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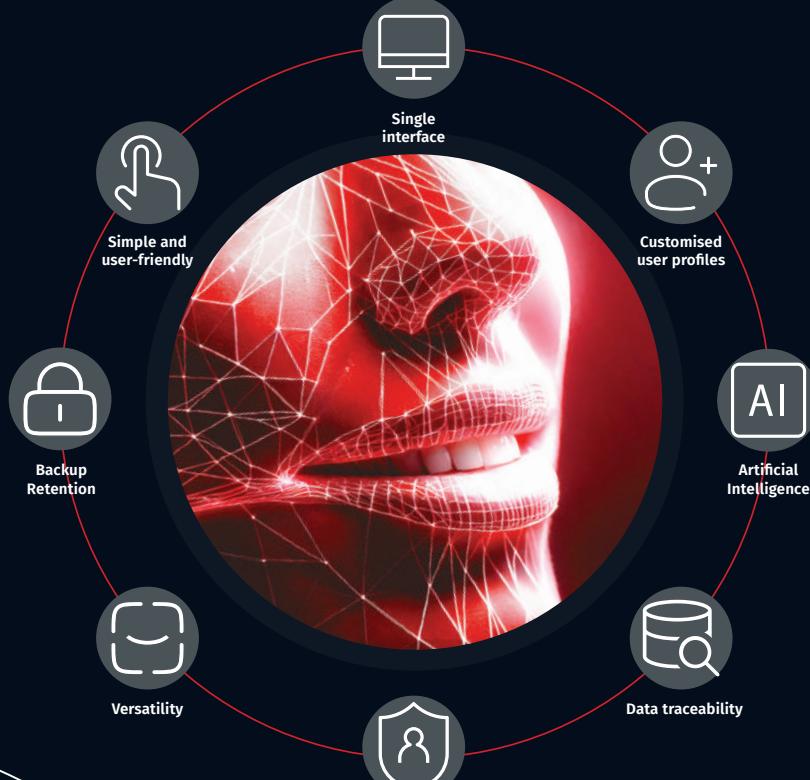
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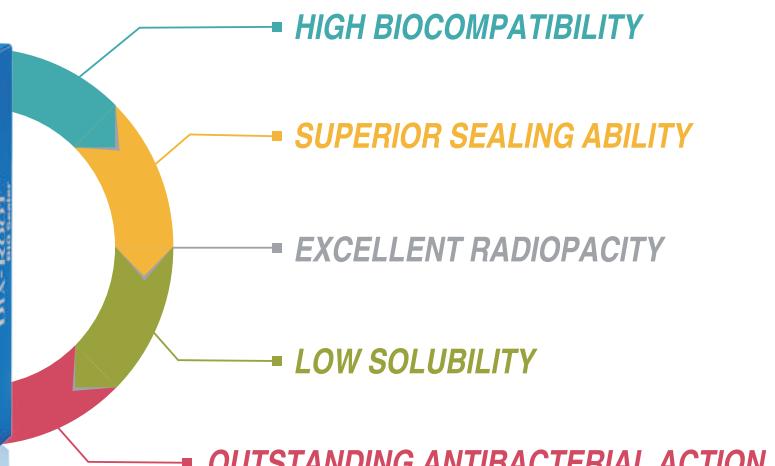
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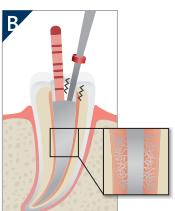
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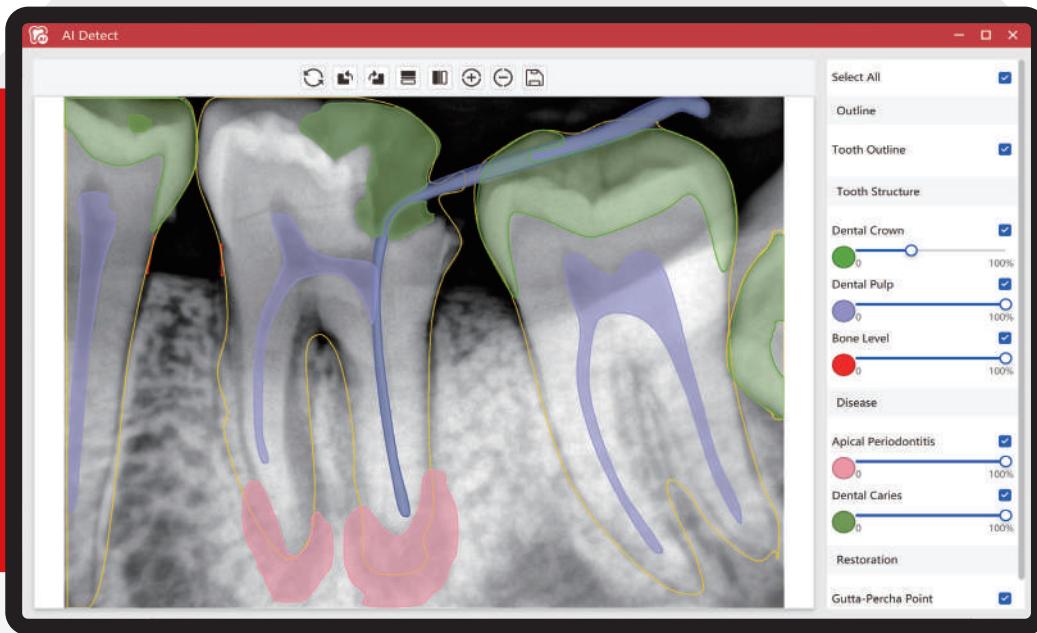
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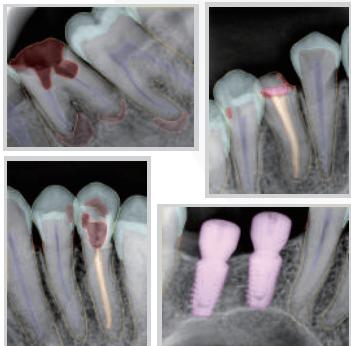


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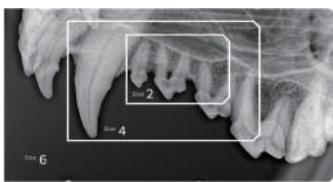
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# Sustainability in Marketing: Why Greenwashing Is a Risk the Dental Sector Can't Ignore

Environmental issues are reshaping marketing across all industries, including healthcare and dentistry. As climate change, resource scarcity, and environmental degradation become more visible, sustainability has moved from a secondary concern to a central factor in how brands communicate, compete, and build trust. For dental companies and professionals, environmental responsibility now directly affects consumer expectations, regulatory scrutiny, and long-term credibility, not just corporate image.

Research shows that consumers are increasingly willing to pay more for sustainable products and services, a trend that now applies to healthcare. Patients expect dental practices, manufacturers, and suppliers to use materials responsibly, source ethically, and reduce environmental impact. As a result, eco-friendly positioning has become a competitive advantage, while ignoring environmental concerns can quickly harm reputation. When sustainability is communicated authentically, it can strengthen brand equity and support long-term profitability.

One of the most significant impacts of environmental issues on marketing is the shift in consumer behavior. Greater awareness has made patients more attentive to sustainability claims, such as recyclable packaging, waste reduction, and energy efficiency in dental clinics. Durability, safety, and environmental impact are increasingly seen as interconnected values. In healthcare, where trust is essential, credible sustainability messaging reinforces perceptions of professionalism and responsibility.

Sustainability also enables differentiation in a crowded market. Dental brands that adopt and clearly communicate responsible practices can stand out, attract environmentally conscious patients and professionals, and build stronger loyalty. However, sustainability can no longer be treated as a simple marketing add-on. Environmental considerations now affect the entire marketing mix, from product design and material selection to supply chains, pricing, and promotional language. This requires long-term strategic integration rather than short-term campaigns.

At the same time, regulation has increased expectations. Environmental laws and advertising standards are evolving, and healthcare-related sectors face particularly strict scrutiny. Sustainability claims must be accurate, verifiable, and transparent. Misleading communication can lead not only to reputational damage but also to regulatory consequences. Although sustainable marketing may involve higher costs—such as measuring carbon footprints or investing in cleaner production—these efforts are increasingly necessary to maintain credibility and trust.

Within this context, greenwashing has become a serious concern. Greenwashing refers to exaggerating or misrepresenting environmental responsibility to appear more sustainable than a company truly is. As demand for eco-friendly products grows, vague promises and selective claims can mislead consumers into believing that meaningful action is being taken when it is not. In dentistry, this may involve unclear claims about materials, highlighting minor improvements while ignoring larger impacts, or using labels without recognized standards.

Such practices confuse consumers and create a false sense of responsibility. In healthcare, where ethical standards are high, this disconnect is especially damaging. Greenwashing also undermines real efforts to address climate change by diverting attention and resources away from genuine initiatives, slowing innovation and progress.

Perhaps the most serious consequence is the erosion of trust. When misleading claims are exposed, skepticism can spread beyond individual brands to the entire sector, making it harder for truly responsible companies to communicate their efforts. As climate challenges intensify, the dental industry has both an opportunity and a responsibility to ensure that sustainability marketing reflects real action. When honest, marketing can support environmental progress and patient trust; when distorted by greenwashing, it undermines both.



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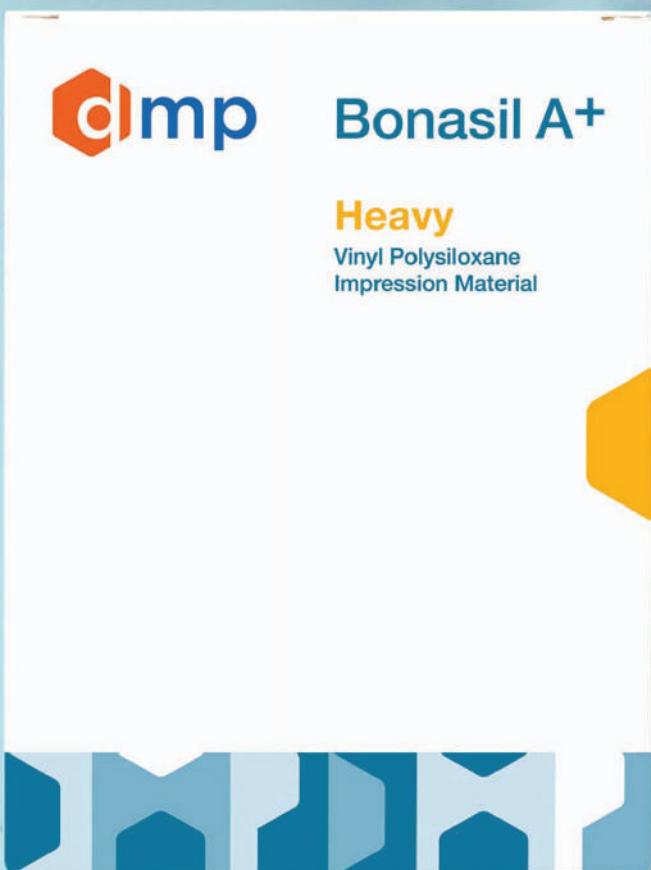
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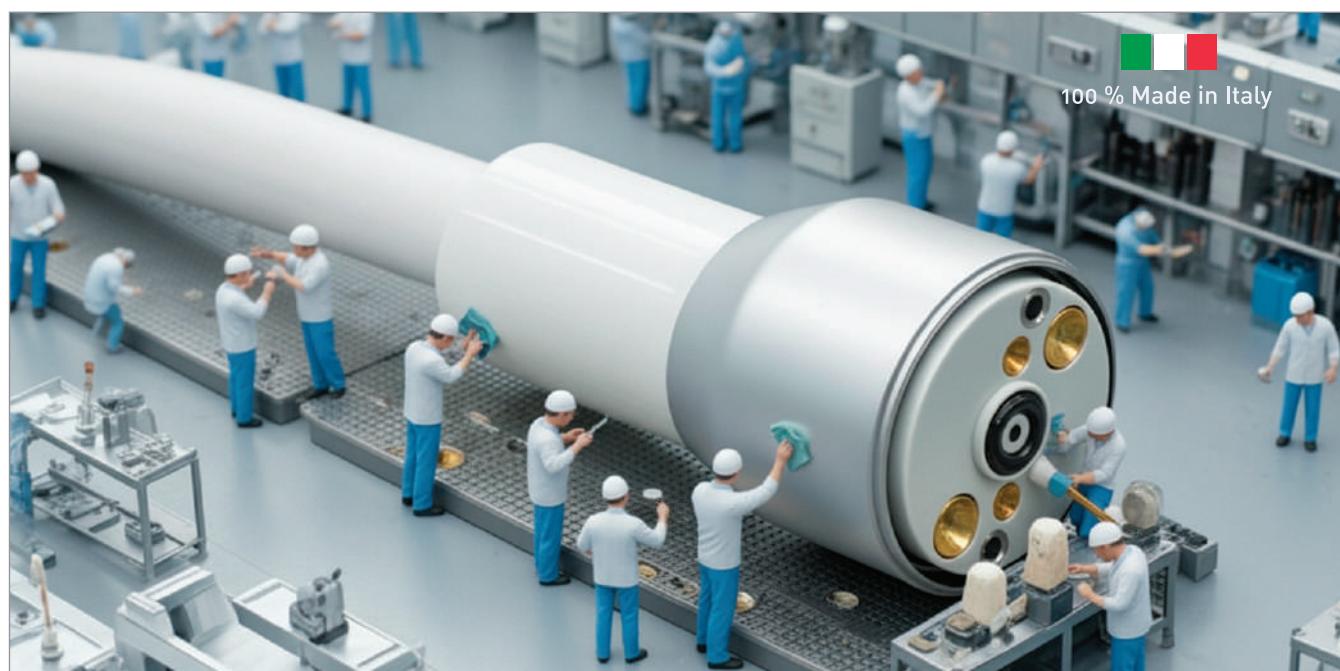
Exclusive features include advanced ApT technology which improve every 2D image to ensure the best result for every projection. Patented algorithms for 3D reconstruction always lead to an optimal outcome. Low-dose protocols, using SafeBeam™ technology and servo-assisted alignment protect patient health, and the 10" on-board touch screen control panel featuring Newtom's powerful imaging software suite with specialist interfaces and tools, allows for user-friendly workflow and provides professionals with access to online assistance.

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► [www.newtom.it/en/radiological-dental-devices/giano-HR](http://www.newtom.it/en/radiological-dental-devices/giano-HR)  
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# DentalCAD 3.3 Chemnitz: How exocad Is Transforming Digital Dental Workflows

In this New York interview, Tillmann Steinbrecher, CEO of exocad, together with Christine McClymont, Global Head of Marketing and Communications, and Beth Collington, President of exocad America, share their insights on DentalCAD 3.3 Chemnitz, AI-enabled workflows, and the future of clinical and laboratory collaboration.

**Till, exocad's new software release DentalCAD 3.3 Chemnitz introduces AI-enabled multi-unit design and a split denture workflow. What inspired these innovations, and how do they improve clinical outcomes?**

*Till* - The innovations are a response to real pain points from our users. They wanted more intelligent automation, seamless workflows and efficiency. It's always the users inspiring us, for every release. The more we can simplify and automate, the easier it is for the user to achieve a good result. The split-denture workflow previously involved many clicks and manual steps. In this release it allows users to design both a bar and its suprastructure in one swift workflow, saving time and reducing manual adjustments for All-on-X hybrids. The same goes for innovations like *AI Design* proposals for up to three adjacent posterior crowns and posterior bridges with up to three elements. The AI crown that we launched a while ago, with anatomic design suggestions for crowns, was well received. But users also wanted to design bridges based on AI. And that is what we have now delivered.

**What role does user feedback play in shaping new features in DentalCAD and other exocad products?**

*Till* - It is essential. User feedback is central to our development process. We stay in constant contact with our partners and customers. That's why we go to trade shows, we're active on social media, we keep talking to users. They know our products so well, and they know exactly which steps are still taking too much time, which are error prone. Product decisions are guided by real-world user needs. That's where we focus our resources on, to solve the users' issues so that they have smoother workflows and higher automation.

**What is your favorite feature or improvement in the latest release and why?**

*Till* - It is hard to single out one specific feature, as there are improvements all over. However, one thing I'm particularly enthusiastic about is the new Implant Module. Users now receive improved abutment proposals that are auto-optimized for the respective tooth position, along with easier editing and customization. The new module allows users to save and reuse custom abutment shape presets and provides a 3D preview of each implant component directly within the library. They can define their favorite abutment shapes and apply them to

new designs, achieving desired result more quickly and efficiently. Overall, this update delivers more automation, easier usage, greater design freedom.

**How do exocad credits support access to AI-based services like *AI Design*, *TruSmile™ Video*, and *TruSmile™ Photo*, and what advantages does this model offer to labs and clinicians looking for flexible, on-demand tools?**

*Till* - The credits offer an easy way to enable on-demand payments for these cloud-based AI services. Users



Infodent met exocad's team at the Greater New York Dental Meeting. From left to right: Maria Connelly, Senior Marketing Specialist USA, Christine McClymont, Global Head of Marketing and Communications, CEO Tillmann Steinbrecher, Beth Collington - President exocad America, and Silvia Borriello- Editorial Director at Infodent International

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of DentalCAD 3.3 Chemnitz with a Flex or Perpetual License and an active upgrade contract have exocad Credits included in their licenses and can use them to access exocad's AI-enabled services, with the option to buy additional account credits if they have used their monthly allotted license credits. This model helps labs and clinicians scale up during busy times by providing additional automation with AI Design and by offering fantastic communication tools such as TruSmile Photo and TruSmile Video, which support patient acceptance of design proposals and help create more realistic patient expectations. Thanks to the credit approach, you can access these services with a minimal initial investment. Access requires integration with the my.exocad platform and is currently available in the EU and US, with plans to expand to additional regions.

We charge per unit, but to make the process convenient, we introduce credits that allow you to recharge your account. It is important to keep in mind that a certain number of free calculations are already included with your software subscription, whether it is a subscription-based license or a permanent license with an up-to-date contract. In this way, you can take advantage of the latest technology, especially TruSmile Video and TruSmile Photos, which are very exciting and emotionally engaging for both patients and doctors.

#### **As exocad celebrates its 15<sup>th</sup> anniversary, what are the biggest lessons learned since its founding?**

*Till* - We continue to stay close to users and industry partners, as early success came from continuous contact with hardware and lab and clinical partners. We stay product-focused and practical, and from the start we evolved our research into usable products that solved concrete problems. We stay curious. exocad has grown by evolving products with real-world feedback and new technologies, now including AI. Our global community and education matter, and we emphasize training, events like our biennial global gathering "Insights", and the development of our ecosystem of partnerships as the key to successful adoption and use of our software.

Over the last 15 years, we have shown that we can sustain innovation, and that is only possible if you stay close to your users, keep listening to feedback, and continue working on what truly benefits them. In the early years, we stayed more behind the scenes, and a very large portion of our software was sold to other brands. Today, we communicate directly with users and, also, offer training directly to them. Ultimately, the more training options users have, the easier it is for them to learn about our products, and the happier they will be as customers.

#### **Beth, how are AI-based services being received by labs and clinicians in the US?**

*Beth* - Many labs and clinicians welcome AI-enabled tools for the speed, efficiency, and quality of presentation. Solutions such as AI-generated crowns and TruSmile visualizations are praised for improving patient communication and enabling faster case proposal generation. Our users appreciate the short generation times, with single-crown AI proposals often completed in just a few minutes.

#### **How does the new exocad excellence centers in Massachusetts and Darmstadt contribute to clinician and technician training?**

*Beth* - The new exocad excellence centers in Massachusetts and Darmstadt are designed to provide clinicians and technicians with immersive, hands-on training in digital dentistry workflows and laboratory technology applications. Created in response to the growing demand for practical education, these centers provide dedicated spaces equipped with state-of-the-art computers and audiovisual technology to support learning and collaboration for users at all experience levels. Through interactive training sessions, participants can experience firsthand how seamlessly exocad software integrates into daily workflows, from treatment planning and design to manufacturing and outsourcing, helping them enhance productivity and efficiency.

#### **Which dental industry trends do you see being most important for exocad in North America going into 2026?**

*Beth* - One important dental industry trends for exocad in North America is the accelerating adoption of CAD/CAM systems, intraoral scanners, 3D printing, and AI-driven tools by clinics and labs to deliver same-day restorations. This shift toward fully digital automated workflows aligns perfectly with exocad's software ecosystem, which supports design, manufacturing, and collaboration across platforms.

#### **Christine, what's the vision for exocad Insights 2026 in Spain, and how will it build on the success of previous global events?**

*Christine* - The vision for exocad Insights 2026 in Spain is to deliver the most dynamic and globally connected edition of the event to date. Taking place on April 30 - May 1, 2026, in Palma de Mallorca, the event, under the theme "Calling All Heroes", will celebrate clinicians, technicians, and innovators who are driving collaborative, patient-focused digital dentistry. The goal is to create a multidisciplinary learning hub, showcasing how exocad software and partner technologies can transform workflows across both clinics and labs.

#### **Why should dental professionals from North America travel to exocad Insights 2026?**

*Christine* - Dental professionals from North America should attend exocad Insights 2026 because it's the ultimate destination to learn about the future of digital dentistry while connecting with a truly vibrant international community. Set on the beautiful island of Mallorca, the event offers inspiring lectures from a world-class lineup of speakers, hands-on insights into cutting-edge workflows, and access to a digital expo featuring many leading companies. It is not just an education experience, Insights 2026 is the place to network, share ideas, and be part of the global movement shaping tomorrow's dentistry.

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# Tajikistan: the dental market in a country in transition

⌚ 12'  
Reading time

## A country running on “two engines”

In the heart of Central Asia, Tajikistan is one of those countries that rarely makes headlines—and for that very reason it is often underestimated. It doesn't make noise, it doesn't attract sensational coverage, yet it offers a meaningful lesson for those working in the healthcare industry and, in particular, in dentistry. This is a country where clear signals of economic growth coexist with a social and infrastructural environment that makes healthcare—and oral health especially—a field where the gap between “need” and “access” remains wide.

Anyone entering this market expecting to find a “ready-made” environment risks misreading the context. Those who can interpret the mechanisms driving supply and demand, however, can identify a clear direction: Tajikistan is a system in transition, where healthcare reforms and macroeconomic dynamics are gradually—but tangibly—reshaping the geography of dental care.

At a macro level, the country functions through two interconnected engines. The first is internal, driven by domestic consumption, investment, services, and industry. The second is external and largely fueled by remittances. When external flows increase, domestic demand accelerates and spending on services—including private and semi-private healthcare—rises. When those flows tighten, household behavior shifts toward postponement, urgency, and essential care, with prevention declining.

This relationship is well documented. The World Bank reports that domestic demand has been supported by strong remittance inflows, with real GDP growth reaching 8.4% in 2024 and remaining robust at 8.2% in the first quarter of 2025. Remittances alone peaked at roughly 49% of GDP in 2024, compared with 39% in 2023.

For dental operators, this translates into highly elastic demand. When households have liquidity—often linked to income from abroad—planned and elective care increases. When the economic environment tightens, demand becomes defensive and episodic. Dentistry amplifies this pattern because many services are perceived as non-urgent until pain emerges. This makes early interception of needs critical, especially within public primary care.

WHO oral health profiles and health system reports consistently show a high

burden of oral disease alongside limited availability of basic dental functions in public primary care. Tajikistan is therefore not a country “without dentistry,” but one where oral health is deeply influenced by social, economic, and systemic variables. For industry, this has concrete implications: selling products or technologies is not enough without understanding how—and whether—patients enter the care pathway.

### The real economy and remittances: the invisible engine shaping demand

If Tajikistan’s economy could be summarized with a single image, it would not be a factory or industrial hub, but a household receiving a transfer from abroad. Remittances shape consumption, savings, and spending on services more than any other single factor. According to the World Bank, they have become a central driver of domestic demand, reaching nearly half of GDP in 2024.

For dentistry, this explains when and why there is room for private services, higher-value materials, and complex rehabilitation. Where income depends on external flows, demand for non-immediate care follows the same cycle: growth during periods of strong inflows, contraction when flows weaken. Planned treatments expand with economic confidence; postponement and “survival-mode” care dominate during uncertainty.

Growth figures reinforce this interpretation. Real GDP growth of 8.4% in 2024 and 8.2% in early 2025 has been driven mainly by services and industry, supported by remittances and public wages. Yet growth driven by these factors tends to be uneven. Certain urban areas and social groups experience rapid gains in purchasing power, while others remain constrained.

In healthcare—and dentistry in par-

ticular—territorial inequality matters. Income differences intersect with unequal distribution of professionals, facilities, diagnostics, and supply chains. Discussing Tajikistan’s dental sector without its economic structure leads to distortion, but reducing everything to macro indicators is equally misleading. Dentistry is shaped not only by GDP, but by health culture, infrastructure, system organization, and the strength of first-level care.

Where prevention is weak, demand remains intermittent and pain-driven. The market, therefore, is defined less by size than by behavior: the balance between planned and urgent care, conservative dentistry versus extractions, hygiene versus late-stage prosthetics. These proportions can only be understood by starting from the economic engine that drives household liquidity.

### The healthcare system: PHC reforms and out-of-pocket pressure

Tajikistan’s healthcare system still reflects aspects of its Soviet legacy: centralization, a strong public footprint, and unevenly distributed resources. Yet this historical image is incomplete. Over the past decade, the country has pursued reforms aimed at strengthening Primary Health Care (PHC) as a pathway toward Universal Health Coverage.

The WHO describes Tajikistan as actively reforming its system with a focus on family medicine and PHC. This shift is particularly relevant for oral health, because effective PHC enables prevention, early diagnosis, and health education. Without a strong first level of care, patients enter the system late—and in dentistry, late entry often results in pain, extraction, and rehabilitation rather than conservative treatment.

The core constraint, however, is financial. According to the European Observatory’s Health System Review (2025), public health expenditure remains among the lowest in the region, at around 1.9% of GDP in 2021. The same report highlights a heavy reliance on out-of-pocket payments.

This financing structure has a direct effect on utilization. When public funding is limited and patients pay directly, services become conditional on affordability. Oral health is especially affected, as it is often perceived as secondary to general health until symptoms become acute. For industry, this is a critical distinction: a market dominated by direct payments is not necessarily affluent; it is price-sensitive and value-driven.

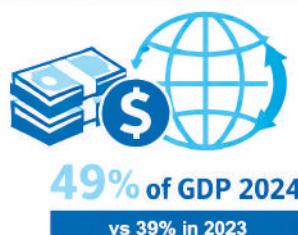
PHC reforms aim to improve access and quality, potentially opening space for integrated oral health programs—school-based prevention, screening, referral pathways, and links with non-communicable disease management. However, implementation is gradual and uneven. In a mountainous country, logistics, distance,

## Tagikistan at a glance

### Economic Growth



### Remittances



### Health Sector Focus



#### Primary Health Care & Family Medicine

Reforms 2023–2024

## The Healthcare System in Tajikistan



seasonality, and workforce availability remain structural constraints.

The key issue is not whether Tajikistan has a healthcare system—it does—but how far it reaches, how it is financed, and how dentistry fits within it. When first-level care fails to intercept needs, the private sector becomes a late and often imperfect substitute.

### Oral health: high burden, late access

Understanding dentistry in Tajikistan requires starting from disease burden. The WHO Oral Health Country Profile (2022), based largely on 2019 data, shows a high prevalence of oral disease, particularly among children—clear evidence of a prevention gap.

Estimated prevalence of untreated caries in deciduous teeth among children aged 1–9 is 48.3%. For permanent teeth (age 5+), it is 35.0%. Severe periodontitis affects an estimated 10.8% of the population aged 15+, while complete tooth loss among adults aged 20+ stands at 8.6%.

From an industry perspective, these figures indicate substantial latent demand for restorative care, endodontics, hygiene, and prevention—alongside recovery-driven prosthetics when access is delayed. Yet demand potential alone is insufficient; the system's capacity to deliver basic services at first contact is decisive.

The WHO profile notes that in 2021, public primary care facilities lacked availability of several essential oral health functions, including screening, urgent care, and basic restorative procedures. This does not imply absence of dentists, but rather an ineffective entry funnel. Many patients present late or seek private care only when problems are advanced.

Such dynamics shape patient behavior: postponement, symptom management with analgesics, and late presentation. Clinically, this shifts the service mix to-

ward extractions and rehabilitation rather than prevention and conservative care. For industry, this affects everything from consumables and instruments to prosthetic workflows and patient communication strategies.

### Dental workforce: presence without system integration

Dental markets are often reduced to dentist density, but this metric alone is insufficient. According to the WHO Oral Health Country Profile, Tajikistan had 1,289 dentists, corresponding to a density of 1.6 per 10,000 inhabitants (reference year 2014). This represents limited but non-negligible professional capacity.

What the figure does not reveal is distribution, specialization, or integration. National averages obscure urban-rural gaps, public-private splits, and the availability of supporting roles such as hygienists, assistants, and dental technicians.

Notably, the WHO profile lacks comparable data for dental assistants, hygienists, and prosthetic technicians. This reflects limited standardization and registry consolidation rather than their absence. From a market perspective, such gaps often coincide with fragmented team structures and weaker preventive capacity.

Clinic efficiency and quality depend heavily on intermediate skills. Where hygienist roles are underdeveloped, systematic prevention suffers. Where prosthetic workflows are poorly integrated, treatment becomes slower and more expensive. In urgency-driven markets, these bottlenecks have amplified impact.

This creates a concrete opportunity in training and standardization. WHO narratives on PHC and UHC emphasize workforce development and education quality. In dentistry, this translates into demand for upskilling: hygiene protocols, infection control, basic radiology, triage, chairside assistance, and prosthetic coordination.

Growth in such contexts often occurs through “islands” of quality—urban clinics offering higher standards while peripheral areas lag behind. Geography and organization matter more than average density.

### Dental spending and patient behavior

Spending data helps explain these dynamics. WHO estimates total dental expenditure at USD 31 million in 2019, with per-capita spending of just USD 3.3. Such figures do not simply indicate a small market, but one where dental care struggles to become routine.

Patients typically seek care when pain forces action. Combined with limited availability of basic services in public primary care, this leads to late presentation. The resulting service mix emphasizes urgencies, extractions, and essential prosthetics, while regular check-ups and hygiene remain limited.

## Oral Health in Tajikistan

### Estimated Prevalence (2019):

	Untreated caries in deciduous teeth (1–9 years)
	<b>48,3% (2019)</b>
	Untreated caries in permanent teeth (5+)
	<b>35,0% (2019)</b>
	Severe periodontitis (15+)
	<b>10,8% (2019)</b>
	Edentulism (20+)
	<b>8,6% (2019)</b>

### Availability of Services in Public Primary Care



Screening   Urgent Care   Restorative Base

**NOT AVAILABLE (2021)**

## Dental Workforce in Tajikistan



**1,289**  
Dentists

(2014, WHO Profile published 2022)

**1.6** per 10,000 inhabitants  
(2014)



Hygienists / Dental Assistants / Dental Technicians:

Comparable figure not reported in profile (data gap)



Hygienists / Dental Assistants / Dental Technicians:

\* Comparable figure not reported in profile (data gap)

\* Comparable standardized figures for dental hygienists, assistants, therapists, and dental technicians are not available in the WHO Oral Health Country Profile for Tajikistan.

For clinics, this makes demand volatile and planning difficult. For industry, growth depends less on introducing advanced technology and more on demonstrating value in a price-sensitive environment. Cost-effective solutions are those that reduce chair time, errors, and remakes, improving productivity rather than merely adding features.

Heavy reliance on out-of-pocket payments reinforces this pattern. Households negotiate treatments, prioritizing immediate relief. Without early interception by the public system, private care substitutes—but not always sustainably.

Segments that tend to grow first include urgent care, high-rotation restorative dentistry, essential prosthetics, and efficient diagnostics. Prevention programs, especially pediatric, can fundamentally alter this structure by shifting demand from acute to planned care.

### Industry opportunities: building access before sales

For manufacturers, distributors, clinic

chains, and training providers, Tajikistan is not an “easy” market. Need is high, but access is uneven, purchasing power limited, and demand delayed. Sustainable impact comes from creating access before pursuing scale.

**Prevention as a product.** With untreated caries affecting nearly half of children and over a third of the population overall, prevention is a structural lever. Industry can contribute through prevention kits, school programs, team training, and communication tools for families.

**Alignment with PHC reforms.** WHO-guided reforms toward PHC and UHC create opportunities for hybrid models: screening tools, referral systems, low-complexity technologies, and partnerships that strengthen first-level capacity.

**Cost-effective technologies.** In a market with USD 3.3 per-capita dental spending, adoption favors solutions that

lower cost per procedure and improve workflow resilience, including training, maintenance, and reliable supply chains.

**Workforce development.** Gaps in standardized supporting roles create space for training, certification, and protocol-driven solutions that raise clinic efficiency and quality.

**Geographic strategy.** Urban areas and segments linked to remittance income are likely to consolidate stable demand first. From there, expansion can proceed through lightweight clinics, essential service models, and referral networks adapted to peripheral regions.

In conclusion, Tajikistan’s dental sector must be read as a story rather than a checklist: an economy growing yet vulnerable; a healthcare system strengthening PHC under financial constraints; and a high oral disease burden combined with fragile prevention. The opportunity for industry exists, but it depends on the ability to build access, trust, and continuity—not merely on supplying products.

### Main official sources:

- World Bank — *Tajikistan Economic Update 2025* and press release (data for 2024 and Q1 2025).
- WHO — *Oral Health Country Profile: Tajikistan* (published 2022; estimates for 2019; service availability for 2021; workforce reference year 2014).
- European Observatory/WHO — *Tajikistan: Health System Review 2025* (financing and expenditure for 2021; system overview).
- WHO — feature stories on PHC/UHC (published 2023 and 2024).

## Dental Spending and Patient Behavior in Tajikistan



**Total Dental Spending**  
USD 31 Million  
(2019)



**Per-Capita Dental Spending**  
USD 3.3  
(2019)



**Health Finance:** Strong reliance on direct payments  
(2021 framework)



### Patient Behavior and Market Impact

**Pain-Oriented Care**  
Patients postpone care, often seeking treatment only when pain is urgent



**High-Rotation Dentistry**  
Frequent extractions & urgent restorative care



**Essential Prosthetics**  
Basic solutions for lost teeth driven by necessity



**Minimal Diagnostics**  
“Cost-effective” diagnostics for essential diagnostics

## Industry Opportunities in Tajikistan



### Prevention as a Product

Prevention kits, school programs, and family outreach



### Hybrid Models & Partnerships

Screening, referrals, low-complexity tools aligned with PHC/UHC



### Cost-Effective Technologies

Affordable, efficient equipment and resilient workflows



### Workforce and Training

Upskilling, certifications, and support programs

### Where industry can make a difference:

- Pediatric prevention: untreated caries in deciduous teeth 48.3% (2019)
- Efficiency and affordability: per-capita dental spending USD 3.3 (2019)
- Alignment with PHC/UHC reforms: WHO trajectory 2023-2024
- Macro context shaping demand: remittances –49% of GDP (2024); GDP growth 8.4% (2024)

# TITAN STEAM CLEANERS | Professional use


**REF. 100202**
**TITAN 8** is the first option (ref. 100202).

Distilled Water is loaded directly into the boiler.

**TITAN AUTOFILL** (ref. 100203) it also has a pump to suck distilled water from an external bottle.

- ✓ Made of stainless steel with high quality components.
- ✓ Digital pressure switch.
- ✓ Full and lack of water indicator.
- ✓ Connection cable with built-in differential switch.
- ✓ Drain tap with safety lock.

**Specifications: 100202 and 100203**

Height 36 cm • Width 27 cm • Depth 42 cm

Power 2200 W • Voltage 220 V, 50/60 Hz

Pressure 8 bar • Weight 12,5 kg • Boiler 3 L


**REF. 100203**

External bottle not included.

## Additional Information: 100202, 100203

They are supplied with the following accessories:

- ✓ Power cord with built-in protection.
- ✓ Fine and long replacement nozzle.
- ✓ Replacement safety cap and 2 gaskets.
- ✓ Funnel and measuring cup (300 ml).

In models with direct connection to the water intake:

- ✓ Necessary hoses for water inlet/outlet connection.

**Ref. 100202**

- ✓ Manual filling.

**Ref. 100203**

- ✓ Manual filling.
- ✓ Autofill without previous cooling (external bottle).

# ANODIZING UNIT

The anodizing unit for titanium is a simple device that allows you to process titanium dental elements quickly, easily and economically. The results are comparable to products belonging to a much higher category.

- ✓ Corrosion resistance.
- ✓ Wear resistance.
- ✓ Better adhesion and surface finish.
- ✓ Less release of metal ions.
- ✓ It works with a solution of water and sodium bicarbonate.

### Specifications

Dimension: 207 x 245 x 160 mm • Weight: 2,73 kg

Voltage: 10~65 V • Power supply: AC220~240 V, 50/60 Hz

Power: 100 W • Anodizing time: 5 seconds

**Solution of water (600 ml) and sodium bicarbonate (20 g)**

### Appearance:

The anodic layer can be colored with different shades, giving the titanium a more attractive appearance than the original taupe.


**REF. 100295**

Video explanation



# Dental Device Registration in China: 5 Key Points to Know



## About the Author

Since 2015, Miriam Bandinelli has been a Senior Account Manager at Cisema — a full-service regulatory consultancy specializing in China and Asia Pacific markets, founded in Munich and Beijing in 2002. Based in Munich and specializing in Chinese NMPA, CML and CCC registrations, she supports international companies obtain their product certification and achieve regulatory compliance in China. She frequently writes and presents on China regulatory affairs and market pathways for life sciences products and can be contacted at [bandinelli@de.cisema.com](mailto:bandinelli@de.cisema.com).

China's dental MedTech market is one of the fastest-growing globally, with strong demand across dental implants, imaging systems, high-performance equipment, and advanced materials. International brands — Italian manufacturers among them — continue to enjoy a strong competitive position, especially in premium and innovative categories where quality, precision, and brand reputation drive purchasing decisions.

To succeed in this expanding market, foreign manufacturers must understand the regulatory requirements of China's National Medical Products Administration (NMPA) and select the right partners for product registration, post-market compliance, and long-term operational strategy.

This article highlights five essential considerations for dental MedTech manufacturers entering the Chinese market.

## 1. Start Correctly: Classification, Feasibility, and Documentation Quality

Successful registration in China begins with accurate device classification. China uses a risk-based classification system, assigning devices to Class I, II, or III, with Class III representing the highest risk. The classification determines the registration pathway, testing requirements, clinical evidence expectations, timelines, and total cost.

Dental implants, biomaterials, and high-risk instruments typically fall into Class II or III by default. Class II and III devices require clinical trial data, either from China or overseas, unless exemptions apply or sufficient predicate device data is available.

Manufacturers, especially those already approved in the EU or US, should perform a feasibility analysis to assess whether existing clinical data and real-world evidence suffice for NMPA clinical evaluation or if a China-specific trial will be required.

In addition, a comprehensive QMS documentation package must be submitted, generally including:

- ISO 13485 certificate
- Detailed production quality control documentation
- China GMP evidence for high-risk devices

Preparing these materials early ensures timely progression through the registration process and reduces the risk of rejection.

## 2. Choose the Right NMPA Legal Representative in China

A critical early decision for any foreign manufacturer is selecting its NMPA Legal Agent — the mandatory local entity responsible for all regulatory communication with Chinese authorities and lifecycle management of the registered device.

Companies typically choose among three models for the NMPA Legal Agent:

### The Distributor Model

Distributors may seem attractive initially, as they may fund or manage the registration. However, they gain access to sensitive technical documentation and maintain full control over the registration certificates. This creates significant strategic risks: distributors may restrict certificate access, block alternative sales channels, or limit the manufacturer's ability to switch partners.

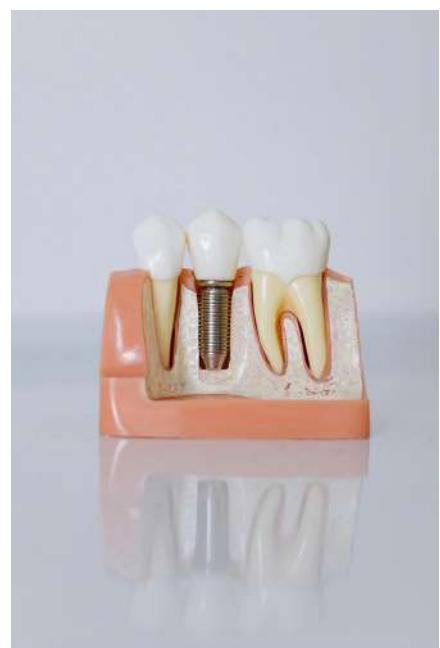
### The Wholly Owned Subsidiary Model

Establishing a Chinese subsidiary provides maximum control but requires substantial investment. A subsidiary must operate China-compliant post-market surveillance (PMS) systems and employ qualified regulatory professionals, which presents a significant barrier for SMEs or manufacturers with limited Chinese market exposure.

### The Independent Regulatory Consultancy Model

For many companies — especially European SMEs like Italian dental device manufacturers — appointing an independent regulatory consultancy as the Legal Agent offers the best balance. The manufacturer maintains full certificate ownership and retains the option to work with multiple distributors. This model also ensures access to experts who manage both pre-market registration and post-market regulatory duties.

Manufacturers can change their NMPA Legal Agent if needed, typically within seven weeks, provided they have access to key documents such as the NMPA certificate and the Product Technical Requirements (PTR). Unfortunately, many manufacturers find that distributors have withheld these documents, delaying strategic transitions.





### 3. Assess China's Biocompatibility and Biological Safety Requirements

The biocompatibility requirement remains one of the most significant obstacles for foreign manufacturers, as China is known for having stricter and more prescriptive requirements than many other regions — especially for Class III devices in prolonged contact with oral tissues.

ISO 10993 tests conducted abroad, even in reputable labs, are rarely accepted by NMPA. Local testing in NMPA-accredited laboratories is therefore almost always required for Class II and III dental devices. Dental devices in China must comply with GB/T 16886 (China's adoption of ISO 10993) for biological safety, along with several dental-specific YY/T standards. For dental devices which involve mucosal or long-term contact, the risk of increased test complexity and number of required endpoints is very high.

Working with an experienced partner who can navigate the Chinese testing landscape, choose the right laboratory, coordinate every step, and secure a smooth issuance of the biocompatibility test report is critical for achieving a successful registration.

### 4. Understand China's Increasingly Strict Post-Market Requirements

China has shifted its regulatory emphasis from pre-market approval to whole-life cycle supervision. This shift has led to rapidly evolving and increasingly strict PMS obligations such as:

- Adverse event reporting and continuous monitoring
- Compliance with China's current Good Manufacturing Practices (GMP)

- NMPA-initiated sampling inspections
- Overseas factory audits for high-risk devices
- Strict enforcement of updated mandatory standards (GB/YY)

Italian dental device makers, known for craftsmanship and innovation, often excel in pre-market compliance but must ensure equal rigor in PMS, documentation updates, and QMS adaptation to Chinese standards. Non-compliance in these areas has become significantly riskier, with sanctions now ranging from administrative fines to revocation of certificates, sales bans, and even 10-year prohibitions on manufacturing and distribution of medical devices in China.

A number of global dental manufacturers have recently received fines and even had to undertake product recalls for dental devices sold in the market for many years, because their certificates and especially the technical specifications listed in the certificate appendices have not been maintained. This has led to NMPA inspection testing failures.

To maintain certificate validity and uninterrupted market access, manufacturers must stay ahead of regulatory updates and communicate closely with their NMPA Legal Agent.

### 5. Explore Fast-Track Registration Pathways: GBA, Hong Kong & Hainan

While most dental devices enter China through the standard NMPA registration pathway, recent regulatory policies have created promising alternative routes — particularly for products with high clinical need and no domestic equivalent.

#### The Hong Kong–Greater Bay Area (GBA) Pathway

Manufacturers can obtain Hong Kong approval, which is faster, less expensive,

and largely voluntary. Once approved and used in Hong Kong public hospitals, products can potentially be sold to designated medical institutions in the GBA, providing early revenue and real-world data (RWD) to support future national NMPA registration.

This pathway is ideal for companies seeking a staged entry into China, including Italian premium dental brands testing market acceptance.

#### Hainan's Boao Lecheng Medical Tourism Pilot Zone

Located on China's Hainan Island, the Hainan Boao Lecheng International Medical Tourism Pilot Zone enables hospitals to import unregistered medical devices (provided they have home-country approval) to treat Chinese patients seeking advanced technologies. Manufacturers can subsequently leverage the RWD generated in Hainan to strengthen NMPA submissions for nationwide approval.

Both pathways showcase China's focus on accelerating access to cutting-edge technologies, providing manufacturers of innovative implants, surgical systems, and advanced dental devices with faster market entry and domestic clinical evidence.

### Conclusion

China offers exceptional growth opportunities for dental MedTech companies, particularly premium international brands known for innovation and quality. However, success in this market requires careful planning. When approached correctly — and supported by an experienced independent NMPA Legal Agent — the investment can deliver substantial long-term advantages in one of the world's most dynamic health-care markets.



# Hydration in a Stressed and Warming World: Dentists and their teams on the new waterfront



Gerhard Konrad  
Seeberger  
Co-President of  
World Stomatological  
Organization

During the recent Australian Open Tennis Tournament, AO 2026, world-class athlete Jannik Sinner has experienced pronounced muscle cramps under extreme heat conditions, and during the AO 2025 he faced dizziness. Two signs of mild to moderate dehydration, which, as scientific literature reported, could also lead to fatal events like heart failure. No one could comment the issue better than the Australian Broadcasting Corporation stating that "Jannik Sinner knows he dodged a bullet".

Despite elite fitness, medical supervision, cooling breaks, and fluid availability his distress illustrated a crucial reality: optimal training cannot fully protect the human body from heat distress when body hydration and mineral balance are strained. *Water intake after dehydration makes muscles more susceptible to cramp but electrolytes reverse that effect*, is the result of a study of Lau and colleagues published in the British Journal of Sport and Exercise Medicine. Effective hydration requires fluid and mineral intake. Water maintains blood volume and temperature regulation, electrolytes, particularly sodium, potassium, magnesium and calcium, enable muscle contraction, nerve signaling and stabilize cardiac rhythm.

The World Health Organization and United Nations have repeatedly warned that heat stress is now among the fastest growing health threads, directly linked to dehydration, kidney disease, cardiovascular strain, and occupational mortality. Should performance stress be added? Are we living in a developed world in which constantly increasing pressure is shifting the pressure-performance curve towards strain and burnout, not only for a limited time like a tennis tournament, but almost every day?

In today's warming climate, maintaining adequate hydration is no longer a matter of personal wellness, it has become essential for survival, safety, and productivity. Rising global temperatures, prolonged droughts, and increasingly strained water systems are converging to create significant risks: more stress, more dehydration, more kidney injury, more cardiovascular issues, more cognitive and muscle impairing, more frailty, and even more preventable deaths, especially in regions where access to safe water is limited. Water is a vector for nutrients and waste, a cellular constituent, a reaction product, a reaction medium, a thermo-regulator, a shock absorber, a lubricant, a solvent and, last but not least, a fundamental constituent for the organism and for human life, according to the WHO. Present and future societies could immensely benefit from handling water as a value, guaranteeing its access, make it affordable and available worldwide.

Hydration protection must be treated like a safety system, not just a slogan. Actions are needed at every level, e.g. drinking water regularly and not wait for thirst during exertion, especially elderly, as they miss

the stimulus of thirst due to the decreased brain's ability to signal thirst. Electrolytes (oral rehydration solutions, like the WHO oral rehydration salts, or appropriate electrolyte drinks) must be substituted when sweating heavily due to heat or intense muscle activity, but also when exhaling during speaking – 500ml/hour – and when maximum cognitive performance is required. Not only workers, but also teachers and their students alike, must be given the time to maintain their performance and wellbeing and eliminate misbehaviors like "avoid needing a bathroom."

The latter is a reason oftentimes reported when dentists, during their recall visits and primordial and primary prevention sessions, observe altered saliva consistency, low saliva flow, xerostomia, reduced aperture of the mouth, TMJ, head, neck and pain, and other impairments far from the head and neck area. Dentists and their teams are in a prefect position to early detect insufficient water and mineral intake and thus avoid more severe disorders and lack of wellbeing. Making hydration a fundamental element of oral health maintenance programs could be a game changer in decreasing the burden of oral diseases and the entire NCD conglomeration, and it can transform sinners into winners.





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# How the Dental Market Will Change in the Next Decade



Luca Gentili  
Dental Office Manager

## Introduction

When discussing the future of dentistry, attention is often focused on technology. Digital workflows, artificial intelligence, scanners, and advanced clinical tools are widely considered the forces that will shape the dental market in the years ahead.

This view, however, captures only part of the reality.

Based on operational data, daily practice experience, and insights emerging from industry leaders, a different scenario is taking shape. The dental market of the next decade will be influenced less by clinical innovation alone and more by how practices structure their financial and organizational foundations.

Rising operating costs, increasing insurance complexity, staffing shortages, and higher patient expectations are redefining what it means to run a sustainable dental practice. Clinical excellence remains essential, but it is no longer sufficient on its own. The practices that will succeed are those capable of building resilient, scalable systems that support growth rather than restrict it.

In the coming years, the competitive divide in dentistry will not be determined exclusively in the operatory, but by how effectively practices organize, protect, and manage their economic engine.

## The Market Forces Reshaping Dentistry

One of the most powerful forces reshaping the dental market is cost pressure. Dentistry has traditionally relied on labor-intensive administrative processes, especially in insurance verification, claim management, and payment follow-up. As wages rise and qualified staff become harder to retain, these models are proving increasingly fragile.

Time has become the most valuable resource in modern dental practices. A slow revenue flow affects cash availability, limits reinvestment, and ultimately, constrains growth. At the same time, insurance carriers demand more detailed documentation, while patients often expect practices to resolve financial discrepancies on their behalf.

Over the past five years, the pace of change has accelerated dramatically. Practices that continue to rely on outdated administrative structures face growing financial risk, not due to lack of demand, but because their internal systems are no longer aligned with the market.

**Operational Weaknesses as a Strategic Risk**  
In the future dental market, operational inefficiencies will become increasingly visible and costly.

One of the most common vulnerabilities appears at the very beginning of the financial

process: claim submission. Incomplete documentation, inconsistent clinical notes, and missing data frequently prevent claims from being accepted on first submission. These delays are rarely caused by technology limitations, but by process design.

Another underestimated risk is the accumulation of patient balances. Many practices focus primarily on insurance accounts receivable while allowing patient portions to grow quietly over time. Even small unpaid amounts, when repeated daily, result in significant revenue loss. This is not simply a billing issue, but a structural one rooted in verification accuracy, financial communication, and front desk confidence.

Forward looking practices are shifting their focus from chasing individual balances to identifying systemic trends and correcting problems at the process level.

## Technology Will Improve Efficiency, Not Replace Human Judgment

Automation and artificial intelligence will continue to influence dentistry, but their impact will depend on how they are applied.

Administrative automation such as eligibility verification, electronic payment posting, and digital payment systems has already demonstrated measurable benefits by reducing manual workload and improving collection speed. Digital payment options, including text and email-based solutions, are reshaping patient behavior by reducing friction and increasing responsiveness across age groups.

However, technology has clear limitations. Financial discussions, treatment acceptance, and emotionally charged patient interactions still require human presence and judgment. Delegating these moments entirely to automated systems risks undermining trust and weakening patient relationships.

The practices that thrive will not be those that automate the most, but those that automate intentionally while preserving human interaction where it matters most.

## Data Quality as a Competitive Advantage

As dentistry moves toward more advanced automation and AI supported tools, data quality will become a defining competitive factor.

Inaccurate patient information, inconsistent naming conventions, missing identifiers, and incomplete records compromise both reimbursement outcomes and technological performance. Clean, structured, and reliable data is no longer an administrative preference. It is a strategic requirement.

The increasing adoption of diagnostic coding alongside procedural coding reflects a broader shift toward data driven reimbursement models. Practices that invest today in data discipline

will be far better positioned to benefit from future technological advancements.

## Scalability Will Separate the Market Leaders

One of the clearest indicators of future success in dentistry will be scalability.

Many practices encounter difficulty not because of insufficient demand, but because their administrative infrastructure cannot grow with them. Phone management, payment collection, documentation workflows, and financial communication must all be designed with expansion in mind. Every operational decision should be evaluated through a simple question. Will this still work if the practice grows five or ten times larger?

In the next decade, scalability will no longer be a growth advantage. It will be a condition for survival.

## Conclusion

The dental market is entering a phase in which financial structure and operational design will play a decisive role in long-term success. Technology will continue to advance, but it will amplify both strengths and weaknesses already present within a practice.

Practices that invest in intentional systems, prioritize data accuracy, adopt selective automation, and maintain strong human centered processes will be positioned to grow sustainably. Those that rely on improvisation and outdated models will find it increasingly difficult to compete.

The future of dentistry will belong to practices that understand operational excellence not as a support function, but as a strategic advantage.

## Author Insight

*Throughout my experience working with dental practices, one pattern has become increasingly clear. Many highly skilled and clinically excellent teams struggle not because they lack competence or ambition, but because their internal systems were built for a different market than the one they now face. The dental market has matured. Complexity has increased, margins have tightened, and intuition alone is no longer enough to sustain growth. What once worked through experience and flexibility now requires structure, clarity, and intentional design. In the coming decade, the practices that will lead the market will be those willing to rethink how their business truly operates behind the scenes. Those who invest in scalable processes, disciplined data management, and clear financial accountability will gain something more valuable than efficiency. They will gain control. And in a market that is changing this rapidly, control is no longer optional. It is what separates practices that react to the future from those that actively shape it.*

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# IDEF 2026 Returns to Singapore with a Vision for Smart, Sustainable Dentistry



Asia-Pacific's flagship dental exhibition and conference, the **International Dental Exhibition & Meeting (IDEF 2026)**, returns to Marina Bay Sands from **17 to 19 April 2026**. Now in its 14<sup>th</sup> edition, the event will spotlight the theme "**Innovating Smart Dentistry for a Sustainable Digital Future**", bringing together global innovators, dental professionals, and industry leaders for three days of education, technology, and networking.

Co-organised by **Koelnmesse** and the **Singapore Dental Association (SDA)**, IDEM continues to anchor its position as the region's most influential platform for business exchange, clinical advancement, and practice transformation.

**A Global Showcase of Dental Innovation**  
IDEF 2026 will span **17,000 square metres** and host **over 400 exhibitors** presenting the latest solutions across orthodontics, endodontics, prosthodontics, paediatric dentistry, digital systems, and sustainable practice technologies.

Highlighting the event's international reach, **12 national pavilions** will take centre stage: Brazil, China, France, Germany, Italy, Singapore, South Korea, Spain, Switzerland, Taiwan, the United Kingdom, and the United States. The United Kingdom returns as the newest pavilion, joining a strong field of first-time participants. More than 40 new exhibi-

tors are expected, reaffirming IDEM's role as a strategic entry point into the fast-growing Asia-Pacific dental market.

Industry engagement will be strengthened through platforms such as the **IDEF360+ app**, enabling attendees to book meetings in advance, and the debut of **IDEFclub**, a curated hosted buyer programme designed to connect key decision-makers with international suppliers.

## Future-Ready Learning at the Scientific Conference

The IDEM 2026 scientific programme will feature **three concurrent tracks**, offering **42 sessions** led by **36 renowned speakers**. Covering digital dentistry, regenerative techniques, CBCT-led treatment planning, pain management, and aesthetic dentistry, the conference is designed to equip clinicians with practical, evidence-based insights.

Delegates can look forward to presentations by leading experts including **Anthony Mak, Chris Ho, Henry Kwek, Jeyavel Rajan, Leon Chen, and Taisuke Tsukiboshi**, each offering actionable takeaways for clinical excellence and smarter practice management.

Returning for its 6<sup>th</sup> edition, the **Dental Hygienist and Therapist Forum (DHTF)** will provide a two-day programme tailored to dental hygienists and therapists, fostering professional growth and community engagement.

## Masterclasses and Hands-On Training for Practical Skills

A key draw for clinicians this year is the expanded series of SDA Masterclasses, featuring hands-on sessions focused on digital workflows, prosthodontics, implant rehabilitation, restorative techniques, and modern aesthetic dentistry.

Among the highlights, **Dr Anas Aloum's** two-day masterclass and workshop will guide delegates through advanced restorative and digital techniques in an interactive setting. Meanwhile, **Dr Pokpong's Digital Full-Mouth Rehabilitation Masterclass** will cover minimal-preparation zirconia restorations, digital smile design, and strategies for predictable long-term outcomes.

These deep-dive masterclasses aim to provide clinicians with skills they can immediately integrate into everyday practice, supporting IDEM's mission to elevate clinical standards across the region.

## Strengthening Connections Through IDEMclub and IDEM360+

Making its debut, **IDEFclub** will offer exclusive benefits for professional dental buyers, including personalised networking opportunities and curated business-matching tools. The initiative aims to enhance commercial outcomes and foster meaningful, long-term industry relationships.

Complementing this, the enhanced **IDEF360+ app** will give all attendees access to personalised schedules, venue maps, meeting requests, and exclusive online content—ensuring a seamless and productive event experience.

## Register Early to Secure Your Place

Registration for delegates is open until **19 April 2026**. Visitor registration is free until **3 April 2026**. For full programme details, visit [www.idem-singapore.com](http://www.idem-singapore.com)

## Media Communications:

Jaime Tng  
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# Unlock the Future of Dentistry at the 2026 Greater New York Dental Meeting



As dentistry continues to evolve at a remarkable pace, one event continues to set the standard for education, innovation, and professional connection: the Greater New York Dental Meeting (GNYDM). Celebrating its 102nd annual session in 2026, the GNYDM returns to New York City this November, bringing together the global dental community for an experience unlike any other.



Held at the iconic Jacob K. Javits Convention Center, the 2026 Greater New York Dental Meeting will take place November 27 through December 1, with the expansive exhibit floor open Sunday, November 29 through Tuesday, December 1. Set against the energy and excitement of New York City, the meeting offers dental professionals a powerful combination of world-class education, cutting-edge technology, and unparalleled networking.

The Greater New York Dental Meeting is widely recognized as one of the premier and most influential dental congresses in the United States. Each year, it attracts dentists, specialists, hygienists, dental assistants, laboratory technicians, educators, students, and industry leaders from around the world. More than a conference, GNYDM is a dynamic hub where innovation meets real-world clinical application.

Education remains the cornerstone of the GNYDM experience. The 2026 program will feature hundreds of educational opportunities, including lectures, hands-on workshops, seminars, and scientific poster sessions. Topics span every discipline of dentistry, from implantology and orthodontics to digital dentistry, pediatric care, public health, and practice management. Designed to deliver both practical clinical solutions and forward-thinking insight, the program empowers attendees to immediately enhance patient care and practice performance.

Complementing the robust educational program is one of the largest dental exhibit floors in the U.S. More than 500 leading manufacturers and suppliers will showcase the latest dental technologies, products, and services. Attendees can explore innovations firsthand,

compare solutions side by side, and engage directly with industry experts. From digital workflows and imaging systems to materials, instruments, and AI-driven solutions, the exhibit floor provides a comprehensive view of the future of dentistry.

The GNYDM also offers specialized programming tailored to specific areas of practice. Dedicated conferences and forums include the World Implant Expo, Global Orthodontic Conference, Pediatric Dentistry Summit, 3D Printing and Digital Dentistry Conference, Public Health Symposium, Special Care Dentistry Forum, Women Dentists Leadership Conference, and the GNYDM Lab Symposium. These focused programs deliver in-depth education and meaningful networking for clinicians seeking advanced knowledge within their specialty.

Beyond education and exhibits, the Greater New York Dental Meeting is a powerful networking destination. The meeting fosters collaboration and connection among peers, mentors, educators, and industry leaders. These interactions often lead to lasting professional relationships, shared ideas, and new opportunities that extend well beyond the meeting itself.

As the profession continues to evolve, the GNYDM remains committed to innovation, accessibility, and excellence. Through partnerships with dental schools, professional organizations, specialty groups, and industry leaders, the meeting continues to develop forward-looking programs that reflect the changing landscape of oral healthcare.

Join the global dental community at the 2026 Greater New York Dental Meeting and experience the future of dentistry firsthand. Discover the latest innovations, expand your knowledge, and connect with colleagues from around the world at dentistry's premier event.

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# Italy at CIOSP 2026: Innovation, Technology and Excellence in Dentistry



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**ITA - Italian Trade Agency** is the Governmental agency that supports the business development of Italian companies abroad and promotes the attraction of foreign investment in Italy.

With a motivated and modern organization and a widespread network of overseas offices, ITA provides information, assistance, consulting, promotion and training to Italian small and medium-sized businesses. Using the most modern multi-channel promotion and communication tools, the Agency acts to assert the excellence of Made in Italy in the world.

ITA - Italian Trade Agency operates through a **worldwide network of 69 offices and 18 satellite offices in 74 countries**.

ITA offices are the ideal gateway for enterprises willing to establish business relationship with Italian partners, from sourcing Italian products, to investment opportunities in Italy.

The Italian Life Sciences manufacturing sector represents the integration of several highly innovative sectors, which will open up new prospects and opportunities for companies and will be crucial in addressing major challenges in the areas of quality of life, accessibility to care, and the sustainability of the National and Regional Healthcare System.

The sector includes Biotechnology, Nutraceuticals, Pharmaceutical Products and Active Ingredients, as well as the broader Biomedical and Dental sectors.

In this challenge for long-term economic and social development, which involves all advanced countries, the strategy adopted by Agency aims to consolidate its position in traditional target markets for the sectors and, at the same time, develop export shares in markets with ample scope for absorbing Made in Italy offerings due to a growing demand for high-quality products.

Following the COVID-19 pandemic, the entire sector has seen increased interest from institutions and countries, highlighting the need for detailed information, particularly regarding regulatory aspects and patents.

**ITA supports life sciences companies through the organization of a variety of initiatives:** joint participation of Italian companies in prestigious trade fairs, market research, B2B meetings with foreign operators, and technology days with organized visits by Italian operators to production sites abroad.

The sector also offers significant growth potential in terms of internationalization prospects, and the Agency supports companies in a variety of initiatives.

Specifically, the Agency has organized the collective participation of 14 Italian companies in the 43<sup>rd</sup> edition of CIOSP - São Paulo International Dental Congress 2026, in collaboration with UNIDI - the National Union of Italian Dental Industries.

The collective participation include digital solutions for dental laboratories and offices, CAD/CAM software and systems, milling machines and 3D printers, furnaces for ceramics and sintering, surgical and manual instruments, materials for impressions and prostheses, radiological and diagnostic devices, oral hygiene and prevention products, as well as disposables and consumables.

This is the third participation of the ITA Agency in CIOSP, within the framework of a strategy to promote and consolidate commercial relations between Italy and Brazil in the dental sector.

The Italian dental equipment and materials industry comprises over 110-120 leading companies producing machines, equipment, and materials for dentists, dental technicians, and dental professionals. **In 2025, the Italian sector confirmed its competitive structure, with production exceeding approximately €1.3 billion and exports representing about 64% of the production value**, highlighting the strong international vocation of Italian companies and the competitiveness of "Made in Italy" in advanced dental technologies.



List of Italian Companies that participated in CIOSP 2026:

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■ 15-18 / 04

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**APRIL 2026**



■ 17-19 / 04

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**APRIL 2026**



■ 21-24 / 04

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**APRIL 2026**



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**MAY 2026**



■ 07-10 / 05

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**MAY 2026**



■ 29-31 / 05

**SIDEX 2026**

■ SEOUL, SOUTH KOREA

Seoul International Dental Exhibition & Scientific Congress

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Managed by: SIDEX Organizing Committee  
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Website: [www.sidex.or.kr](http://www.sidex.or.kr)

Venue: COEX (Seoul Convention and Exhibition Center)  
Scientific Congress : COEX Conference Room South 3F, 4F, Conference Room E  
Exhibition : COEX Hall C, Hall D, The Platz, Hall D Lobby

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# Oral Health: A Key Indicator of Overall Well-Being



Un Dentista per Amico  
ArKè OdV

Oral health is not merely a matter of hygiene — it is a fundamental indicator of overall well-being and quality of life. The effects of poor oral health are widely recognized: they can impair chewing and digestion, influence posture, contribute to headaches, and increase the risk of cardiovascular disease, diabetes, and respiratory conditions.

In Italy, as in many parts of the world, access to dental care remains a significant challenge for vulnerable families and for children and other at-risk groups.

For this reason, Arkè OdV – *Un Dentista per Amico* (“A Dentist for a Friend”) was founded in Liguria in 2000. For over 25 years, this volunteer non-profit organization has been providing free dental care and preventive programs to children and adolescents living in socio-economic hardship.

Created to reduce social inequalities in dentistry and ensure access to care for the most vulnerable — and often overlooked — members of society, Arkè has gradually expanded its activities across almost all of Italy through two main projects:

- **DxA – Un Dentista per Amico**, offering free dental treatment to minors in socio-economic distress hosted in residential care and protected facilities;
- **ASSO – A Scuola di Salute Orale**, focused on education, prevention, and self-care in schools and residential care settings.

Arkè works to address unmet needs in every region, with the goal of leaving no one behind. The association is committed to guaranteeing access to dental care for all minors, in line with the Right to Health enshrined in the Italian Constitution and recognized internationally, including by the WHO and UNESCO, which regard health as an essential condition for individual development and societal well-being.

To date, thanks to the support of more than 2,500 volunteer dentists, over 20,000 minors across Italy have received treatment — children who otherwise would not have had access to essential care and would have faced an uncertain future. In addition, more than 170,000 students have participated in oral health prevention programs in schools.

Behind this complex network of support are people. Arkè's greatest strength lies in its ability to coordinate, at a national level, minors, care facilities, families, social workers, institutions, public bodies, volunteers, and dental professionals, ensuring free, high-quality dental services for children and adolescents in need.

Within this framework, companies in the dental and healthcare sector can truly make a difference. In recent years, a profound cultural shift has encouraged businesses to reconsider their role and the value they generate within the social and economic environments in which they operate. In this context, collaboration between the corporate world and the non-profit sector is both a concrete and strategic response, capable of creating shared value and meaningful impact.

Supporting Arkè means contributing to a virtuous model where expertise, resources, and responsibility converge to build a more equitable and inclusive system — one that safeguards the right to health and ensures that no child is left behind.

Becoming an Arkè partner means aligning your brand with a transparent and impactful mission, delivering tangible benefits in terms of Corporate Social Responsibility (CSR) and brand awareness. Partnerships may include targeted sponsorships, donations of professional materials or equipment for children in need, and co-marketing initiatives that highlight a shared commitment to health and community well-being.

Thanks to the support of its partners, Arkè can expand the reach of its programs, innovate prevention tools, engage more volunteer dentists, and ultimately provide care to an ever-growing number of children and young people. For companies, this partnership is an opportunity to associate their brand with values such as ethics, solidarity, and community engagement — qualities increasingly appreciated by both professionals and consumers.

Arkè is much more than a volunteer organization: it is a bridge between dental expertise and social responsibility. Supporting Arkè means investing in health, education, and well-being, generating a concrete and lasting positive impact on individuals and communities.

[www.associazionearke.it](http://www.associazionearke.it)

For more information or to become a supporter of Arkè, please contact [info@associazionearke.it](mailto:info@associazionearke.it) or call **+39 347 9602102**.



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Infodent International 1 / 2026  
Trimestrale di informazione tecnico-scientifica  
Anno XXIII - numero 93 - febbraio / aprile 2026  
Registrazione al Tribunale di Viterbo  
VG98/02 aut. trib. VT n° 496 del 16/02/2002

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Graffetti Stampati s.n.c.  
Strada Umbro Casentinese Km 4,500  
01027 Montefiascone (VT)

Spedizione in Italia  
Poste Italiane s.p.a.  
PP Economy - DCO/DCVT/N° 5 fb del 24/05/2002  
Spedizione in A. P. - art.1 D.L.-353/2003  
Conv. In L. n.46/04-CDSUVT G.C.

**Spedizione all'estero**

IFS Italy s.r.l.  
Viale dell'Industria, 58/A 20037 Paderno Dugnano (MI)  
P.IVA: IT08577970968  
Licenza Postale Generale n.3502/2014 rilasciata dal Ministero  
dello Sviluppo Economico

Questo numero è stato chiuso in tipografia il: 13/02/2026

Costo copia 0,77€

ISSN 2785-4108

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