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1 / 2010

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Alfred Becht is a family owned well established German manufacturer and exporter of dental products. Experience of more than 85 years shows the strong commitment to the development of innovative, safe and practical solutions which has taken the company to a leading position in the market. Loyal employees and trusted business partners have built Alfred Becht into a global business in over 70 countries. Management System according to ISO 13485:2003 has been established and the products have reached the level of quality required by the Medical Device Directive 93/42/EC.

Today, our main product ranges comprise

- Temporary and permanent root filling materials
- Disinfecting and cleaning solutions
- Glass products
- Periodontal and surgical instruments

Ongoing research and development allows Alfred Becht to constantly provide market-leading solutions like our epoxy-resin based sealer Perma Evolution and Bechtozid Premium fast disinfecting spray for surfaces.

Private label projects contribute at growing part to our business as we offer individual solutions, competitive pricing and flexibility to fill the special needs of our customers.

Alfred Becht GmbH - Germany
info@becht-online.de
www.becht-online.de

KLOX Technologies is a Canadian healthcare Company, based in Montreal from 2007, which has a firm commitment to further advance the existing family of compounds and their formulations towards creating innovative devices and cosmetic products using photodynamic technology. Its main platform, PG&L, is a patented technology which combines the use of chemical photosensitizers (P) within an enhancing gel (G) and a light (L) source to kill pathogens while circumventing antibiotic resistance, whiten teeth, promote tissue rejuvenation and wound healing.

The Company's first product, a unique multi-light advanced teeth whitening system, is part of a unique class of in-office whitening products "truly" based on Photodynamic Therapy. The use of light in presence of photosensitizers promotes an absolute whitening effect within four successive cycles of treatment of 10-20 seconds per tooth, significantly reducing the total treatment time when compared to any other teeth whitening product. Moreover, it is able to exploit a vast range of wavelengths and there is no need to buy a dedicated lamp.

KLOX is pursuing research for several other products, as mentioned earlier, both in dentistry and other areas. Main efforts are directed towards the studies to develop 1) an innovative photodynamic wound healing therapy for wide applications in various wound types including acute and chronic wounds, aiming at a significantly faster healing and converting non healing wounds to healing wounds, 2) a groundbreaking skin rejuvenation system, based on the formation of collagen precursor and enzymes associated with cellular development, that can be used to treat large surface areas with no significant adverse effects, 3) a new approach for the treatment of periodontitis aiming at facilitating supra and sub-gingival debridement, diminishing pain, and increasing bactericidal effect due to the photodynamic therapy.

KLOX Technologies Inc. – Canada
Tel : +1-514-288-8466 - Fax : +1-514-288-8431
info@kloxtechnologies.com - www.kloxtechnologies.com

For more than 19 years, Mexpo International Inc. has been committed to product quality, reliability and service. Blossom brand has strong world-wide recognition in the dental and medical market. Our quality unique products have been sold in over 80 countries and our distributorship network continuing to growth. We value our business relationships, thus as a result, we make it a point to provide an extensive and unique product line. Our specialty gloves include:

a) Powder Free Latex Exam Gloves with aloe vera.
b) Powder Free Latex Exam Gloves with aloe vera + vitamin E
c) Powder Free Green Nitrile Exam Gloves with aloe vera
d) Powder Free Blue Latex Examination gloves with pH5.5
e) Powder Free White opaque vinyl gloves
f) Green Mint Powdered Latex Exam Gloves

The aloe vera gloves have received a 96% rating (5 +) by The Dental Advisor (Vol. 17, no. 10 December 2000). This superior product has also awarded the Gold Medal by the Poznán International Fair (Dentistry Fair - Saldent 2007)
Contact Mexpo/Blossom team for distributorship:

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Fax: +1 (510) 293-9056
blossomglo@aol.com
www.blossom-disposables.com

Hong Kong:
Tel: 852 2736 2723
Fax: 852 2736 1078
ericthai@p-blossom.biz.com.hk

Europe: blossomeurope@aol.com

Hi-Tec Implants Ltd is a leading designer and manufacturer since 1991, of the largest range in the world of dental implants manufactured by a single company, and is represented worldwide.

Hi-Tec Implants Ltd production facility - located in Herzlia, Israel - comprises of state-of-the-art machinery and complies with the highest international standards, approvals and directives in the field of medical devices:

FDA approval since 1994, CE mark – Medical Devices Directive 93/42/EEC, ISO 13485:2003, ISO 9001:2000.

Hi-Tec Implants Ltd has 20 years of clinical experience in design and development of dental implants and continually contributes to the development of new products in the field of dental implantlogy. The products offer long-term compatibility and have an extremely high rate of Osseointegration.

Hi-Tec Implants Ltd goals are: to continue to provide the most technologically advanced products; to help dentists to develop their practice by providing the best solution to any dental need; and to provide the patient with the most up-to date treatment.

Tel : +972-9-958.77.75 - Fax : +972-9-958.27.13
sales@hitec-implants.com - www.hitec-implants.com

OMS has always made any effort to create and carry out new projects, as the wide range of its products shows.

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ProOptions offers affordable and smart choices in high-quality dental products. ProOptions is manufactured by OraTech, LLC which has applied many years of experience in R&D and manufacturing to develop many unique chemistries and delivery systems for everyday use. As a brand that is focused on value, ProOptions strives to balance high quality with affordability providing the Dental Professional with a smart choice in dental products.

ProOptions has a variety of everyday products to choose from including Pure White In-Office and Take Home Whitening kits, Pit & Fissure Sealants, Aluminum Chloride and Ferric Sulfate Hemostatic Agents, OraCord Knitted Retraction Cord, Flowable Composites, Antibacterial Solution, Self-Etching Bonding System, Calcium Hydroxide Paste, Caries Indicators, Phosphoric Acid Etchants, Temporary Cements, Porcelain Etch & Silane, Delivery Syringes and assorted Delivery Tips.
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Quatro Air Technologies is a highly respected health oriented company that recognizes the importance of protecting the environment in which people live and work. Our entire product line is designed to clean the air we breathe by removing dust, microorganisms, bacteria, virus', mold spores, airborne particles such as gypsum, impression materials and grindings in today's dental operatory and dental laboratory environments . Quatro is one of the worlds most focused companies providing medical grade air purifiers with UV germicidal protection and "Health-Smart" anti-microbial dust /aspiration systems with 0.3 sub-micron HEPA filtration. We have achieved success by remaining dedicated to the same clean air principals practiced since our company first started almost 20 years ago. Additional information can be found about Quatro, our organization and the products we manufacture on: www.quatro-air.com. We are always looking to cooperate with quality oriented distributors worldwide and welcome all inquiries: email worldent1@aol.com

Aurelia®, Sign of Comfort; is proud to be the leading dental glove brand in North America. A division of Supermax Inc, Aurelia is distinctively one of the only brands with its own manufacturing facilities. Thus, Aurelia Gloves conform to the same standards which have earned the company accolades for superior & consistent quality. The awards includes ISO 9002 Certificate; the United States FDA's 510K, Current Good Manufacturing Practice (GMP); the French AFNOR; Health Canada; Europe CE mark, Australia's TGA Standard and Standard Malaysian Gloves (SMG).
The Supermax group is the World's largest Latex & Nitrile gloves manufacturer with 4500 employees & currently operating 9 state-of-the-art manufacturing facilities in Malaysia. Supermax distributes worldwide, with dedicated facilities in North America, Europe, South America, and the South Pacific. In 2009, the Supermax group shipped over 12 billion gloves to over 150 countries, commanding 10 percent of the world's more than 120 billion gloves market.

Aurelia Gloves, Division of Supermax Inc. – USA
Tel. 1-877- AURELIA (287-3542)
Tel. +1 630 989 8886
Fax: +1 630 898 8855
www.aureliagloves.com – info@aureliagloves.com

Italian Company manufacturer of equipment for dental laboratories since 1985, always looking for the optimal development of quality and price. Thanks to this prerogative its products are appreciated from markets around the world.

This year it has renewed his home with a major showroom and expanded the product range with the addition of furnace for ceramic, induction casting machines, pressure polymerization unit, laser drilling unit and a range of wax dipping pots; you can see all these items on the site www.nuova-asav.it.
All equipments produced are strictly tested inside the company and CE certified for a guarantee and a high level of service.

The commitment of NUOVA A.S.A.V. snc is to ensure the continuous development of its products through the use of skilled engineers and excellent after sales service for its customers to facilitate and help them in choosing the most suitable products for market needs.

NUOVA A.S.A.V. SNC - Italy
Tel: +39-0522-941362 - Fax: +39-0522-949050
www.nuova-asav.it - nuova.asav@tin.it

Schütz Dental Group was founded in 1962 and many years of experience with an intuition for new trends ensure the company's leading position in the world today. An in-depth knowledge of the market allows for quick and flexible decision making to the benefit of the customer. The company headquarters are based in Rosbach in Germany, just 20 miles north of Frankfurt International Airport. A key factor in enabling Schütz Dental products to be sold to all the major markets across the world. Schütz Dental Group was one of the first companies in the world to gain certification to DIN EN ISO 9001:2000 and DIN EN ISO 13485, and our medical devices are manufactured to ISO-certified standards.

The versatility of the company places great responsibilities on its employees but also provides them with challenging opportunities. Schütz Dental Group is one of the few companies that cover not only dental lab products, but also dentistry and high quality systems. Materials and equipment for dentistry and dental engineering form the backbone of Schütz Dental Group. Some examples of our powerful products are: implant navigation system, a comprehensive dental implant system, zirconium copy milling system, CAD/CAM, dental bleaching, room disinfection system, dentistry laser systems, denture acrylics, composites, denture cleaner, electroforming system, investment material etc.
In a few countries we are still looking for importers. Don't miss this opportunity to represent one of the leading dental manufacturers worldwide!

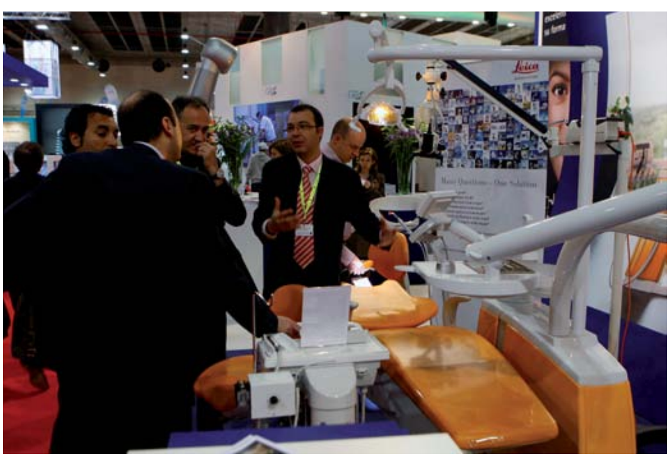
Schütz Dental GmbH - Germany
Tel. +49 6003/814-0 - Fax +49 6003/814-906
export@schuetz-dental.de - www.schuetz-dental.de/

EXPODENTAL PRESENTS THE LATEST DEVELOPMENTS IN ORAL AND DENTAL HEALTH IN MADRID

The International Dental Equipment, Supplies and Services Show, EXPODENTAL, a fair organised by IFEMA in collaboration with the Spanish Federation of Health Technology Companies (FENIN), will welcome members of the industry between 11th and 13th March 2010.

The excellent response of the oral and dental health industry to this event, which has already adjudicated one hundred per cent of its available exhibition space with still four months to go before the fair itself, makes EXPODENTAL the ideal setting in which to discover the latest new features in every segment of the market. In this respect, professionals will be able to view all the products and services offered by the leading companies specialising in equipment and clinic furniture, prosthesis, implantology, orthodontics as well as instruments and consumer products. This range of exhibits will be complemented by services and computer applications for the dental and mouth-care industry, segments that will also present their latest developments.

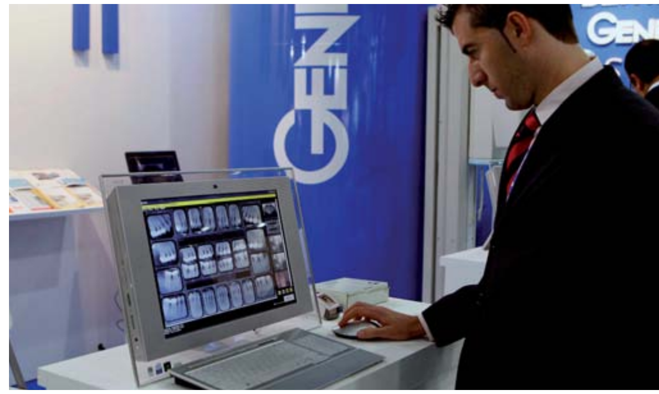
EXPODENTAL has, thus, become the largest trade showcase for innovation every two years, offering visitors key information regarding the latest advances under the heading of oral health technology, as well as the benefits and improvements that these pieces of equipment, products and services are able to offer professionals when it comes to performing their duties and treating and attending their patients.



Preparing for the visit

In order to enable visitors to make the very most of their attendance at the fair, the organisers have set up a tool on the fair's web page, www.expodental.ifema.es the TRADE MEETING-POINT. This tool enables visitors to request working appointments with the participating companies of greatest interest to them, whilst also enabling them to plan their visit to EXPODENTAL in advance, thus helping them to make the most of their time at the fair.

Furthermore, visitors who register for the Trade Meeting-Point will receive information regarding the initiatives that the companies are going to implement throughout the course of the fair. In order to enjoy the benefits of this service, professionals must pre-register via the access-point that is also available on the web page. This registration will also provide them with direct access to the halls at EXPODENTAL, thus solving the problem of inconvenient queuing Various RELAXATION AREAS have also been set up at the fair in order to ensure the comfort of visiting professionals.



Complete representation

The aim of all these services is to facilitate contact and exchange between representatives of supply and demand, as well as to boost trade relations among professionals, who consider EXPODENTAL to be an indispensable point of reference for the industry. The confidence that the industry places in this fair is reflected once again in the interest that companies have shown when it comes to attending the event itself. In this respect, a total of 265 companies have confirmed their attendance at the fair, taking part in an exhibition space measuring 14,731 square metres. A waiting-list has also been drawn up. These figures are based on the favourable results achieved at previous editions and the high degree of satisfaction expressed by the exhibiting companies, which, in surveys carried out at the last edition, emphasised the high profile and decision-making capacity of the more than 36,200 visitors who attended the fair.

EXPODENTAL will open its doors between 11th and 13th March from 10.00 a.m. through to 8.00 p.m.

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THE 2010 AMERICAN DENTAL ASSOCIATION ANNUAL SESSION – ORLANDO, FLORIDA

Experience the Dynamic World Marketplace Exhibition

Orlando

American Dental Association

ANNUAL SESSION

OCTOBER 9 – 12, 2010

The American Dental Association's 2010 Annual Session will be held in Orlando, Florida this October. Attendance is projected at more than 35,000 including visitors from over 65 countries.

The ADA's World Marketplace Exhibition will feature more than 600 exhibiting companies on a 700,000 square foot (214,000 sq. m.) exhibit floor. A current list of exhibitors will be available at www.ada.org/goto/session beginning April 7. The ADA has designed a suite of unique traffic builders designed to keep the show floor bustling with activity.

The LOC: Featuring free continuing education (CE) on the exhibit floor, the LOC offers attendees the opportunity to Learn, Optimize and Connect. CE opportunities include the Laser Pavilion, which provides hands-on experience with twelve different lasers; the CAD/CAM Stage, which explores the making of a crown from start to finish; the Competition Hub, the place where attendees can learn from their peers while viewing the results of four professional competitions; the Technology Expo, featuring educational lectures followed by the opportunity to try out the latest dental technology; and the 3-D Imaging Center, where live scans using cone beam imaging machines will be demonstrated.

Traffic Builders: The popular Super Sweepstakes program engages attendees by requiring them to get a stamp from five participating exhibitors, then turn in their game card for prizes worth up to $5,000. Attendees can also visit the ADA Photo Booth for a souvenir picture to take home from the meeting. Restaurants in the hall will service food throughout the day.

The ADA Annual Session also offers more than 200 continuing education courses presented by leaders in the field of dentistry, including six high-tech courses featuring live patient procedures. For the first time in 2010, these six "Education in the Round" courses will be made available to ADA members around the world through a live simulcast and also a webcast that will be available for 30 days after the event.

The ADA Annual Session offers exhibitors and dealers the opportunity to tap into one of the largest dental markets in the world, with many opportunities for networking and establishing business contacts with suppliers.

For the third consecutive year, the American Dental Association (ADA) will participate in the 2010 U.S. Department of Commerce (USDOC) International Buyer Program. This dynamic program helps bring importers and exporters from around the world together under the experience and expertise of the U.S. Department of Commerce/U.S. Commercial Service where they can successfully generate business at the leading dental conference in the U.S.A.

The U.S. Commercial Service offices overseas helps attendees gain the most of this dental exposition with friendly assistance; help finding U.S. suppliers before, during, and after the show; help arranging hotel and travel packages; assistance with visa application procedures where necessary; and much more. Join a U.S. Commercial Service organized buyer delegation and receive assistance with registration and show logistics. Visit http://www.export.gov/eac/index.asp to find the U.S. Commercial Service office in your country.
During the show, trade specialists from the Commercial Service will be available in the International Trade Center (ITC), located in the Orange County Convention Center, to help attendees identify and meet reputable U.S. companies and interested suppliers. The ITC is an area where foreign buyers can negotiate with sellers, obtain advice on appropriate matches, and use the facility as a launching pad for successfully "walking the show floor."

International attendees will have access to the following services: multilingual staff at the international registration area; the international hospitality lounge – a place to relax, refresh and send e-mails; a special reception in their honor; and an official letter of invitation to attend the 151st ADA Annual Session, which can be sent upon written request in order to facilitate travel and visa arrangements.

While in Orlando don't forget to experience the excitement of Orlando. From Walt Disney World® Resort to Universal Studios Florida®, Orlando offers something for everybody.

Online registration opens April 7 at www.ada.org/goto/session. Click on "International Attendees" for additional information, or contact:
American Dental Association
Division of Global Affairs
international@ada.org
www.ada.org/goto/session
Tel: +1.312.440.2726

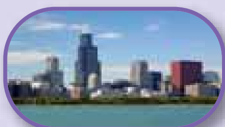
The ADA is the professional association of dentists committed to the public's oral health, ethics, science and professional advancement; leading a unified profession through initiatives in advocacy, education, research and the development of standards.

February'10

•• 30/01-03/02/2010 Sao Paulo – Brazil 28th CIOSP - Sao Paulo International Dental Meeting
Organizers: APCD- Sao Paulo Dental Association
Tel: +55 11 2223 2518 // 2515 // 2521 Fax: +55 11 2221 7204 // 2221 // 3810
E-mail: ciosp@apcd.org.br // decofe.comercial@apcdcentral.com.br
www.apcd.org.br // www.ciosp.com.br
Venue: Anhembi, Sao Paulo-SP

•• 18-20/02/2010 Cairo – Egypt Egyptian Dental Show
Organizers: Egyptian Dental Trade Association
Tel +2010 511 7220. E-mail: sales@eds-eg.org - www.eds-eg.org
Venue: City Stars Mall

•• 24/02/2010 Chicago – USA DTA Chicago Midwinter Preview Show 2010
Organizers: DTA (Dental Trade Alliance)
Tel: +1 703 379-7755 Fax: +1 703 931-9429
info@dentaltradealliance.org - www.dentaltradealliance.org
Contact person: Laura Ahern. Tel. + 1 703 379 7755
E-mail: lauraahern@dentaltradealliance.org.
Venue: Hyatt Regency McCormick Place, Chicago



•• 25-27/02/2010 Chicago – USA 145th Chicago Midwinter Meeting 2010
Organizers: Chicago Dental Society
Tel +1 312 836 7300 / 7327 Fax +1 312 836 7329 / 7339
E-mail: mwm@cds.org
Contact Person: Ms. Lisa Girardi, lgirardi@cds.org
www.cds.org
Venue: McCormick Place, West Building –Chicago

•• 27/02/2010 Chicago, Illinois – USA LMT's 26th Annual Lab Day
Organizers: LMT Communications, Inc.
Contact Person: Ms. Kate Conetta
Tel: +1 203 459 2888 (x3006) Fax: +1 203 459 2889
info@lmtcommunications.com www.lmtcommunications.com
Venue: Sheraton Chicago Hotel & Towers

March'10

•• 04-06/03/2010 Krakow – Poland Krakdent 18th Dentistry Trade Fair
Organizers: Targi w Krakowie Sp. z o.o.
Tel: +4812 644 59 32 Fax: +4812 644 61 41
szczesna@targi.krakow.pl - www.krakdent.pl
Contact person: Beata Simon, simon@targi.krakow.pl
Patrycja Zielezinska, zielezinska@targi.krakow.pl
Venue: Targi w Krakowie - Krakow, ul. Centralna 41A –Poland

•• 09-11/03/2010 Dubai - United Arab Emirates AEEDC Dubai 2010
Organizers: INDEX Conferences & Exhibitions Organisation Est.
Tel: +971 4 3624717 Fax: +971 4 3624718
Contact Person: Dr. Matios Tcholakian
E-mail: matios.tcholakian@index.ae, aeedc@index.ae
www.aeedc.com // www.index.ae
Venue: Dubai International Convention and Exhibition Center

•• 11-13/03/2010 Madrid – Spain Expodental 2010 - Biennial Show
Organizers: IFEMA, Feria de Madrid
Tel.: +34 91 722 5030 // 5000 Fax: +34 91 722 5804 // 5791
Director: Mr. Alfonso de Borbón
Commercial Director: Javier Sanz de Andino
expodental@ifema.es - www.expodental.ifema.es
Venue: Feria de Madrid, Hall 10

•• 26-28/03/2010 Sydney – Australia ADX 2010 Australian Dental Expo
Organizers Australian Dental Industry Association Inc, Level 5
Tel: + 61 2 9319 5631 Fax: +61 2 9319 5381
www.adia.org.au - adia@adia.org.au
Venue: Sydney Convention & Exhibition Centre, Darling Harbour, Sydney

••29/03-01/04/2010 Guangzhou – China 15th Dental South China International Expo 2010
Organizers: C/O Department of Science & Technology of Guangdong Province
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Contacts: Cherry Wu, Christine Su
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dental@ste.cn - www.dentalsouthchina.com
Venue: China Import and Export Fair, Pazhou Complex, Guangzhou City

••30/03-02/04/2010 Amman – Jordan The 22nd Jordanian Dental Congress 2010
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President of the Congress office: Dr. Irfan Sultan, congress@jda.org.jo / drirfan@go.com.jo
Tel : +962 6 5663883
Trade Exhibition enquiries: Dr. Haytham AlNaji, dr_haithamalnaji@hotmail.com
Tel: +962 6 6581600
Venue: LeRoyal Hotel, B3 (Basement B), Amman, Jordan

April'10

•• 07-10/04/2010 Istanbul – Turkey IDEX 2010, 10th Istanbul Oral and Dental Health Apparatus and Equipment Exhibition
Organizers: CNR Ekspo Trade Fairs
Tel: +90 212 4657475 Fax: +90 212 465 74 76/77
www.cnr-idex.com - info@cnr-idex.com
International Sales Manager: Mehlika TOK, mehlika.tok@cnr.net
Venue: CNR EXPO Istanbul – Turkey

•• 12-14/11/2009 B14-17/04/2010 San Diego, California – USA AAE 2010 Annual Session
Organizers: America Association of Endodontists
Tel: +1 312 266 7255 (International)
www.aae.org - meetings@aae.org
Venue: San Diego Convention Center, California, USA

•• 14-17/04/2010 Bucharest – Romania DENTA 2010, 23rd Edition - Spring
Organizer: Stockholmsmässan / Stockholm International Fairs
Organizers: ROMEXPO SA
Contact: Ms. Doina Bratu, doina.bratu@romexpo.org
Tel: +21 207 70 01 Fax: +21 207 70 70
www.denta.ro // www.romexpo.org - denta@romexpo.org
Venue: Romexpo Exhibition Center - Bucharest International Fair

•• 15-17/04/2010 Copenhagen – Denmark SCANDEFA 2010 - Scandinavian Dental Fair
Organizers: Danish Dental Association/Bella Center
Exhibition Manager: Søren Lindquist
Tel: +45 32 47 21 24
E-mail: soren.lindquist@bellacenter.dk
www.scandefa.dk
Venue: Bella Center, C-Halls (C1-C2-C3-C4) and the Center Hall E

•• 16-18/04/2010 Singapore IDEM Singapore 2010, International Dental Exhibition and Meeting
Organizers: KoelnMesse GmbH
Tel: +49 221 821 2374 // 2314 Fax: +49 221 821 3325
www.idem-singapore.com - idem@koelnmesse.de
Exhibition Venue: Suntec Singapore International Convention & Exhibition Centre (Level 6)

•• 26-29/04/2010 Moscow - Russia Dental Salon 2010, The 27th Moscow International Dental Forum - International Exhibition
Organizers: Dental Expo Ltd.
Tel/Fax: +7 495 921 40 69
International Affairs Manager: Ms. Savchenkova Maria
www.dental-expo.com - international@dental-expo.com
Venue: Moscow, Crocus Expo

•• INFODENT WILL BE PRESENT AT THE HIGHLIGHTED TRADE SHOWS
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FOCUS on SPAIN

The territory of Spain includes most of the Iberian Peninsula, the Balearic Islands in the Mediterranean Sea, the Canary Islands in the Atlantic Ocean, the North African cities of Ceuta and Melilla and some other small islands. Spain became a full member of the European Economic Community in 1986.
Spain is organized into 17 Autonomous Communities or Regions, with 6 of them (Catalonia, the Basque Country, Galicia, Valencia, Navarra and the Balearic Islands) having their regional languages recognized officially together with Spanish (or "Castillan").
Each Region is financially autonomous but also receives part of the general State budget. All these regions present a rich variety of cultures, each with its own history, with a high density of artistic works and monuments that make Spain the country with the highest number of UNESCO World Heritage listings.
The Spanish population has started increasing again in the last decade, reaching 46,6 million, with over 5 million of foreign residents. About 31% of the population live in the capitals of the provinces. Spain is also one of the youngest European nations, with 15.3% of the population under 16 years old, 68% aged between 16 and 64 and 16.7% over 65.

Basic country indicators, 2009	
Population	46,661,950
GDP	€ 671,442 billions
GDP per capita	€ 14,537
Real growth in GDP	-3.7%

Source: IMF - International Monetary Fund

Economy overwiew

Spain is the 9th largest economy in the world by GDP, the 6th largest receiver of foreign direct investment (FDI), the 8th largest issuer of FDI and the 6th largest exporter of commercial services. Last year's wordwide downturn affected the Spanish economy after some years of sustained growth. The Minitry of Economy forecasts that GDP growth will be ranging between 0 and -0.6% in 2010. As the crisis also hit hard the labour environment causing a steep rise in unemployment figures, the government is planning to introduce labor-market reforms aiming to contain the effects of this downturning trend and to promote job creation especially for younger people.
Spanish economy is quite diversified, with great contribution given by the manufacturing sector and services. These two sectors account for 85% of GDP (the services' sector alone contributes 68%), while agriculture's share is less than 3%. Tourism plays an important role as Spain is the second country in the world for number of international tourists (almost 60 millions a year).
Madrid and Barcelona are the two main cities and trade hubs, concentrating most of the economic activities. The technological and industrial infrastructure has benefited from the establishment of 72 technological parks hosting over 2,600 companies, mainly operating in telecommunications and IT.

Economy in figures 2008-2010

GDP by demand components (% change vs previous year)	2008	2009	2010
Domestic consumption	0.9-	-2.3	0.2
Final consumption of households & NPISH (Non-profit institutions serving households)	0.6	-4.1	-0.4
Final consumption of public administrations	5.5	2.9	1.8
Gross capital investment	-3.9	-14.1	-4.6
Gross fixed capital	-4.4	-14.2	-4.7
Equipments	-1.8	-21.3	-2.4
Other products	-4.3	-9.6	1.0
Construction	-5.5	-12.5	-7.5
Domestic demand	-0.5	-5.6	-1.0
Exports of goods and services	-1.0	-16.2	2.1
Imports of goods and services	-4.9	-20.5	-0.6
Net foreign balance (contribution to GDP growth)	1.4	2.3	0.7
GDP	0.9	-3.6	-0.3

Source: INE (National Institue for Statistics) and Ministry of Economy

According to the State Agency "Invest in Spain", the country's rank as for investment climate is among the highest in the world, being the 6th largest recipient of FDI inflows and 3rd in the EU. The Agency claims that 502 greenfield and reinvestment projects were made in 2008, 155 of which belonged to high added value sectors such as ICT, environment, biotechnology and health sciences, aeronautics and renewable energies. Policies in support of investment in R&D are particularly strong in Spain, targeting small and middle enterprises for 99%. The Ministry of Industry, Tourism and Trade has increased the R&D budget by 10% to face the effects of the economic crisis, and the trend is common to the corporate sector too, which has been increasing R&D spending by 15% in recent years. The government provides financial and fiscal aid to innovation projects, namely by subsidizing part of the costs, by flexibility in repayment of loans and by tax rebates and deductions. Incentives are also targeting the investment in less developed areas in an effort to redistribute the economic activity more evenly throughout the whole country's territory.

Over 11,000 foreign companies already operate in Spain, attracted by a market of 46 million consumers. Spain is also a privileged gate for non-EU Mediterranean countries, as well as for Latin America considering the strong historical, linguistic and cultural ties, and enjoys top air and maritime connections thanks to 47 airports and 44 ports on both the Atlantic and Mediterranean sides, making it the 4th country in the world for sea freight transportation.

As regards foreign trade, Spain's main trading partners are the EU countries, with 69% of total exports and sales, and 58% of all imports. Asia and Africa account respectively for 6.9% and 6.1% of total exports and for 17.4% and 8.1% of total imports, and are therefore emerging as competitors with respect to the important role traditionally played by Latin and North America. Spain is the 17th exporter and the 12th importer in the world as far as trading of goods is concerned, but trade in services brings the country to the 7th place in exports and 9th in imports.

Trade composition in 2008

Imports		Exports	
Capital goods	20.6%	Capital goods	20.4%
Energy products	16.5%	Automobile industry	17.1%
Chemical products	15.5%	Food	16.2%
Automobile industry	12.5%	Chemical products	14.8%
Food	11.2%	Semi-manufactured non-chemical products	11.4%
Consumer goods	11%	Consumer goods	9.3%
Semi-manufactured non-chemical products	6.8%	Energy products	4.5%
Durable consumer goods	3%	Other goods	2.3%
Raw materials	2.5%	Durable consumer goods	2.1%
Other goods	0.4%	Raw materials	1.9%

Source: www.investinspain.org (data from Ministry of Industry, Tourism and Trade)

Healthcare system and medical equipment market

The Spanish National Health System is based on the principle of granting equal access to healthcare to all citizens. It is structured on a two-level basis, with a first level of primary healthcare centres delivering basic services extensively for common health problems, and taking care of promotion and disease prevention, and a second level of specialist care involving more sophisticated diagnostic and treatment resources that is available by referral from primary healthcare professionals, both in out-patient centres and hospitals.

Every Spanish citizen has a Personal Health Card allowing access to healthcare services. General taxation provides about 94% of healthcare financing, together with additional private funds, and is mainly distributed to the Autonomous Communities, with only small percentages to the central government and local councils.
Total expenditure on health in Spain accounts for about 8% of GDP. Public health expenditure accounts for 70% of the total expenditure on health and private expenditure for 30%, mainly coming from household tax contributions with minor shares from private health insurances and non-profit organizations.

According to the Ministry of Health and Consumer Affairs, Spain has 2,913 primary health care centres facilities and over 10 000 medical centres in small towns, mostly in rural areas, served by health professionals from primary care centres, to provide basic services to the local population. 72% of the 131,310 hospital beds belong to the National Health System, with 301 hospitals.

Registered Healthcare Professionals in Spain (2007)

	Total number	Density per 1,000 population
Doctors	208,098	4.6
Dentists	24,515	0.5
Pharmacists	61,300	1.4
Nurses	243,000	5.3

Source: National Institute of Statistics (INE)

Figures provided by the Ministry of Health show that the NHS employs 20% of its workforce in primary care and 80% in specialist care. The primary healthcare network has about 33,500 doctors, over 80% out of which are general practitioners (family and community medicine) and the remaining are paediatricians.

A total of 61,958 specialist doctors work in the NHS hospitals and specialist care centres. 27% work in internal medicine and other specialised medical fields, 21.4% in other departments (clinical laboratory, microbiology, radiodiagnosis, etc.) and 16.8% in general surgery and surgical specialties.

According to a report published by the Spanish Institute for Foreign Trade ("The medical equipment and healthcare technology sector in Spain", 2008, ICEX - Instituto Espanol de Comercio Exterior), the Spanish market for healthcare technology is valued €7.4 billion, employing about 32,000 people either directly or indirectly. There are about 720 medical equipment companies, 520 of which are manufacturers. Small and medium enterprises represent 90% of the companies, and have been standing out in recent years in high-tech sectors such as electromedicine and surgical instruments, but a small number of large companies account for 57% of total production value.

Manufacturing activities are concentrated in the areas of Catalonia (42%), Madrid (30%), Valencia (11%) and the Basque Country (6%). The above mentioned report lists diagnostics, orthopedics and consumables as the most important sectors in the Spanish medical market, accounting for 70% of its value. Electromedical equipment and medical and dental furniture also account for a great share.

As it happens in many other European countries, the Spanish percentage of aged population is growing although the high number of young people, and this has an influence on the present and future demand for medical services. Spanish large population and its high life expectancy make Spain is the 5th largest market for medical equipment in the EU and the 9th in the world. Foreign companies contribute for about 80% to the supply of healthcare products in Spain, either through subsidiaries of multinationals (especially German and American) or through importers and distributors. The Spanish market for instruments, electromedical equipment and dental equipment is mainly supplied by Germany, France, Netherlands and the US.

The domestic production of medical equipment is mainly export-oriented, focusing on x-ray equipment and disposables.

Importation of medical products and equipment is regulated by the EU directives. According to a market analysis conducted by the US Commercial Service, larger distributors usually cover the whole Spanish territory and also Andorra and Portugal, while smaller enterprises operate mostly at regional level.

Spanish figures for the dental sector: a comprehensive outlook

Dental workforce (2008)

Total inhabitants	46,200,000
Total number of practicing dentists (public and private)	24,000
Number of new graduated dentists (state examined) in 2008	1,300
Number of dentist training institutions	17
Number of active dental offices (public and private)	18,300
Total number of dental laboratories (dentists' and commercial laboratories)	5,000
Number of active dental technicians (laboratory owners & employees in dentists' and commercial laboratories, etc.)	7,500

Source: FENIN

Market figures (2008)

Total sales value of all dental equipment that requires installation (excl. computers for administrative purposes; in Euro; VAT excluded) delivered to dentists/laboratories	55,000,000
Total sales value of all other equipment (in Euro; VAT excl.) (excl. computers) delivered to dentists/laboratories	10,000,000
Total sales value (retail) of sundries/consumables (excluding precious metal) delivered (in Euro; VAT excluded)	
a) to dentists	130,000,000
b) to laboratories	33,000,000
Total sales value (retail) of teeth delivered to dentists and laboratories (in Euro; VAT excluded)	9,800,000
Total sales value of metal-implants (in Euro; VAT excluded)	80,000,000
Total value of after-sales technical services incl. Spare parts (in Euro; VAT excluded)	7,000,000

Source: FENIN

Distribution network

Total number of dental dealers	350
Of those dealers are:	
a) full service dental dealers (equipment; sundries; teeth; tech. service)	70
b) mail order houses	18
c) specialized dealers (concentrated on particular segments e.g. implants or orthodontic items)	70
d) any others	55
% of the total business in Spain (dentist and laboratory) is delivered by:	
solely full service	30%
solely mail orders, tele-sales, catalogues houses	25%
specialized dealers	12%
any other	17%
manufacturers direct	15%
supplied from outside the country directly to the dentists bypassing the local dealer net	1%

Source: FENIN

The Dental Sector

Oral health in Spain is almost completely provided by private practitioners under payment of a fee covering the total cost of treatment. A limited dental coverage is offered in primary healthcare units regionally managed, providing emergency care such as extractions or drugs prescriptions and referral to specialist care such as oral surgery. Prevention and paediatric dentistry programs are also principally run by regions.

There is a national insurance scheme for government employees covering examinations, extractions and prophylaxis, and private insurance companies provide similar plans adding x-ray diagnostics to this package. Some of them offer comprehensive dental care for higher premiums, but these plans are only chosen by about 18% of the population.

According to the most recent data provided by FENIN, the Spanish Federation of Healthcare Technology companies, the total number of practicing dentists in both public and private sector is 24,000. About 1,300 new dentists graduated in 2008, in 17 training institutions throughout the country.

Dental services are provided through a network of 18,300 public and private dental offices. Moreover, 5,000 dentists' and commercial laboratories are active, with 7,500 dental technicians operating either as owners or employees.

As regards the latest dental market figures available, registered in 2008, total sales value for dental equipment reached € 65 million, while the total sales value for sundries and consumables, excluding precious metals, was € 130 million for sales to dentists and € 33 millions for sales to laboratories. More specifically, total sales of theeth delivered to both dentists and laboratories was € 9.8 million, while metal implants reached € 80 million. The total value of after-sales technical services, including spare parts, amounted to € 7 million.

The distribution network consists of 350 dental dealers, of which 70 are full service dental dealers providing also technical services; 18 are mail order houses; 70 are specialized dealers concentrated on particular segments such as implants or orthodontics.
Considering the total dental business in Spain (including both dentists and laboratories), 30% of dental supplies is delivered by solely full service dealers, 25% is supplied through mail orders, tele-sales and catalogue houses, 12% by specialized dealers, 15% directly by manufacturers and 17% by other unspecified suppliers. Only 1% of dental and laboratory consumables and equipment are supplied from outside Spain directly to dentists, bypassing the local dealer net.

As the Spanish market is fragmented in different regional markets joined by the two hubs of Madrid and Barcelona, most of the dental companies wishing to appoint their representative in Spain focus on these two areas.

Dental trade events:

The most important trade fair in the dental sector is Expodental, held biennially in Madrid. The 2008 edition registered 36,200 professionals from 63 different countries and 267 exhibiting companies, 43 of which were foreign exhibitors.

2010 edition will take place March 11 – 13, at the Feria de Madrid – Juan Carlos I fairgrounds.
Website: www.expodental.ifema.es

All dental figures are provided by:
FENIN – Spanish Federation of Health Care Technology Companies
Created in 1977, FENIN is the business association responsible for representing, promoting and defending the interests of the healthcare technology sector.

The Federation represents 80% of the companies in the sector. Its members include manufacturers, importers, distributors and exporters at a national and international level.

Contact information:
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Website: www.fenin.es

Healthcare Technology from Spain smart caring

Other sources:
The EU at a glance (http://europa.eu/abc/european_countries)
Invest in Spain - State Department for Trade of the Ministry of Industry, Tourism and Trade (www.investinspain.org)
Spanish Institute for Foreign Trade
(www.spainbusiness.com // www.icex.es)
Ministry of Health and Social Welfare (www.msps.es)
Ministry of Health and Consumer Affairs (www.msc.es)
Council of European Dentists Manual of Dental Practice
(www.eudental.eu)

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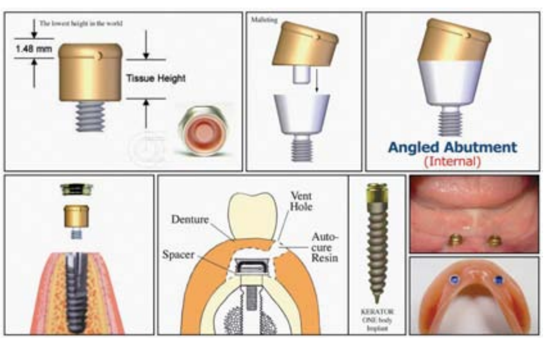

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ViVi, Italian company located in Milan, is proud to offer a high technological and innovative device for the digital diagnostic: TRED.

TRED is a mobile Pc that integrates all hardware and software components needed to acquire, manage, edit and store digital intraoral images. Thanks to these features, it can be used in different examination rooms and no extra hardware or PC is necessary.

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TRED is equipped with a 4.3" touch screen and the images will be available in real time, to be seen and post processed on it instantly. All images can be permanently stored either on a device connected directly to the unit, as USB device or SD memory card, or transferred to a PC over WiFi or MiniUSB.
Power is supplied by a removable lithium battery which can be recharged using its recharger.

The ideal completion for TRED is a dedicated program developed by ViVi. Top quality image processing (including recursive filters, zoom, linear and angular measurements), organized database and Dicom management (print, store, medica, worklist, etc) are the main functions.

ViVi s.r.l. – Italy
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JSP, has been selling exclusively to wholesalers in the dental and jewelry business since 1979.
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We have been - and continue to be - widely copied.
And it is for this reason that we want to help our clients avoid confusion by introducing a line of products with newly-designed handles, and marketed exclusively with the DenTag trademark.
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A good reason to be different

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As a leading company in Korea, SAESHIN PRECISION CO., LTD is the only manufacturer of the contra angle, reduction geared angle, and implant engine. With our own technology and know-how we were also the first in Korea to complete the E-CUBE endo motor.
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Features
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- 2 types of endo motors and angles (optional)
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- Compact designed controller including various function
- Surgical operation available with battery or adapter

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As psychologists say, the first experiences in the life of a child are crucial for his behavioral growth, both positively and negatively. Here comes the great responsibility the dentist assumes in his delicate work. For this Dentronica has created Kids: a dental unit for children up to 12 years old. The structure of dental unit has the appearance of cartoons that accompany the life of a child. The child sitting in that chair has the impression of riding a carousel and feels he has before him a friend he can trust on. All instruments are retractable; the child patient is not frightened by instruments known to him. The dentist who uses it shows to know those techniques of psychological approach are worth much more than the anesthetic. The child patient will soon learn the importance of dental care.

Basic configuration:
DOLPHIN: ADEC syringe 3 functions, fiber optic electric micro motor, four-way electrified cord. Dc x-film viewer.
DINOSAUR: anatomic back, seat and head support seamless, left and right arm, foot control for back and seat.
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DENTA-LED

MILESTONES IN MEDICAL LIGHT TECHNOLOGY

B-Productions has set itself the goal to present innovative products with each new generation of DENTA-LED. Three worldwide novelties of the last three DENTA-LED generations are still unique:

1. Shadow-less light field: The innovation that may be most significant to the dentist is the state-of-the-art light field management. This fascinating innovation prevents formation of shadows even if the hands or the head of the dentist fall in the path of the light rays from the source. At the same time, the patient is not glared by the light.

2. Integrated composite filter: The DENTA-LED has a composite filter, which delays the polymerisation of composites by at least 8 minutes. The composite filter is INTEGRATED in the lamp and can easily be turned on and off.

3. Patented heat management: Besides the impressive advantages, LEDs pose the problem of developing very large heat in a spot-wise manner. If this heat cannot be safely dissipated, the performance of LED's is significantly affected leading to their potential destruction. Some manufacturers try to overcome this problem by adopting inappropriate measures such as fans, vents or automatic "dimming down". DENTA-LED has a patented system that dissipates heat in an efficient and elegant manner. This maintains the light output and quality even after prolonged use of the lamp and thus, the lifespan (50,000 hours) can be effectively guaranteed. A test piece of the DENTA-LED is in continuous operation since 26 months and still exhibits the same light quality and output!

In addition to these unique technical advantages and an ergonomic and excellent design, DENTA-LED has all of the must-have characteristics of a dental treatment lamp: Removable and sterilisable handles, high-class non-contact sensor for automatic turning on and off the lamp and 3-step dimming.
DENTA-LED can be ordered in any RAL colour.

B-Productions Switzerland
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DENTAL INSTRUMENTS

Composites are numerous and are employed on all classes of fillings/restorations.

Speed, handling and shape of the instrument, which are essential for a good result of the restorations, may be accomplished by employing a reduced number of instruments that favor a swift choice as well as an easy molding and compaction of the material.

The number of instruments is reduced to 7:

- 1 spatula instrument for delivery and molding;
- 1 condenser instrument for material compaction;
- 1 cone shaped instrument for molding the occlusal surface and margins, also for the characterization of the labial surfaces;
- 1 spatula for the separation of the interproximal spaces;
- 1 probe instrument for molding or characterizing sulci;
- 1 condenser instrument in an additional size;
- 1 blade instrument to remove the most resistant material.

These 7 instruments are designed for any procedure with any composite material.

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TEETH WHITENING SYSTEM

KLOX Multi-Light Advanced Oral Hygiene Teeth Whitening System ™ is a unique technology based on a photodynamic platform that completely changes the approach to teeth whitening.

Photochemically Induced: KLOX Multi-Light Advanced Oral Hygiene Teeth Whitening System ™ is part of a unique class of in-office whitening products "truly" based on Photodynamic Therapy. The use of light in presence of photosensitizers promotes an absolute whitening effect within four successive cycles of treatment of 10-20 seconds per tooth, significantly reducing the total treatment time when compared to any other teeth whitening product. Moreover, it is able to exploit a vast range of wavelengths and there is no need to buy a dedicated lamp.

Shiny Whiter Teeth: KLOX Multi-Light Advanced Oral Hygiene Teeth Whitening System™ relies on COLD type of photochemical reaction without use of laser ensuring there is negligible increase in tooth temperature when compared to other products in the market. In addition, the treatment time is short, resulting in shinier, whiter teeth without the chalky appearance induced by dehydration.

Controlled Procedure: KLOX visible action control allows change of an initial bright orange color to pristine white when the built in action of photosensitizers has reached the optimum peak and the peroxide has been activated, suggesting full activation and completion of the bleaching cycle. This eliminates the guesswork involved regarding duration of exposure and provides an accurate indicator of cycle completion protecting teeth from over- exposure to bleaching agents.

The result is a shinier and brighter smile within 30 minutes with no sensitivity, no pain, and no discomfort.

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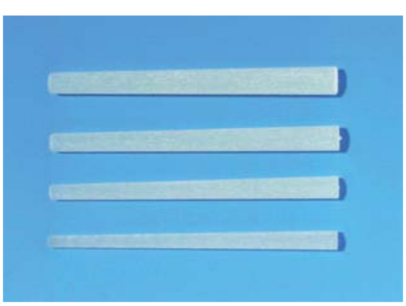
TRANSLUCENT, GLASS AND CARBON FIBER POSTS



Bioloren produces glass fibre posts in cylindrical and conical shape. The latter posts can be used also with the new Ni – Ti instruments for canal preparation.
The great range of Bioloren's posts gives the dentist the possibility to choose the best for the shape of root canal.

- Parallel: 6 diameters from 0,8 to 2,0 mm
- Conic 4% 4 diameters
- Conic 2% 4 diameters
- Conic 4% 6% 4 diameters
- oval post, the same shape of root canal
- Posts under customer's drawing

Bioloren produces translucent fibre posts, the latest technology. This type of posts permits the polymerisation light to pass across.
All Bioloren conical posts have colour code so dentist can recognize them at first sight.

Bioloren's products are sold are certified worldwide (CE, FDA, and so on) by important companies.
Products available in Our Packing, Private Label or Bulk

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The market conditions are supremely positive: there is a growing demand for quality – and branded products. The estimated turnover (2007-2008) is $ 1 000 000 000, where domestic product meets only 20% of demand, while imported products are approximately 80% of the Russian dental market.

The numbers of clinics, practicing dentists, technicians and patients are quite high. According to our estimates there are about 11 000 state owned and 6 000 privately owned clinics in Russia. There are more than 100 000 dentists and technicians who work in state owned clinics, while around 30 000 dentists work in privet owned clinics. The number of patients is more than 150 million a year, its approximately 4.5 dentists for every 10 000 patients in Russia.

The Russian medical device market is growing and the demand for imported devices is high. One of the key factors for foreign companies in succeeding in the Russian markets is finding a reliable partner and dealer. The most efficient way to reach Russian dealers and dentists is to take part at one of the most important dental exhibitions in Russia: Dental Salon in spring and Dental-Expo in fall. This events are the mix of marketing, presentation and promotion among more than 450 exhibitors from all over the world at the area of 18 000sqm and among more than 25 000 attendees from Russia and neighbor countries – Ukraine, Byelorussia, Moldavia, Kazakhstan, Georgia, Armenia, Azerbaijan, Uzbekistan etc.

Break into the big promising market and enlarge your business opportunities. Take part in those events to establish personal business contacts and present your product onto the market.

Preparations for Dental Salon 2010 which held during April 26 – 29 are in full swing. Six months before the beginning of the exhibition, Dental Salon 2010 shows a great sate of registrations. Almost 80 percent already booked.

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Looking for distributors

Bioloren is an Italian-based manufacturer of glass fiber posts, translucent posts, InFibra ribbon in polyethylene fiber, resin cement and bioAbut, abutments in glass fiber for the best implants. Our products are CE and FDA certified. We currently export in more than 30 countries and are looking for distributors in countries we do not sell. For more info visit www.bioloren.com or email: info@bioloren.com
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•••

DenTag srl is an Italian manufacturer Company of surgical and dental instruments under ISO 9001 - ISO 13485 certifications. We are producing high quality instruments

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since more than 50 years and now we are searching for serious and reliable distributors / collaborators who want take the advantage to develop and distribute our instruments to their countries.

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MODFIT Enterprise CO. (Taiwan) provides dental equipment including: Ultrasonic Scaler/Cleaner, Curing Light, Micro Motor, Endodontic Treatment, Intraoral Camera, Apex Locater, Prophy mate, Diamond/Carbide bur and dental supply (Disposable) as well as Material (composite, resin, bonding etc.) For details, please contact Mr. Michael Wang via e-mail: hariden2000@gmail.com.
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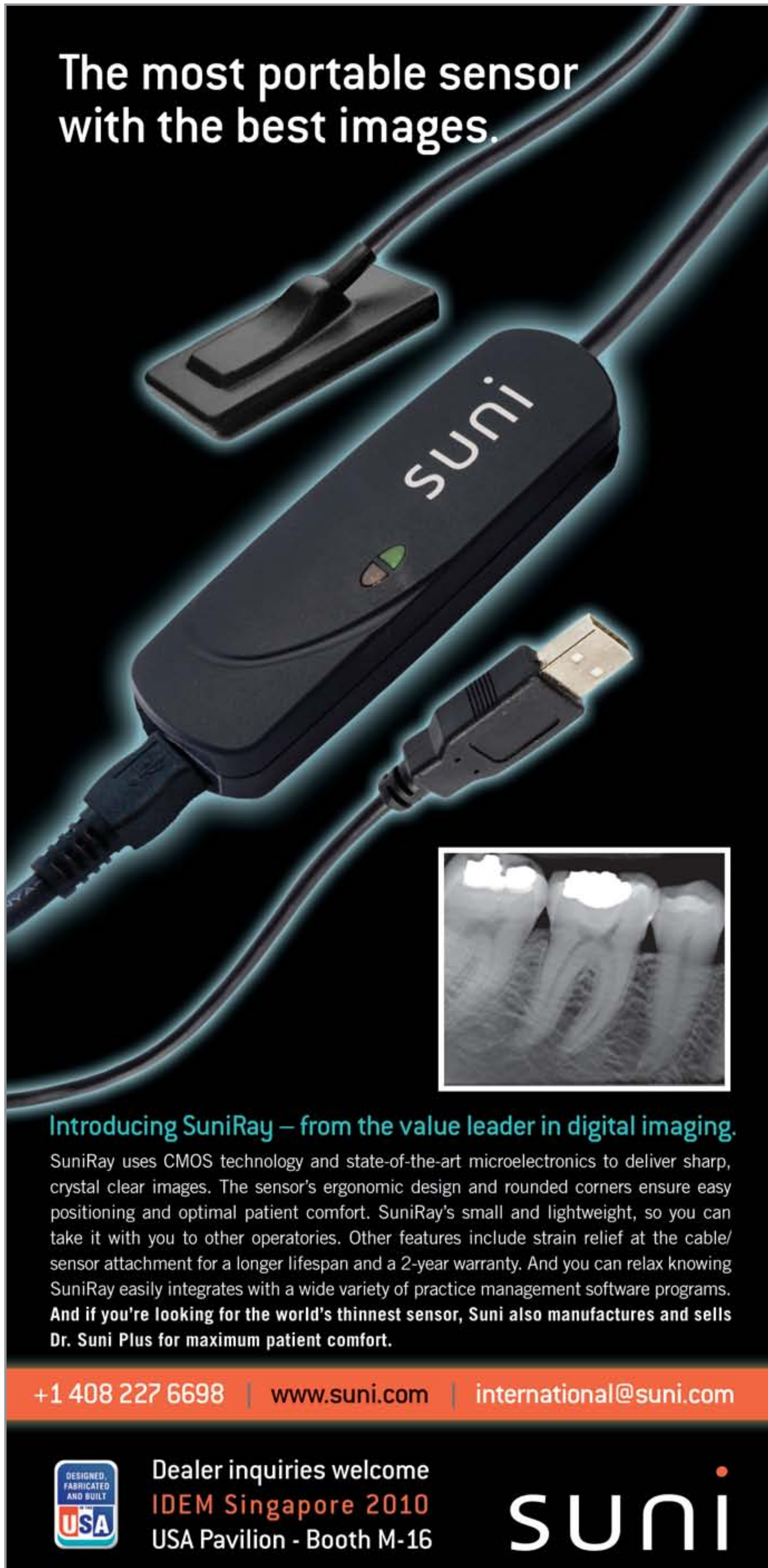

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Nova Instruments - the worldwide specialists in high quality dental instruments - have just launched their new website at www.nova-instruments.com. Visitors will find the complete catalogue online including the latest resin handle range, a dealer network directory, an exclusive resource section for dealers, an interview with MD Karen Turner, plus much more.

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ASA DENTAL SPA, the Italian Manufacturer of dental and laboratory products, has been present on the national and international dental market for over 40 years. It produces over 2,500 instruments that are the result of an accurate selection of raw materials, sophisticated manufacturing technologies, advanced information systems and an ever-growing know-how. Looking for new dealers worldwide, especially in Hong Kong, China and India. For further information please contact our export division.

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Since 1981, manufacturing equipment, products and work methods for Dental Offices & Laboratories have been proudly made in Italy and offered on private label terms. DIAGRAM got synonymous with "3 years guarantee", with the longest guarantee terms on the market. We are looking for international distributors. Details and contact ref. in our website: www.diagram.it - e-mail: info@diagram.it

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MARIOTTI & C is an Italian manufacturer founded in 1973. The company's production is based on equipment such as laboratory Micromotors, Milling Machines and Parallelometers, Endodontic Motors and Implantology-Surgery Motors. The high quality and technology of this products offers extreme reliability and high performance under all particular working situation. The company is looking for new

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Website: www.mestra.es
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MESTRA® is a Spanish manufacturer of dental machines and equipment with an experience of more than 55 years in this sector. It supplies wholesalers and domestic dental depots with its products and exports to over 50 countries. Among its wide catalogue- with more than 600 different products- it may be highlighted the stainless steel line products, trimmers and presses, dental machines of all kind and a whole range of accessories and tools.

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Sabilex has been producing dental equipment and materials for 57 years. The Sabilex Injection Machine combined with Sabilex optimum quality materials offers excellent aesthetic and functional products for the making of flexible partials and more. Other products include: Vacuum former and sheets, hanging lathes, polishing machine,

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SUNI MEDICAL IMAGING is one of the leading designers and manufacturers of digital radiographic sensors and intraoral cameras. Outside the U.S. and Canada, the company distributes products to the dental community through dealer partners in over 80 countries. Suni is currently looking to expand its dealer network. If you'd like to be considered, please go to www.suni.com and complete the Partner Application Form.

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ViVi Srl, an Italian company founded on long experience in the dental field, is ambitiously presenting itself worldwide as a manufacturer and exporter of radiographic equipment. ViVi Srl interprets the innovation in the RX systems through its new product: Ergon-X HF which is radiographic technologically advanced, ergonomical, safe and innovative in design. ViVi Srl is looking for agents and distributors worldwide. Please contact:
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Tel: +39 0245703068
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Website: www.vivi-italy.it

Continues on page 43

AN OUTLOOK ON THE CENTRAL AMERICAN REGION

The Central American region lies on the long isthmus connecting North America to South America. It comprises seven countries: Guatemala, Belize, Honduras, El Salvador, Nicaragua, Costa Rica and Panama.

Until the end of the 20th century agriculture was the main economic activity in the region, but in the last two decades most of local economies have undergone a process of diversification with significant development of the services sector, mainly driven by tourism and related activities. Information technology and medical equipment companies have been increasingly investing in this area thanks to the improved social conditions and political stability.

Nicaragua, El Salvador, Guatemala, Honduras, Costa Rica and the insular Dominican Republic signed the Central American Free Trade Agreement (CAFTA, since the Dominican Republic adhesion named DR-CAFTA) with the United States, aiming to reduce import restrictions and establish a framework of regulations and standards for intellectual property rights, customs procedures, labor and environment protection and other trade and investment supporting issues.

The health systems in the Central American region offer limited response to the needs of the population. Insufficient funding, lack of coordinated economical, geographic and social factors are the main problems.

In many Central American countries the prevalent model is a four-tiered system with Ministry of Health, Social Security institutions, private sector for profit and traditional medicine providers as main players. The private sector has been steadily increasing in the last 15 years, but an important role is also played by non-governmental organizations in integrating the offer of healthcare services especially in rural areas where other types of care are often unavailable.

The total expenditure on health in the Central American region represents roughly 8% of GDP. Public expenditure accounts for 45% of the total, while private spending is estimated at 55%. The expenses of social security institutions account for about 25% of national health spending and 55% of public expenditure on health).

The distribution of health personnel in Central American countries is mostly uneven, and many professionals emigrate to more developed countries. Costa Rica, Nicaragua and Panama have the higher number of doctors per 10,000 inhabitants, while Belize and Guatemala have a lower density.

Belize

This small English speaking country enjoys a good investment climate due to the so-called "niche-oriented", quality-based development path. The high openness degree and the possibility for foreign investors to fully own a firm without ownership and currency regulations, as well as the natural resources and export-oriented infrastructure make Belize an attractive destination for investors, mainly focusing on tourism, agriculture, furniture manufacturing and financial services. Tourism is the greatest source of revenue, with oil sector also contributing significantly to the country's growth.
The growing population and limited domestic industrial activity make Belize rely heavily on imported products, mainly from United States (34% of imports in 2008) but also from Mexico, Central American and Caribbean Community (CARICOM) countries, European Union, United Kingdom and lately also Taiwan and Japan.
According to 2009 data released by the MOH, Belize had 203 physicians (7.4 per 10,000 population), 465 nurses (17 per 10,000) and 23 dentists (0.84 per 10,000), resulting in one of the lowest coverage in the region. More than 50% of the health workforce is employed in the district of Belize. The public sector employs almost 75% of the health personnel, while about 14% work in both public and private sector.

Guatemala

The private sector contributes to 90% of Guatemala's GDP, with government participation limited to public utilities, transportation and financial institutions. Manufacturing and exports are mainly related to food and agriculture sectors, and tourism has been rapidly developing over the past years. The United States are the main trading partner, especially in consequence of the CAFTA implementation.
The Ministry of Public Health and Social Welfare serves approximately 70% of the population, while the Guatemalan Social Security Institute (IGSS) covers 18.4%. The private sector consists of diagnostic facilities, hospitals, practices and clinics and covers only 12% of the population. Private insurance coverage is not common, as only comprehensive insurance providers offer healthcare services, while some hospitals and physicians use prepayment schemes.

Healthcare delivery to the poorest population groups and indigenous population is organized on a jurisdictional basis through health units consisting of physicians, a nurse, and community workers. Non-governmental organizations offer community-based programs involving traditional and alternative medicine to the Mayan population, the country's largest indigenous population. Indigenous people represent 41% of the population, and their health indicators are significantly worse compared with the non-indigenous people especially as regards infant and child mortality and access to healthcare, although the ongoing Coverage Extension Program aiming to provide healthcare to the areas with the largest indigenous population.

According to the report "Health in the Americas 2007" published by the Pan American Health Organization (PAHO), the health workforce registered in Guatemala in 2005 counted 12,273 physicians and 2,346 dentists, with physician density of 9.7 per 10,000 population. Great disparities exist between urban areas (30.8 per 10,000) and rural areas (less than 2 per 100,000). Figures for dentists are similar, with an average ratio of 1.9 per 10,000 population, ranging from 6.6 per 10,000 in the department of Guatemala to less than 1 per 10,000 in 18 of the other 21 departments.

Most of the medical and dental equipment is imported, and is subject to registration with the Registration and Inspection Department for Drugs and Related Products. The PAHO claims that 77 private, domestically funded laboratories and three multinational enterprises operate in Guatemala, 15 of which are the source for 60% of all government procurements, with all remaining supplies imported from the United States, Mexico, the European Union, Colombia, and Argentina. Governmental structures select their official suppliers on a yearly basis, and foreign firms can be appointed as suppliers through a local office, agent or distributor. According to a report by the U.S. Commercial Service, the distribution network consists of eight major distributors and more than 50 small local distributors.

Honduras

The Honduran economy decreased in the last three years by average 2% due global recession and reduced internal investment from the public sector. Agricultural exports traditionally represents the most important source of revenue, but the diversification of industry has increased. The largest part of the population, however, still lives on farming and agricultural activities and the exploitation of natural resources. Approximately 20% of the country's GDP is made by remittances from Hondurans living abroad.

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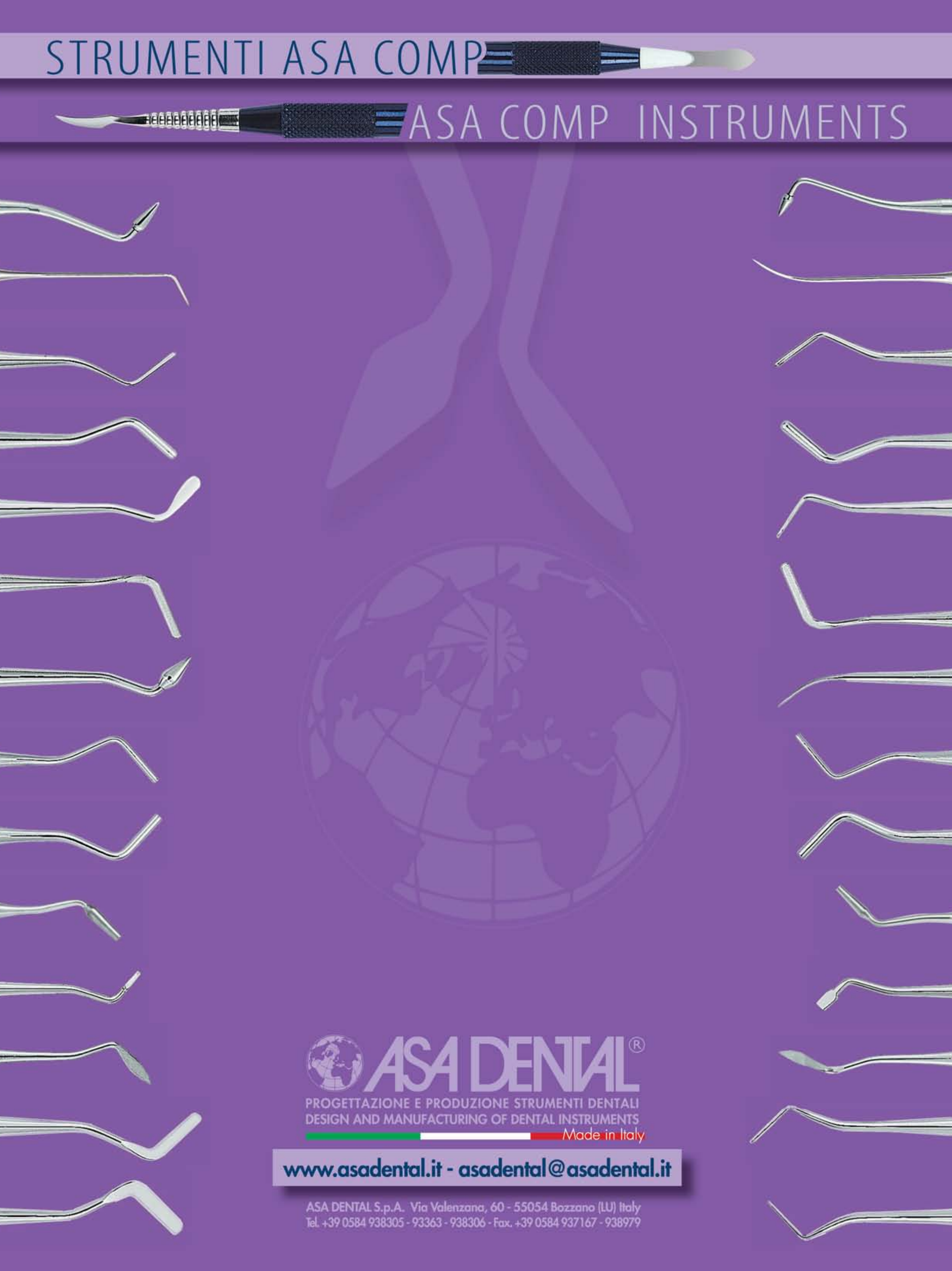
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The Ministry of Health, the Honduran Social Security Institute (IHSS), and the private subsector are the main providers of healthcare services. In 2004, a reorganization of the Ministry aiming at decentralize the powers to the sub-national level created 18 Departmental Health Regions and two Metropolitan Health Regions. The public hospital network disposes of a percentage of financing for supplies and equipment, but some cooperation and investment projects have delegated responsibilities and related funding also to health units at the local level.

About 11% of the Honduran population is covered by the IHSS public health insurance. Healthcare delivery through the IHSS takes place on three levels: primary family and community care to enrolled beneficiaries, secondary outpatient and hospital care by referral, and tertiary care provided by two specialty hospitals to patients referred by lower levels. There is no private social security coverage, but 10 private insurance companies provide coverage for medical care and hospitalization, financed out-of-pocket by plan members.

The Ministry of Health has 28 hospitals and 1,241 outpatient or maternal and child health care facilities. In addition to the two specialty hospitals located in Tegucigalpa and San Pedro Sula, the IHSS has 10 outpatient facilities. In the private sector, non-governmental organizations and other institutions operate 108 hospitals and 820 outpatient facilities.

The ratios of physicians, professional nurses, and dentists per 10,000 population are estimated at 8.7, 3.2, and 2.2, respectively, considering both public and private health facilities. There are large geographical disparities in health personnel deployment by department, with physician-patient ratios ranging from 5.6 to 0.9 per 10,000 population.

An ongoing National Oral Health Program is promoting the use of fluoride and sealers and the provision of dental checkups to schoolchildren and pregnant women.

El Salvador

El Salvador enjoys an open trade and investment environment favoured by macroeconomic stability, low inflation, and relatively low interest rates. Tax on final good imports was reduced to a 15% ceiling, with average tariffs at 7%, while raw materials and capital goods are exempted. Customs offices are able to carry out online operations thanks to a system named "Teledespacho". The main trading partner are the United States accounting for 40% of imports and 57% of exports. Sales and distribution of foreign products in the Salvadoran market is done directly between the importer and final consumer and/or buying agents at institutional levels.

The health sector is based on the four-tiered model comprising the Ministry of Public Health (providing coverage to about half of the population), the Salvadorian Social Security Institute or ISSS (serving 16% of the population), independently operated healthcare services and the private sector.

Private insurance is not common, covering only 1% of the population, while about 18% addresses to traditional medicine practitioners and pharmacists. 12% of the population has no public or private health insurance coverage.

Private clinics and hospitals are mainly concentrated in the capital and largest cities, selling services to the ISSS and other insurance funds. Non-profit private institutions and NGOs provide health services in rural areas and hospitalization services in the capital.

44 hospitals and 883 ambulatory care centers in the country are public, while 39 hospitals are private. All together, public and private health workforce amounts to 15,406. The Ministry of Health has started an out-sourcing process in the areas of training, cleaning services, security and equipment and vehicle maintenance.

Approximately 80% of El Salvador's medical market is for new equipment, and 20% for used or refurbished. Both new and used medical equipment can enter the market without tariff, being only applied a 13% value added tax. United States, Germany and Mexico provide most of the medical equipment in El Salvador, given the scarce local production.

Nicaragua

Although Nicaragua is one of the poorest countries of the region with $6.37 billion GDP and a per capita income of $1,123 in 2008, the reforms aimed to diversify its economy and achieve economic stability have reduced inflation and external debt. Still, Nicaragua is affected by high poverty rates and lack of adequate education especially in rural areas. The most important activities are agriculture and fishing, but manufacturing and services also contribute for over half of GDP.

Important trading partners for Nicaragua are United States, Central American neighbors, Mexico, and the European Union (EU). Foreign investment in the country was estimated at $ 506 million in 2008.

The Ministry of Health provides healthcare for the vast majority of the uninsured, and is currently engaged in a process of institutional reorganization. The social security institution INSS provides health care services through 49 private health care providers (Empresas Médicas Previsionales, or EMPs) many of which operate out of public facilities. About 200 facilities belong to the private sector, including both for-profit and nonprofit entities. Most of them are located in Managua; eight are hospitals and the rest are outpatient care clinics.

90 nongovernmental organizations offer community-based services in basic health care centers where health workers, midwives and volunteers operate. Indigenous groups and Afro-descendant communities suffer from marginalization and inadequate care, as most of the personnel working in these areas lack specific training and often don't speak the local language.

Health workers are concentrated in the capital and in the Pacific region, with minor density in the Atlantic region and the rest of the country. The Ministry of Health runs 1,039 outpatient care units and 32 hospitals. In Managua, there are 16 departmental hospitals, in addition to specialized hospitals in the fields of pediatrics, obstetrics/gynecology, surgery, and ophthalmology. Maintaining and replacement of medical equipment is often difficult even in the private sector.

The development of oral health in the country has not progressed much, as a National Salt Fluoridation Program is still being implemented. The primary care level provides a network of 125 basic dental treatment centers distributed across 77% of the country's municipalities, but they only reach 50% of the population, and suffer from insufficient availability of new equipment, supplies and materials.

▸▸

Costa Rica

Costa Rica enjoys one of the highest standard of living among the Central American countries, with a per capita income of about $5,800. The process of trade liberalization has led to a growth in productivity, exports and investment. The real GDP has been increasing at average 5.3% annually in the last two decades, and poverty was reduced by 20%. After the 1.5% GDP contraction in 2009, recovery for 2010 is expected with 2.3% growth.

The traditional agriculture-based economy has shifted to manufacturing and services, and the tourism industry is estimated at $2.2 billion per year, with over one million visits annually, thus becoming the first source of revenue (overcoming also the total exports of traditional Costa Rican agricultural products).

Capital funds transfers, reinvestment or repatriation has no restrictions, and foreign-market oriented companies meeting particular investment requirements can apply to the Free Trade Zone Incentive Program setting up operations at one of the Free Trade Zone Industrial Parks and benefiting from 100% tax exemption for some years. Companies such as Intel, Procter & Gamble, GlaxoSmithKline, Hospira and Baxter Healthcare have established plants and offices in Costa Rica.

Access to education, health and social security has also improved and the country's educational system was ranked 32nd out of 132 economies in the World Economic Forum's Global Competitiveness Report 2008-2009.

Costa Rica has a socialized health care system, the Costa Rican Social Security System (Caja Costarricense de Seguro Social, or CCSS), including 29 hospitals and 505 clinics, which provide basic medical assistance to patients in remote areas of the country.

The primary care level is operated by Basic Comprehensive Health Care Teams (EBAIS) in small establishments assigned to health areas, where a central clinic is equipped with x-ray equipment and a laboratory for diagnosis and treatment of patients. The secondary level offers specialized out-patient consultations, hospitalization, and medical-surgical treatment through a network health centers, peripheral and regional hospitals, and the tertiary level provides high-tech medical and surgical services in three national general hospitals and five specialized hospitals. Private hospitals and clinics are mainly concentrated in the Central Valley. Many foreigners seek services in the private sector, contributing to the growth in private medical services. According to 2005 data, there were 8,500 physicians (20 per 10,000 population), 6,537 nurses (15.3 per 10,000) and 2,800 dentists (6.5 per 10,000) in Costa Rica.

The CSSS buys approximately 85% of the medical equipment in Costa Rica. Replacement of old medical equipment and high quality requirements are common in the principal clinics and hospitals. Half of Costa Rican imports of medical equipment come from the United States, followed by Germany, with (6.6%), Japan (4.8%) and Brazil (3.6%). Local production of dental equipment is limited and the dental market relies on imports, growing at estimated 10% annually.

Panama

Panama has a dollarized economy based on the services sector (accounting for about 80% of GDP).
According to the Panama Economy Insight Monitor, Panama's economy has been one of the best performing in the region last year, being able to grow by 1.6%, but the country has the second most unequal income distribution in Latin America. Although the activities linked to external markets contracted, domestic economy and household consumption counterbalanced the losses and the recovery of United States and Latin American economies is likely to accentuate the growing trend. Panama didn't enter the CAFTA, but in December 2006 negotiated a free trade agreement with the US.

The projected expansion of the Panama channel that is scheduled to be completed by 2014 at a cost of $5.3 billion (about 25% of current GDP), as well as further investments in infrastructures planned for the next few years, are also expected to significantly improve the unemployment rate.
Panama's health system is mostly dominated by the public sector, with the Ministry of Health and public insurance provider (Caja del Seguro Social, CSS) responsible for the provision of health services and prevention programs. There are no major private insurers, and private coverage plans vary according to the individual reimbursement capability.

Although the public system has a high number of health facilities, their distribution is irregular and resources are as usual concentrated in urban areas. The health workforce counts 4,321 physicians (13.63 physicians per 10,000 population), 3,665 nurses (11.55 per 10,000), and 923 dentists (2.91 per 10,000), but the density is very unequal, up to 10 times lower in the indigenous territories, although the incentives given to medical professionals who move to these areas such as the 40% bonus on base salary.

The medical equipment market in Panama mainly regards the public health system, with greatest need for supplies of electromedical equipment, monitoring equipment, imaging equipment and laboratory diagnostic equipment.

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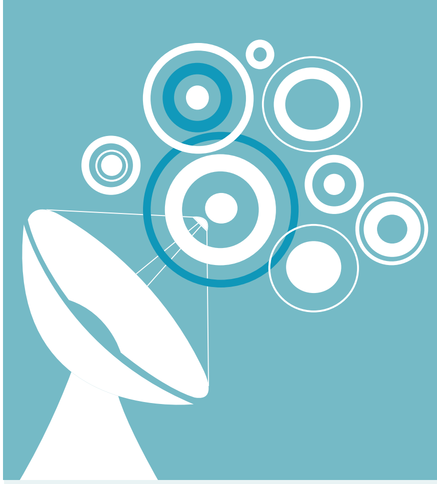

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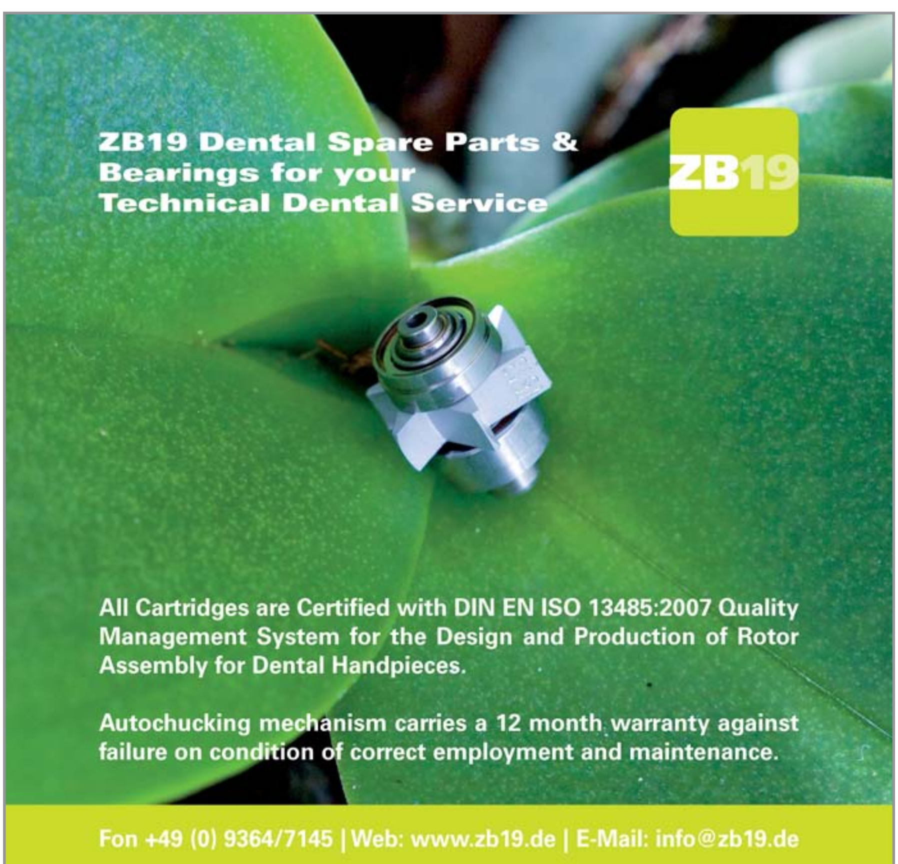

PEER RECOMMENDATION MOTIVATES PURCHASES

BDTA

The BDTA's recent research project investigating dentists' attitudes towards innovation and training has revealed that peer recommendation remains the main factor motivating the purchase of new technology. 66% of respondents stated peer recommendation as a major factor, closely followed by lectures/seminars, selected by 61% of respondents.

Other interesting findings from the research include:

- Well over half of the dentists surveyed (56%) have integrated practice management software, an increase from 48% in 2008/9
- Intention to purchase levels remain highest for intraoral digital radiography
- Uptake of a number of technologies is higher amongst primarily private practices
- Levels of in-surgery internet access have increased significantly from 66% in 2008/9 to 80% in 2009/10Lectures/seminars remain the most popular training methods but the use of online training has increased considerably since last year respondents preferred to attend courses hosted by dental schools (40%), stating that these courses can often be cheaper, whilst still being good quality, evidence based, peer reviewed and unbiased.

More than 200 dentists participated in the research which was conducted by post towards the end of 2009. The BDTA would like to thank all those who participated in the research. A donation has been made to Bridge2Aid for every completed questionnaire returned.
The full results of the research are now available to BDTA members.

For further information on the BDTA visit www.bdta.org.uk

The British Dental Trade Association (BDTA) is the body which represents manufacturers, wholesalers and distributors of products and services to the dental profession in the United Kingdom. It was formed in 1923 and now has in excess of one hundred members.

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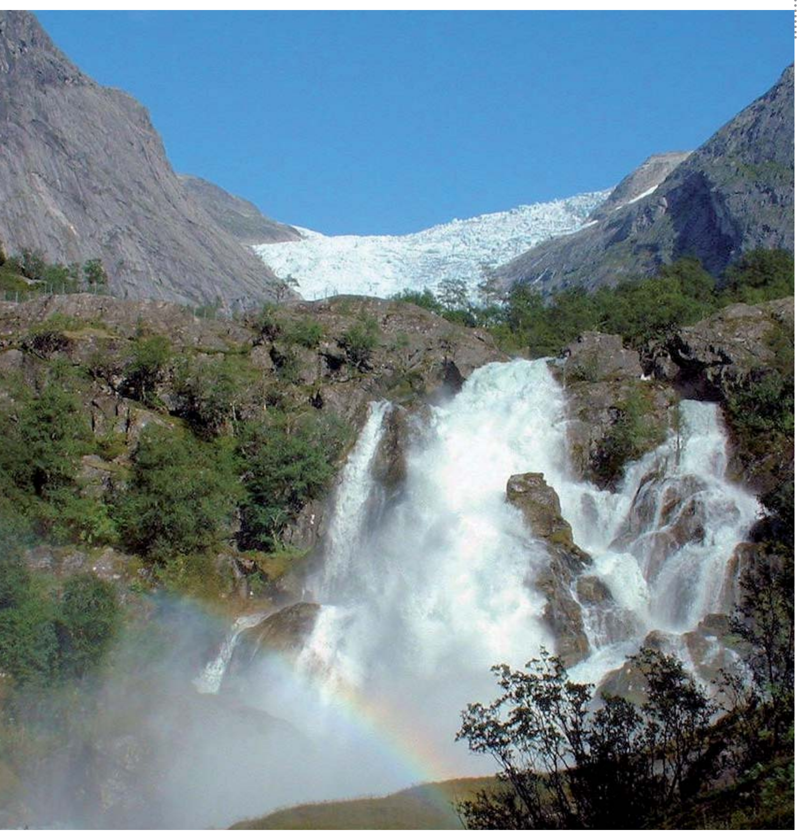
AN OUTLOOK ON NORWAY

Norway is located in Northern Europe, surrounded by the North Sea and the North Atlantic Ocean and borders Sweden, Finland and Russia. Half of its territory lies north of the Polar Circle. A peculiar characteristic of Norwegian landscape are the fjords and about 50,000 islands lying along the coastline.
The total population is 4,8 million, of which about 510,000 live in the capital, Oslo.
Norway is rich on petroleum, gas, minerals and forests (covering 27% of the territory, while only 3% is arable land), and the technology-intensive raw materials industry contributes to a significant share of exports (oil and gas alone account for a third of exports).
The government of Norway is a constitutional monarchy with a parliamentary democratic system of governance.
Norway enjoys high per capita GDP (€ 61,915 in 2008) and even wealth distribution among the population.
Gender equality is among the highest in the world, with many women working in top government and executive business positions.



Economy

The Norwegian economy has grown almost uninterruptedly during the last 40 years, boosted by the discovery and exploitation of offshore oil and gas reserves. Growth has also been enhanced by investments focused to create knowledge-based, highly technological production and industrial processes, as well as the broad education and skilled workforce.

The Norwegian economy is often described as a welfare capitalism or mixed economy, namely a free market economy with an important role assigned to government's intervention in economic planning and regulation of the private sector in fields such as taxation, working environment, pollution etc.
The government controls the oil sector, railways and the postal services, but its role in industry is declining, and the largest part of agricultural and activities are private. Industries are mainly concentrated on food processing, shipbuilding, pulp and paper products, metals, chemicals, timber, mining, textiles, aquaculture and fishing.

Taxation is based on indirect taxes (VAT, personal income tax and corporate tax, including employers' social security contributions).
Norway is not member of the European Union (EU), but signed the European Economic Area (EEA) Agreement and participates to the common European market, with an open and export-oriented economy. Foreign trade is estimated to account for 37% of GDP, primarily in seafood, oil and maritime services sectors.

Industry contributes only to around 30% of exports, while services in shipping sector and commercial and financial services account for 25%, growing at a slower pace than oil exports.

Healthcare System

Norway's public health system is financed by tax revenues and a national insurance scheme, covering all citizens. The country has one of the highest public financing of health services per capita in the world. Public expenditure on health is 7,6% of GDP, and private expenditure amounts to 1,5%. The largest part (more than 80%) of public health expenditure is related to care and hospital services.
The number of health professionals registered in 2006 was 30,300 doctors, 122,700 nurses, 3,400 pharmacists, 6,200 dentists.
Healthcare is provided on a decentralized model, but the state determines policies and budgeting. Regional health authorities and municipalities plan autonomously the provision of public health services according to the available resources. Primary care is delivered at the municipal level, including both preventive and curative services.

Oral Health and Dental Market

Public Dental Health Services (PDHS) in Norway are organised by the county administrations. Children under 18 year olds are entitled to free public dental treatment (excluding orthodontic treatment), as are the mentally disabled, chronically ill and people receiving home nursing assistance. The Public Dental Service is free of charge, except for orthodontic treatment. However youth between 19 and 20 years must pay 25% of the costs. The elderly/disabled group pay reduced fees. Private practitioners provide services for the rest of the population under payment of a fee, as there is no subsidy program for adults.

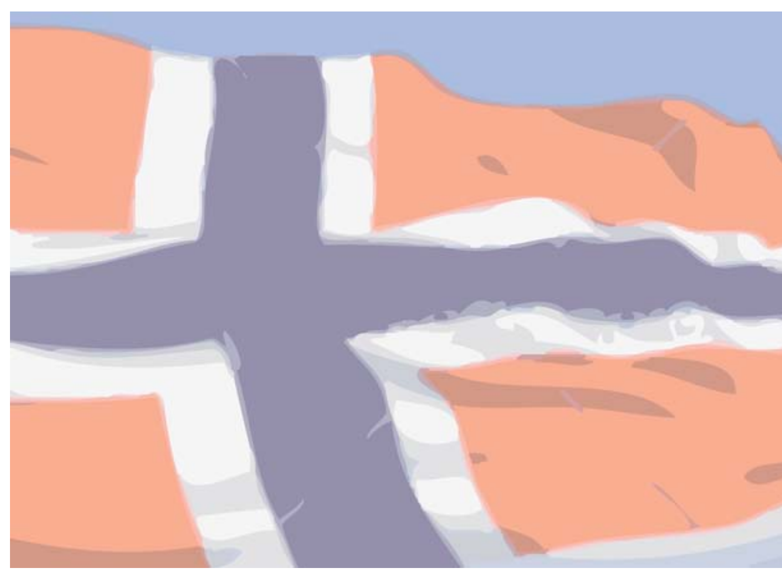
A few companies offer subsidized dental treatment to their employees. In 2007, the total cost of dental treatment in PDHS and the private sector combined was EUR 1,285 million. The total cost included EUR 175 million spent in the PDHS, and a further EUR 122 million refund from the State Insurance System to adults for dental treatment as well as orthodontic treatment for children.
Out-of-pocket spending on dental care for adults was thus about EUR 1 billion.
The dental workforce is composed by approximately 5,735 dentists (source: Council of European Dentists, 2008). Approximately 30% of all active dentists work full-time in the public sector, while 68% work in private practice. In addition, there are about 700 dental technicians and 1,300 dental nurses in Norway, while about 280 private practitioners operate in the following certified dental specialties: endodontics, orthodontics, oral surgery and oral medicine, radiology, pedodontics, periodontics, prosthetics and bite functions.
The Norwegian dental market has grown from $260 million in 1984 to just over $1.6 billion in 2007.

Private sector now covers 80% of dental treatments, supported by a steady demand for dental services. The tendency of the public sector dentists to focus on prevention rather than on expensive treatments also contributes to the extensive use of private care, as about 80% of adults see a dentist on a regular basis even though they may have to pay the full cost of the treatment. The average frequency is once a year, 90% of this regular care is delivered in private practices.
High quality dental supplies and materials, especially advanced technical and electronic equipment such as digital x-ray have a good market in Norway. All equipment sold in Norway has to be registered with the Department of Health and Care Services and bear the CE Mark. Norway applies EU product requirements, methods of conformity assessment and duty rates. From January 1st 2008 amalgam has been forbidden, due to regulations implemented by the Ministry of Environment, banning the use of mercury in all products.
The most important trade event in Norway is NorDental, held in conjunction with the Norwegian Dental Association National Convention. Next edition will be held October 14-16, 2010.

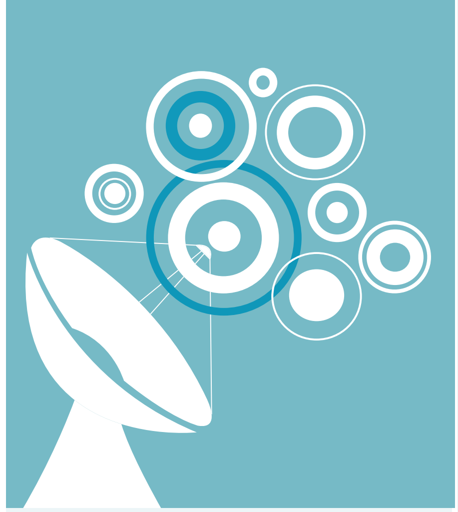
Useful contacts:
Norwegian Dental Association
POB 3063 Elisenberg
N-0207 Oslo, Norway
Tel: +47 22 54 74 00
Fax: +47 22 55 11 09
Email: tannlegeforeningen@tannlegeforeningen.no
Website: www.tannlegeforeningen.no

Norwegian Directorate for Health
POB 7000 St. Olavs plass
0130 Oslo
Tel: + 47 810 200 50
Fax: + 47 22 16 30 01
Email: postmottak@shdir.no
Website: www.shdir.no

Sources:
www.norway.org
www.oecd.org
www.helsedirektoratet.no (Norwegian Directorate of Health)
www.whocollab.od.mah.se (WHO Collaborating Centre, Sweden)
www.export.gov



• Miscellaneous



With the infrastructure in Port Au Prince almost totally destroyed, portable dental equipment will be needed urgently to treat survivors, as well as to help identify the deceased. Aseptico has established special conditions and expedited delivery for Haiti relief efforts. Please contact the company about any needs by humanitarian, government, or other organizations at +1 866 244 2954, +1 800 426 5913, +1 425 487 3157, or info@Aseptico.com.

•••

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Major. Harris Khan Khattak (CMILT)
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harriskhattak@gmail.com

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NEW YORK CITY WELCOMED THE WORLD OF DENTISTRY AT THE 2009 GREATER NEW YORK DENTAL MEETING

Despite a Down Economy, Registration Increased 2 Percent

Attendance at the 2009 Greater New York Dental Meeting (GNYDM) was impressive, especially given the state of the current economy. More than 59,000 dentists, their families, staffs and members of the dental trade attended the 85th annual Greater New York Dental Meeting. International attendance included more than 5,700 registered attendees from 124 countries, an increase of 16 percent compared to last year's figure. The 2009 meeting featured an impressive array of unique new programs both on and off the exhibit floor, and seminars and workshops that were well attended. Attendees were able to try out the most innovative technologies and learn from some of the world's most acclaimed health care professionals, all while enjoying New York City beautifully decorated for the Thanksgiving-Christmas holiday season.

Among the numerous new programs — and perhaps one of the most successful endeavors of 2009 — was the addition of Botox and dermal filler hands-on live patient workshops. During these hands-on workshops, practitioners learned the techniques necessary to execute these procedures and got up close and personal with the latest in dental materials and equipment. "It is always a top priority of the Greater New York Dental Meeting to address the evolving needs of the dental profession and to be at the forefront of showcasing the latest products and procedures available," said GNYDM General Chairmen Dr. Clifford Salm.

The Live Dentistry Arena, a revolutionary concept in dental conventions, took place right on the show floor at no cost to attendees. Attendees had the opportunity to watch first-hand as world-renowned dentists performed procedures on actual patients. In a repeat of last year's event, the Live Dentistry Arena overflowed it's borders in spite of the addition of extra seating. As the holiday season is a time for giving and helping others, the GNYDM hosted another Greater New York Smiles program, which focused on improving children's oral health. Over 1,200 children from all five New York City boroughs traveled from their local schools to the Jacob K. Javits Convention Center and filed into the GNYDM exhibition area where they received nutrition information and oral hygiene instruction in a fun, child-friendly atmosphere. This entertaining educational program emphasized the importance of oral care in a way the children understood and showcased step-by-step tooth care utilizing proper brushing techniques.

Once again, the Greater New York Dental Meeting offered an unparalleled educational program, featuring some of the most highly regarded educators in the field of Dentistry. There was a choice of full-day seminars, half-day seminars and essays, as well as hands-on workshops and several other educational programs. Also, in order to accommodate the large glass-enclosed areas on the exhibit floor, which ran simultaneously and covered a broad spectrum of up-to-date, hands-on procedures. These seven unique classrooms were constructed with walls made of Plexiglas so that anyone walking by on the exhibit floor could easily look in and see the dental products being used inside the workshops. The Greater New York Dental Meeting was proud to collaborate with Align Technology to hold its second Invisalign Greater New York Educational Expo, which offered eight different programs that enabled dental teams to learn the logistics of tooth alignment with Invisalign from some of the finest clinicians in the world.

Advances in dental technology are occurring at an astounding rate and now that we have now entered the 21st century in dental technology, the Pride Institute and the Greater New York Dental Meeting partnered to show attendees what's new and current. The first Pride Institute-GNYDM Technology Fair ran for four days and took place on the exhibit floor. No one can deny that the GNYDM has always provided the best in education and exhibits, but the social programs at the GNYDM have always been top notch too, and this year was no exception. This year's President's Luncheon was highlighted by an appearance by Ms. Katie Couric, who thrilled the luncheon's attendees with the fascinating story of how she got her start in television. With the resounding success of all the new programs instituted in 2009, the Greater New York Dental Meeting has already began working to enhance its 2010 convention with the intent of bringing in even more attendees from the U.S. and around the globe. Additional seminars, workshops and many other exciting new programs will be unveiled at the 2010 meeting.

Plans are already well underway to add another Live Dentistry Arena as well as additional glass classrooms to the redesigned exhibit floor. In addition, Greater New York Smiles will also be back in 2010 to continue its mission of educating even more children on the importance of proper oral hygiene and nutrition. Be sure to check the Web site, www.gnydm.com, for information and updates on next year's courses and all the other exciting new programs offered at the 2010 meeting. Remember, there is never a pre-registration fee.

Mark your calendar for Nov. 26 to Dec. 1 so you can plan to be a part of the excitement of the 2010 Greater New York Dental Meeting, allowing you to experience all that New York has to offer.

For additional information, please contact the Greater New York Dental Meeting at 570 Seventh Avenue, Suite 800, New York, N.Y., 10018-1806; Tel. +1 (212) 398-6922; Fax +1 (212) 398-6934; e-mail info@gnydm.com.

13th INTERNATIONAL FORUM

17-19 May 2010

Lenexpo Exhibition Centre, St.Petersburg, Russia

STOMATOLOGY St.Petersburg

STOMATOLOGY 2010, the 13th international dental conference and exhibition – the most important stomatology event in the NorthWest of Russia. Forum will take place on 17-19 May 2010 with assistance of Committee on Public Health of the St.Petersburg Government, Russian Dental Association, Association of Dental Manufacture and Trade 'Dental Industry' (RoSi) and St.Petersburg Dental Association. Primexpo (part of the ITE Group) and DentalExpo (Moscow) would like to invite dental industry specialists to participate and discuss industry issues during the event.

The event was a success in 2009, with the number of exhibitors and visitors up by 20% and 17% respectively. New dental equipment and disposable materials from Germany, Switzerland, France, Italy, Spain, Belgium, Slovakia, Liechtenstein, Czech Republic, Denmark, Sweden, Israel, Japan, Brazil, Argentina, the USA, Pakistan, Taiwan, South Korea, and China were on display at the exhibition.

Russian producers from Moscow, St.Petersburg, Pskov, Yekaterinburg, Belgorod, Kazan and Sochi were also demonstrated their products and services at STOMATOLOGY 2009.

Exhibition Profiles

- Dental equipment and tools
- Dental materials
- Dental mechanical equipment and tools
- Supporting materials for dental laboratories
- Systems and tools for implant dentistry
- Materials and tools for graftless and maxillofacial surgery
- Orthodontic products
- Surgical instruments
- Dental drugs and medication
- Equipment, tools and materials for antisepsis and bacterial purification
- Dental anaesthesiology
- Disposable materials
- Medical uniforms
- Medical furniture
- Hygiene equipment for oral cavities
- Dental services
- IT in dentistry
- Diagnostic equipment and appurtenance

Three international conferences and specialist training programmes will be held during the exhibition 2010:

15th International conference for maxillofacial surgeons 'INNOVATIVE TECHNOLOGIES IN STOMATOLOGY'

Organisers:
- The Ministry of Health and Social Development of the Russian Federation
- The Russian Academy of Medical Sciences (NWD)
- St.Petersburg Medical Academy of Postgraduate Education
- Russian Dental Association
- Primexpo ltd

Chairman:
Kozlov V. A., Chief Maxillofacial Surgeon of Committee on Health of St.Petersburg Government, Member of the Russian Academy of Medical Sciences, Honored Worker of Science of the Russian Federation, professor.

Symposium ' IMPLEMENTATION OF NEW TECHNOLOGIES IN THE DENTAL PRACTICE'

Organisers:
Company ALVIK- MEDEXPRESS, Primexpo ltd

The 6th scientific and practical conference 'TOPICAL ISSUES OF PEDIATRIC DENTISTRY AND PREVENTION OF DENTAL DISEASES'

Organisers:
- Moscow Medico-Stomatological State University
- St.Petersburg Institute of Stomatology
- St.Petersburg State Medical University named after Academician I. P. Pavlov
- St. Petersburg Dental Association

We look forward to seeing you at the spring forum for industry professionals!

For more information, please, contact:
PRIMEXPO LTD:
Tel.: +7 (812) 380 6006 / 00
Fax: +7 (812) 380 6001
E-mail: med@primexpo.ru
www.primexpo.ru/stomatology/
DENTALEXPO
Tel.: +7 (495) 921 4069
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MYDENT INTRODUCES DEFEND® PROPHY PASTE

Mydent International has introduced DEFEND® Prophy Paste, a new prophy paste that contains balanced ingredients for maximum stain removal with minimal enamel loss. Available in two formulas, DEFEND+PLUS and DEFEND Prophy Pastes are smooth, pliable, and contain 1.23% active fluoride ion to strengthen tooth enamel.

DEFEND Prophy Paste tastes great and both formulas are available in four flavors: Mint, Cherry, Vanilla/Orange, and Bubble Gum. All are gluten-free to assure against allergic reaction, and easily rinse clean with water.

DEFEND+PLUS Prophy Paste offers an easy-to-use, splatter-free formula that provides superior stain removal and polishing properties. Both DEFEND+PLUS and DEFEND prophy pastes are available in unit dose cups packaged 200 per package of assorted or individual flavors.

Mydent International, home to DEFEND® infection control products, disposables, and impression material systems, provides dependable solutions for defensive healthcare. Mydent urges healthcare professionals to: DEFEND. Be smart. Be safe. For more information on Mydent International and its products, call (+1) 800 275 0020, or go to www.defend.com.

SNAP SHOT: SLOVENIA

Government and oral healthcare

The Republic of Slovenia lies at the heart of Europe, bordering the Alps and the Adriatic Sea. There are four neighbouring adjacent countries: Austria, Italy, Croatia and Hungary. Slovenia was formerly part of the Republic of Yugoslavia (until June 1991), and proclaimed its independent constitution in December 1991. The country is a EU member since 2004. The constitutional system is a parliamentary democracy and the population of 2 million people (2008) comprises 88% Slovenes, 0.2% Italians, 0.4% Hungarians and 11.4% others. The official Language is Slovene. The majority of Slovenes are Roman Catholic.

The majority of the oral health services are organised in the same way as the general healthcare system. The dental services are delivered through the system of public clinics, municipal health centres or by private dentists. Public compulsory health insurance provides dental cover for all patients of 0 to 18 years of age, all removable and fixed appliances, and for adults, surgical items, some basic prosthodontic treatments, periodontal and conservative treatment such as fillings and endodontics. Some cover for this treatment is borne by the non-compulsory health insurance. Some treatments – such as for cosmetic treatments, porcelain crown and bridge and implants have to be paid for in full by the patient. There is no annual limit of treatment range for an individual patient. A full-time working dentist would normally have a list of 1,800 patients attending regularly. Oral re-examinations would normally be carried out for most adult patients every 9 months. In Slovenia about 7.6% of the public healthcare budget is spent on dentistry, although it is estimated that about 1.9 % is paid directly by patients for non-obligatory insurance, for dentistry, in addition.

Dentists	*Year of data: 2008*
Total Registered	*1,637*
In active practice	*1,296*
*Dentist to population ratio**	*1,563*
Percentage female	*63%*
Qualified overseas	*63*

The dental workforce is said to be decreasing as a high proportion of practising dentists are over 50 years of age.

Market out look

Slovenia is one the best economic performers in central and eastern Europe, with a GDP per capita in 2007 of 17,200 € equivalent in PPP of 22,000 €. Slovenia has enjoyed healthy growth figures for the past 8 years, averaging 4.2% annual GDP growth. GDP grew by 6.5% in 2007. Slovenia's economy is highly dependent on foreign trade. About two-thirds of Slovenia's trade is with the EU. Additionally, the country has successfully penetrated markets to the south and east, including the former Soviet Union region. Today, Slovenia is faced with growing challenges. Much of the economy remains in state hands and foreign direct investment (FDI) in Slovenia is one of the lowest in the EU on a per capita basis. Taxes are relatively high, the labor market is often seen as inflexible, and legacy industries are showing signs of increasing competitive pressures from China, India, and elsewhere. The current center-left government, elected in September 2008, announced that its priorities include passing measures to reduce the impact of the global financial crisis and a social reform. Privatization is a lower priority. Slovenia is extremely sensitive to economic conditions in its main trading partners and changes in its international price competitiveness. Keeping labor costs in line with productivity is a key challenge for Slovenia's economic well-being.

Services contributed the most to the national output in 2007, accounting for 63% of GDP. Industry and construction comprised 34.7% of GDP; and, agriculture, forestry, and fishing accounted for 2.3% of GDP.

Distribution channels

Several distribution channels are open on the Slovene marketplace, including wholesaling and retailing, as well as franchising, joint ventures, and licensing. There are a large number of merchants, agents, intermediaries, wholesalers, and retailers available in Slovenia. Any firm may carry out both foreign and domestic trade. Slovenia's major distribution centers are located in Brnik and Koper. The port of Koper is Slovenia's only port and is located in the western part of the country on the Adriatic Sea. Airport Jože Pučnik is the nation's largest commercial airport and is located in the center of the country, 20 kilometers north of the capital and largest city Ljubljana. Smaller distribution centers can also be found in major cities such as Ljubljana and Maribor, the second largest city.

Dental Association:

The Medical Chamber of Slovenia
Dalmatinova 10
1000 Ljubljana, Slovenia
Tel: +386 1 307 2100 - Fax: +386 1 30 72 109
zdravniska.zbornica@zzs-mcs.si - www.zdravniskazbornica.si/

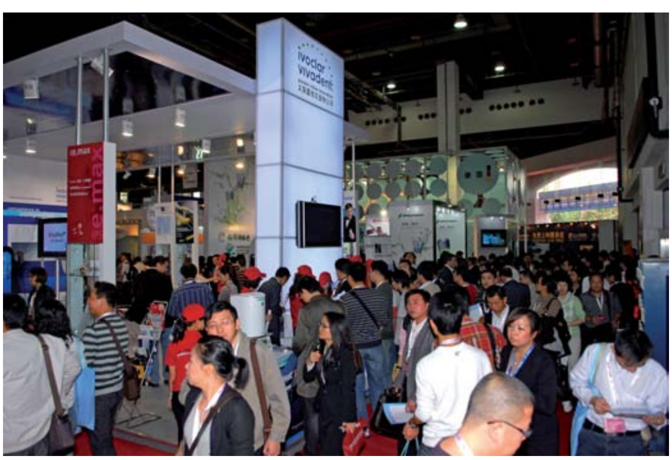
Useful websites:
www.poslovniportal.si/
http://ec.europa.eu/index_sl.htm
www.investslovenia.org/.
www.eubusiness.com/europe/slovenia
http://eur-lex.europa.eu/en/index.htm
www.mf.gov.si/angl/index.htm

DENTECH CHINA 2010 SHOW PREVIEW

Organized by China International Conference Center for Science & Technology and Ninth People's Hospital, School of Medicine, Shanghai Jiao Tong University, DenTech China 2010 (the 14th China International Exhibition & Symposium on Dental Equipment, Technology & Products) is to be held at Shanghai Everbright Convention & Exhibition Center from November 2-5, 2010. By then, Sponsored by Chinese Stomatological Association and Shanghai Stomatological Association, 2010 Int'l Exhibition & Symposium on Oral Health (Shanghai) and the 4th Asian Orthodontics Dental Exhibition will be held concurrently.

DenTech China, obtained fully support from Chinese Stomatological Association, Shanghai Society of Stomatology, School of Stomatology of Jiaotong University, School of Stomatology of Tongji University, Shanghai Stomatological Disease Center and nearly all main dental schools from China, has become one of the biggest dental exhibitions in China.

Held every year in Shanghai, this exhibition has provided great opportunities for Chinese and international professionals to obtain the latest trend and information of the dental industry. It has become one of the most influential events in dental field, during which new products and technologies are presented by famous manufacturers from Australia, Brazil, Canada, Danmark, Finland, France, Germany, Hungary, India, Israel, Italy, Japan, Korea, Liechtenstein, Malaysia, Mexico, Slovenia, Sweden, Switzerland, Singapore, UK, USA and China including Hong Kong and Taiwan, etc. DenTech China has also become a dental festival and perfect platform for dental suppliers and buyers to interact on the latest technology of dental equipment.



DenTech China 2009 achieved great success with more than 500 exhibitors, attracted over 58,600 professional visitors and reached about 24,000 sq.m. We have received confirmation of participation at DenTech China 2010 from almost all 2009 exhibitors. We are confident that the next show will be another great successful. DenTech China, aspiring to be national as well as international, will continue to unitize its scale of economics with your consistent attention.

DenTech China, a stomatology pageant in China, has had its 14th glorious year with warm concerns by all circles. Thus, we sincerely welcome you to attend the exhibition in 2010.

For more information, please go to our website: www.dentech.com.cn

INFODENT
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TRADE SHOW SERVICE

Co-exhibition means that Infodent organises everything for your participation, from the catalogue insertion to all the furniture and stand set-up. Come to the booth the day before the show opens just to set up your products and you will find everything ready!

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- **March 9-11**
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- **March 11-13**
  Expodental Madrid, Spain
- **March 29 - April 1**
  Dental South China Guangzhou, China
- **April 7-10**
  Idex Expodental 2010 Istanbul, Turkey
- **April 16-18**
  IDEM Singapore Singapore
- **June 9-12**
  Sino-Dental Beijing, China
- **September 2-5**
  FDI Salvador da Bahia, Brazil
- **September 20-23**
  Dental Expo Moscow, Russia
- **September 23-25**
  CEDE Poznan, Polonia

At the booth **we provide you** with:

- a glass-top exhibit counter for the display of your products (approx. 1m x 50 cm x 1m)
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- a lockable store-room for your material

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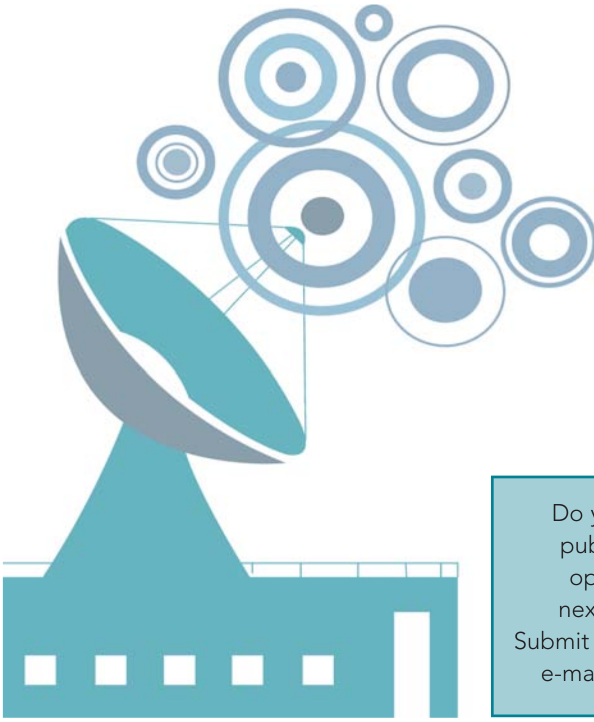
At your request as an additional service, INFODENT can announce your participation to the show by sending a newsletter blast to distributors and importers in the country. In this way, you can inform them in advance about your presence.

Exhibiting with INFODENT is easy, cost effective and... fun!

If you are interested to Co-exhibit with Infodent book your space in good advance as our counters are quite requested and we may have limited space. For further details and cost estimates send an email to info@infodent.com. You may also find out more on all our business services by visiting our website **www.infodent.com** and the SERVICES section.


P/WARM IDEAS



Do you want to have an ad published in the business opportunities section in next issue of INFODENT? Submit a text of max 50 words by e-mail to: info@infodent.com

SHOWCASE 2009 EXCEEDS EXPECTATIONS

BDTA Dental Showcase 2009 attracted more members of the dental team than ever before, with 13,178 visitors attending the event over the three days. Showcase provided a perfect opportunity to learn, research, compare and purchase dental products and services in a comfortable, neutral environment.

Visitors benefited from a range of CPD opportunities this year with lectures delivered by Dr Chris Orr, Dr Martin Trope and representatives from Dental Business Solutions and the FGDP. Daily seminars covering the core subjects recommended by the GDC were also delivered over the three days. The sessions were popular and the purpose built lecture theatre, which had doubled in size since last year's Show, was busy throughout the event.

With more than 360 exhibitors displaying the latest products, explaining about new time and cost saving services and demonstrating the most up to date technologies, visitors gained a wide range of knowledge and items to assist with the efficient running of the dental practice or laboratory and bring maximum benefit to patient care.

There was still time for visitors to enjoy the selection of 'Treasures of Dentistry' themed activities taking place in the hall. The free mocktails and sorbets on the treasure island were in high demand and hundreds of visitors flocked to the photography area on the feature area to have their picture taken on the tropical beach, with compliments of the BDTA. The Showcase Mascot proved ever popular with many keen to take part in the Tweetums Treasure Hunt and those who missed out on the competition purchasing a parrot, with profits going to Bridge2Aid. The Caribbean Regals steel band encouraged both visitors and exhibitors to get in the Caribbean mood with tropical sounds greeting people on arrival to the exhibition.

The BDTA conducted extensive research amongst visitors during this year's Show to gain a better insight into the dental team's attitudes towards various elements of the exhibition. Visitors enjoyed designing a potential advert for the event in the future and giving their views on the show. The results will be reviewed and used to shape Showcase in the future. The BDTA would like to thank everyone who participated in this valuable project.

Occupation	Showcase 2007 held at the NEC		Showcase 2007 held at the NEC	
Workforce	Number	%	Number	%
Dentist	5353	45.0	4694	35.7
Laboratory owner	162	1.4	366	2.8
Dental Technician	397	3.4	527	4.0
Practice Manager	965	8.1	760	5.8
Hygienist and/or Therapist	686	5.8	645	4.9
Dental Nurse	1994	16.8	3175	24.1
Dental Receptionist	335	2.9	276	2.1
Student Dentist	294	2.5	183	1.4
Student PCD	317	2.7	743	5.7
Dental Manufacturer/Dealer	379	3.2	515	3.9
Other	1024	8.6	1294	9.9
Total	11,906*	100	13,178*	100

Table 1: Showcase visitor numbers
** These are unique visitors only and do not double count repeat visitors.*

Tony Reed, Executive Director at the BDTA, comments "This year's BDTA Dental Showcase was bigger and better than ever before with more exhibitors, visitors and CPD opportunities. We are delighted with the positive feedback we have received from those involved so far and will continue to develop the event to ensure it meets the needs of the industry in the future. The level of interest in products and new developments highlights the appetite of the dental team to remain up to date with advancements in dentistry."

Put the dates in your diary

BDTA Dental Showcase 2010 takes place at ExCeL London, 14-16 October 2010. For further information, visit www.dentalshowcase.com.

AN OUTLOOK ON SAUDI ARABIA

Saudi Arabia is one of the most important producers of oil and natural gas, holding over 20% of the world's oil reserves. The oil sector contributes to 45% of GDP and 90% of export revenues.

Saudi government is carrying on structural reforms to diversify the economy by boosting private-sector led growth, especially in the petrochemical industry, energy sector and in the development of the services sector (tourism, financial services, insurances). The improvement of the education system to create more qualified workforce and the reduction of unemployment is another field targeted by government investment. The country accessed the WTO in 2005 and has been promoting foreign investment through the creation of six economic cities in different regions.

The government intervention in support of the banking sector during the international crisis last year helped Saudi Arabia to maintain a strong macroeconomic position although the slowdown of GDP growth rate (-0.6% in 2009 against 4% in 2008). Saudi Arabia was ranked first among Arab countries for four consecutive years and 16th globally by the World Bank's Doing Business Report.

The most important trade partners for the Kingdom are US, China, Japan, India, South Korea. Saudi Arabia also imports machinery and high precision equipment from Germany, UK, Italy.

Country indicators:

Population: 27,6 million
GDP at official exchange rate: $379.5 billion (2009)
GDP real growth rate: -0.6% (2009)
GDP per capita at purchasing power parity: $23,300 (2009)

The market for medical and dental equipment

The Ministry of Health provides primary health care services through a network of 1,925 centres, while curative and specialist care is provided both through general practitioners at health centers and through 220 general and specialist public hospitals. The government accounts for 75% of health expenditure and allocated $13,9 billions to the healthcare sector in 2009. Most of government investment is focused on the creation of new hospitals and primary healthcare centers.

The private sector runs 127 hospitals and 1,057 private dispensaries, as well as laboratories, pharmacies and physiotherapy centres. Over the last decade private care has been sought by an increasing number of people, growing by 60% in number of stays against 14.5% registered by the public sector.

Continues on page 70

INTERNATIONAL EXPODENTAL ROME: HEADING TO FURTHER SUCCESS IN 2010!

The **37th edition of International Expodental** was an important challenge won successfully. About **22,000** professionals visited the trade fair within a period of only three days with a **leap of 24%**, while the number of exhibitors **increased of 8%** compared to 2008.

More than one thousand people registered for the **2nd Expodental Forum**, held on Friday 16th and Saturday 17th October, at the Congress Centre in pavilion 10. All these stunning results created the perfect background for the 2010 edition, which will be held on **7th – 8th – 9th** October in pavilions 7-8-9-10.

The eternal city proved itself to be an excellent Mediterranean hub for contacts, exchanges, and business. It showed itself to be an emerging force in the European trade fairs market. The Organizers are convinced a great cooperation is born.

Further information and details are available on the website: www.expodental.it

Healthcare figures

Workforce	Number	Density per 10,000 population
Physicians	34 261	21
Nursing and midwifery personnel	74 114	38.7
Dentists	4 235	2.5

Financing (2006)	
Total expenditure on health as % of GDP	3.3%
General government expenditure on health as % of total expenditure on health	77%
Private expenditure on health as % of total expenditure on health	23%
General government expenditure on health as % of total government expenditure	8.7%
Out-of-pocket expenditure as % of private expenditure on health	13.4%
Private prepaid plans as % of private expenditure on health	52.1%
Per capita total expenditure on health at average exchange rate (US$)	492

Source: World Health Statistics 2009, WHO

The regional market for medical equipment as a whole is valued at $13 billion, boosted by the growing population and the introduction of compulsory healthcare insurance. Saudi population is increasing at an annual rate of 2.5%, which is expected to remain stable at least for the next five years, reaching 30 million inhabitants by 2016. The rate of population over 60 is expected to rise from 4% to 7% by 2020 (from approximately 1 million up to 2,5). This trend combined with the higher income and expenditure on health is going to boost demand for healthcare services, especially in the fields of high-tech treatments and therapies. Demand for hospital beds is projected to grow from 51,000 to 70,000, demand for physicians is likely to rise to 54,000 and the number of hospitals is expected to be increased from 360 to 502.

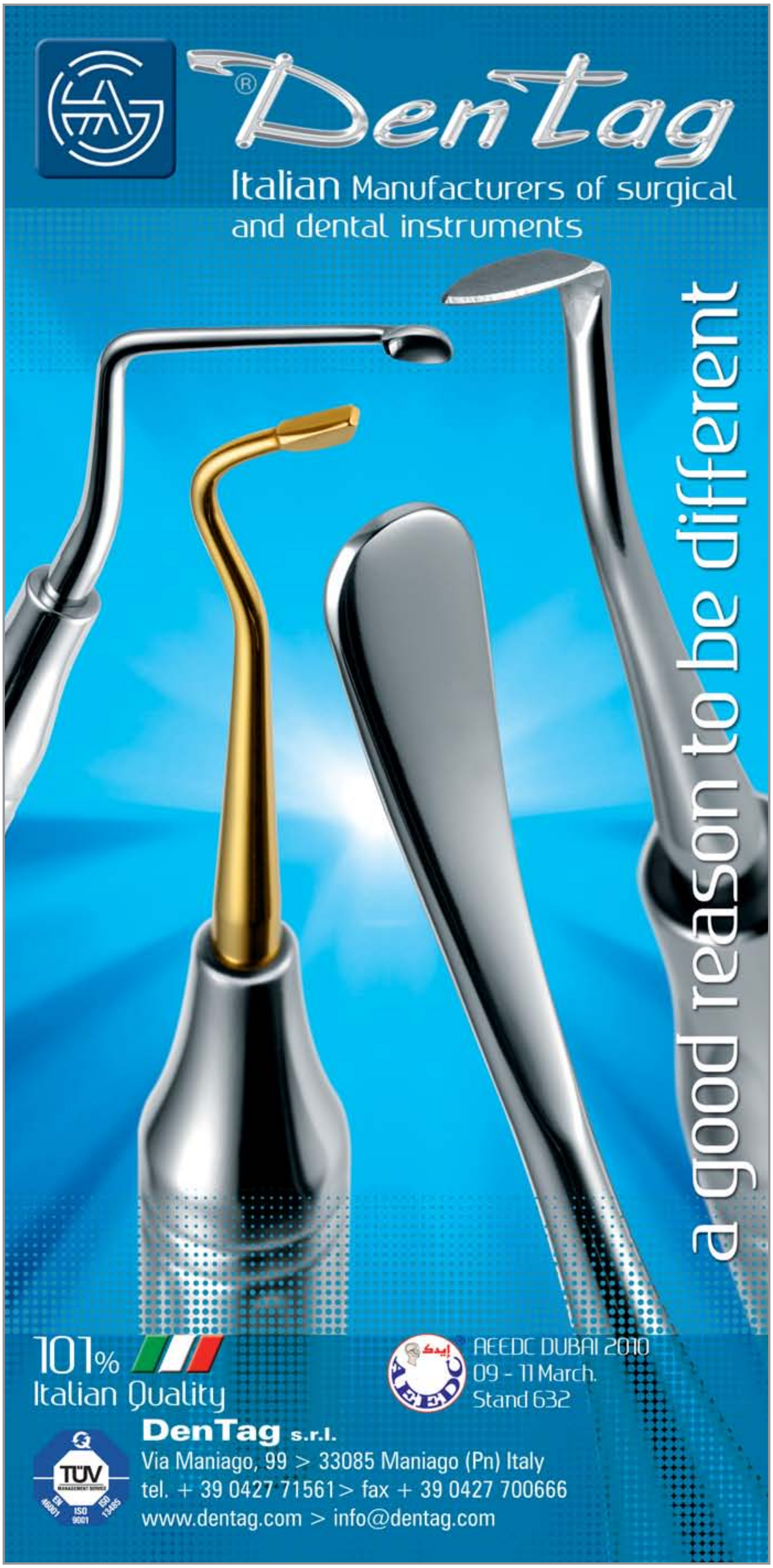
Most of medical equipment and furniture such as beds, monitoring equipment, disposables, instruments, rehabilitation devices and diagnostic equipment is imported, and the private sector is increasing its share in expenses as the government is converting public management of hospitals into public-private partnerships. Medical equipment accounts for nearly 70% of total medical imports. Electromedical equipment, diagnostic and rehabilitation are the most relevant categories as for import composition.

Local production is small and limited to disposables, furniture and some basic diagnostic equipment.

Oral health is provided freely to Saudi citizens, while non-Saudis resort to private dental care. The Ministry of Health runs about 2/3rd of the sector, with the remaining third split between the private sector and other public providers. Saudi dentists account for only a third of the dentists operating in the Kingdom, therefore the country needs more efforts to qualify national professionals.
The Saudi dental market is largely dominated by imports, the oral hygiene and consumables sector is mainly supplied by US companies and the equipment sector primarily by European countries. In recent years, Asian countries such as South Korea and Taiwan have increased their participation in Saudi Arabia's dental market.

The Saudi Government is responsible for most of the demand for dental equipment and supplies, buying mainly from large local suppliers, while the private sector resorts both to local and foreign suppliers. However, foreign firms need to appoint a local sponsor in order to be allowed to operate in Saudi Arabia.

Sources:
WTO Statistic Database – www.wto.org
World Health Statistics 2009, WHO – www.who.int
US Commercial Service Country Commercial Guide – www.buyusa.gov
Healthcare Services in Saudi Arabia - edms.matrade.gov.my
Dental Market in Saudi Arabia - www.phystone.com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AN INSIDE VIEW OF FDI WORLD DENTAL FEDERATION

FDI World Dental Federation is a non-governmental organisation based in Geneva, Switzerland, consisting of approximately 200 member national dental associations and specialist groups. This unique organisation represents more than 1 million dentists worldwide, bringing together members of the profession in a vision of leading the world to optimal oral health.

FDI founded in 1900 by Dr Charles Godon and five other dentists, in Paris, France, as Fédération Dentaire Internationale, FDI is one of the world's oldest existing health profession organisations. The federation is governed by a Council of delegates from member associations that are elected by a General Assembly during the FDI Annual World Dental Congress (AWDC). Five standing committees carry out work in the key areas of communications and member support, dental practice, education, science, and world dental development and health promotion. This work includes developing international health policy and continuing education programmes, speaking as the unified voice of dentistry in international advocacy, and supporting member associations in oral health promotion activities.

Improving oral health worldwide is no small task and FDI representatives recognise the critical importance of partnerships in realising the organisational vision. FDI works with a broad cross-section of partners, including international governing bodies (FDI is in official relations with the UN and WHO), non-governmental organisations dedicated to health promotion, global health alliances, industry partners and, of course, member associations. A recent and ongoing FDI project involving some of these partners is the Global Caries Initiative (GCI); a profession-led, global alliance with the aim to stop caries by 2020. In 2009, FDI hosted a series of events that brought together leaders in the field from around the world to discuss and explore an emerging paradigm for managing dental caries and its consequences, including the Rio Caries Conference (Rio de Janeiro) and a Continuing Education Programme, entitled Dental Caries: Can the Paradigm of Care Shift? at the Greater New York Dental Meeting (New York City).

One of the primary activities of the FDI is to develop international policies, standards and information related to all aspects of oral health care: the Standing Committees work in collaboration, evaluating the evidence that forms the foundation of FDI's Policy Statements. These Policy Statements, in turn, serve as a guide for the current thinking on various issues related to oral health, oral health policies and the dental profession, and have been used as the basis of position statements presented to the World Health Organization and United Nations for international dentistry. l health, or the lack thereof, and its relation to other factors such as government, health policies, economies, well-being of populations, and diseases such as HIV/AIDS and diabetes.

Perhaps the FDI is best known for its FDI Annual World Dental Congress, an international forum for dentists and associated health care professionals to congregate, share best practices in the field of oral health, attend continuing education programmes facilitated by renowned clinicians, and explore the latest technological innovations on display at the World Dental Exhibition. The strong tradition of the Annual World Dental Congress parallels FDI's history, with the first recorded event held in 1900 in Paris, France. In the years since, AWDC has grown exponentially in reach and scope: today's participants come from all corners of the globe for an exceptional opportunity to network with fellow oral health professionals, member delegates and exhibitors in regions as diverse as India, Mexico, Malaysia, Argentina and Sweden.

The 2010 Annual World Dental Congress will be held in Salvador da Bahia, Brazil from 2-5 September. Located on the northeast coast of Brazil, Salvador is the country's third-largest city, boasting 34 km of beaches, a blend of Amerindian, African and European cultures, and an historical centre designated an official UNESCO World Heritage Site in 1985. FDI has been collaborating closely with the Brazilian Dental Association (ABO) to plan the 2010 AWDC. Early registration is available on the FDI website, beginning in February.

More information about FDI World Dental Federation is available on the website www.fdiworldental.org

POLAND - THE MOST EXCITING DENTAL MARKET IN EUROPE

Poland, a country of 40 million people is the 6th most populous among the European Union countries. Its GDP has also just attained the 6th place in terms of its size. It is one of the fastest growing economies in the EU.

According to the Forbes Magazine, the value of the private dentistry market in Poland is estimated to be 3.6 billion PLN (884,5 million Eur) and is increasing at a rate of 20-30 % per annum. This fast growth and the remaining large potential for further growth of the dental services market are due to many years of neglect under the communist system and the rapidly increasing patients' awareness. A fast growing dental tourism from mainly Germany, Scandinavia, Great Britain and the Netherlands also plays an important part since the Poland's entry into the European Union.

The size of the Poland's economy in terms of GDP placed the country on the 18th spot in the world in 2009. Polish economy constituted 50% of the economies of all the countries that joined EU in 2004. In pursuit of the level of development of Western Europe, Poland is achieving 2-3 times higher growth rates than most developed EU economies. It was the only country to record a positive GDP growth in 2009 of approximately 1.5% while all other countries in Europe were in recession.

Taking into consideration the large size of the Polish domestic market, its dynamic growth and the high potential of unmet demand Poland appears to be the best area of Europe to expand the production of dental products and services into.

Central European Dental Exhibition

Central European Dental Exhibition (CEDE) has been the most important event for dental industry in Poland for the passed 19 years.

Although CEDE started its life in the city of Lodz in 1991, now the second edition of the exhibition took place at Poznan International Fair Grounds. The image of the exhibition was significantly improved by this move and the betterment of conditions under which the exhibition takes place.

Over 300 exhibitors from around the world presented their offers over 15,000 sqm of floor-space at the CEDE 2009. The exhibition was visited by over 12,500 professionals, representing a 5% increase on the previous year. The number of foreign exhibitors also grew that was most likely a result of increased attractiveness of the Polish market due to the relatively good economic situation of Poland.

CEDE 2009 was traditionally accompanied by the Congress of Dental Teams. Over 1800 of doctors, technicians and dental assistants took part in the many specialised sessions of the Congress. Lectures and courses were conducted by both Polish and foreign lecturers.

The sessions listed below enjoyed a particularly high interest:
- Occlusion - diagnostic and treatment controversies
- First aid in emergency cases in dental surgery
- The success of a practice under the magnifying glass of psychology. A profit and loss account.
- The art of reconstructing dental tissue using composite materials

The workshops, courses and demonstrations organized by the exhibitors themselves also proved to be very popular. The number of such events increases every year and is facilitated by the availability of conference rooms of various sizes - perfectly suited to the size of the anticipated audience.

Welcome to CEDE 2010 – Poznan - September 23-25
www.cede.pl

IDEM INDIA 2009 PREMIER CLOSES WITH SUCCESSFUL RESULTS

INTERNATIONAL DENTAL EXHIBITION AND MEETING

The 1st IDEM India 2009 held from October 23 to 25, 2009 in Mumbai in the Bombay Exhibition Centre closed with a success. With 144 companies featured from 21 countries including estimates for the last day over 2,500 domestic visitors from all over India attended the exhibition as well as the Conference Programme

With 144 exhibitors IDEM India joins successfully the family of the leading dental trade fairs in India. With 50 % of the exhibitors coming from 20 countries IDEM India is unique in terms of international participation.

Exhibitors and visitors are extremely satisfied with the figures and the professionalism of both the fair and the conference. "This success gives proof that the step towards the Indian Dental Market is the right one", says Ashwani Pande, Managing Director of Koelnmesse YA Tradefair Pvt. Ltd, the Indian subsidiary of Koelnmesse and organizer of IDEM India.

Numerous global market leaders were present with their head offices or Indian representatives and displayed an internationally-orientated and broadly-structured range of products and services. Apart from India companies participated from Australia, Brazil, Germany, Hong Kong, Israel, Italy, Korea, Liechtenstein, Malaysia, Singapore, Spain, Sri Lanka, Sweden, Switzerland, Taiwan, Thailand, UAE, UK, Ukraine, USA.

Among these countries IDEM also welcomed national Pavilions from Korea, Switzerland, Taiwan and Germany. The internationality of IDEM India has become a key argument for visiting the fair.

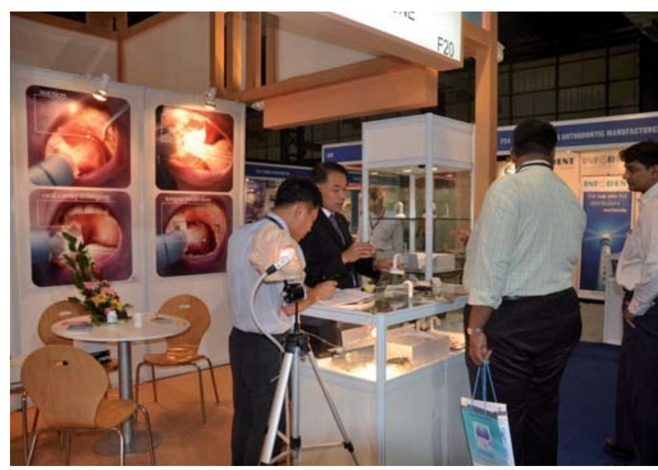
The well balanced mix of Indian and International companies high-lighted the uniqueness of IDEM India. It was also an essential attractor in particular for the Indian dental trade and dental professionals. With the premiere IDEM India ties in with the successful concept of IDEM Singapore. IDEM India is the efficient combination of an exhibition and meetings with international and national participants with its focus on South Asia.

The scientific sessions and conferences, held on the first two show days were well attended. In the run-up to IDEM India the registration for the attendance was extraordinary good. The organizers still received numerous requests for attending the conference even during the two show days due to the ongoing multi-channel communication with the dental professionals.

The topics of the sessions, tailor made for the dental professionals, were contributed by the five highly reputed dental hospitals such as the Government Dental College & Hospital, the Nair Dental Hospital & College, the Dr. D Y Patil Dental College & Hospital, the Lilavati Hospital, the Indian Academy of Laser Dentistry, the Breach Candy Hospital Trust.

The next IDEM India 2010 – International Dental Exhibition and Meeting takes place from October 29 to 31, 2010 in Mumbai at the Bombay Exhibition Centre in Hall 6.

Further information available on www.idem-india.com



ACTION AGAINST INFANT ORAL MUTILATION

The issue of Infant Oral Mutilation (IOM) has been a concern of the UK oral health charity Dentaid, since 1996. This followed a fact-finding visit to Northern Uganda by Peter Gardner, the charity's first Chief Executive. On this trip he witnessed first hand the death of a baby girl from septicaemia. According to the hospital doctor, she had recently had the procedure performed.

It soon became clear that general awareness of IOM is negligible. There exists an increasing body of literature recording the practice but many governments and aid organisations are completely unaware of it.

Dentaid has set up an Action Group to raise awareness of this dangerous cultural practice of IOM, which is prevalent in the African countries of Chad, Ethiopia, Kenya, Somalia, Sudan, Tanzania, Uganda and DR Congo. There have also been reports of IOM being seen in immigrants from these countries to France, Israel, USA, Australia, Norway and the UK.

What is Infant Oral Mutilation?

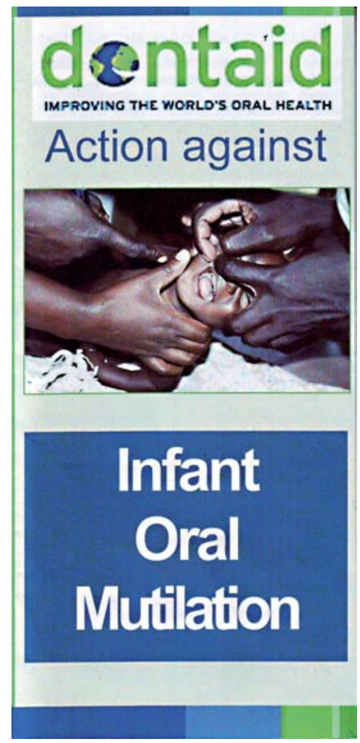
IOM is the UK term for the traditional practice performed, usually by village healers, but also by others such as priests and midwives, as an accepted remedy for illness. In East African countries it is known by many names, such as "ebiino" in Uganda or "nylon/plastic/false teeth" in Tanzania and Kenya. Recent literature highlights that well-educated people, including dental practitioners and dental students also believe in existence of "nylon teeth".1

Infants presenting with diarrhoea and/or fevers, are subjected to the removal of unerupted deciduous teeth as the swelling of the gingivae is mistakenly thought to indicate the presence of "tooth worms". The tooth buds, usually the canines, are prised out of the gum, without anaesthesia, with unsterile tools such as a bicycle spoke, a hot nail, a penknife etc.

Blood loss and shock due to the crude nature of the operation can lead to anaemia. The unhygienic methods can cause septicaemia, tetanus, transmission of blood-borne diseases such as HIV/AIDS, and can on occasion, be fatal. Long-term effects can include eradication and/or malformation of other primary and permanent teeth in the area.

What can be done to stop it?

The charity is aiming to raise awareness of the practice among governments, dental schools, health professionals, teachers, missionary societies and charity workers in Africa and in countries where immigrants settle. To this end, Dentaid has produced an introductory leaflet outlining the main facts of IOM and the ways in which it might be stopped.



This leaflet, together with a detailed Overview document on IOM and a Literature Analysis of published papers to aid those wishing to research the subject, may be downloaded and printed from www.dentaid.org (click on Overseas Projects).

If you can use further printed copies of the IOM leaflet for distribution to health workers, teachers etc. these are available free of charge from Dentaid. Please contact Rosemary Longhurst at rosemary@dentaid.org with your full details and the number you require.

Dentaid is producing culturally appropriate educational materials in partnership with Christian Relief Uganda's Dental Mission, for use in local African groups.

Further research into the prevalence of IOM in these and other countries is being encouraged.
For further information, or if you have know of evidence of IOM in any other countries, please contact info@dentaid.org

1. Kahabuka FK. The 'Nylon teeth myth' Tanzania Dental Journal May 2007 Vol 14.No. 1 *Dentaid, Giles Lane, Landford, Salisbury SP5 2BG*
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