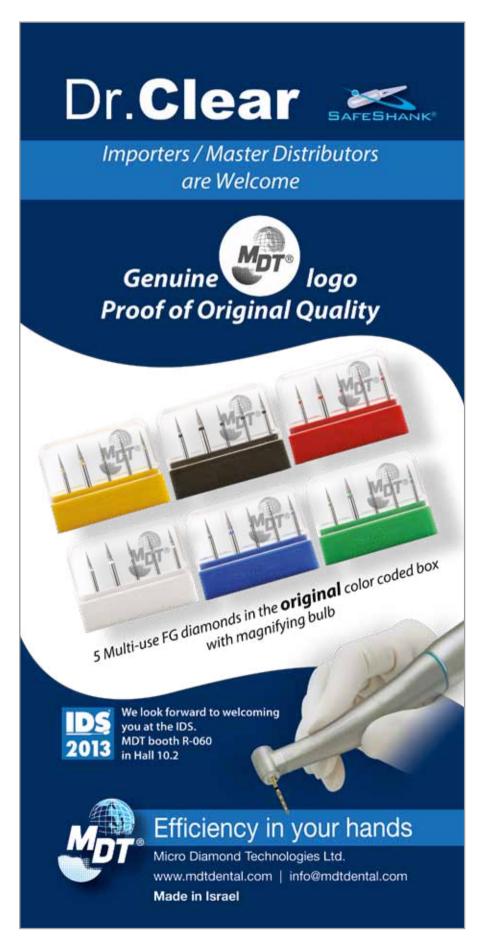
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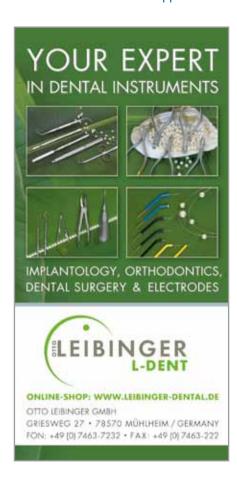
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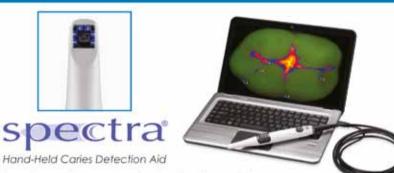
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CGF, like other platelet concentrates, is isolated from blood samples through a simple and standardized separation protocol, which is performed by a specific centrifuge device (Medifuge MF200, Silfradent srl, Forli, Italy) without the addition of exogenous substances.



A study made in the "Laboratory of Organ and Tissue Regeneration", headed by Professor Luigi F. Rodella of the Section of Human Anatomy, Department of Biomedical Sciences and Biotechnologies of the University of Brescia and published in the international journal "Microscopy Research and Technique" has highlighted some of its main features: the

CGF consists of an organic matrix rich in fibrin that is able to "trap" a greater amount of growth factors (TGF-ß1 and VEGF); moreover, it contains CD34 positive stem cells, which are known to be recruited from blood to injured tissue and play a role in vascular maintenance, neovascularisation and angiogenesis. In addition, an other study underlined the need to establish a standardized protocol for preparing CGF (also said PRF-Platelet Rich Fibrin) membranes for clinical use. <sup>2</sup>

Form a clinical point of view, some recent studies about the use of CGF in maxillofacial surgery showed the efficacy of CGF in guided bone regeneration before dental implant placement. In particular, there are satisfying results about the use of CGF as alternative to bone substitutes for sinus augmentation.

However, its features make it suitable for its use, alone or with other biomaterials, in other fields where tissue regeneration and remodelling is required.

To date, the research continue and is

addressed to evaluate "in vitro" the ability of CGF of stimulate cellular proliferation and to test the efficacy of CGF in different clinical applications ranging from oral surgery, dermatology and cosmetic surgery.



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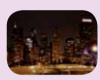
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#### •• 12-16/03/2013 IDS 2013 35th International Dental Show (Cologne – Germany)



Organised by VDDI Verband der Deutschen Dental-Industrie e.V. Aachener Str. 1053-1055 50858 Köln Tel: +49 221 50 06 87 -0

E-mail: info@vddi.de

Website: www.vddi.de // www.ids-cologne.de

Represented by:

GFDI Gesellschaft zur Förderung der Dental-Industrie mbH

Aachener Str. 1053-1055

50858 Köln

Website: www.gfdi.de

Realization:

Koelnmesse GmbH

Dept. Health, Lifestyle & Facilities

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Fax: +49 221 821-3271

E-mail: ids@koelnmesse.de // info@koelnmesse.de Website: www.ids-cologne.de // www.koelnmesse.de

Infodent Booth: Hall 4.1, B90g-C91g

#### •• 21-23/03/2013 Medvin - Dentistry 2013 (Kiev – Ukraine)

Medvin (Kiev office)

Heroes of Stalingrad Avenue 12E, office "MEDVIN"

Kiev, 04210, Ukraine

Tel: +38 44 501 03 44 // 501 03 42 // 501 03 66

Fax: +38 44 501 03 44 // 501 03 42 // 501 03 66

E-mail: mail@medvin.kiev.ua Website: www.medvin.kiev.ua

Project Manager: Valeria Alekseenko Tel: +38 44 501 03 44 // 42 // 66 | add. 109

E-mail: valery@medvin.kiev.ua

Venue: Ivano-Frankivsk National Medical University

(Stadium) st. Tsilevich, 34 www.medvin.kiev.ua

#### •• 10-12/04/2013 TIHE and Stomatology Uzbekistan 2013 (Tashkent – Uzbekistan)

18th Tashkent International Healthcare Exhibition and Stomatology Uzbekistan 2013

9th Uzbekistan International Dental Exhibition & Congress

Organized by: ITE Uzbekistan

59A, Mustakillik Ave

Tashkent, 100000, Uzbekistan

Tel: +998 71 113 01 80

E-mail: post@ite-uzbekistan.uz Website: www.ite-uzbekistan.uz

Project Manager: Ms Julia Evstifeeva

Tel: +998 71 113 01 80

Fax: +998 71 237 22 72

E-mail: Julia\_e@ite-uzbekistan.uz

Venue: Uzexpocentre Tashkent - Uzbekistan www.ite-uzbekistan.uz

#### •• 12-13/04/2013 EXPOORTO-EXPOORAL 2013

(Madrid – Spain)

Technical secretariat:

Drug Farma Congresos

Tel: +34 917 921 365 // 917 922 032

Website: www.expoorto.com

President of the Organizing Committee: Jesús García Urbano

E-mail: info@expoorto.com

Venue: Palacio de Neptuno, Madrid, Spain

www.expoorto.com



#### •• 22-25/04/2013 Dental Salon Moscow 2013 (Moscow – Russia)

Dental Expo

Central Office: Moscow, Ulica B. Yakimanka 38A

Postal address: 119049 Moscow, P.O. box 27,

7AO "DF-5"

Tel: +7 495 921 40 69 Fax: +7 495 921 40 69

E-mail: info@dental-expo.com Website: www.dental-expo.com Director of Moscow International Exhibitions: Ms Khohlova Nataliya E-mail: rus@dental-expo.com International Affairs Manager:

Ms. Pikulina Ekaterina

E-mail: international@dental-expo.com

Venue: Moscow, Crocus Expo

www.dental-expo.com/eng/dental-salon.html

#### •• 03-05/05/2013 SIDEX 2013 (Seoul - Korea, South)

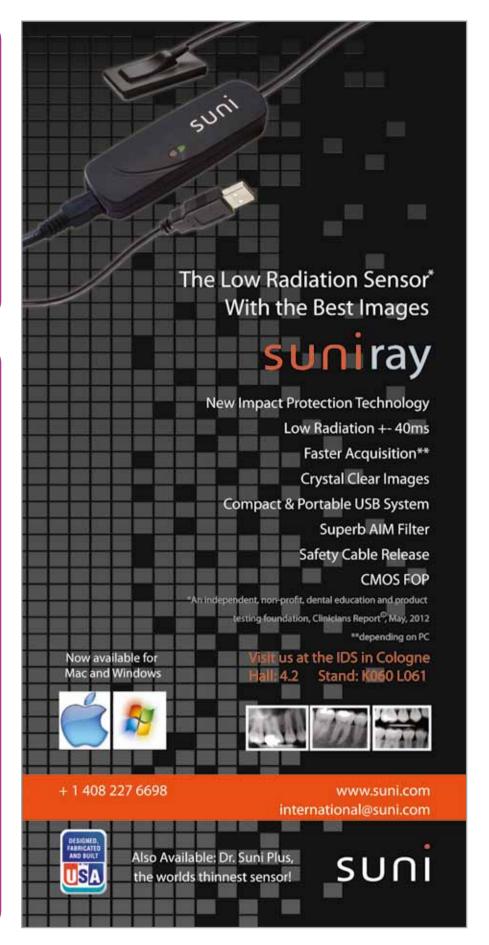
Organized by: Seoul Dental Association (SDA) Managed by: SIDEX Organizing Committee 257, Gwangnaru-ro, Seongdong-gu Seoul 133-837, Korea Tel: +82 2 498 9146 Fax: +82 2 498 9147 E-mail: sda@sda.or.kr Website: www.sidex.or.kr Contact Person: Brandon(Young-Bum), Kang E-mail: brandon@sda.or.kr Exhibition Venue: COEX (Seoul Convertion and Exhibition Center) - Hall C, Hall D Scientific Congress Venue: COFX Auditorium, Hall E, Conference Room(South)3, 4F www.sidex.or.kr

#### •• 10-12/05/2013 APDC 2013 - The 35th Asia Pacific Dental Congress (Kuala Lampur – Malaysia)



Malaysian Dental Association 54-2 (2nd Floor) Medan Setia 2 Plaza Damansara. Bukit Damansara, 50490 Kuala Lumpur

Tel: +603 2095 1532 // 2095 1495 Fax: +603 2094 4670 Email: mdaassoca@unifi.my Email: mdentalassoc@gmail.com Website: www.mda.org.my Website: www.35thapdc201.com Contact Person: Dr. Teh Tatbeng E-mail: drtehtatbeng@gmail.com Venue: Kuala Lumpur Convention Centre Kuala Lumpur City Centre, 50088 Kuala Lumpur, MALAYSIA. Telephone: +60 3 2333 2888



#### •• 14-16/05/2013 Stomatology St. Petersburg 2013 (Saint-Petersburg – Russia)

DentalExpo

Postal address: 119049 Moscow, P.O. box 27, ZAO "DE-5"

Tel: +7 495 921 40 69 Fax: +60 3 2333 2882

Website: www.klccconventioncentre.com

14-16/05/2013 Stomatology St. Petersburg 2013 (Saint-Petersburg – Russia)

DentalExpo

Postal address: 119049 Moscow, P.O. box 27, ZAO "DE-5"

Tel: +7 495 921 40 69 / Fax: +7 495 921 40 69

F-mail: info@dental-expo.com

Website: www.dental-expo.com

Contacts:

Ms Anastasia Kostirya Tel/Fax: +7 812 380 60 00 E-mail: med@primexpo.ru

Venue: Lenexpo Exhibition Centre,

St.Petersburg, Russia V.O., Bolshoy pr., 103

Metro Primorskaya

www.dental-expo.com/spb/index\_e.html

#### •• 15-17/05/2013 Bulmedica - Buldental 2013- 47th International Specialized Exhibition (Sofia – Bulgaria)



**BULGARREKLAMA AGENCY** Fax: +359 2 9655 231 Website: www.iec.bg // www.bulmedica.bg Project Manager BULMEDICA: Maria Jeliazkova Tel: +359 2 9655 277 E-mail: mjeliazkova@iec.bg

Project Manager BULDENTAL: Gabriela Lubenova

Tel: +359 2 9655 279



E-mail: alubenova@iec.ba Venue: Inter Expo Center 147, Tsarigradsko Chaussee Blvd. 1784 Sofia, Bulgaria www.bulmedica.bg

#### •• 15-19/05/2013 Amic Dental 2013-59th International Dental Exhibition (Mexico city – Mexico)

Organized by:

Mexican Association of Dental Industry and Commerce (AMIC) Aragón No. 3 Int. 7 Col. Alamos, CP 03400 Delegación Benito Juarez, Mexico, D.F. Tel: +52 (55) 5639 0324 // +52 (55) 5639 1073 Fax: +52 (55) 5639 9069 E-mail: expodentalamic@prodigy.net.mx Venue: World Trade Center Mexico City - Mexico

#### •• 21-24/05/2013 Hospitalar 2013 and Odontobrasil (Sao Paulo – Brazil)



www.amicdental.com.mx

Hospitalar Feiras e Congressos Rua Padre Joao Manuel, 923 - 6º andar 01411-001 -Sao Paulo, Brasil Tel: +55 11 3897 6199

Fax: +55 11 3897 6191 E-mail: hospitalar@hospitalar.com.br Website: www.hospitalar.com Venue: Expo Center Norte Exhibition Center - Sao Paulo - BRAZIL (Rua Jose Bernardo Pinto, 333, Vila Guilherme, Sao Paulo) www.hospitalar.com

#### •• 23-25/05/2013 56th Congress Amici di Brugg (Rimini – Italy)



Associazione Amici di Brugg Via A. Cantore, 45 16149 Genova, Italy Tel/Fax:+39 010 6451539

E-mail: segreteria@amicidibrugg.it Website: www.amicidibrugg.it Exhibition Information: PROMUNIDI S.r.I Contact Person: Mr. Luigi De Vecchi Tel: +39 02 7006 1220-9 Fax: +39 02 7000 6546 E-mail: l.devecchi@unidi.it E-mail: segreteria@amicidibrugg.it E-mail: fiere.italia@unidi.it www.unidi.it // www.amicidibrugg.it

#### •• 30/05-01/06/2013

Salon Dental Chile 2013 10th International Dental Trade Show (Santiago de Chile – Chile)

Salon Dental Chile S.A. Holanda 315 Interior Providencia - Santiago - Chile Tel: +56 2 365 9696 // 233 1263 // 11 562 793 9680 // 793 96 86 Fax +56 11 562 793 9686 E-mail: info@salondentalchile.cl Website: www.salondentalchile.com International Sales Manager Senior Exhibition Coordinator: Alejandra Gutiérrez E-mail: a.gutierrez71@salondentalchile.cl Venue: Espacio Riesco Avenida El Salto 5000 Comuna de Huechuraba Tel: +56 2 470 44 00 www.salondentalchile.cl

09-12/06/2013 SINO-DENTAL 2013-The 18th China International Dental **Exhibition and Scientific Conference** (Beijing - China)



International Health Exchange and Cooperation Center, Ministry of Health P.R. China Sino-Dental Organizing Committee

Room 703, Building B3, Wudongdalou No. 9 Chegongzhuang Street, Beijing, 100044. China

Tel: +86 10 8839 3922 // 3923 // 3917 // 3929

Fax: +86 10 8839 3924

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Ms. Zhang Haixia

Email: yinhaiyan@ihecc.org,

zhangzhenzhen@ihecc.org,

info@sinodent.com.cn

Exhibition Venue: (CNCC) China National Convention Centre (beside Bird Nest and

Water Cube),

No.7 Tianchen East Road, Chaoyang District, Beijing 100105 - China

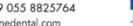
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- · Trade Show Reports
- · Business Opportunities

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