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## Inside:



Focus on: **East Asia**



Market Overview:  
**The "basic 56" Principles  
for Startups**



**Business Opportunities**

**MEDESYS**  
*The art of quality*

**600  
YEARS  
GUARANTEE**

**UNICREDIT AWARDS MEDESYS**  
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by UniCredit Banca

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## Focus on East Asia

“In order to respond to the increased demand for health services and higher expenditure, at the same time reducing the widespread inefficiencies in allocation and use of health resources, the national healthcare reform was introduced in 2009...”



## The “basic 56” Principles for Startups

“This article wants to set the 56 principles that you have to consider to build and to measure your business about a Startup...”

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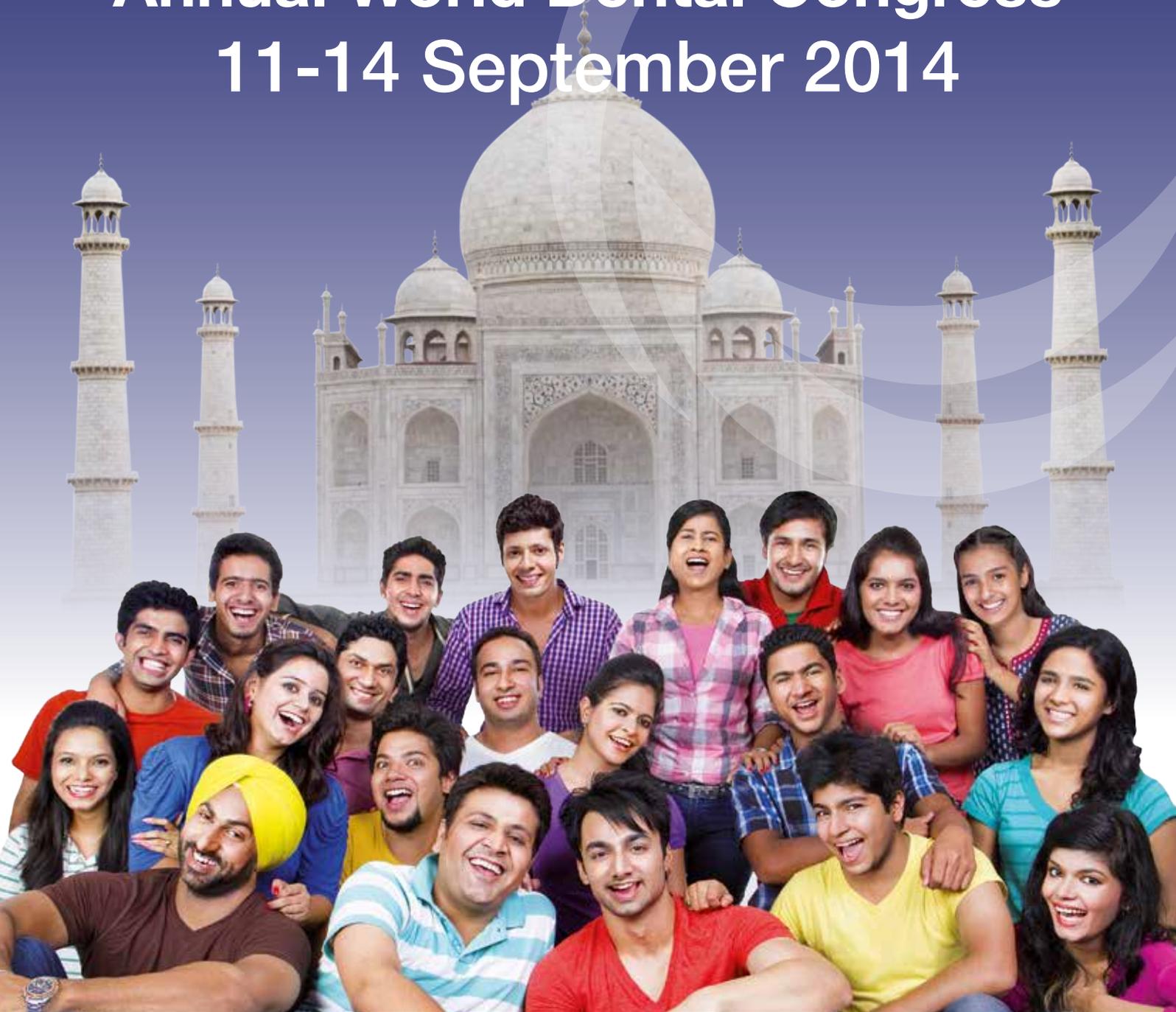
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## ALOE VERA COATED

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### ALOE VERA COATED

The patented Aloe Vera coating has been shown to soothe dry and chapped skin.



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## • Super Endo Alpha A2 Cordless Heat Source



B&L Biotech has introduced the Cordless Alpha A2 Heat Source, a multitask, precision obturation instrument for warm Gutta Percha techniques. This well designed, ergonomic handpiece easily facilitates the Schilder warm vertical and Buchanan "continuous wave" techniques, among others, with 4 precise temperature settings. Powered by a state of the art, re-chargeable lithium ion battery, the Alpha will last for days on a single charge and has a series of green LED's to monitor battery power remaining.



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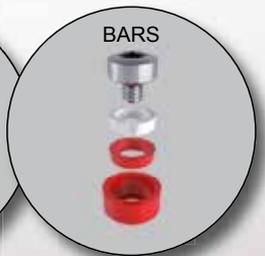
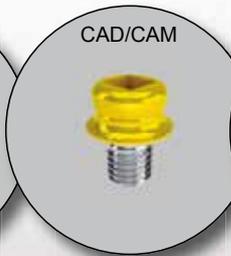
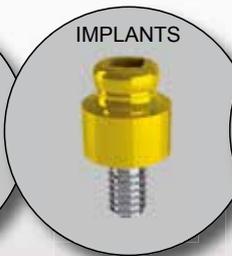


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**For more information contact AGE Solutions S.r.l.**

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  - 911/3 Ø 3 mm
  - 911/4 Ø 4 mm
  - 911/5 Ø 5 mm



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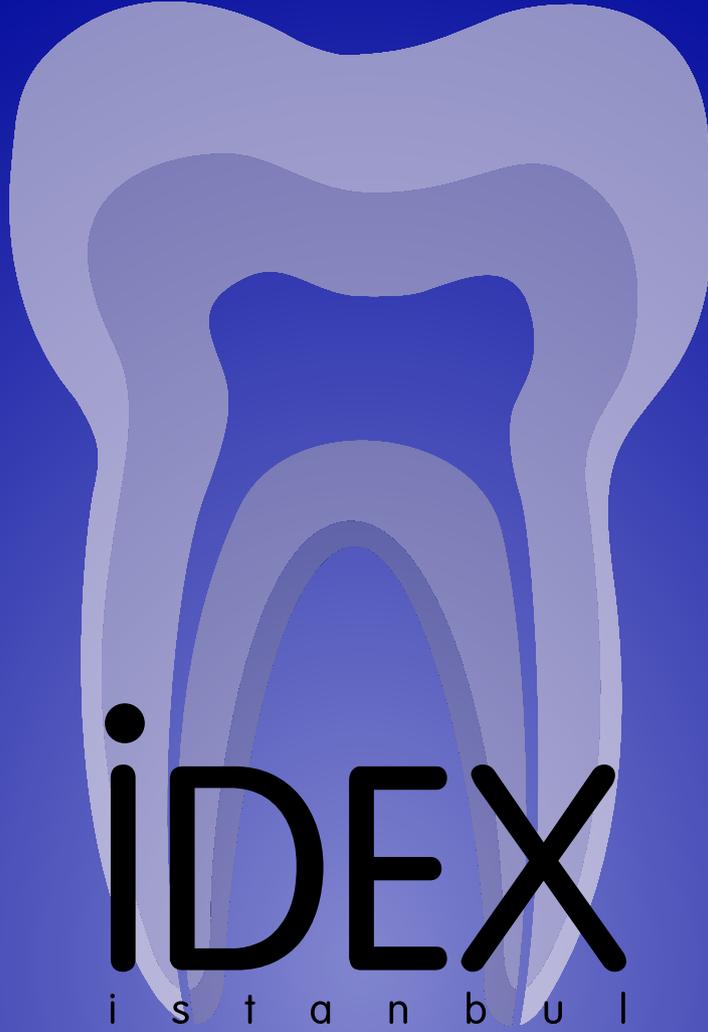
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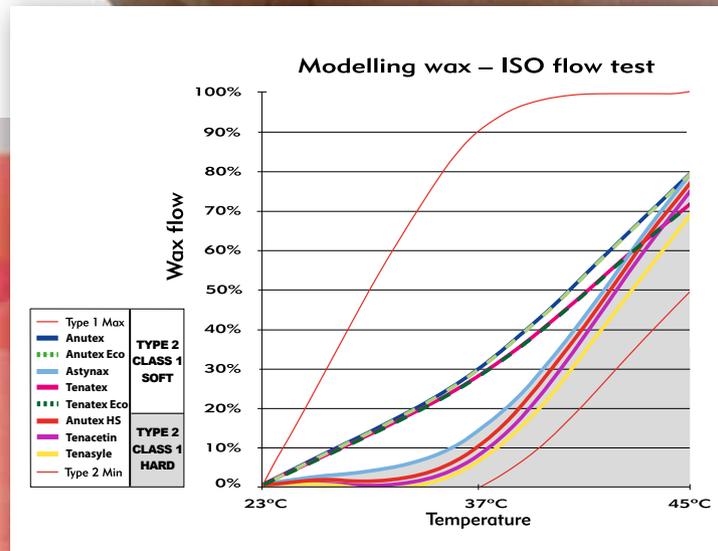


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# The “basic 56” Principles for Startups

The following article features 12 of the 56 principles.

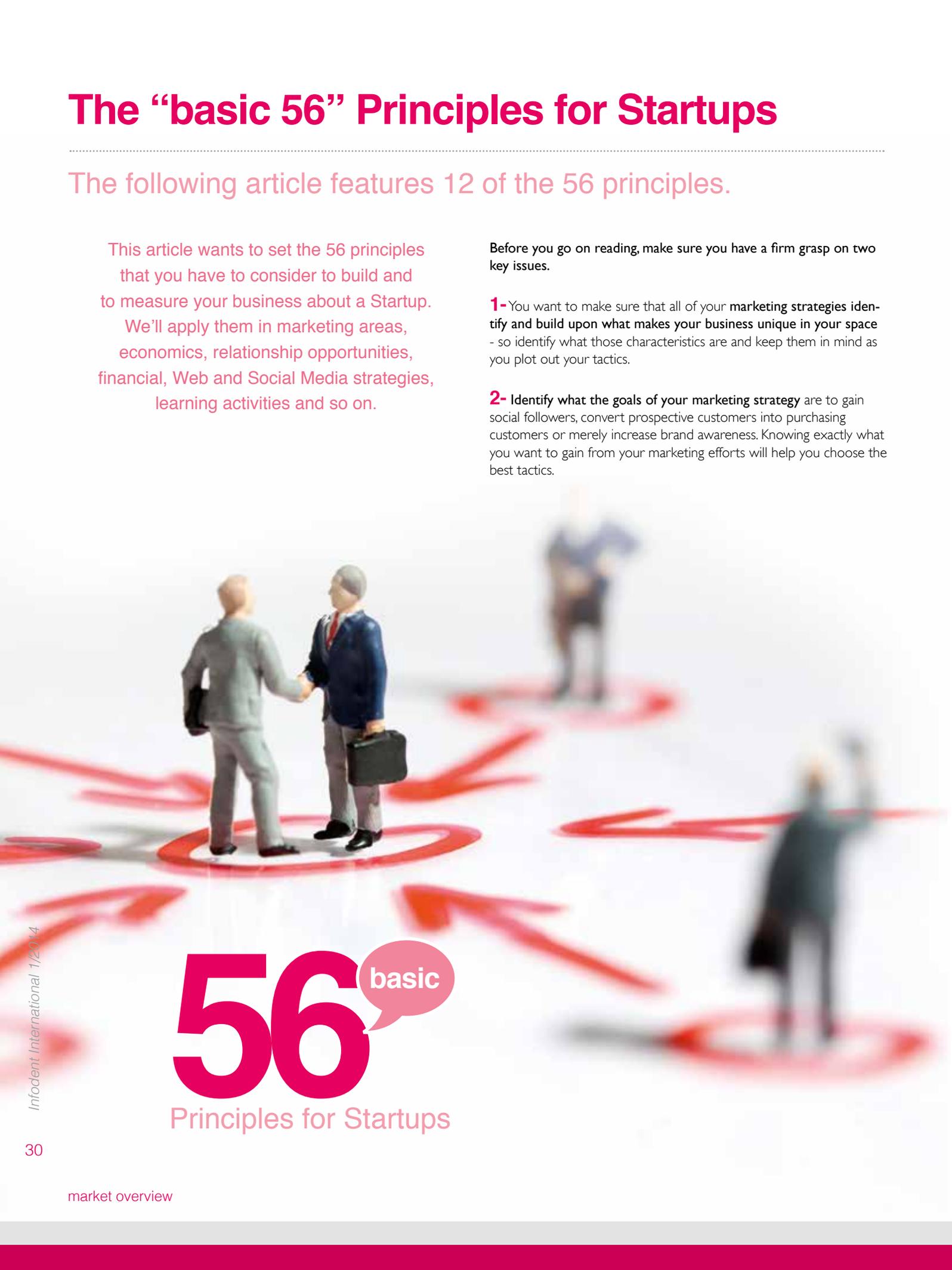
This article wants to set the 56 principles that you have to consider to build and to measure your business about a Startup.

We'll apply them in marketing areas, economics, relationship opportunities, financial, Web and Social Media strategies, learning activities and so on.

Before you go on reading, make sure you have a firm grasp on two key issues.

**1-** You want to make sure that all of your marketing strategies identify and build upon what makes your business unique in your space - so identify what those characteristics are and keep them in mind as you plot out your tactics.

**2-** Identify what the goals of your marketing strategy are to gain social followers, convert prospective customers into purchasing customers or merely increase brand awareness. Knowing exactly what you want to gain from your marketing efforts will help you choose the best tactics.



**56** basic

Principles for Startups

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# 56 basic

## Principles for Startups

### The first 12 of 56 principles

During Startups there are many situations to generate a lot of worry. About launching, finding and securing funding, hiring great staffers... So, the customer service could be considered in the wayside.

Attention, if you don't want to have problems with your startup, **remember that in order to be successful, offering the best customer service is essential.** Otherwise the finances and the new brand will be suffering to obtain the ROI (Return On Investment).

#### 1 Users expect very fast answers from you

In 2014 you have to meditate that most brands have social media platforms now. So, many things have changed due to the increased importance of customers' voice. As far as the opinions are concerned, whether they are formed on Facebook or Twitter; however on the Internet, you have to anticipate that they want a fast reply.

Everybody needs answers very fast, but the more so during startups, when your brand isn't enough consolidated yet. If you think that customers who use social media for customer service expect a reply from you within an hour... It is another reason for going towards customer service direction. Apparently, during your company's startup your brand isn't so famous to support any answers, but you have to considerate that about a quarter of users can wait the rest of the day to receive your answers. This is the reason why startups must monitor online conversations and answer users fast.

#### 2 At the beginning your product probably isn't perfect

Abundantly obvious, that many betterments are possible. It's normal, that's OK. Startups are startups for many reasons, some of these improvements depend on the product, and other depend on services you offer into your value pack to compete with one another. It's normal at the beginning that users become impatient if your customer service platform is not perfect.

They know what went wrong will be fixed. When a startup launches, sometimes businessmen rely on users to identify faults, which can be great feedback for the company. Those users deserve something in return, they could be an opportunity however. You have to contribute information, communications and solve problems.

#### 3 Starting, you need opinion leaders and first adopters

Every startup needs those starting Opinion Leaders and first Adopters who buy (and use) your products and your services, even when they aren't perfect. Startups must treat those customers with special care. Also remember that customers are twice more likely to share bad customer service experience than a good experience. Furthermore, it takes 12 positive customer experiences to make up for one negative experience, according to the Law of Pareto. Getting one bad review early, you damage your brand.

There aren't best investors looking for valuable startup like your Opinion Leaders and first Adopters. They are also financially effective for your company. A great customer service means advertising effectiveness and financial assistance for every startup.

#### 4 Remember: above all you can't afford to lose customers

There is a risk that consumers will stop doing business with your company after poor customer service and for startups, that would be a huge loss. Customers can spread the word about the company. While established companies have the luxury of being able to lose a few customers, startups simply do not. In all, 55% of consumers would pay more for better customer experience, so startups can capitalize on this by offering awesome customer service right out of the gate.

Today the competition is very hard during the startup. In each country in the world, having fast and efficient customer service is one thing that can set your startup apart. I should work you to my way of thinking that every day we are inundated by brands fighting for our attention. How can you possibly make your startup top of mind? Marketing your startup in today's competitive business economy is undoubtedly difficult. There are steps that you can take to make sure your startup gets a fighting chance at success.

focus



## 5 The focus is on your target customer

Frequently during the first start marketing, it is easy to get overzealous and wanting to reach out to everyone at once all the time. However, it is important to stay focused. The priority is only to reach your target customers who are most likely to help establish and grow your business.

Rather than trying to attract any potential customer, be all over in on a target segment that will help you reach your short-term goals. Maybe this target segment is made up of early adopters, who you think will buy your product quickly - or quite simply, they may be a target audience you know how to reach. Whatever the case, staying focused will help you reach your target customer more efficiently and it is a better use of your limited resources.

## 6 It is very important to build strategic partnerships

From point 5 (The Focus is on Your Target Customer), aligning yourself with an established brand will help your startup gain credibility. For example the Dentistry Association, Industry Association, otherwise Scientific Societies. Choose a form of communication that shows your enthusiasm about complementary services so that you can refer to your strategic partners. You can always consider implementing a referral fee on both sides, so that there is a monetary incentive on top of the new business partnerships that each of you will bring in.

## 7 Engage in community development

Getting specific and dedicated news magazine into the referral market is a great way to raise awareness about your brand. Participate to specialized newspaper or specific congresses organization and tell them about your new business development. This is also another concept to convince the market why your business is worth their time and energy, so you can speak directly with your customers. You also need to contact Universities or Colleges, and see if they would be willing to publish your story in their student newspaper or website. Universities love to report on alumni who are doing cool things after graduation, so it never hurts to ask them about your new business development.

But the best way to market your startup through community outreach is by sponsoring local events or competitions. It may be possible to look for investors' awareness. It's very, very important that you look for research bloggers (Key Opinion Leaders) too, and send them a product to review. You should also provide them with a referral link for their review post so you can add to your ROI.

## 8 Lastly, you could offer to.... Incentivize people to share to conquer the market.

If you want consumers to talk about your product or service, there's nothing quite like giving them an incentive to do so. Offer an immediate discount, if they write or speak or post, or Tweet... or ask them to post about your product or service on Facebook.

## 9 Through a contest.

Another way to incentivize your customers is through a contest. Give a premium, find the winner! You can embed the possibility to win a premium anywhere, including your own site, then you can pick a winner at the end. In order to incentivize your customers to participate, explain to them the actual value of you products or services for them. This is another way to explain your products and services.





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NEW WEB PAGE

This is a fundamental point and it represents more than a long-term strategy. Pointing to the content of your Brand is the real way to success. Developing your Brand content is a phenomenal way to market your startup. If you're working with a small team and you just don't have many customers who write custom content, don't wait a few months until you are a bit more established, start immediately yourself to write opinions on Internet. Positioning your Brand is the only one great way to align your company and if you have something intelligent to propose to enter in the market like a protagonist, do it.

## 12 The Power of Social Media

Today you cannot afford not to use Social Media. It's obvious that one of the tactics for your marketing, when you develop your startup, is using social media. However, there are right and wrong ways of using social media marketing. In this case it's very important that you explain how you are engaging with your customers. Don't use your Twitter and Facebook platforms only for promotional information about your company. Instead, post interesting and shareable information. You want the content you offer to have value – it's crucial to know your audience so you can give them information that is either helpful, interesting - or both.

Remember that the platforms are not all the same. You should always consider which platforms make the most sense for your startup. For example, if you offer a service that is best expressed by sharing information, develop a strong Twitter or Facebook presence. With Twitter in mind, be sure to use it to engage B2B as well as B2C. Thank anyone who mentions your business in their articles, and even engage with your competitors from time to time - this puts your brand on the map, and can bolster relationships with people in your industry.

Would you like to contact the Author? Write to: [ap@arianto.it](mailto:ap@arianto.it)  
 Antonio Pelliccia  
 Prof. Catholic University of Rome  
 Health Management

## 11 Release an article about problems that the market has. Customers understand if you know the market.

The important thing to remember is to release an article, about once every three months, where you reflect on issues that your industry is facing with some thoughtful commentary and analysis. Also remember that it's very important to do researches or conduct market surveys and publish the more relevant findings. In fact, the most unique the information is, the more likely it will be to earn the attention for your Brand.

# 56<sup>basic</sup>

## Principles for Startups

Read part 2 on Infodent 2/2014

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# Focus on Eastern Asia

.....  
Author: Michela Adinolfi

The national healthcare reform was introduced in 2009 to improve the system at all levels, starting from insurance, to public health and management as well as the supply chain.



## China: Outlook on the Oral Healthcare Sector

In order to respond to the increased demand for health services and higher expenditure, at the same time reducing the widespread inefficiencies in allocation and use of health resources, the national healthcare reform was introduced in 2009 to improve the system at all levels, starting from insurance, to public health and management as well as the supply chain.

However, despite the efforts, the implementation of a system capable to provide basic healthcare coverage to over 1.3 billion people isn't an easy task, given the challenges the government has to face:

- **Distribution of healthcare resources is largely unequal**, with wealthier areas and cities benefiting for higher quality facilities, while rural and poorer cities lack not only sophisticated institutions, but even a developed network of primary care facilities.
- **Poorest households cannot even afford to seek medical care**, also given the high incidence of out-of-pocket payments, despite the efforts to expand the health insurance coverage.
- **The highly decentralized healthcare model implies that poorer provinces often pay doctors much less than richer provinces**, increasing the professional migration and therefore worsening the cross-country inequality in levels of care. This also happens with rural-to-urban migration of doctors, that leave many rural areas underserved, attracted by higher fees and better opportunities in larger cities.
- **The negative habit of over-prescribing drugs and tests** continues as incentives are given to doctors that prescribe them, even when it's not necessary.

Concerning oral healthcare, the same disparities that are present in the general healthcare condition are found among the Chinese population. According to the latest industry reports, in 2012 the dental equipment industry grew by almost 7% on 2011, totalling RMB 2.76 billion (approximately USD 450 million) and in the period January – October 2013, it jumped up to RMB 4.2 billion (approximately USD 690 million). This rapid increase adds up to the average annual 20% growth registered since 2006.

Despite the rising expenditure on oral healthcare, mirrored by the increased revenues of dental hospitals and clinics from RMB 2.37 billion (approximately USD 390 million) in 2006 to RMB 6.5 billion (approximately USD 1.07 billion) and the expansion of the oral health service institution network, there is still a wide gap between the size of the dental workforce and the need of the population, with only around 1 dentist every 10,000 inhabitants. The low penetration of sophisticated dental treatment such as implants, estimated at 200,000 per year against 1 million placed in South Korea, also reflects the challenge to make the complete range of oral healthcare services available to a larger share of Chinese population.

Nevertheless, the implant market is growing at a sustained pace, expected to reach 540,000 units by 2016. Part of the forecasted growth is expected to come from the ageing population and dental tourism; however, Chinese patients are becoming increasingly demanding for implant procedures and orthodontics.



## Hong Kong: Small but interesting Private Market

The small region of Hong Kong is a main trade hub in the East Asian region. Despite its reduced area, it has 2,258 dentists, 344 dental hygienists and over 400 dental technicians, with per capita expenditure on health of HKD 12,724 (approximately USD 1,600), making it an interesting market. The need for dental treatment is high as oral health conditions aren't yet satisfactory among many middle age and elderly people suffering from caries, while children commonly suffer from gingivitis.

Dental care is mainly provided privately, in solo practices. As fees are not regulated, the price of dental treatment can vary sensibly.

The 230 public dentists mainly provide service to civil servants and their families and basic emergency care for the remaining population in special government clinics. In addition, there are about 40 non-governmental organizations providing dental services. Specialist and emergency dental services are available to patients recovered in or referred to public hospitals.

**Local governments are putting efforts in creating a more competitive environment, strengthening the infrastructure and transportation network and in developing regional economic integration to increase the attractiveness for foreign investors.**

Approximately 450,000 children aged 6 to 12 are also treated under the voluntary "School Dental Care Service" available in nine public clinics by paying a low enrolment annual fee. This service includes general preventive and restorative care, while orthodontics and other advanced procedures are excluded.

As regards elderly people, a Healthcare Voucher Scheme was introduced in 2008 and entitles people aged 65 to 69 to receive ten vouchers per year of approximately 6 US dollars value, to be used on medical or dental expenses. Despite the success of the program in helping elderly people access dental care, the total amount of the subsidy (60 dollars a year) is still insufficient to cover all their health expenses.

## Southeast Asia: Socio-economic Overview and Healthcare Market

The Southeast Asian region has been the focus of international investors for several years now. It is indeed an area of sustained growth in domestic demand and GDP scores, having topped two-digit figures in the last decade and still on the rise although the international crisis has reduced its impetus.

In the period 2014 – 2018, the regional GDP is expected to grow by 7% annually on average, but what is more important is that its composition is diversifying and shifting from manufacturing to the services sector (particularly finance, business and ICT).

Local governments are putting efforts in creating a more competitive environment, strengthening the infrastructure and transportation network and also in developing regional economic integration to further increase the attractiveness for foreign investors.

Along this path, however, there are still significant challenges to overcome. The growth in recent years has outlined the structural weaknesses of many Southeast Asian countries which found themselves projected in an accelerating development lane, without exactly knowing how to manage the related changes.

While Malaysia, Brunei, Singapore and Thailand have reached upper middle income or high income status, the remaining countries in the Indochina peninsula and Malay archipelago (Vietnam, Cambodia, Laos, Myanmar, East Timor, Papua New Guinea, Philippines) remain lower middle income or even low income countries. Some of them, like Vietnam, Indonesia and Philippines are threatened by the so-called "middle-income trap", occurring when a country moves from a low-income to middle-income status quickly, boosted by commodity trade and heavy foreign investment and then fails to produce enough internal demand and develop more sophisticated industry and service sectors. However, it is worth mentioning that the whole area has a population of 610,000,000, making it a must for companies looking for new expanding markets to fully consider (or re-consider) their activities in this region.

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The interesting fact about this datum is that it is a largely young population, with increased literacy rates and middle class growing overall. It is true that poverty rates remain high especially in the Indochina peninsula, but on the other hand, population living on less than \$1.25 a day (at PPP) has declined from 45% to 16% between 2000 and 2010, and here are the fastest-growing economies too.

It is undeniable that a development gap exists between the so-called "ASEAN-6" (Singapore, Brunei, Malaysia, Thailand, Indonesia, Philippines) and "CLMV" (Cambodia, Laos, Myanmar, Vietnam), based on pre-existing economic disparities that deepened while regional integration progressed.

Among the main differences, there is religion (with Malay Archipelago countries dominated by the Islamic religion), grade of economy openness due to historical causes and the level of infrastructure development. It is however interesting to note that the more advanced ASEAN-6 economies have experienced slower growth than CLMVs, which are little by little moving towards closing the development gap (likely within the next two decades).

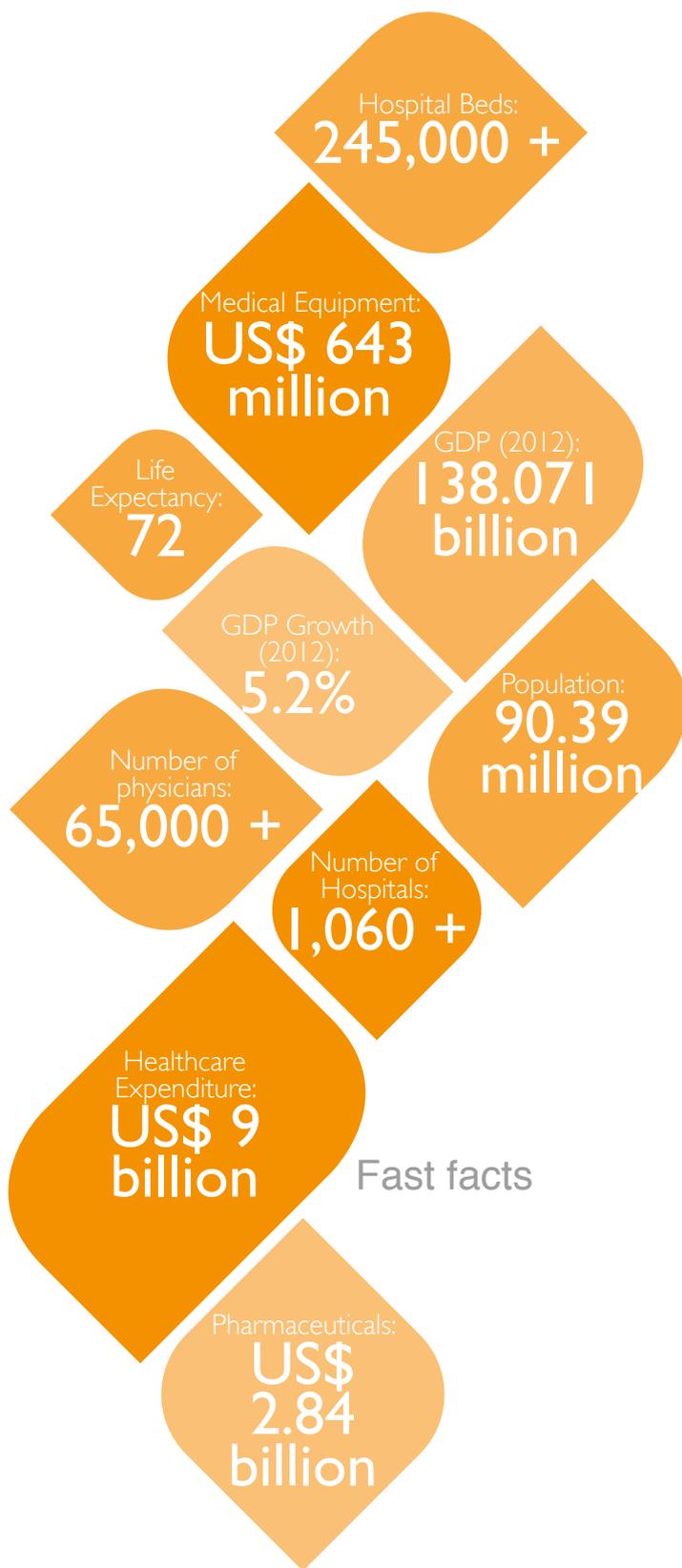
As far as healthcare is concerned, on general terms the whole region suffers from high mortality and morbidity rates, worsened by the impact of natural catastrophes (the latest having been the Philippines hurricane) that took a heavy death toll and left many in extreme poverty, at the same time raising severe disease outbreaks.

The general trend is to allocate the already low budgets for medical and hospital care rather than developing preventive services and the primary care network. Given the low funding for health and the consequently high rate of out-of-pocket payment, there is still very poor support for lower income groups in accessing healthcare services, whose quality is also much better in private facilities than in the public ones.

**As regards the dental market, some data can be highlighted:**

- The share of dental equipment and products is small in the public sector (below 1% of health funding in most Southeast Asian countries), but larger in private sector.
- The most promising markets in the short term is Malaysia. In medium term, the growing middle class in Indonesia and Vietnam (combined population: 320 million) is expected to significantly increase consumer base for dental services, especially as these two countries progress towards universal insurance coverage targets.
- Myanmar, Cambodia and Laos are still at an underdeveloped stage; in the long-term they will add up to the middle income country list, but current opportunities to enter the market at an early stage are still concentrated in corporate investment in hospitals including dental clinics and participation to development initiatives (e. g. World Bank, Asian Development Bank, private investment and PPPs).
- However, healthcare provision (including oral health) is becoming a priority even for poorer countries. Malaysia is especially focusing on assisting CLMVs in implementing oral health assessment and awareness campaigns. It is well positioned as starting base for future expansion into CLMV as these markets grow.

**Southeast Asia: Spotlight on Vietnam**



**Economy** - Vietnam, the world's thirteenth most populous country and sixth largest economy in Southeast Asia is rapidly developing. In 2012, the country's economy grew at an estimated 5.2 percent with private consumption accounting for approximately 68 percent of the gross domestic product.

According to Vietnam Briefing, one of the country's biggest successes in 2013 was the control of inflation and even though the GDP growth rate was lower than neighbouring countries, it resulted positive nevertheless, due to inflation reduction.

The government's macro-economic and monetary policy proved successful in stabilizing the exchange rate between the Vietnamese Dong and foreign currencies while increasing foreign currency reserves and it also managed to cut the interest rates, which particularly favoured domestic businesses production.

**Vietnam's healthcare market is valued around US\$ 9 billion in 2012 with an expected growth rate of 12.6 percent, much higher rate of growth than the overall economy.**

**Healthcare is expected to reach \$ 15.9 billion by 2017. While lifestyles improve, the demand for healthcare services grows.**

The banking sector is also continuing a process of restructuring and consolidation through mergers or dissolutions of weak banks and the equitization of four state-owned commercial banks. Recently Vietnam has increased the share of stake in a domestic financial institution allowed to foreign investors, from 15 to 20%.

As part of the economic goals set by the government, the same restructuring process will apply to credit organizations. Further measures include equitization of state-owned enterprises, shifting from processing and manufacturing to production; integrating deeper into the global value chains.

The service sector, accounting for 43% of the economy, led the 2013 sectorial growth by expanding 6.5%, followed by construction sector (5.43%) and agriculture (2.67%).

**Healthcare market** - Vietnam's healthcare market is valued around US\$ 9 billion in 2012 with an expected growth rate of 12.6 percent, much higher rate of growth than the overall economy. Healthcare is expected to reach \$ 15.9 billion by 2017. While lifestyles improve, the demand for healthcare services grows.

Growing prosperity and a prioritization of the biotechnology sector by the Vietnamese government drive growth in medical consumption. In the meantime, non-communicable and cardiovascular diseases are on the rise.

As private hospitals gain an increasing share of the Vietnamese healthcare landscape, the demand for medical technology grows. Based on the industry's potential, healthcare service providers, medical device manufacturers, pharmaceutical companies and medical technology firms can tap a large market while helping Vietnam improve its healthcare system.

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# Dental Markets

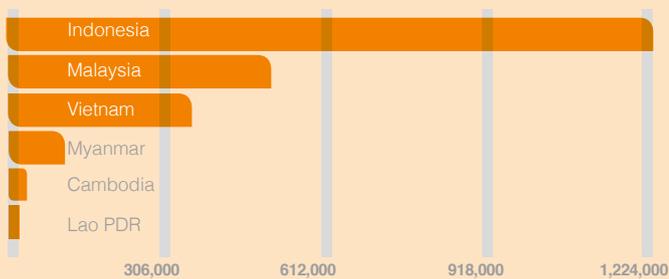
The six **Southeast Asian countries**: Indonesia, Malaysia, Cambodia, Laos, Myanmar, Vietnam share some common economic trends, including constant **GDP growth that has proven quite resilient through the financial turmoils of the last five years**, and a transition from low- to middle-income countries, although with wide variations and uneven progress among the different nations.

# Southeast Asia

**Foreign investment has increased** together with the growing integration of Southeast Asian economies with the international markets, but issues such as corruption and imperfect removal of state monopolys are a deterring factor for some private players. On the other hand, the Southeast **Asian market, with over 600 million population**, rapidly growing middle class and insufficient provision of healthcare services to meet the overall demand, **offers a range of opportunities that are worth exploring.**

## Economy - DDP Comparison

GDP at PPP (international US \$million)



Real GDP growth, 2012



**Highest real GDP** increase occurred in the three countries with **lowest per capita GDP.**

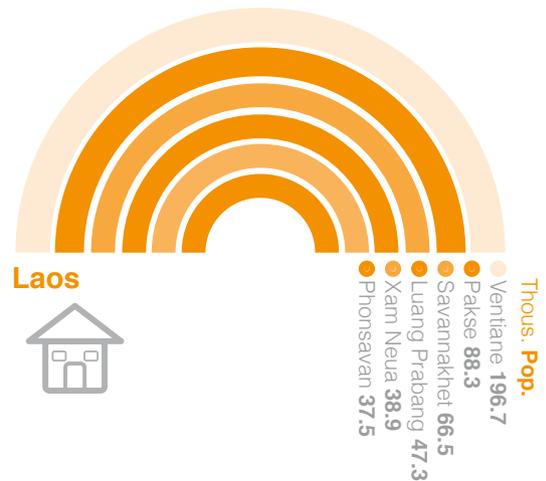
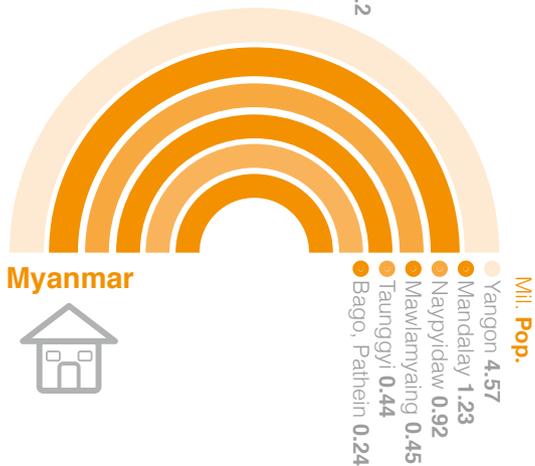
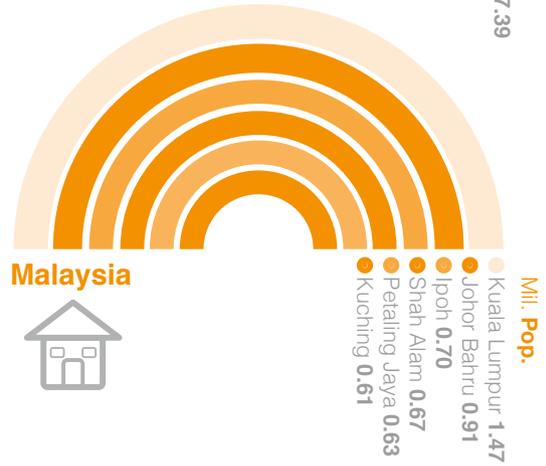
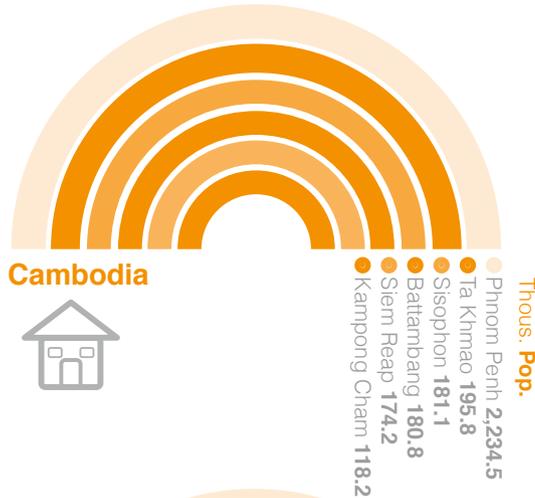
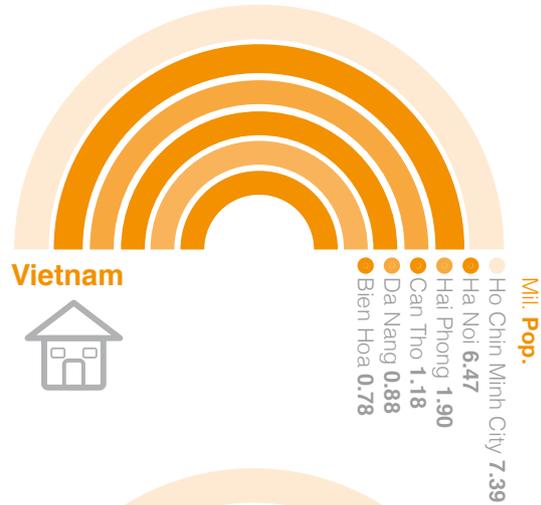
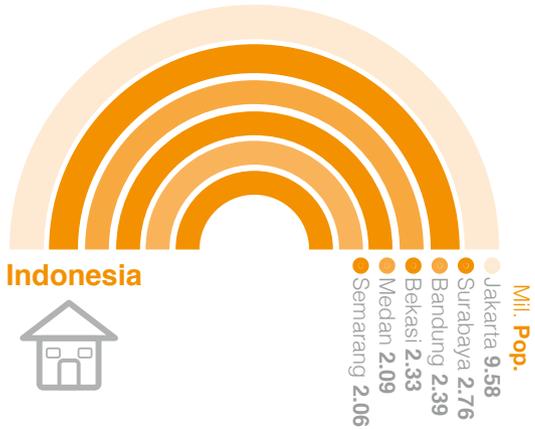
## GDP per capita, 2012 (US\$)

- Malaysia **10,304**
- Indonesia **3,592**
- Vietnam **1,528**
- Laos **1,446**
- Cambodia **934**
- Myanmar **835**

# Main Cities and trade hubs

• **Indonesia - Malaysia** Jakarta vs Kuala Lumpur - Jakarta has 7 million more inhabitants, almost double GDP size (\$56 billion) and faster-growing population; on the other hand, Kuala Lumpur boasts more international integration through business and administrative entities, lower taxes and lower population density and unemployment.

• **Vietnam** - Ho Chi Minh City concentrates over 20% of Vietnam's GDP, and about a quarter of total industrial production.  
 • **Myanmar** - Yangon and Mandalay are the most important trade hubs, but Yangon, the former capital, is the main commercial and financial centre.  
 • **Cambodia** - Phnom Penh, lying on the river Mekong with its port, accounts for three-quarters of the country's GDP and investments.



**Workforce** - Over the past two decades, basic literacy and numeracy skills have helped Vietnamese workers move from low productivity agriculture into higher productivity non-farm jobs. This has promoted rapid economic growth and poverty reduction.

Today, Vietnamese workers perform better in reading than workers in other countries, including wealthier ones. Looking ahead, continued strong economic growth will require increased labour productivity and a workforce with the skills to match the job market.

Despite impressive literacy and numeracy achievements among Vietnamese workers, many Vietnamese firms report a shortage of workers with the right skills. The skills gap is particularly acute among applicants for jobs in technical, professional and managerial positions, while a shortage in applicants is common among more elementary occupations.

**Foreign Direct Investment (FDI)** - From January to mid-December 2013, FDI inflow in Vietnam reached about USD 21.6 billion, up 54.5% from the same period of 2012. Compared to the expected US\$ 13-14 billion, it is an impressive result. The main destinations of investment were processing and manufacturing industries, accounting for 77% of total registered capital. Manufacturing and distribution industries of electricity, gas, hot water, steam and air conditioning accounted for 9.4% and the remaining industries for 13%.

An interesting datum is the geographic destination of inflow, which has shifted from the long-standing Ho Chi Minh City, Hanoi and Binh Duong, to target new areas such as Thai Nguyen which attracted the highest FDI of the country, about USD 3.4 billion or 23.7% of total newly registered FDI. Other provinces were:

- Binh Thuan: nearly USD 2.03 billion (14.2%)
- Hai Phong: over USD 1.8 billion (12.9%)
- Binh Dinh: nearly US\$ 1.02 (7.1%)
- Ho Chi Minh City: US\$ 949 million (6.6%)
- Dong Nai: more than US\$ 745 million (5.2%).

The main investors are:

- South Korea: USD 3.75 billion (26.3%)
- Singapore: USD 3.014 billion (21.1%)
- China: USD 2.28 billion (16%)
- Japan: USD 1.3 billion (9.1%)
- Russia USD 1.02 billion (7.2%)

High-quality and high-tech projects are receiving priority as FDI targets, due to the government strategy applied to shift from quantity to quality of attracted investments. According to this scheme, environmentally friendly, high-tech and high quality projects are prioritised. The implementation of this policy is made difficult by the risk of losing advantage in terms of labour resources and policies in favour of its neighbours, combined with the slow progress of infrastructure renewal and expansion and of administrative simplifications.

The Resolution 103 released by the Vietnamese government has targeted these issues by focusing on the improvement of the legal framework and incentive policies, introducing measures to encourage investment in the infrastructure sector, supporting industries and high-tech projects. Moreover, it finalised environmental regulations as well as foreign exchange, credit, land and housing rules.

The next step is to promote small and medium scale projects tailored on local economies and industrial conditions and smoothing the interaction between domestic and foreign enterprises.



In the meantime, negotiations between Vietnam and the EU are underway to establish a FTA by end 2014. The signature of such an agreement will require Vietnam to create a more transparent investment environment for EU businesses. Several issues on trade regulation and investment framework were already discussed and negotiations continue on critical points.

**The labour market** – According to Business Times, the Vietnamese labour market will see a 6-8% salary increase in 2014. The demand for skilled labour is rising fast and poses challenges to the ability of the Vietnamese educational system to form such human capital. The industries that are creating most of new job places continue to be automotive, healthcare, IT and insurance.

**Around 30,000 wealthier Vietnamese per year seek quality treatments in neighbouring countries such as Singapore, Thailand, and Hong Kong, spending an estimated USD 1 billion: it is a potential opportunity for private investors who can provide services to this group in their own country.**

**Opportunities and challenges in the healthcare market** – The rapidly emerging Vietnamese middle class is increasing its demand for medical care and the current provision is insufficient. Most public hospitals are large state-owned facilities offering basic services. They are concentrated in the urban areas of Ho Chi Minh City and Hanoi, and typically overcrowded by serving patients from both the local urban neighbourhoods and rural areas.

This creates opportunities for foreign investors, as private hospitals and clinics are expanding across the country and foreign ownership is allowed. Moreover, there is almost no domestic competition in the supply of high-end medical equipment and devices, neither are there import restrictions. Import duties range from 0 – 5%. It is also worth mentioning that incentives to invest include corporate income tax rate 10%, tax exemption over first 4 years of a project and 50% tax break afterwards.

In 2012, Vietnamese spent on average USD 100 or 6.5% of their annual income on healthcare. A new health insurance regulation introduced in 2010 resulted in over 90% of insured patients paying out-of-pocket between 5 and 20% for hospital fees depending on procedures and hospitals.

Around 30,000 wealthier Vietnamese per year seek quality treatments in neighbouring countries such as Singapore, Thailand, and Hong Kong, spending an estimated USD 1 billion: it is a potential opportunity for private investors who can provide services to this group in their own country. According to Business Times, the Vietnamese healthcare market is estimated to be worth USD 12 billion in 2013 and to reach USD 15.9 billion by 2017, with expected 75% growth. 50% of the 2013 expenses were direct out-of-pocket payments.

Private hospitals account for 8% of the total 1,184 hospitals throughout the country. Ho Chi Minh City alone concentrates 35 private hospitals. The room for new private players is wide; among the foreign investors that are already targeting the market to meet the rising demand there are the Singaporean Chandler Corporation, the Canadian Triple Eye Infrastructure Corporation and the Filipino United Lab to name only some recent.

**However, there are some challenging factors:**

- The regulatory regime is unclear, subject to lobbying and corruption, therefore market entry takes time and a certain amount of risk companies need to be aware of.
- There is shortage of qualified Life Sciences human resources.
- While the private market is growing and has great potential, its size is still limited and on the public side government spending on healthcare is also limited, with hospitals suffering chronic budgetary deficits
- Foreign companies cannot distribute their devices themselves, they must necessarily appoint a local distributor or agent.
- Newcomers are disadvantaged compared to early-2000s investors who could attract high numbers of good physicians drifting away from state owned schools, or invite leading experts to work for them, also supported by State incentives. Now, it is harder for new private hospitals to attract qualified and famous doctors.

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**The medical equipment industry** – The Vietnamese medical equipment industry was estimated at USD 640 million in 2012. It is almost entirely supplied by imports, mainly from the US, Germany, and Japan. Local production is limited to low-end products, mainly disposables such as dressings, plastic gloves and syringes. There are, however, joint ventures with foreign manufacturers of more sophisticated devices such as x-ray, intravenous infusion kits and disposable syringes.

**Oral healthcare conditions and provision** – The latest available data about the oral health conditions of the Vietnamese population are quite outdated (National Oral Health Survey 2001), but they outlined some important trends:

- More than 85% of 6-8 year olds were affected by tooth decay.
  - Adults had on average 8 decayed teeth.
  - Most dental professionals were (and still are) located in urban areas: this means that most rural patients with tooth decay go untreated.
- The dental workforce includes approximately 1,500 dentists, with one of the lowest dentist-to-population ratios among the Southeast Asian nations (1 : 60,000). Moreover, there is a worryingly high number of dental clinics and dental technicians operating illegally.



## Southeast Asia: Further developments in Laos SME policy

According to recent news on Vientiane Times, the Lao government is boosting the special fund designed to support small and medium enterprises (SMEs) in view of ASEAN Economic Community (AEC) integration in 2015.

Since SMEs represent approximately 90% of business in Laos, they are crucial to the economic development of the country. More than 240 billion kip (USD 30 million) are expected to be allocated to the fund, also with the support of the World Bank and other financial sources. The Lao Finance Ministry has provided 16 billion kip to the Lao Development Bank since the fund was established in 2010. In November 2013, the Asian Development Bank (ADB) provided 120 billion Lao kip (USD 15 million) worth of low interest loans for the fund.

### The program includes:

- Subsidized consultancy services for SMEs through a government Business Assistance Facility Fund supported by the World Bank.
- A credit fund to guarantee loans for businesses with good profit forecasts but insufficient assets to use as a guarantee.
- Seven SMEs centres run by both state bodies and business sectors to provide consultation and training to business owners.

## Southeast Asia: Myanmar, the right frontier market to explore?

The political situation in Myanmar has long prevented foreign companies to target the market in a country that is also plagued by high incidence of poverty. However, the situation has changed with the significant developments occurred and the drop of sanctions.

An example of the different attitude is the opening of a Mercedes-Benz showroom, the first luxury automotive brand in Myanmar. It is not expected, of course, that the market transforms itself into a massive consumer of goods, especially luxury goods, in the short term. But with almost 60 million population and rising wages, the time has come for more risk-proven enterprises to try be an early-stage investor in the country.

It is, of course, a very hard task. Transparency and bureaucracy are still a big issue, but maybe the negative perceptions associated with past conditions prevent from directly experiencing if it's worth making some effort to be there. Currently, main investors come from South Korea, China and Japan, while things move slowly from Western countries. It is not wise, of course, to underestimate the bad conditions of infrastructure and energy supply across most of the country and even if wages are still lower than in China, productivity is lower as well. But considering literacy rates and incentive schemes introduced for productive workers, workforce skills are set to improve in a relatively short time.

### Sources:

Research and Markets, "Dental Implants Market in China 2012-2016" (summary)

- [http://www.researchandmarkets.com/research/75vxmn/dental\\_implants](http://www.researchandmarkets.com/research/75vxmn/dental_implants)  
Infodent Presentation "Dental Markets in Southeast Asia", VDDI meeting, Dec. 2013

Productionservice Vietnam, "February 2014 "Vietnam Business News - The Economic Mirror Indochina's" - [www.produktionsservice-vietnam.com](http://www.produktionsservice-vietnam.com)



# DB Orthodontics Ltd – Winners of the Queen’s Award for Enterprise in International Trade.

In April 2013 DB Orthodontics were announced as winners of the Queen’s Award for Enterprise in International Trade. The Queen’s Award is the United Kingdom’s most prestigious business award, given in recognition of outstanding achievement in International Trade.

The awards are made annually by Her Majesty The Queen, given on the advice of the Prime Minister of the United Kingdom assisted by an Advisory Committee. The judging panel consider turnover, market share and measures taken to increase trade. In winning the Queen’s Award, **DB Orthodontics** demonstrated outstanding performance in each category, with the export department achieving record sales and entering a number of new markets. With a strong distribution network covering over 50 markets in six different continents across the globe, the company is perfectly placed to continue to build upon this success.

As winners of the Queen’s Award, the Directors of **DB Orthodontics**, David and Christian Burdess, were invited to a reception at Buckingham Palace where they were personally congratulated by Her Majesty Queen Elizabeth II. Also in attendance during the reception were Prince Andrew, Duke of York, Princess Beatrice of York, Princess Eugenie of York, Prince Edward, Earl of Wessex, Sophie, Countess of Wessex and Prince Edward, Duke of Kent

*“It is a great honour to be congratulated by The Queen on winning such a prestigious award. It was a very special evening and one which I will remember for a long time. It is a culmination of many years of hard work by the DB team of which I’m very proud; bringing our vision of becoming a global leader in orthodontic and laboratory supplies a step closer.”* – David Burdess

**DB Orthodontics** have come a long way since David Burdess established the company in 1998. In those days the company consisted of just two members of staff, David and his son Christian, operating out of a small room in the family home. It was not long before the business had outgrown these humble surroundings and David and Christian moved into a new office space in the market town of Skipton, North Yorkshire.

From here, the team began to grow as **DB Orthodontics** started to develop their own product range. Today, the company operates out of a purpose built warehouse occupying 22,000 sq ft, housing an extensive product range. David remains as the Managing Director, whilst Christian is now the Marketing Director and is responsible for the day to day running of the company alongside his sister, Victoria Coppack (Sales Director). Christian and Victoria are supported by a team of 28 highly trained members of staff, with exciting plans in 2014 for future expansion of both building and workforce in order to accommodate the increase in business and to enable continued growth into new markets.

**Despite this growth, DB Orthodontics are proud to remain a family company:**

*“Our company philosophy places importance on the individual customer’s requirements. We recognise that every customer is different and we appreciate the importance of individual care and attention. Enthusiasm, commitment and integrity are essential to our success. We have a fantastic team and we are excited to see the company continue to grow.”* – Victoria Coppack

**DB Orthodontics** are perhaps best known as manufacturers of Ixion Instruments, the high quality orthodontic instruments designed with comfort and style in mind ([www.ixion-instruments.com](http://www.ixion-instruments.com)). This includes the distinctive Ixion Lingual Series, the favoured instruments of lingual practitioners throughout the world. **DB Orthodontics** are also manufacturers of the Infitas Mini-Implant system, a ground-breaking system that introduces a simple approach to the use of mini-implants ([www.infitas-miniimplant.com](http://www.infitas-miniimplant.com)).

Ixion Instruments and Infitas Mini Implants are just a small part of a complete range of orthodontic products offered by **DB Orthodontics**. The brand is recognised as representing high quality innovative products, excellent customer service and value for money for international and domestic customers alike. **DB Orthodontics** are continually developing new products, working with leading orthodontists from around the world in order to meet the high standards expected by today’s practitioners.



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2013

**DB Orthodontics will be exhibiting at the following exhibitions (plus more to be confirmed):**

**AEEDC Dubai**

Dubai, UAE  
4-6 February 2014

**Dental Trade Alliance Preview Show**

Chicago, USA  
19 February 2014

**IDEM Singapore**

Singapore  
4-6 April 2014

**AAO 2014 Annual Session**

New Orleans, USA  
25-29 April 2014

**European Orthodontic Society Congress**

Warsaw, Poland  
18 – 21 June 2014

**British Orthodontic Conference**

Edinburgh, Scotland  
18-20 September 2014

**International Orthodontic Conference 2015**

London, UK  
27-30 September 2015



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Since its creation in 1995, Suni Medical Imaging has gained a leading position in the digital radiography market, pioneering the development of digital sensor technology for dental clinical applications, and is best known for designing and manufacturing sensors for many of the early leaders in this field. In recent years, however, the company added its own brand of high-quality sensors and intraoral cameras to its product portfolio.

Suni says that its corporate culture is built on three basic principles—technological innovations, continuous improvement and exceptional customer service. Headquartered in Silicon Valley, the company's team of design engineers is credited with a number of firsts, including the world's thinnest intraoral sensor and the "best overall value for price" in the sensor marketplace.

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# BDIA

## New BDIA marketing campaign launched

A new marketing campaign promoting The British Dental Trade Association's (BDTA) re-brand to the British Dental Industry Association (BDIA) has launched.

The name change of the UK's principal industry body, which represents over 80% of the dental industry, has driven a complete brand refresh. The new advertising creative explains the rationale behind the name change as the Association drops 'Trade' and 'gains 'Industry', to convey the increasing diversity of its membership, in addition to highlighting the benefits of choosing to do business with quality-conscious BDIA member companies.

Tony Reed, BDIA Executive Director, explained "BDIA encompasses the wider world of dentistry beyond the direct 'trade' including banks, insurance companies, publishing companies as well as suppliers of services and technologies to the dental industry amongst its membership. The new advertising campaign is refreshingly simple in its approach and hopefully it will ensure the Association's new name is instantly recognisable throughout the dental sector."

Since 1923, the Association has played a crucial role within the industry as a not-for-profit organisation, using its funds solely for the purpose of developing dentistry for the benefit of its members, the profession and the public.

Today, BDIA plays a pivotal role in driving quality standards within the dental industry: equipping its members with exclusive information and statistics to provide greater insight and knowledge; providing opportunities for networking and collaboration to address market challenges; shaping the future of the wider dental industry through its proactive engagement with relevant bodies; organising exhibitions that provide a key focal point for the industry and the profession to conduct business for mutual benefit; as well as providing highly regarded training for the industry ensuring a thorough understanding of the essentials of dentistry.

To find out if your suppliers are members of BDIA or if you are interested in becoming a BDIA member, please visit [www.bdia.org.uk](http://www.bdia.org.uk) or call 01494 782873.

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## Idem Singapore

### IDEM Singapore 2014 Gateway to the Asia Pacific Region

Dental companies from around the globe are flocking to exhibit at IDEM Singapore 2014 as the economic doldrums in Europe and the Americas focus the world's expectation for growth on Asia.

Back for its eighth biennial edition, the International Dental Exhibition and Meeting (IDEM) Singapore 2014 is a "must-attend" for dental practitioners and professionals in the Asia-Pacific looking for the latest cutting edge technology and innovations in dental solutions and services.

IDEM Singapore runs from April 4th to 6th with a pre-congress day on April 3rd at the newly renovated SUNTEC Convention and Exhibition Centre. The conference theme this year is "Dentistry - The Future Is Now" with its programme focusing on the future of dentistry, addressing the different challenges in the various fields of dentistry.

IDEM Singapore attracts exhibitors from around the world who are eager to engage potential clients from the Asia Pacific region looking for the latest advancements in dental technology.

Among the many technological advancements on display this year, digital dentistry is one of the areas that has captured a fair amount of attention among the dental and dental trade professionals. Many of the visitors at this year's IDEM Singapore will be attending to see the latest digital technology from fields such as CAD/CAM, intraoral and extra-oral radiography and computer-aided implant dentistry, so they can gather all the information they need to make informed decisions about which technologies will best prepare their practices for the future.

Tim Mitchell, Delcam's Vice President of Healthcare Division Asia says, "Asian dental labs were at first relatively slow to embrace digital technology compared to their counterparts in the West. However, in the past three years there has been a dramatic uptake of this technology in some parts of Asia, such as China, Taiwan, Japan and Korea; now Delcam is focusing more of its attention on developing markets in Asian countries such as Vietnam, Thailand, India and Indonesia. Exhibiting at IDEM Singapore is a key part of that strategy."

IDEM Singapore has already established itself as the most important dental conference and exhibition in the Asia-Pacific region. IDEM Singapore 2014 looks set to be bigger and better than ever as the eyes of the world turn towards Asia - especially the ASEAN region - to drive

business growth. It's not just the West that is looking to Asia for new business opportunities. Now IDEM Singapore, which has always been the dental exhibition where East meets West, is also increasingly seen as the platform where different parts of the East gather to meet each other. The two new country pavilions from China and Japan are indications of the growing interest in the developing ASEAN markets from both Eastern and Western manufacturers.

First time IDEM Singapore exhibitor Sun Medical Company, is typical of IDEM's Asian exhibitors when it says that it is keen to increase its trade in the Asia-Pacific region. Company spokesperson Sukefumi Tanakubo, the assistant director of the International Department in the Global Business Strategy Division says, "We are looking to break into the Malaysian, Indonesian and Chinese markets because there is much more room for expansion in the ASEAN region, compared to the European and American markets which have stabilised and become saturated!"

It's not just exhibitor numbers which are growing, IDEM Singapore 2014 also looks like it will see more than a 10 percent increase in visitors and delegate attendance to over 8000 - clear evidence of the importance of the rapidly growing dental industry in the region. Delegates will also get to partake of a variety of lectures, courses and roundtable discussions conducted by leading voices of authority in dentistry. Ray Williams will be lecturing and moderating a roundtable discussion. Ken Hargreaves will be giving three SDA Masterclass Presentations and Gordon Christensen will be conducting a Pre-Congress Day lecture.



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The 48th edition of the international specialised exhibition BULMEDICA / BULDENTAL will be held from 21th to 23th of May, 2014, at Inter Expo Center, Sofia.

One of the most prestigious Southeast European events in the field of medical care, traditionally held under the auspices of the Ministry of Health of the Republic of Bulgaria. It is supported by the Bulgarian Medical Association and the Bulgarian Dental Association.

Information at [www.bulmedica.bg](http://www.bulmedica.bg)



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# Dentech

## DenTech China 2014\_Show Preview

DenTech China 2014 (the 18th China International Exhibition & Symposium on Dental Equipment, Technology & Products) is scheduled to be held on October 22-25, 2014. The 7th Asian Dental Lab Outsourcing Exhibition is to be held concurrently at Shanghai World Expo Exhibition and Convention Center SWECC.



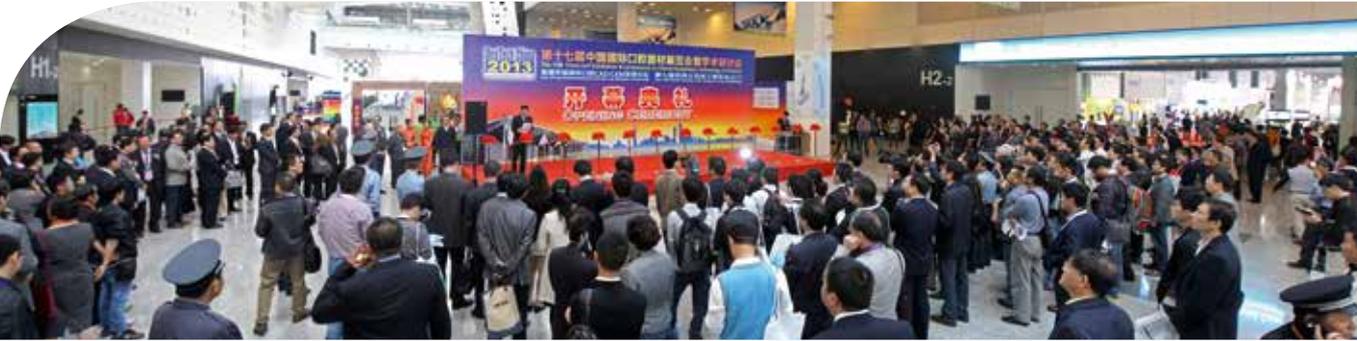
Organized by China International Conference Center for Science & Technology, Shanghai Ninth People's Hospital of Jiao Tong University and Shanghai UBM ShowStar Exhibition Co., Ltd, DenTech China 2013 achieved great success with more than 630 exhibitors, reached about 34,500 sqm and attracted about 69,100 professional visits. Thousands of high quality products and selections ranging from the latest in practice equipment, dental CAD/CAM, imaging system, sterilization device, and many oral health products were featured. We also have received confirmation of participation at DenTech China 2014 from almost all 2013 exhibitors. With their active supports, we are confident that the next show will achieve great success. DenTech China, aspiring to be national as well as international, will continue to utilize its scale of economics with your consistent attention.

DenTech China 2014 will be welcoming dental specialists and buyers with an eclectic mix of exhibitors from China and beyond over 34,500 square meters of show space. A strong international presence will be felt at the show area with National Pavilions from Germany, United States of America and Korea showcases the latest technology and breakthroughs in the dental industry. It has also become a platform to release new products and technologies for famous companies from Australia, Brazil, Canada, Poland, Denmark, Finland, France, Germany, Hungary, Israel, Italy, Japan, Korea, Liechtenstein, Malaysia, Mexico, Sweden, Switzerland, Singapore, Turkey, UK, USA and China including Hong Kong and Taiwan, etc.

With fully support from School of Stomatology of Jiaotong University, School of Stomatology of Tongji University, Shanghai Stomatological Disease Center and main dental schools from all over the country, DenTech China, aimed at the best in China, has become one of the most necessary dental exhibitions in China.

DenTech China, a stomatology pageant in China, has had its 18th glorious year with warm concerns by all circles. Thus, we sincerely welcome you to attend the exhibition in 2014.

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## GNYDM

The Greater New York Dental Meeting has stepped-up its game and has become not only an international Buyer's Market for the latest in dental technologies, materials and supplies but has also become the forefront of dental Meeting trends.

At this year's 89th annual event, the Greater New York Dental Meeting registered 54,629 attendees from all 50 states and 131 countries; record breaking results!

With NO pre-registration fee to attend, the GNYDM welcomed all to New York City during the greatest time of the year. The conference was held November 29 – December 1 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. At the heart of the Greater New York Dental Meeting is its attendees and speakers; there were choices of essays, full-day and half-day seminars as well as hands-on workshops.

The Greater New York Dental Meeting and Aegis Publishing announced a groundbreaking partnership in laboratory technology. COLLABORATION 2013 provided a designated laboratory exhibit area on the GNYDM Exhibit Floor; specialized education, demonstrations, digital dentistry and technology engaged technicians and dentists' side-by-side in an integrated, hands-on experience.

There's no doubt that technology was in the spotlight for 2013. When it came to the subsequent search for the right laser, CAD/CAM or Cone Beam, interested Dentists found the concentrated expertise of the innovative dental industry and the associated trading companies presented at the Technology Pavilions.

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 1,600 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 "Live" dentistry arena filled over 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 8,323 international visitors from 131 countries and offered educational programs in Spanish, Portuguese, French, Italian and Russian.

For 2014, the GNYDM has announced that it will introduce a World Implant EXPO to facilitate the education of dental professionals in all aspects of implantology. The GNYDM will subsequently expand its exhibit floor to include companies involved with implant products, technology, bone replacement materials and equipment as well as incorporate a full educational program focused on implants.

Look for an increase in technology as the GNYDM will incorporate a Digital Scanning Pavilion and will expand their Laser Pavilion. As the holiday season is a time for giving and helping others, the Greater New York Dental Meeting once again hosted the "Greater New York Smiles" program. This educational program is focused on improving oral healthcare in children. With the increased space on the exhibit floor, the GNYDM was able to invite 300 more children increasing the program to over 1,700 children from all five New York City boroughs. The Smiles Program with the help of Colgate, UFT and DentaQuest teaches nutrition and oral hygiene instruction in a fun and child-friendly atmosphere.

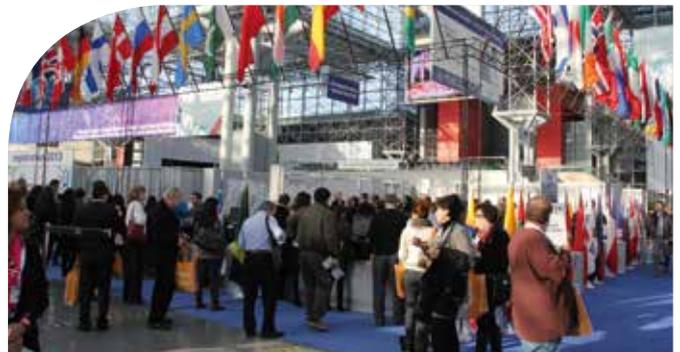
### Mark your calendar for the GNYDM:

**November 28 – December 3, 2014.**

Remember there is never a pre-registration fee. For additional information, please contact the Greater New York Dental Meeting;

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*Source: Jayme S. Spicciatie,*





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# Dentaid

## Supporting Dental Professionals Worldwide

Dentaid is a charity committed to supporting dental professionals worldwide; particularly those working in developing countries where the needs are great and resources are limited.



Dentaid aims to support charitable oral health projects by supplying equipment, resources and training, enabling oral health care workers to provide a sustainable oral health care service to their communities.

Dentaid specialise in portable dental equipment designed to meet the needs of dental professionals working in rural settings with no access to electricity and water supply. The DentaidBox is Dentaid's latest innovation; a portable dental surgery in a box for easy transport to any location.

In 2009, through partnerships with NGO's working in Cambodia, Dentaid learnt of the work of the Cambodian Nurses Training School in Kampong Cham. The school trains Dental Nurses, equivalent to Dental Therapists in the West. However, on graduating from the school the nurses were mostly without the equipment they needed to use the skills they had learnt in order to serve the dental needs of their communities.

With the help of funding from UK dentist, Neil Sikka in London, Dentaid embarked on one of our biggest projects; to provide 24 portable dental chairs and portable instrument kits to the newly graduated Cambodian Dental Nurses.

In November 2012 Dentaid's volunteer Dentist, Simon Crewe, visited the Cambodian Nurses Training School. He was encouraged to see the school still striving to train dental nurses despite the constant challenges as Simon reports; *"The training School trains Dental Nurses to perform community Dental Health Education, treat children for early caries using*

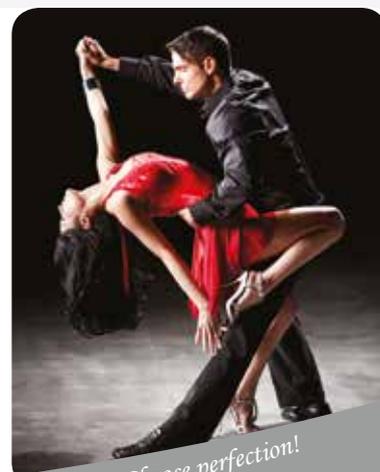
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On Simon's return to the UK he requested that Dentaïd look to supply the school with dental hand instruments in order that all the students get thorough hands-on training. Dentaïd has been able to secure trust funding in order to send the required hand instruments to the school. This will mean that the school can offer a good standard of education and dental nurses will be fully trained to offer vital, pain-relieving dental treatments.

The need for Dentaïd's support is growing rapidly especially as more oral health projects and international NGO's learn about the DentaïdBox. This equipment is enabling oral health care workers to reach areas of the world where dental care has never been provided before. Dentaïd is excited about the possibilities to help improve oral health care in even the most remote areas of the world.

Timor Leste is one such location where Dentaïd will be working in 2014 to help dental professionals there to establish a sustainable oral health service. Dentaïd will soon be sending several DentaïdBoxes along with a vocational training team from the UK to support Timor's first ever class of dental therapy graduates. Furnished with their portable dental equipment and new skills the dental therapists will be sent to all areas of this war-torn island where, until now, there has been virtually no dental provision.

To find out more about Dentaïd's work, the DentaïdBox, and how you can help us to improve the world's oral health please visit our website [www.dentaïd.org](http://www.dentaïd.org)



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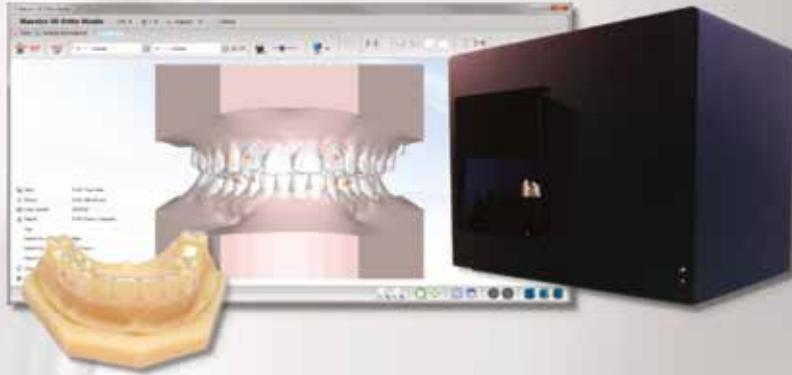
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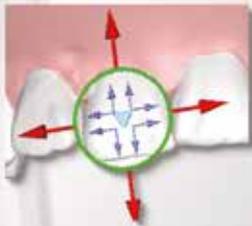
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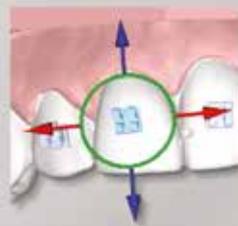


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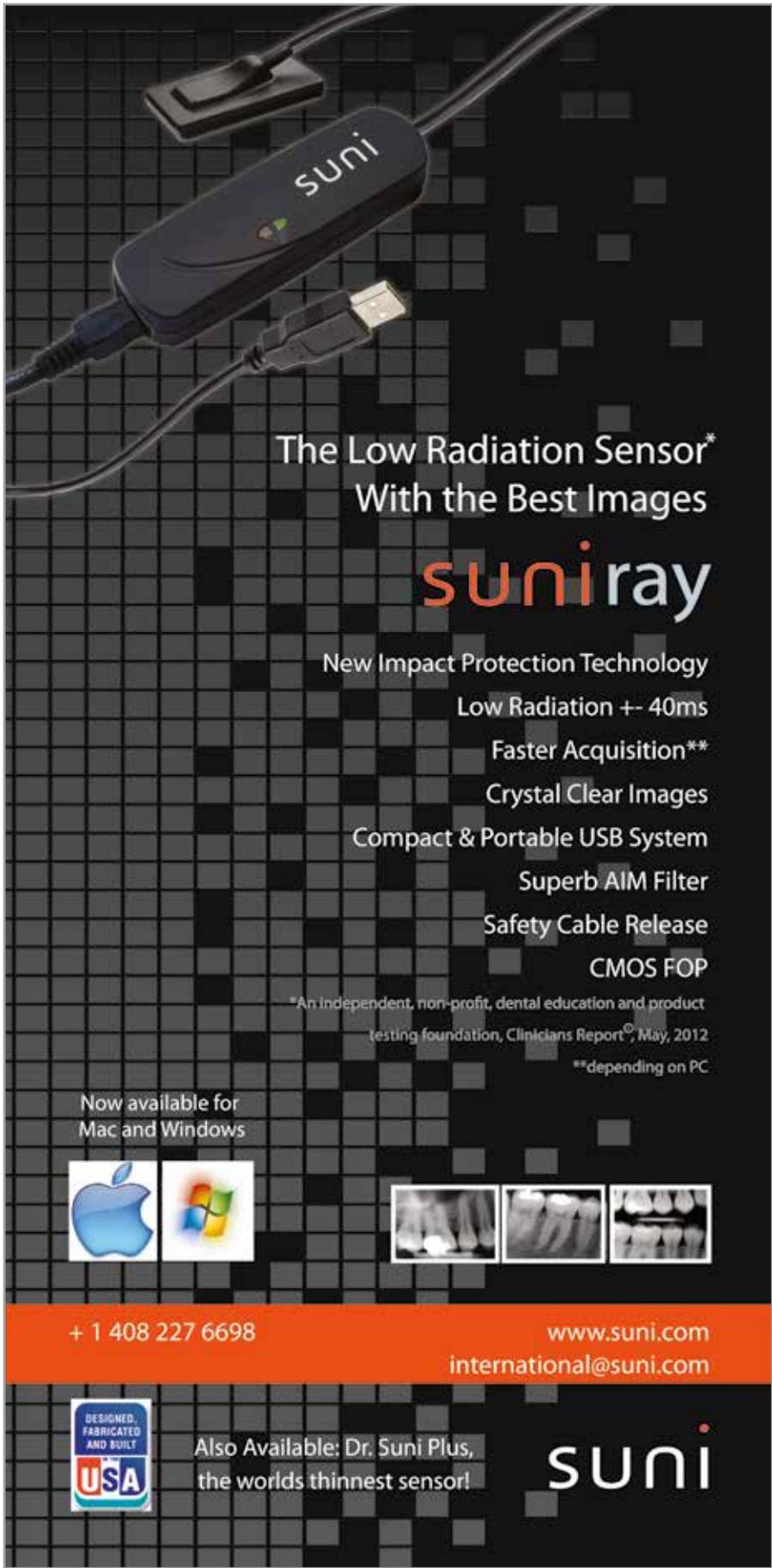
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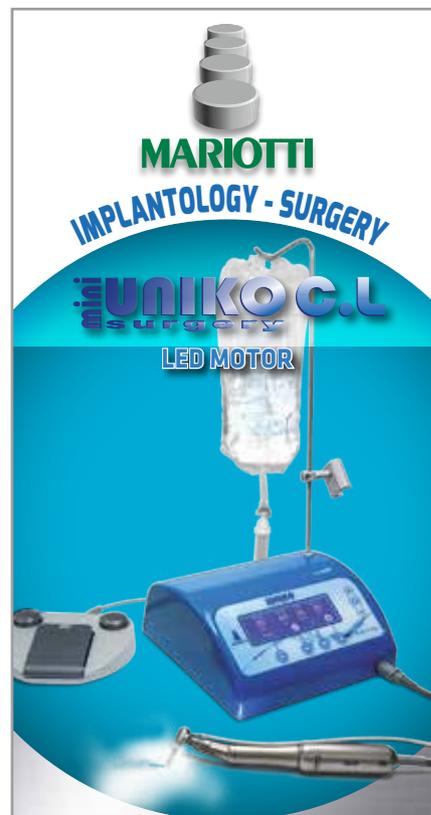
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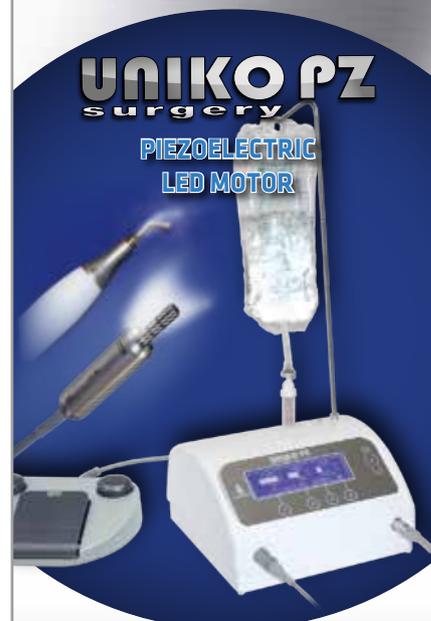
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06-09/03/2014 (Guangzhou - China)

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Venue: Area C, China Import & Export Fair, Pazhou Complex  
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Fax: +34 91 722 5804 // 5791  
Director: Mr. Alfonso de Borbon  
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(Sidney - Australia)  
21-23/03/2014

Australian Dental Industry Association Inc.  
757 Elizabeth Street  
Zetland, NSW , 2017, Australia  
PO Box 536  
Strawberry Hills NSW 2012  
Contact: Duncan Campbel  
Ph: + 61 2 9319 5631  
Fax: +61 2 9319 5381  
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**03-06/04/2014**  
**(Istanbul - Turkey)**

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Email: duygu.coskun@cnr.net  
Iran Country Manager: Ms Farah Taghipouri  
Tel: +90 212 465 74 74 ext 2560  
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Russia & CIS Countries Executive:  
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Tel: +90 212 465 74 74 ext 3705  
Email: hakan.coskun@cnr.net  
Venue: CNR EXPO Istanbul Turkey

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**Dental Exhibition and Meeting**  
**04-06/04/2014**  
**(Singapore - Singapore)**

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09-11/04/2014  
(Tashkent – Uzbekistan)

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Tashkent, 100000, Uzbekistan.  
Tel: +998 71 113 01 80  
Email: post@ite-uzbekistan.uz  
Website: www.ite-uzbekistan.uz  
Contact Person:  
Ms. Julia Evstifeeva, Project Manager  
E-mail: tihe@ite-uzbekistan.uz  
Venue: NEC UzExpoCentre  
Tashkent - Uzbekistan  
www.tihe.uz

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**Dental Salon Moscow 2014**  
21-24/04/2014  
(Moscow-Russia)  
**Dental Expo**

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Fax: +7 495 921 40 69  
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*(Seoul - Korea, South)*

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Managed by: SIDEX Organizing Committee  
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Seoul 133-837, Korea  
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E-mail: sda@sda.or.kr  
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Project Manager BULMEDICA:  
Maria Jeliaskova  
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E-mail: mjeliaskova@iec.bg  
Project Manager BULDENTAL:  
Gabriela Lubenova  
Tel: +359 2 9655 279  
E-mail: glubenova@iec.bg  
Stand designer BULMEDICA:  
Eleonora Yaneva  
Tel: +359 2 9655 267  
E-mail: ejaneva@iec.bg  
Stand designer BULDENTAL:  
Martina Vojkova  
Tel: +359 2 9655 314  
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1784 Sofia, Bulgaria  
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**57th Congress Amici di Brugg 2014**  
**22-24/05/2014**  
*(Rimini – Italy)*

Associazione Amici di Brugg  
Via circonvallazione, 69  
47900 Rimini -Italy  
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**Famdent Mumbai 2014**  
**23-25/05/2014**  
*(Mumbai – India)*

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# May 14

**MIDEK 2014 Malaysia-International Dental Exhibition and Convention**  
30/05-01/06/2014  
(Kuala Lumpur – Malaysia)

Malaysian Dental Association  
54-2 (2nd Floor) Medan Setia 2 Plaza Damansara, Bukit Damansara  
50490 Kuala Lumpur - Malaysia  
Tel: +603 20951532 // 20951495  
Fax: +603 20944670  
Email: mdaassoc@mda.org.my  
Website: www.mda.org.my  
Venue: Kuala Lumpur Convention Centre

**Medima 2014**  
- 13th Exhibition of Medical Equipment co-located event: Dentima 2014 - 14th Dental Exhibition  
28-30/05/2014  
(Krasnodar - Russia)

Organized by: "KrasnodarEXPO"  
5, Zipovskaya Str., pavilion 1,  
350010 Krasnodar - Russia  
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Email: limbach@gima.de

Venue: Kuban Expocentre  
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www.medima.ru

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# June 14

**Stomatology St. Petersburg 2014**  
04-06/06/2014  
(Saint-Petersburg – Russia)  
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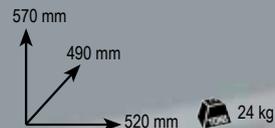


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**09-12/06/2014**  
**(Beijing – China)**

International Health Exchange and Cooperation Center, Ministry of Health P.R. China  
Sino-Dental Organizing Committee  
Rm. 703, B3 Wudongdalou, No 9 Chegongzhuang Street  
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Contacts:  
Ms Carol Kang (Project Manager)  
Email: kangle@ihecc.org

Ms Sunny Yin  
E-mail: yinhaiyan@ihecc.org  
yhysunny@hotmail.com  
Venue: Venue: China National Convention Center (CNCC)  
Add: No. 7 Tianchen East Road, Chaoyang District  
Beijing - P.R. China

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**APDC 2014 - The 36th Asia Pacific Dental Congress**  
**17-19/06/2014**  
**(Dubai - United Arab Emirates )**

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Email: mdaassoc@mda.org.my  
Website: www.mda.org.my  
Venue: Kuala Lumpur Convention Centre  
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**IADR - International Association for  
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(Cape Town - South Africa )

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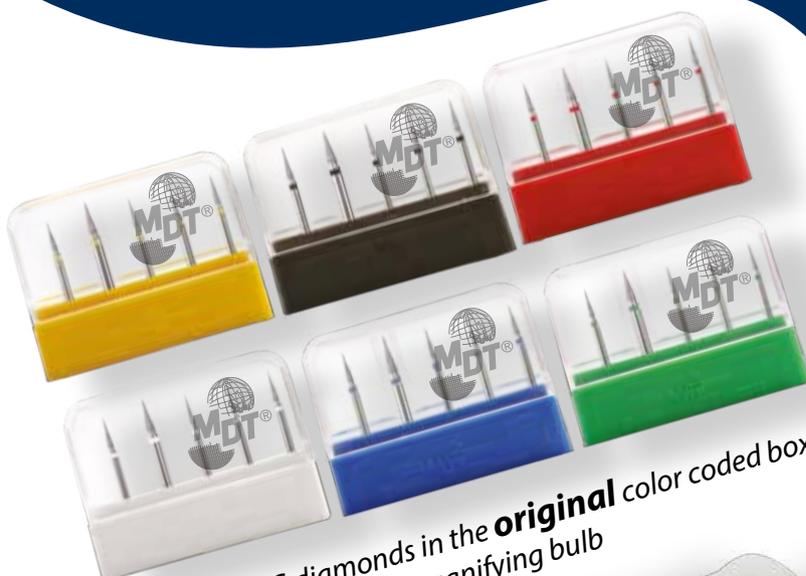
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[baldo.pipitone@infodent.com](mailto:baldo.pipitone@infodent.com)
- **Editorial Director- Direttore Responsabile:** Arturo Chiurazzi  
[a.chiurazzi@panoramadentale.it](mailto:a.chiurazzi@panoramadentale.it)
- **Editor- Redazione:** Lara Pippucci / Paola Uvini  
[lara@infodent.com](mailto:lara@infodent.com) / [paola@infodent.com](mailto:paola@infodent.com)
- **Editor- Redazione:** Michela Adinolfi  
[michela@infodent.com](mailto:michela@infodent.com)
- **Art Director- Responsabile Grafica:** Karlen Zamora Zúñiga  
[karlen@infodent.com](mailto:karlen@infodent.com)
- **Exhibition Manager- Responsabile Fiere:** Arianna Caracciolo / Silvia Borriello  
[arianna.caracciolo@infodent.com](mailto:arianna.caracciolo@infodent.com) / [silvia@infodent.com](mailto:silvia@infodent.com)
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**Publishing House/Casa Editrice: Infodent S.r.l.**  
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