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Taiwan: a dental ecosystem between universal healthcare, technology and new demographic challenges



VOICES FROM THE WORLD

Beyond the Booth: How Veterinary Dentistry Exhibitions Are Changing



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INDUSTRY NEWS



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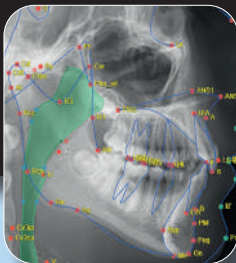
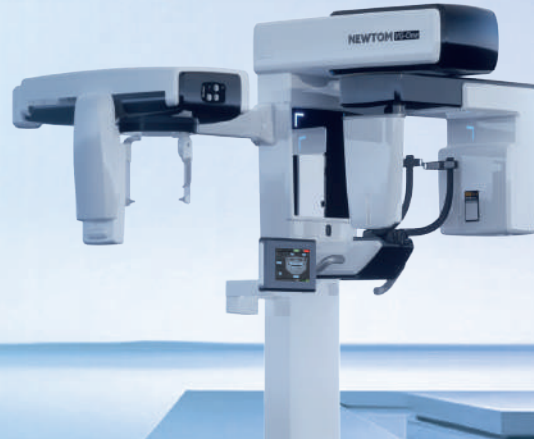
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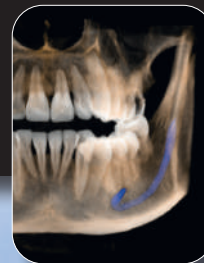
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Case01.

#36 Overlay



Case02.

13, 12, 11, 21, 22, 23 Veneer



Case03.

#11 Veneer



Case04.

#42, 43 Maryland Bridge



*Source : HARU Dental clinic DR. Yoo Hyun Sang



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Trade Shows, From Visibility to Business Value

In 2026, trade shows are still an important part of business development. But companies are asking a more basic question: are they worth the investment?

Trade shows can be expensive. Companies have to pay for booth space, travel, logistics, staff, and follow-up activities. At the same time, digital marketing and AI tools can help companies find potential customers, reach decision-makers, and measure results faster and often at a lower cost.

This has changed the way companies look at trade shows. They are no longer judged simply by the number of visitors or leads they generate. They are compared with other sales and marketing channels and are expected to show a clear business return.

The exhibition industry is however still growing, showing that companies still see value in meeting customers and partners in person. However, they are becoming more selective about which events they attend and how much they spend.

Trade shows are particularly useful when business decisions are complex and require trust. Meeting in person can help companies build relationships, answer questions quickly, and move discussions forward. However, trade shows are not equally effective for every purpose. For general awareness or early-stage lead generation, digital channels can often reach more people, cost less, and provide better data. This means that trade shows are becoming more focused on high-value business conversations rather than large numbers of contacts.

AI is accelerating this change. Companies can now use AI to identify potential customers, understand buying signals, contact prospects, and decide which accounts deserve attention. Many activities, that once required a physical meeting, can now be done online. For this reason, trade shows



need to offer something that digital tools cannot easily replace. Their strongest role is to bring together digital intelligence and personal interaction. Data and AI can help companies identify who they should meet, while the event provides the opportunity to build trust and have meaningful conversations face to face. This is also why smaller and regional trade shows, where the audience is more relevant and costs are easier to control, are becoming more attractive. A smaller event, with the right companies and decision-makers, can be more valuable than a much larger event with thousands of visitors but fewer relevant conversations.

Large international trade shows still have an important role. They can be useful when companies want to meet international customers, investors, partners, or senior decision-makers in one place. They can also support market entry and international expansion. However, large events work best when companies plan carefully. The most successful exhibitors do not simply wait for visitors to approach their booth. They arrange important meetings in advance, identify priority companies, and use the event as a place to develop existing business opportunities.

When budgets are under pressure, companies are also changing what they spend money on. Large booths, generic sponsorships, branding activities, and events attended simply because they have always been part of the calendar are becoming harder to justify.

What remains important are activities linked to clear business goals: meeting specific customers, supporting sales opportunities, entering new markets, or identifying companies with real investment potential.

The change is therefore simple: trade shows are moving from visibility to business value. They are becoming more selective and more strategic. The biggest booth or the largest number of visitors does not necessarily create the best results. Companies need to know why they are attending an event, who they want to meet, and what they want to achieve. They also need a clear plan for following up after the event and turning conversations into real opportunities.

In this environment, market intelligence becomes increasingly important. Understanding which companies are expanding, which markets are active, and where investment is taking place can help businesses choose the right events and focus their resources on the right prospects. The companies that get the most value from trade shows will be those that combine data, AI, targeted meetings, and face-to-face interaction. The goal is no longer simply to be present. It is to be present where the right business opportunities are most likely to emerge.

As AI and digital tools transform the way companies connect with their audiences, trade shows are becoming more focused, more selective, and increasingly driven by measurable business outcomes. Against this evolving backdrop, *Infodent International's* "Voices from the World" column brings together the perspectives, experiences, and insights of leading dental experts from around the globe to explore where the industry is heading—and what tomorrow may look like.



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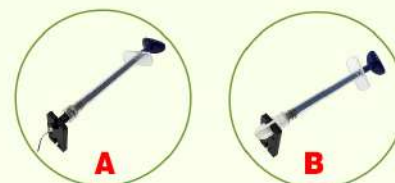
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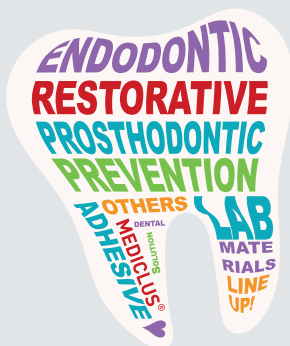
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The BASIC prebonder XS was developed in cooperation with the Materials Research department of the Polyclinic for Dental Prosthetics at the LMU Clinic in Munich. Renfert's experience in dental fine sandblasting technology and the materials science expertise of the LMU were incorporated directly into the system. Sandblasting energy, nozzle geometry and sandblasting media are adapted to each other in such a way that scientifically defined process conditions can be implemented reliably in everyday practice.

For this, the BASIC prebonder XS combines a precision pressure gauge with a

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Find even more information on the product page:

www.renfert.com/en/products/equipment/dental-sandblasters/basic-prebonder-xs

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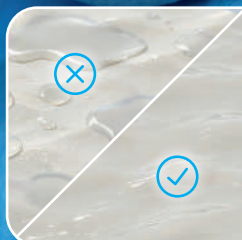
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PREMIUM HIGHLIGHTS

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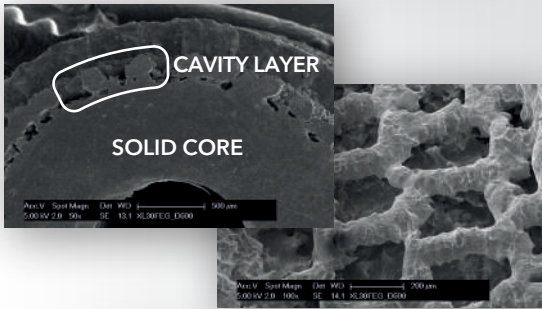
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[1] [2] [3]: Check the scientific articles in the download section of our website

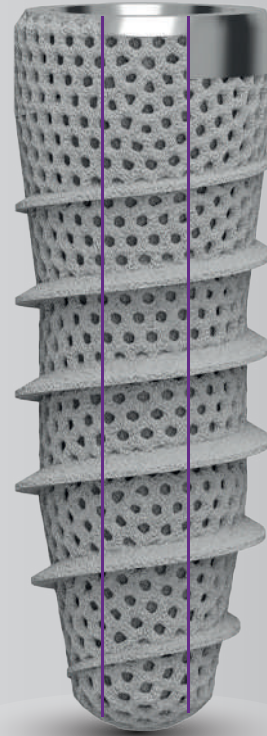
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Reliability, safety and patient health are guaranteed thanks to systems that adjust the emitted dose according to the anatomical area scanned - which results in consistently clear and sharp images.

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Versatile 3D Precision

The VG-One brings powerful 3D imaging to dental practices, maximizing results and patient protection. Its adaptable Fields of View confine radiation precisely to the region of interest.

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Neowise integrates automated Artificial Intelligence (AI) features, including inferior alveolar nerve identification, 3D anatomical segmentation, airway identification for OSAS diagnosis, and automatic cephalometric tracing.

These AI tools enhance diagnostic accuracy and significantly reduce operational time.

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Conclusion

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*Source : HARU Dental clinic DR. Yoo Hyun Sang

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- Additional compatible products for **Sirona** and **Cefla plus new syringe** products.

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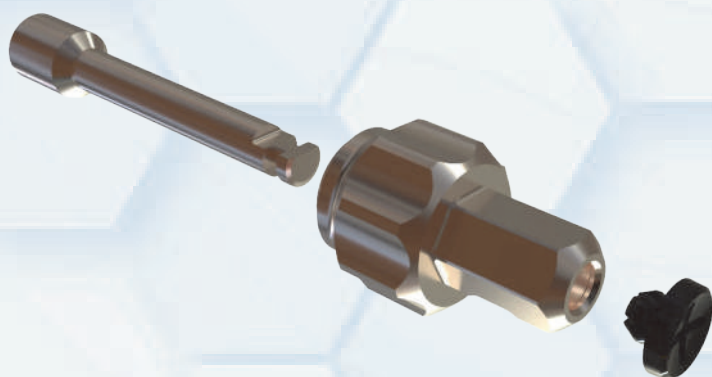
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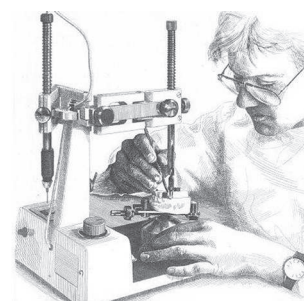
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Video explanation



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Please contact Stefan Gefer at: sgefer@aseptico.com for more information about the AEU-27DTCR.

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SCAN FOR VIDEO



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Taiwan

a dental ecosystem between universal healthcare, technology and new demographic challenges

🕒 6'
Reading time

With more than 23 million inhabitants, a healthcare system that reaches virtually the entire population and one of Asia's highest concentrations of technology, Taiwan represents a particularly interesting case for the dental sector. Population ageing, a high density of professionals, public prevention programmes and still-significant clinical demand define a developed market in which industry, distribution and professionals are having to respond to increasingly complex needs.

An island at the heart of the Asian economy

Understanding Taiwan's dental market means starting with a relatively small territory whose economic and technological weight is considerably greater than its size might suggest. At the end of 2025, the registered population stood at 23.3 million, around 101,000 fewer than the previous year.

The demographic figure is particularly important because of the changes taking place in the structure of the population. Taiwan has now entered what is commonly described as a super-aged society: at the end of 2025, people aged 65 and over accounted for just over 20% of the population. This is not merely a social transformation. For the healthcare system, and dentistry in particular, it means dealing progressively with a larger share of elderly patients, often characterised by more complex and continuous care needs.

This transition is taking place within a highly industrialised economy. According to the Directorate-General of Budget, Accounting and Statistics (DGBAS), Taiwan's real GDP grew by 8.68% in 2025, driven in particular by expanding exports and demand related to emerging technologies and artificial intelligence. The figure reflects one of the island economy's best-known characteristics: its exceptional specialisation in electronics and, above all, semiconductors. According to the U.S. International Trade Administration, Taiwan accounts for more than 60% of global foundry revenue and more than 90% of the production of the world's most advanced semiconductors.

This technological position helps create an environment that is particularly receptive to digitalisation, automation and high-value technologies, all of which inevitably have implications for the medical and dental sectors as well.

Alongside this economic strength is a distinctive geopolitical context. Taiwan has its own institutions and a democratic political system, while the People's Republic of China claims sovereignty over the island. The European Union maintains its "One-China policy", referring to Taiwan as a separate customs territory and recognising it as an economic and commercial entity; at the same time, Brussels maintains a structured dialogue with Taipei in several sectors, including medical devices. The EU has also expressed concern about tensions in the Taiwan Strait and opposition to unilateral changes to the status quo, particularly through the use of force.

For those operating in the dental sector, the geopolitical context is therefore primarily a variable to consider in commercial strategies and supply chains. To truly understand the market, however, it is necessary to look elsewhere: at the distinctive healthcare system Taiwan has built over the past three decades.

National Health Insurance, the backbone of the system

One of the key milestones in Taiwan's recent healthcare history came in 1995, with the introduction of National Health Insurance, or NHI. It is administered by the National Health Insurance Administration (NHIA), an agency under the Ministry of Health and Welfare.

The underlying principle of the system is to guarantee extremely broad access to care. At the end of 2023, 23.88 million people were insured through the NHI, representing 99.9% coverage. In the same year,

91.6% of Taiwan's medical institutions participated in the NHI system.

Dentistry is an integral part of this model. It is an essential element in understanding Taiwan's dental system: the NHI has helped make dental care accessible to a very large share of the population, integrating the activity of private practices into the national healthcare system.

This is also one reason why Taiwan should not be interpreted simply through the public healthcare versus private market divide typical of other countries. The two components coexist. Part of dental activity falls within the NHI system, while the market also includes services, materials and solutions that may fall outside insurance coverage.

The model has achieved important results in terms of accessibility, but it is not without tensions. A correspondence published in *The Lancet* in 2024 described the NHI as a system capable of providing high-quality care with relatively low insurance premiums, while at the same time highlighting the financial pressures generated by keeping costs low and the difficulties associated with workloads and healthcare workforce availability.

The issue becomes even more relevant as the population ages. The same authors observed that the number of older people had almost doubled between



Country Comparison

	TAIWAN	U.S.A.
Healthcare spending as % of GDP	73%	18%
Life expectancy at birth	80.2 years	78,5 years
Public insurance coverage	100%	36%

	TAIWAN	
Maternal mortality rate	14 deaths per 100,000 live births	48 in Western Pacific region
Infant mortality rate	430 deaths per 100,000 live births	410 in high-income countries
Share of population suffering from mental health	12%	16% in high-income countries

Source: International Health Care System Profiles: Taiwan (Commonwealth Fund, May 2026). <https://doi.org/10.26099/R631-C728>

2002 and 2023, approaching four million, with foreseeable consequences for healthcare utilisation and expenditure.

This is where the Taiwanese case becomes particularly interesting for the dental industry as well: guaranteeing access to care does not necessarily reduce demand for dentistry; on the contrary, it can make that demand more continuous and structured.

An exceptionally extensive dental network

The growth of dentistry in Taiwan has been considerable. A study published in the Journal of Dental Sciences reconstructed how the number of dentists increased from 3,739 in 1986 to 14,717 in 2018, while the population grew much more slowly over the same period. Subsequent studies indicated a density of approximately 70.6 dentists per 100,000 inhabitants, while also highlighting an uneven geographical distribution of professionals.

This concentration makes the market interesting from another perspective: it is not only a question of how many patients can access care, but also of how extensive the professional infrastructure surrounding that care has become.

Postgraduate training provides an indication of the scale of the system. In 2023, 629 institutions were authorised for the two-year postgraduate clinical training programme for dentists, including 94 hospitals and as many as 535 clinics. In the same year, 895 dentists were taking part in these programmes.

Alongside practices and clinics, there is also a significant technical sector. In 2023, the Ministry of Health and Welfare recorded 1,032 Dental Technology Centers, up from 994 the previous year.

For manufacturers and distributors, these figures describe a highly developed professional market: a large number of dentists, an extensive network of facilities and an organised dental technology sector. At the same time, the high density of professionals means that Taiwan cannot simply be regarded as a market undergoing quantitative expansion. Competi-

tion among professionals and their uneven geographical distribution are already topics of discussion in Taiwan's scientific literature.

In other words, the future development of Taiwanese dentistry may increasingly depend less on the numerical expansion of the profession and more on the qualitative evolution of care.

Many dentists, but still a great deal of dental caries

It is precisely when looking at oral health that one of the country's most interesting features emerges. Near-universal healthcare coverage and a high availability of professionals do not mean that dental diseases have been eliminated.

A study based on NHI data for 2020 identified 6,304,315 patients treated for dental caries, accounting for more than 12.6 million outpatient visits. Patients with caries represented 56.9% of the more than 11 million patients treated for oral diseases overall that year.

Dental caries also accounted for 30.37% of visits related to oral diseases and 34.86% of the corresponding expenditure expressed in NHI points. It is important to stress that these are 2020 data and therefore not a snapshot of the current prevalence of the disease; nevertheless, they provide a useful indication of the burden that dental caries places on the country's dental activity.

The paediatric figures are particularly significant. Caries prevalence among five-year-old children fell from 79.32% in 2011 to 65.43% in 2018: a substantial improvement, although levels remained high. In the study based on 2020 NHI data, moreover, children aged 5 to 9 showed the highest rate of dental service utilisation for caries, at 55.69%.

The government has responded by developing a highly structured prevention strategy. In 2023, approximately 1.19 million fluoride varnish applications were provided, with 77.1% of children under six receiving at least one treatment. The first permanent molar sealant programme involved around 876,000 children aged 6 to 12, while more than 1.22 million primary school pupils took part in the fluoride mouth-rinsing programme, with participation exceeding 95%.

The resulting picture is less contradictory than it might initially appear. Taiwan has an accessible dental system and invests considerably in prevention, yet it still has to manage a substantial burden of oral disease. For companies and professionals, this means that the market does not revolve exclusively around the most sophisticated technologies: prevention, hygiene, restorative dentistry, diagnosis and ongoing patient management remain fundamental components.

The new major variable: an ageing population

While paediatric caries remains an important public health challenge, demographic ageing is likely to have an even deeper impact on Taiwan's dental demand in the coming years.

With the share of people aged 65 and over now exceeding 20%, the profile of the patient entering the dental practice is gradually changing. Keeping natural teeth for longer also means having to maintain them for longer. As age increases, periodontal management, restorative dentistry, endodontics, prosthetic and implant rehabilitation and, more generally, all systems that support the diagnosis, treatment and follow-up of patients with more complex clinical conditions become particularly relevant.

Number of NHI-Contracted Hospitals and Clinics

	Total	Hospitals	Clinics	Chinese Medicine Hospitals	Chinese Medicine Clinics	Dental Hospitals	Dental Clinics
Total Medical Institutions	23,452	469	11,955	4	4,073	1	6,950
Contracted Medical Institutions	21,679	469	10,591	4	3,820	1	6,794
Percentage of Contracted Institutions	92.44%	100%	88.59%	100%	93.79%	100%	97.76%

Source: National Health Insurance Annual Report 2022-2023, Ministry of Health and Welfare



Here it is important to distinguish data from market prospects: this does not mean that each of these segments will automatically grow, but demographic change creates conditions that may increase the need for solutions aimed at maintaining oral function, rehabilitation and long-term care.

There is also a segment of the population that requires specific models of care. Ministry of Health and Welfare policies include programmes dedicated to people with disabilities and dental services delivered in care facilities and special education institutions. The picture that emerges is therefore one of an increasingly life-course approach to oral health, extending from paediatric prevention to the care of elderly and vulnerable patients.

The particular challenge of oral cancer

Within Taiwan's dental landscape, there is also an epidemiological issue that deserves specific attention: oral cancer.

Scientific literature identifies the consumption of betel quid, a chewable preparation based on areca nut traditionally used in several parts of Asia, together with smoking, as one of the major risk factors that have contributed to the burden of the disease on the island. An analysis of national data from 2000 to 2021 showed that new cases of oral cancer increased from 3,378 in 2000 to 8,277 in 2020; in 2021, 3,395 deaths were recorded.

Taiwan has developed a specific response through organised screening programmes. The initiatives

began in 2004 and, from 2010, the programme was extended to people over the age of 30 belonging to high-risk groups, particularly smokers and betel quid chewers. In 2020, around 454,000 screenings were carried out, leading to the detection of 3,270 pre-cancerous lesions and 1,095 oral cancers.

A technological market, but not only "high-tech"

The natural association between Taiwan and technology might suggest a dental market dominated exclusively by digitalisation. Intraoral scanners, imaging, CAD/CAM, digital workflows, software and manufacturing systems certainly find an environment consistent with the country's broader technological sophistication. Yet reducing Taiwan to digital dentistry alone would provide an incomplete picture.

Healthcare data in fact reveal three levels of demand operating at the same time.

The first is basic dentistry, supported by the broad accessibility of the NHI and the persistent burden of diseases such as caries. The second is prevention, in which public institutions invest through fluoride prophylaxis, sealant programmes, health education and screening. The third is more complex dentistry, which is likely to become increasingly important in an ageing population and within an increasingly specialised professional system.

It is probably the coexistence of these different levels that makes Taiwan particularly interesting from a B2B perspective. Local dealers have to serve a net-

work made up of numerous practices and facilities; international manufacturers enter a market where price matters but coexists with a strong familiarity with technology; dentists, meanwhile, operate within a system in which part of demand is closely integrated with national health policy.

Entering Taiwan: the role of regulation

For a foreign manufacturer, however, commercial interest must be accompanied by a clear understanding of the regulatory framework. In Taiwan, dental devices are explicitly included in the medical device classification of the Taiwan Food and Drug Administration (TFDA), which identifies category “F” as Dentistry.

The Medical Devices Act establishes the framework for manufacturing, importing and marketing. Depending on the category and risk class, devices are subject to the applicable registration/listing and market approval procedures; for devices requiring registration, manufacturing or importation cannot begin before approval and the relevant licence have been obtained. For Class 2 and Class 3 devices, the TFDA provides a specific Registration and Market Approval procedure.

Importers must also operate within the authorisation system: for example, the TFDA specifies that registration of an imported device requires documentation relating to the medical device dealer permit, including authorisation for import activities.

For international companies, therefore, the choice and expertise of the local partner take on an importance that goes beyond sales capability alone. Distribution, registration, product classification and regulatory compliance are all part of the same market-access process.

Taiwan as a laboratory for a changing dental sector

Taken as a whole, Taiwan offers a particularly interesting picture of how dentistry may evolve in Asia's advanced economies.

On the one hand, there is a population of just over 23 million, an extensive healthcare network, near-universal insurance coverage and a high density of professionals. On the other, important clinical needs remain: dental caries continues to account for a significant share of dental activity, oral cancer represents a specific prevention priority, and population ageing is progressively changing the patient profile.

It is precisely this apparent contradiction that makes the country interesting. A highly accessible healthcare system does not necessarily eliminate dental demand: it changes its composition. As people live longer, retain more of their natural dentition and can access the healthcare system easily, attention progressively shifts from simply resolving acute episodes towards prevention, maintenance and the management of increasingly complex treatments.

For manufacturers and dealers, Taiwan should therefore not be viewed solely through the size of its population or through a generic dental market growth indicator. The institutional sources examined do not provide sufficiently robust data to assign a reliable overall dollar value to Taiwan's dental market, and it is preferable to avoid commercial estimates

that are difficult to verify. The available indicators, however, tell us something perhaps more useful: Taiwan has a dense professional ecosystem, a structured healthcare system, a rapidly ageing population and a highly developed technological culture.

For dentists, this means dealing with increasingly complex patients and care pathways. For distributors, it means operating among a large number of professionals, facilities and laboratories with different needs. For international manufacturers, finally, it means entering a sophisticated market in which technology and innovation have room to develop, but must respond to concrete clinical needs and fit within a precise healthcare and regulatory framework.

Taiwan therefore presents two faces that, rather than contradicting one another, are complementary: that of an Asian technological powerhouse and that of a society facing challenges very similar to those of Western economies — ageing, healthcare sustainability, prevention and the growing complexity of care. It is precisely at the intersection of these two dimensions that the future of Taiwan's dental sector is taking shape.



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Beyond the Full Schedule

What AADOM 2026 teaches us about building stronger dental practices



Luca Gentili
Dental Office Manager

Returning to the AADOM Conference in Orlando this year, I expected to collect new ideas, tools and practical solutions. I found all of that. But the strongest impression came from something larger: seeing an entire professional community built around the belief that excellent dentistry also requires excellent management.

With approximately 1,500 attendees - including more than 1,000 dental office managers - AADOM 2026 was not simply a large educational event. It was a visible demonstration of how seriously the United States has learned to value the people who connect clinical care, business performance, team leadership and the patient experience every day.



Luca Gentili with Chavelle Galton-Rice and Jessica Cull at the AADOM Conference 2026 in Orlando.

Across sessions on key performance indicators, human resources, revenue-cycle management, patient communication and organizational culture, one message appeared repeatedly: a practice can be clinically excellent and extremely busy, yet still remain operationally fragile. The solution is not to make people work harder. It is to build clearer systems, measure what matters and give teams the tools to take responsibility.

A full schedule can still hide a weak practice

A full calendar is reassuring. Every chair appears occupied, the phones are ringing and the team is moving constantly. Yet activity is not the same as effectiveness. A schedule filled with colored blocks can conceal cancellations, unused clinical time, low-value procedures occupying prime hours and diagnosed treatment that was never scheduled.

This was one of the most useful operational lessons of the conference. The objective is not simply to fill the schedule; it is to use clinical capacity intentionally. That requires looking beyond total monthly production and asking more precise questions. How many chair hours were available? How many were actually used? What was produced per hour and per provider? How much diagnosed treatment remains unscheduled? How many hygiene patients leave without their next appointment?

These indicators should never become instruments of pressure. Used correctly, they reveal where a process is failing and where the organization can improve. A cancellation problem may actually be a confirmation problem. Poor case acceptance may reflect an unclear clinical-to-administrative transition. Low productivity may be caused by the wrong procedures being placed in the wrong parts of the day. Numbers do not replace management judgment; they make that judgment more accurate.

Most people problems are process problems

Another powerful principle at AADOM 2026 was that many problems attributed to employees are created by systems that were never defined. If expectations

live only in the manager's head, inconsistency is inevitable. If responsibilities are unclear, accountability becomes personal instead of operational.

Written procedures, role-specific indicators and regular follow-up allow people to work with greater autonomy. One simple method presented in Orlando was the 1-3-1 approach: when bringing a problem to a manager, a team member also brings three researched solutions and recommends one. This does not remove leadership; it develops judgment throughout the organization and prevents the manager from becoming the answer to every question.

The same logic applies to measurement. When an indicator is healthy, leaders should resist unnecessary interference. When it is not, the conversation should focus first on the process, the training and the available tools. Effective management is not constant control. It is creating a system in which people understand what success looks like and can contribute to achieving it.

Patients accept outcomes, not procedures

AADOM also placed patient communication at the center of practice performance. Dentistry has traditionally followed a scientific sequence: diagnose, treatment-plan and present. Clinically, that sequence is essential. As a communication model, however, it can leave the patient's real motivation unexplored.

Patients rarely desire a crown, an implant or an aligner for its own sake. They want to eat comfortably, smile without embarrassment, feel confident or prevent a future problem. The team's task is not to manufacture motivation, but to discover it. That requires asking before telling, listening for the outcome the patient values and connecting the recommendation to that outcome.

This is also why the transition from the clinical team to the financial coordinator should be more than a handoff. It should be a relationship link: the patient's concerns, priorities and reasons for proceeding must travel with them. Fees can then be explained clearly and confidently in the context of value, with financial options that reduce friction without weakening clinical ethics. Ethical persuasion helps patients act on their own goals; manipulation serves the practice at the patient's expense. The distinction is intent.

Culture happens by design, or by default

The conference's most important lessons were not only financial. Sessions on leadership and human resources repeatedly returned to clarity, consistency and fairness. Culture is not defined by slogans or occasional rewards. It is revealed in how expectations are communicated, how policies are applied, how mistakes are addressed and how team members feel on Sunday when they think about returning on Monday. A healthy culture therefore requires written expectations, structured onboarding, frequent feedback and leaders willing to separate observable facts from the stories they create about them. Fairness does not mean treating every person identically; it means applying the same decision-making process consistently and being able to explain it transparently.

This is the difference between a culture by default and a culture by design. Priorities become processes, processes become daily behaviors and daily behaviors eventually become the identity of the organization.

A lesson that travels beyond America

The American and European dental markets are not identical. Insurance systems, professional roles, regulations and patient expectations differ significantly. The systems cannot always be copied, but the management principles can be translated.

That is what makes AADOM relevant far beyond the United States. Its value lies not only in the techniques shared from a stage, but in the professional identity it has helped build: the dental office manager as a leader who protects clinical time, develops people, reads the numbers and safeguards the patient journey.

I returned from Orlando with practical tools, but above all with renewed confidence in an idea I have pursued for years: the business side of dentistry does not compete with patient care. When managed correctly, it protects it. AADOM 2026 celebrated office managers while demonstrating something even larger - modern dentistry needs professionals capable of connecting people, processes, numbers and care. Clinical excellence remains the foundation. Strong management is what allows that excellence to become consistent, sustainable and scalable.



Beyond the Booth: How Veterinary Dentistry Exhibitions Are Changing



Paul Wilson
paul.wilson@brascoadvisors.com

Paul Wilson, Interview host

Directed Global Health Congresses in over 15 Countries and has also designed and managed International Oral Health Partnerships. A former Aviation Planning Engineer and Advisory board member of PCMA and ESG Advocate

Dr. Vanessa Carvalho, MSc, PhD and post-doctorate in Veterinary Dentistry, discusses how congresses and exhibitions are evolving, from interactive booths and new technologies to changing attendee expectations and business opportunities. The interview is conducted by Paul Wilson, who brings extensive international experience in congresses, events and professional partnerships and has directed Global Health Congresses in over 15 countries.



Dr. Vanessa Carvalho

Ms, PhD and Post Doctorate in Veterinary Dentistry
Vanessa@smile4pets.com.br

1. How important are Conferences and Exhibitions to you and your organization and why?

The purpose of a congress is to provide education and updates on relevant topics, with the aim of adding value to and improving participants' professional and personal development. They are extremely important, as advances in technology and the development of new materials contribute to better professional outcomes. Direct contact between participants and companies in the field is essential for introducing and promoting new technologies.

2. How do exhibitions differ now from 15 years ago.

Today, I see increasingly larger exhibitions, with greater competition and, consequently, more opportunities for both buying and selling. Companies are also investing more in interactive booths, where products and materials can be demonstrated live, providing congress participants with a more engaging and hands-on experience.

3. Do you seek to interact with exhibitors? And do they generally reach out prior and post event?

Yes. I have a very good relationship and interaction with exhibitors in my field, and some of them maintain contact with me both before and after the event.

4. What was the most inspiring conference you attended and why?

The most inspiring conference was one I helped organize as Social Director of the Brazilian Veterinary Dentistry Association (ABOV). The 10th World Veterinary Dental Congress was held in Guarujá, Brazil, in 2007, at the Jequitimar Hotel. It brought together leading Brazilian and international professionals and featured wonderful social events and parties that participants still remember fondly today.

5. Why should professionals attend and be encouraged to attend conferences?

Because conferences provide an excellent opportunity to reconnect with former and current professional colleagues, exchange experiences, stay up to date through high-level lectures, and explore valuable business opportunities with exhibitors.

6. What innovative attendance tools or activities have recently impressed you?

Video-based lectures have attracted considerable interest from participants, as have interactive booths offering mini-courses and giveaways. Large LED displays at exhibitions have also been very effective in attracting participants to exhibitors' booths and creating a more engaging experience.

7. What recent exhibition observation has most disappointed you?

What has disappointed me most is the restriction on selling products directly at exhibitions, particularly at international events. This can be especially frustrating for international attendees, who may not have the opportunity to purchase those products later in their own countries.

8. Has the participating landscape changed and why is that?

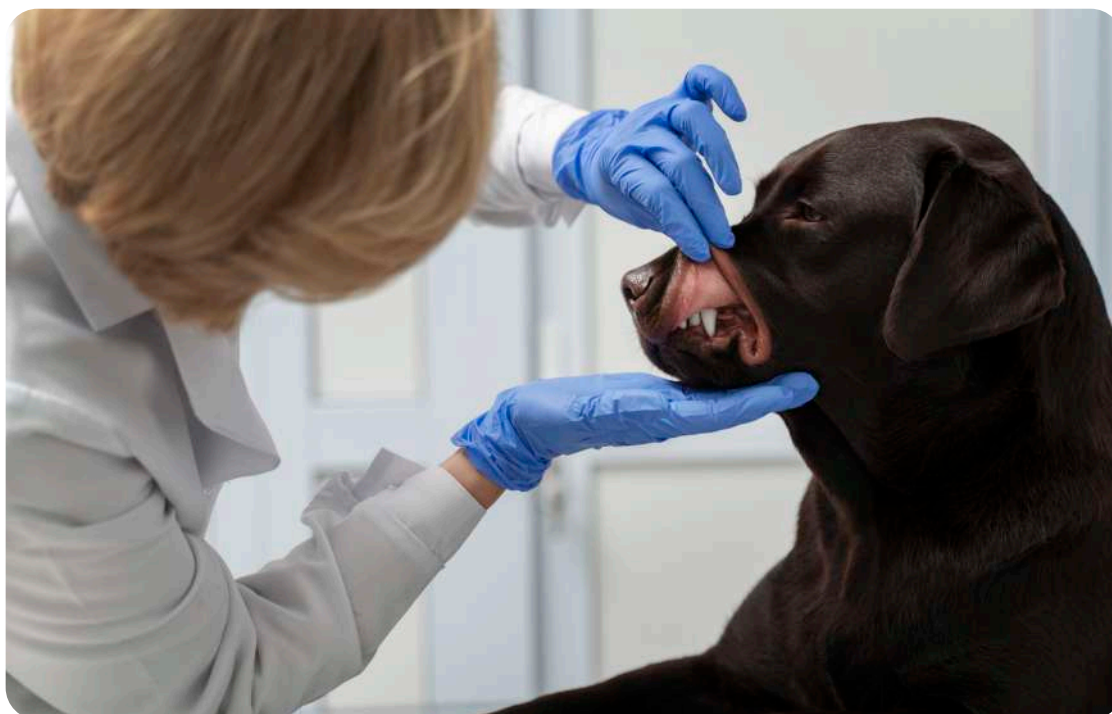
Yes. Today's participants tend to look for faster answers and more immediate results. They expect greater use of technology, more convenient and engaging lecture presentations, and easier and more flexible payment options when purchasing products.

9. One tip for any exhibitors reading this?

My advice would be to have a well-trained team capable of demonstrating products and, whenever possible, allowing participants to test them on models or mannequins. Exhibitors should also consider offering credit-card instalment payment options, which are very common in Brazil but much less available at international exhibitions.

10. How "Green" are the exhibitions you attend?

It is difficult for me to say. Sustainability initiatives have not particularly caught my attention at the most recent events I have attended.



Celebrating Excellence in Sustainability and Social Responsibility in Oral Health Education

ADEE, EDSA, and Henry Schein announce Université Paris Cité, France, and University of Dundee, UK, as winners of the 2026 Oral Health Professional Educators' Awards

The Association for Dental Education in Europe (ADEE), the European Dental Students' Association (EDSA), and Henry Schein announce the winners of the 2026 Oral Health Professional Educators' Awards.

Category 1: Oral Health Professional Educators' "Practice Green™" Award (Environmental Sustainability)

The Oral Health Professional Educators' "Practice Green™" Award recognises an ADEE member institution for its commitment to sustainability across education, clinical care, and operations. The award celebrates initiatives such as sustainable campus management, eco-conscious procurement, and the integration of sustainability principles into educational programmes.

Thanks to its "Dental Ecolabel" project, the Université Paris Cité - France, was chosen the winner of the Oral Health Professional Educators' "Practice Green™" Award. The project involves over 1,000 undergraduate dental students across six clinical settings. The Ecolable framework strives not only to reduce carbon, waste, and improve recycling, but primarily to raise awareness of the importance of sustainable dental practice, encouraging continuous improvement and a new mindset among graduates and staff around the responsibilities and impact of sustainable and ethical care.

Category 2: Oral Health Professional Educators' "Social Excellence" Award (Social Responsibility)

The 'Social Excellence' Award recognises an ADEE member institution that is making a positive difference through social responsibility across education, clinical practice, and operations and helps health happen by recognising improvements in social health outcomes for communities and patients. The award celebrates initiatives that expand access to care, promote inclusion, and support underserved communities.

The University of Dundee - UK developed the Dental Connect project to address oral health inequalities through community engagement and social responsibility. Co-created with students and community partners, the initiative improves oral health among vulnerable groups while fostering collaborative learning and social purpose. Since its inception, the project has delivered more than 2,500 interventions

and 78 large-scale events. Its work continues to grow through partnerships such as Smile Train and the development of dental comics to help communicate with service users.

Now in its fourth year, the programme recognises ADEE member institutions for innovative initiatives that integrate sustainability and social responsibility into education, research, clinical practice, and community engagement. By highlighting these best practices, the programme aims to inspire lasting positive impact in oral health education and the communities they serve.

Quotes

Prof. Ivan Alajbeg, ADEE President, commented: "We are delighted to congratulate the Université Paris Cité and the University of Dundee on their outstanding achievements and the impact of their projects in advancing environmental sustainability and social excellence."

EDSA Treasurer, Angeliki Anna Gkinosati, stated: "We are very pleased to support the continuation of the Oral Health Professional Educators' Awards and congratulate this year's winners. As future oral health professionals, we believe education should prepare us to provide excellent clinical care and at the same time to understand our responsibility towards society and the environment."

Victoria Goodall, Vice President, Managing Director U.K. and Ireland, Distribution and Marketing EMEA, at Henry Schein, added: "We warmly congratulate this year's winners on their outstanding achievements. Their projects are a great example of the creative and impactful ideas that can help drive positive change and inspire a more sustainable and socially responsible future for oral health. They also underline the importance of cooperation to help us form a healthier future for all of us - together."

The Practice Green Award and Social Excellence Award are part of Henry Schein Cares, Henry Schein's global corporate citizenship programme, which is celebrating its 25th anniversary this year. Through Henry Schein Cares, the Company works to create positive change across five key areas, including expanding access to health care, advancing innovation, empowering Team Schein, building strong relationships, and sustaining the planet.

About ADEE

Founded in 1975, The Association for Dental Education in Europe (ADEE) brings together a broad-based membership across Europe comprised of dental schools, specialist societies and national associations concerned with dental education. ADEE is committed to the advancement of the highest level of health care for all people of Europe through its mission statements and by focusing on the standardisation and advancement of oral health professionals' education. It draws membership from within the WHO Europe Region and beyond.

About EDSA

The European Dental Students' Association (EDSA) was founded in 1988 and currently represents more than 70,000 dental students from 182 dental schools in 33 different countries. EDSA is a not-for-profit and independent organisation that is open to all local or national dental students' associations in the European region.

About Henry Schein, Inc.

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For more information, visit Henry Schein at www.henryschein.com.

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EDSA

Saulė Skinkyte, President
European Dental Students' Association
Email: president@edsaweb.org

Henry Schein

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Phone: +49 172 6433548



IDM – International Dental Manufacturers

Source of dental information for a global level playing field

The International Dental Manufacturers (IDM) held its General Assembly on 5 September 2026 during the FDI World Dental Congress in Prague, Czech Republic. Members from the member associations participated in person and virtually.

New Board of Officers 2026–2028

The General Assembly unanimously elected the following Board of Officers for the 2026–2028 term:

- **President:** Olaf Sauerbier (VOCO GmbH, Europe / FIDE)
- **President-Elect:** Tim Long (A-dec Inc., USA / DTA)
- **Vice President:** Yutaka Shinozaki (GC Corporation, Japan / JDTA)
- **Immediate Past President:** Samantha Cheetham (SDI Limited, Australia / ADIA)

Mr. Sauerbier, who also serves as President of FIDE – The Federation of the European Dental Industry, succeeds Samantha Cheetham, who has led IDM since September 2024. *“As IDM President, my priorities are clear: we must address the growing regulatory burden that threatens innovation and product availability, and we must take a firm stand against counterfeit dental products that put patients at risk. IDM will be the voice of the industry on both fronts,”* said Mr. Sauerbier.

Key Topics

The General Assembly addressed a broad range of issues facing the global dental manufacturing industry, including:

- **Regulatory burden:** The increasing complexity and divergence of regulatory frameworks across regions, which raise costs, slow innovation and may limit product availability for patients
- **Counterfeit products:** The growing threat of counterfeit dental products posing risks to patient safety and undermining legitimate manufacturers
- **Global oral health:** Updates from the World Health Organization (WHO) and the FDI World Dental Federation

About IDM

IDM represents approximately 1,900 dental manufacturers and suppliers across Europe, the United States, Canada, Brazil, Japan, Mexico and Australia through its seven member associations: ABIMO, ADIA, AMIC, DIAC, DTA, FIDE and JDTA. IDM advocates for the interests of the global dental manufacturing industry with governments, international organizations and the dental profession.

Next Meeting

The next IDM General Assembly will be held on Thursday, 18 March 2027, during IDS – the International Dental Show – in Cologne, Germany.

Contact:

IDM – International Dental Manufacturers
www.idm-vox.org



Olaf Sauerbier, Elected New President of IDM at General Assembly in Prague

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Phone: +33 1 58 22 17 10
Email: adf@adf.asso.fr
Website: www.adf.asso.fr

Venue: Palais des Congrès
Add: 2 place de la Porte Maillot
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NOVEMBER 2026



■ 27 - 28 / 11

AIDI 2026

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NOVEMBER 2026



■ 27 / 11 - 01 / 12

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DECEMBER 2026



■ 09 - 11 / 12

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DECEMBER 2026



■ 11 - 13 / 12

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DECEMBER 2026

■ 16 - 18 / 12

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JANUARY 2027

■ 19 - 21 / 01

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JANUARY 2027

■ 21 - 23 / 01

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■ 27 - 30 / 01

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JANUARY 2027



■ 28 - 30 / 01

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FEBRUARY 2027



■ 04 - 06 / 02

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A Long-Term Mission in Madagascar



www.mdgf.org/madagascar-volunteer-trip

In 2018, Modern Dental Care Foundation started a long-term dental care project in Madagascar with Modern Dental Europe, to provide oral health care and prevention to the local people in a sustainable and effective manner. Starting from 2022, Modern Dental Global Foundation joined hands altogether to recruit volunteers and promote the campaign in Asia.

The project focused the first year on the oral health of the residents of Sakay and its surrounding villages. Due to the great enthusiasm of the attending dentists, the second project started in 2019, focusing on the oral health of the street kids of Madagascar and their families.

Sakay is located in the south of Madagascar. Together with its surrounding villages, which lay within a radius of 30 kilometers, Sakay counts a total of 30,000 inhabitants. Almost all of these inhabitants live in poverty. It is very clear that the necessity of dental help in this area is much needed.

In October 2025, Modern Dental Care Foundation (MDCF) completed the 8th

Madagascar Dental Mission with six passionate dentists from across Europe and one from Australia. The dedicated team of international and Malagasy dentists treated 437 patients in a week, performing teeth extractions, larger fillings, sealants, scaling and other treatments.

In addition to their clinical work, the team visited a local school, distributing toothbrushes and toothpaste while teaching children proper brushing techniques. This hands-on education continues MD-CF's long-term preventive initiative, helping children build sustainable oral hygiene habits for life.

"Our focus on prevention and education is just as vital as the treatments themselves," said Torsten Schwafert, CEO of Modern Dental Europe. "By empowering children with knowledge and tools, we aim to reduce future dental problems and promote lasting oral health."

In the upcoming years, MDCF plans, at least twice a year, a mission to this area. By repeatedly visiting Sakay on a regular basis, we could go beyond the treatment of pain complaints.

Founded in 2022, Modern Dental Global Foundation (MDGF) is a registered charitable institution in Hong Kong. Our work is driven by a commitment to promoting oral health and providing complimentary dental services to underserved communities in Hong Kong and overseas. We envision a world in which everyone not only receives basic oral care but also increases oral health awareness and knowledge.

With our global networking of dental professionals, MDGF recruits volunteers and collects funds to provide free dental treatments including dental examination, scaling, extraction, implants, and tooth fillings, helping them to recover smiles, rebuild oral health, and regain self-reliance, irrespective of race, religion, gender, or political affiliation.

www.mdgf.org
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