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CE
0476

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Singapore 2012

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Cordless Obturation Device

CORDLESS. COMPACT.

With a battery that lasts days on a single charge*, the BETA is the ultimate in portability. The small footprint of the BETA charge cradle makes the unit both convenient and compact.

* On full charge, the BETA delivers 4 hours of continuous operation.

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- expert craftsmanship based on an old tradition in stainless steel working
- constant and continuous research
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dental and surgical instruments.

Today, DenTag offers a varied amount of new items, with different aesthetic features, and it is known for its high quality level, which is able to satisfy the most demanding customers. We are firmly convinced that quality will have an increasing important and predominant role and we will continue to achieve this goal.

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www.dentag.com - info@dentag.com

The Specialist for Specialties

Since its foundation in 1946 Hager & Werken has earned its reputation as the "specialist for dental specialties" worldwide. While the main focus used to be import and distribution of products for dentists and dental technicians mainly in Germany, the company developed to a manufacturer and exports their products into more than 80 countries today.



Hager & Werken would be happy to get in touch with new interested importers worldwide. If you are seriously interested in the active distribution of innovative products in your country, please do not hesitate to contact the responsible Marketing & Sales Director Europe Mr. Marcus van Dijk by short fax message at +49-203-99269-716.

Keystone Industries has long been known as a leader in the dental laboratory market. Their longevity in its principal markets can be attributed to their unique products, competitive pricing, marketing strategy and, most importantly, customer satisfaction which drives the entire operation at Keystone Industries.

Keystone's history can be traced back to as early as 1900 and is one that they are extremely proud of. Keystone Industries, is a privately-held company composed of several dental and medical manufacturing and distribution subsidiaries.



Keystone Industries is a leading manufacturer in denture acrylics, thermal forming materials and machines, APF Fluoride gels and foams, prophylactic paste, high volume evacuators and packaging material. In addition Keystone runs the gamut from abrasives, carbides, chemicals, brushes, crucibles, kiln furniture, Fleck's cement, PIP paste and the Syrijet for the dental industry. All of this has allowed Keystone to form the infrastructure needed to manufacture and develop superior products at very aggressive prices.

- For more information visit www.keystoneind.com

MICRODONT is a Brazilian company located in São Paulo City and manufacturer of dental products such as Diamond Burs, Diamond Discs, Polishers, Abrasives, Accessories, Instruments, and Light Equipments. Actually we count with 150 trained and qualified employees. Our export covers over 50 countries and we received the most important quality Certifications such as ISO



9001:2008, ISO 13485:2003, CE Marking and FDA. Add value to our customers, through our product's line, with improved technology, service and high quality standard, is our main policy!

- For contact and more informations, please access our website www.microdont.com.br.

As the World is changing we have to change too, and following the new market concepts we've established TRIDENT Srl, placed in Milano and specialized in dental devices. TRIDENT's mission is to provide dentists with the newest high technology products available at the right price-quality ratio, excellent reliability with a dedicated after sales service. As a first step TRIDENT started with a sterilization line products, and the SOLE BA 17 or 22 liter, class B, automatic door, steam autoclave is the result of a business cooperation between



one of the most worldwide powerful producer company and the long experienced team on designing high quality steam autoclaves. **You are very welcome to visit TRIDENT website www.trident-dental.com, and find out more about us.** A very special warranty granted to our customers, because we really want you to

- be sure and confident about the reliability of our products.

For more than 22 years, Mexpo International Inc. has been committed to product quality, reliability and service. Blossom brand has strong worldwide 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. 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 Nitrile Exam Gloves with aloe vera
- d) Powder Free Latex Examination gloves with pH5.5



- e) Powder Free White opaque vinyl gloves
 - f) Green Mint Latex Exam Gloves
 - g) Powder Free Dark Blue Soft Nitrile Exam Gloves
- The aloe vera gloves have received a 96% rating (5 +) by The Dental Advisor. This superior product has also

- awarded the Gold Medal by the Poznań International Fair.
- U.S.A: blossomglo@aol.com - www.blossom-disposables.com
- Europe: blossomeurope@aol.com
- Hong Kong: ericthai@p-blossom.biz.com.hk

Talleres Mestraitua, S.L. MESTRA® is a Spanish company specializing in the manufacture of dental machinery and devices. It was founded back in 1947 and since then we have maintained a steady expansion line. Although there are many factors contributing to this high expansion rate, we would like to underline three of the most important ones: an efficient and professional relationship with our customers; the high quality of our products, that has been awarded the ISO 9001:2008 Certification by TÜV Rheinland; and a steady technical innovation in product design.

Within our wide range of products we would like to highlight the stainless steel line, made up of machines with an attractive design, a high finish and a guaranteed robustness.



MESTRA®

Nowadays MESTRA® exports to customers in more than 50 countries across five continents, its wide catalogue contains more than 600 different products and its most valuable resource is its human team, made up of highly skilled and experienced professionals.

MESTRA®

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E-mail: comercial@mestra.es - Web: www.mestra.es

Since 1975 Silfradent company specializes in dental laboratories instruments production as well as for jewellery and cosmetic sectors. Today, Silfradent offers a complete range of products that include, amongst others, long lasting micromotors, highest precision Isoparallelometers, modular sandblasters, powerful steam generators and reliable mixers.

Since 2003 Silfradent also produces medical instruments.

The constant support of customers, a motivated staff and an organized dental depots distribution network helped Silfradent become the leading company in worldwide market.



All electronic and mechanical projects are carried out in the in-house center of research. On Laboratory Line, Silfradent presented the new "Falcon" brushless Micromotor at 40.000-50.000-60.000 rpm. On Medical field, since 2006 Silfradent carried out an important research on the activation of growing factors (Fibrin –

C.G.F. Concentrated Growth Factors) and new protocols on Piezo Electrical

For more information visit www.silfradent.com

Since 1995, Suni Medical Imaging has been a leader in digital radiography, pioneering several advanced digital sensor technologies. From our ISO 9001 certified, state-of-the-art facility in San Jose, CA, Suni manufactures two different digital sensors, and distributes an intraoral camera.

Suni's team of physicists and engineers advanced the state of the art of digital radiography by creating the world's thinnest sensors. Suni has been supplying many leading digital radiography brands with sensor components and manufacturing capabilities. We bring our passion for customer



service to the dental community under the Suni brand. SuniRay Intra Oral Sensor uses CMOS technology and state-of-the-art microelectronics to deliver sharp, crystal clear images. The sensor's ergonomic design and rounded corners ensure easy positioning and optimal patient comfort. SuniRay's small and

lightweight, so it moves easily between operatories.

Suni Medical Imaging-www.suni.com

Tel: 408.337.0566

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).



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

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www.aureliagloves.com – info@aureliagloves.com

SABILEX®, an argentine company based in Buenos Aires, has been a leading manufacturer in the dental industry serving professionals and laboratories since 1951. SABILEX® manufactures: Microinjection machine for flexible partials and tubes, Vacuum, Thermoforming machine and sheets, Hanging lathes, Polishing machines, Hand lathes, Micromotors, Model trimmers, Alloy grinders. High quality products and good prices have turned the name SABILEX® into a synonym for excellence and trust in the South American market. New technology and constant research have given SABILEX® the possibility of gradually widening its product line and of exporting worldwide. It is our hope to



constantly extend our reach to more places; therefore, interested dealers are welcomed to join us. Our company has a clear policy of focusing permanently on client's and market's needs through strategies of anticipation, loyalty, and assistance in order to build long lasting business relationships.

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Altamira Steam Cleaning Cabin



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 February 2012)**
 Stand A19



... and at:
EXPO DENTAL
 (Madrid 23-25 February 2012)
 Pabellón 7 Stand 7E13



*Clean, powerful, silent
 and ergonomic*

Nobody questions the need and importance of steam jet cleaning in the Dental Lab. Nobody questions its consequences either: dirt in sinks, air moisture, condensation in walls and floors... And all this leaving aside the high price these kinds of devices used to have up to now. In **MESTRA** we have worked hard to make these troubles simply disappear by using the **Altamira Steam Cleaning Cabin**, the indispensable complement for any steam cleaning device.



It is manufactured on a strong polypropylene framework, and has a wide window to access the chamber. All the walls are smooth to make cleaning easier. The device features a deflecting frame carefully studied for the steam to remain inside the chamber, with no leaks.



Lighting is another of the most carefully studied aspects of the **Altamira Steam Cleaning Cabin**: two powerful low-energy bulbs give a perfect lighting to the pieces steamed.



The primary filter is located inside the main chamber, so it is easily accessible. No tools are required to clean or replace the filter. The second filter is located at the rear of the device, and it requires even less maintenance than the former.



A practical sight-level glass shows when the tank is full, so you can empty it via a comfortable hose located at the rear of the device.



The heart of the Steam Cleaning Cabin is a powerful high-flow fan, which easily aspirates the steam accumulated inside the main chamber. It is powerful and silent.



The **Altamira Steam Cleaning Cabin** is a new approach to steam cleaning in the Dental Lab, attractive and at a low price. Of course, with the usual quality level and after-sales service of all the **MESTRA** products.

Cleaning Box for Steam Machine R-080600

Height:	570 mm
Width:	520 mm
Depth:	490 mm
Weight:	24 kg.
Capacity:	8 l.
Voltage:	230 V, 50/60 Hz.
Power:	140 W
Fuse:	2 A



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 comercial@mestra.es

1 // The new SCHWERT P-LUX series are a modern, universal and complete set of extraction instruments.



The demands of modern aesthetic dentistry, especially implantology, were the driving force for their development. All of them are perfectly suited for a non-traumatic and minimally invasive tooth extraction without injuring surrounding structures. SCHWERT offers 15 different figures, to have the perfect anatomical shape in every part of treatment and mouth area. Their all new handle design follows dentists demands

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For further information or distribution requests please contact:

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SCHWERT Instruments
 78606 Seitingen-Oberflacht, Germany
 contact@schwert.com- www.schwert.com

Or visit us during IDEM Singapore (April 20-22, 2012): Hall 402, booth J36

2 // LeEject: a side-loading dental needle and syringe system that eliminates the need for recapping and unscrewing

LeEject product line was invented by a prominent oral and maxillofacial surgeon and it addresses the concern of needle stick injuries and is cost effective. The LeEject needle is inserted into the side of the specially designed LeEject syringe and is pushed forward and secured by the anesthetic cartridge. After injection and removal of the anesthetic cartridge, you simply tilt and rotate the syringe over your sharps container and the needle is discarded without ever having to touch it.

In addition, the LeEject system offers the same self-aspirating feature you would expect to find in premium priced syringes on the market today—yet, at a fraction of the cost.

The LeEject system will be offered to selected dental schools and hospitals for clinical trials.

For more information or to inquire about LeEject distribution opportunities, worldwide, please contact:

Advanced Technology & Capital
 Tel: +1 201-944-8400
 Fax +1 201 302 9857
 info@leeject.com



3 // Maestro 3D Open Dental Scanner

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

Maestro 3D Easy Dental Scan is the scan control software of the dental scanner.

Maestro 3D Ortho Studio is the software for orthodontics.

- Virtual Setup and Clear Aligner module: it allows to move the teeth of both arches evaluating distances and collisions and automatically build a set of virtual models ready to send to a 3d printer.

- the viewer version: is the software to view and inspect the models exported with Ortho Studio. (It's also available an Apple iPad Viewer). For more information contact AGE Solutions S.r.l.



Website: www.age-solutions.com//www.maestro3d.com
 E-mail: info@age-solutions.com

4 // Design meets ergonomics!

In the NEO dental unit, innovative new solutions meet stylish design. The NEO dental units are ergonomic, high-quality systems that can be customized to meet the needs of different customers. Flowing, harmonious lines and seamless upholstery simplify cleaning and ensure good hygiene. Both the instrument bridge and the suction head can be covered with sterilizable silicone covers.

The detachable cuspidor bowl and suction filters are easily cleaned. The motion range of the NEO dental unit is very wide, making it comfortable and ergonomic to use.

There are multiple adjustment options to ensure comfort:

- The chair height can be set from 45 to 95 cm
- The chair can be turned 45° in both directions
- The suction head is adjustable from the "3 o'clock" to the "9 o'clock" position
- The cuspidor can be turned sideways 90°
- The dental unit can be controlled with a wireless multi-control foot switch, joysticks and buttons on the instrument bridge and suction head



Fimet Oy
fimet@fimet.fi - www.fimet.fi

5 // High Quality Dental Curing Light

DENTMATE focus on dental curing light and believes in quality. That is why all products are produced in state-of-the-art facilities and are subjected to rigorous quality control. Recently, DENTMATE was awarded

CE, FDA and ISO13485, ISO9001 certification. This affirms the company's commitment to quality and its continual desire to upgrade. DENTMATE makes a superior product for your dental practice.

We are looking for distributors, for more information please contact us:

2012 Midwinter Meeting, Chicago / USA

Hall: F Level: 3 Stand: 1138

2012 Dental South China, GuangZhou / China

Hall: 15.2 Stand: H21

info@dentmate.com.tw



5 // "DIA-PLUSTM G7" Single Component Self-Etching Light-Cured Bonding Agent

DIA-Plus™ G7, the innovative 7th Generation bonding agent offers superior and consistent bonding results on dentin and enamel with one bottle, one coat self-etching bonding agent system.

Benefits:

- Has Etch, Desensitize, Prime and Bond all with One-Bottle, One-Coat bonding system and no separate etching
- Fast 3 Steps (less than 35 seconds) reduces the risk of contamination
- Offer a tight and long-lasting bond between light-cured composite and both enamel and dentin by a highly advanced formulation
- Strong and tight bond to dentin and enamel is offered by 4-META monomer for adhesive to dentin Phosphate Methacrylate for superior bonding strength to enamel
- Consistent and a long term bond strength with the unique Nano-Filler
- Provide a very low risk of post-operative sensitivity
- Remarkable thin bonding layer less than 10 µm offers a frosty surface for much easier application of the first composite layer



DiaDent Group International

www.diadent.co.kr

diadent@diadent.co.kr

6 // The difference between Fluidity and Approximation, between Beauty and Perfection

Facilitate the restorative procedure, with GIOTTO 101 Composite Painting Palette:

- Able to warm 6 compules, monopatient tips
- The convenience to get composite with a range of shades at the best flowability
- The perfect flowability improves adaptation to tooth structure, providing excellent cavity adaptation
- Enabling the minimum layer thickness and the shape and contour of the final restoration
- Helping to mimic the natural esthetics of teeth in all indications
- Greatly enhancing the manual dexterity of the operator, shortening working time
- By reducing stress levels, the practitioner can focus energy and attention on the know-how and perfecting both shade and form of the final

restoration as it blends with tooth structure as a final restoration

-Reduces the temperature rise during curing stage, encouraging the proper closing of the polymer chains, with significant improvement of the matrix of composites.



Diagram - Italy

E-mail: info@diagram.it

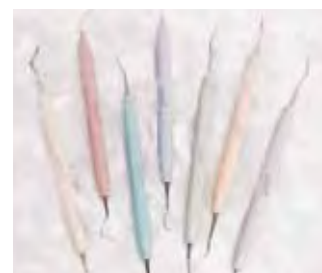
www.diagram.it

7 // Nova Instruments

Nova dental instruments offer excellent quality at competitive prices, backed with outstanding service. From explorers, probes, excavators and carvers, to scalers, forceps, mirrors and syringes, every instrument is manufactured by highly skilled craftsmen at Dentafix – the international experts in precision engineering who have been producing dental and surgical instruments for almost 30 years, and now craft more than 30,000 each month.

Nova insists on using the highest quality 440C and T303/440A grade stainless steel, with enhanced heat treatment for increased strength, resistance to wear, and long life. Nova has just launched a new range of ergonomic mirror handles in four distinctive colours.

Other recent innovations include Titanium Nitride tip composite instruments, silicone handle periodontal instruments plus a lightweight resin handle range. And it's not just about great products – Nova provides excellent dealer network support, including quality photography, catalogues, advertisements, exhibition artwork plus a detailed website.



For more information visit www.nova-instruments.com

8 // Laboratorios Inibsa, more than 60 years of experience in the R&D

Laboratorios Inibsa is a pharmaceutical company with more than 60 years of experience in the R&D, manufacturing and commercialisation of dental anaesthetics. Inibsa has an important production capacity and offers a wide range of active ingredients such as lidocaine, mepivacaine and articaine.

Visit us at:

- EXPODENTAL Madrid (Spain), February 23-25, 2012.

- IDEM Singapore, April 20-22, 2012. Hall 401-404, Stand no. C29

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9 // X-ray Film Processor (HL-03405)

Full automatic developing, fixing, washing and drying. It takes just 8 minutes for full processing.



- film size applicable: intra oral 3x4cm. panorama 15x30.5cm and cephalo 21x34cm.
- film transport: straight constant roller transport system.
- process time: 5 minutes (intra oral)/ 8 minutes (panorama).
- solution temperature: can be freely varied between 20°C and 40°C by adjusting temperature control pad.
- tank capacity: 1.5 liters each for developer, fixer and water.

- size: 550(w)x400(d)x540(h)m/m.
- net weight: 20 kg.
- power source: single phase 8a, 50/60 hz (adjustable to your voltage)
- optional accessories: funnel(1pc), 2000cc beaker(1pc), fuse 8a(1pc)

www.hanildent.com

10 // ZIR-LOCK®, the most revolutionary overdenture attachment system on the market today



IPD is proud to announce the most revolutionary overdenture attachment system on the market today.

ZIR-LOCK®: made of zirconia and combines all the positive elements of *Locator® system but without the troublesome replacements due to wear of the implant abutment and its unique angulated body that allows you to restore over non-parallel implants with up to 25° misalignment and IPD can manufacture special order extreme body angulations.



ZIR-LOCK® sets the new standard for over-denture attachment solutions, and is backed by an unmatched industry limited 5-year warranty.

*All product names referenced herein are trademarks of their respective companies.

For more information visit www.ipd2004.com or contact export@ipd2004.com

12 // Mectron Piezosurgery® touch

Mectron launched the first generation of PIEZOSURGERY® in 2001, in a time where talking about piezoelectric bone surgery was revolutionary and pioneering at the same time!

During IDS 2011, Mectron presented the last generation of PIEZOSURGERY®, with the main aim to consolidate his philosophy of "clinician

orientated" unit. Highest attention has been paid to the user interface, in order to make the controls even more intuitive.

The new Mectron PIEZOSURGERY® touch is characterized by a new handpiece with a 360 degrees rotating LED which enables the user to switch the light on or off directly from the keyboard, or to select the "auto" mode to activate automatically the LED when the foot pedal is pressed.



New inserts will be available for Mectron PIEZOSURGERY®: from tips dedicated to mini dental implants to new applications in prosthesis related to the finishing of the cervical margin in crown preparations.

www.mectron.com

13 // JOFRE® Table Top Steam Cleaners

FTC – Friedheim Tool Co. is the manufacturer and distributor of the small JOFRE® Table Top Steam Cleaners that are in use by all kinds of industries for all kinds of different cleaning applications. The Lab Model Steam Cleaner can be used for cleaning instruments and equipment prior sterilization with super heated steam vapor.

FDA Registration #3005033500

FULL 195 PSI of Steam Power will do the following: clean models, impressions, articulators, remove oil, grease, polishing compounds, grime and other contaminants in seconds.

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- Electric Carts, Etc.



For more information please contact:

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Tel: (619) 474-3600- Fax: (619) 474-1300

www.ftcsteamers.com

14 // Osteotomes – Medoss Line



New osteotomes MEDOSS Line with ergonomic handle in new Medesy design. These osteotomes can be in straight shape or in off-set shape and their tip can be chosen between convex, concave or pointed.

They indicate very precisely the size needed, which goes from 2,7 mm Ø up to 5,0 mm Ø.

They are featured by a special system lock, which uses the 'EL-key' to fix the required size: this system is less invasive and assures the maximum precision and comfort.

Osteotomes of Medoss Line are color coded and can be supplied in useful Osteotomes Kits.

For more information visit www.medesy.it

15 // Only One Bur to Insert the Implant

NSI manufactures and distributes latest generation DENTAL IMPLANTS.

Our mission is to make the work easier for surgeons and dentists. On this basis, we have designed a simple system to insert the implant, reducing instruments and surgical phases and therefore time for implantation.

All NSI implants, in fact, require only one bur calibrated to prepare the implant site.

Further to this peculiar feature, NSI system provides an implant with acid-etched surface and cervical microspires according to the latest requests of prosthetic implant market.

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We are looking for a specialized team to promote and sell dental instruments.



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16 // Low power consumption and High efficiency

Polymerizing device with UV light produced by a special LED lamp with a very low power consumption and high efficiency.

The light produced by these 103 LEDs, compared to that one of fluorescent lamps, reduces 70% the working time and increases the depth of polymerization of resin bases and all photo-sensitive materials at a wavelength of 400 Nm.

The device is manufactured in stainless steel and equipped with an electronic timer with 3 work cycles and one endless time.

It has a sliding drawer of size 150 x 150 m.m. with a special front transparent protection.

This device also used for a long time doesn't produce heat.

For more information visit www.nuova-asav.it or write at info@nuova-asav.it



17 // NewTom VGi, a revolution in the field of CBCT radiology

QR srl was the first company in the world to apply the "Cone Beam" technology in 1996.

NewTom VGi represents a revolution in the field of CBCT radiology acquiring 360° images (one each angle for a total of 360°).

Its NNT software takes approximately 30 sec to reconstruct the volume and to show all the 3D images. NNT, designed by our technicians, fits all the requirements and needs of all the specialists. The revolutionary flat panel x-ray detector technology, coupled with its very small focal spot (0.3mm), produces the clearest, sharpest images possible.

VGi features an adjustable Field Of View, which is the most used by implantologists and maxillo-facial surgeons.

The exclusive Safe Beam™ technology adjusts the radiation dose to the area to be examined and to the patient bone density. This reduces, on children, up to 40% the radiation of an adult scan.

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18 // Complete Digital Workflow... only available from Schütz Dental!

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19 // Right solution for impression – A Patented New Mixing tip

With high technology, Seilglobal Co., Ltd developed new version of mixing tip. It is used for impression, resin and core materials. Unlike general mixing tips, it can be easily combined with material cartridge by two-way rotation system. Any kinds of impression cartridges are compatible with new mixing tips which means you don't need to



find out the exclusive cartridge at all. Material leak in the bottom of mixing tip cylinder has been protected by two inner protrusions.

Along with the technological advancement, manufacturing process

is simplified and it has effect on products' cost. Therefore patented new mixing tips can be on hands of dentists with cost-effective price. In Korea, Japan, China, Seilglobal Co., Ltd has a patent on new mixing tip as well as patent pending in EU, U.S.A. Brazil, India, and Taiwan. In addition, new mixing tip has been applied for Patent Cooperation Treaty.

Seilglobal CO., Ltd, Korea
Email: world@seilglobal.co.kr/jason@seilglobal.co.kr
Website: www.seilglobal.com



20 // CombiOSS the Ideal Synthesis Material for Bone Grafts

COMBIOSS is produced in compliance with the highest quality standards and is free from any material of animal or human origin.

CombiOSS consists of highly porous beta - Tricalcium phosphate (β-TCP) with more than 99% of phase-pure formulation, and it is used in all dental defects and bone cavity filling.

It shows its maximum osteoconductive potential in combination with the CGF-Round Up technology (Concentrated Growth Factors).



Its interconnected micropores go from the surface to the centre of the granules and enable the flow and diffusion of biological liquids. The porosities cover approximately 60% of the granule volume and provide sites for cell colonization whereas the macropores promote the growth of bone tissue into the defect. CombiOSS is gradually and completely resorbed as bone formation proceeds (OSTEONEOMORPHOGENESIS – ONMG) and it is progressively replaced by the new bone tissue.

The reabsorption of the CombiOSS depends on the granule size. Granules of 315-500µm are expected to be reabsorbed faster than 500-1000µm.

For more information visit www.silfradent.com

21 // LED Operating Light System—Lighting Your Way

As a result of the applied new LED technologies, NewLite is very easy to handle, stable and unique for its ergonomic and modern design.

- Newlite is a cost-effective uncomplicated LED pure cool dental operating light
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- All plastic material is flame retardant, self-extinguishing and not free burning
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- Output Intensity: 8000-22000Lux at 700mm distance
- Input 12-18V,2000mA



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22 // Dynamic Abutments & Straight Abutments on a Tilit® Milled Base



The Dynamic Abutment system developed by Talladium International Implantology is a new concept. It consists of two pieces connected together by an elbow that works as a joint. Having full freedom of movement in circumference between 0° and 20°, it becomes an essential tool to modify and rectify angulations over implants placed incorrectly on prosthetic restorations, maintaining the screwed prosthesis.

BENEFITS:

- Cast-to abutments on a Tilit® milled base
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- Simplification and speed to problem solution
- Cost reduction
- Aesthetics improvement, no vestibular metallic edge
- Improve the prosthesis function
- Certified quality by FDA, ISO 13485.03, ISO 9001.08 and CE-marking

www.talladiumworld.com

23 // VIROFEX™

Virofex is a high level surface disinfectant used for the rapid disinfection of surfaces and non invasive Medical Devices. It is one of the most comprehensive surface disinfectants in the world and is effective against bacteria, viruses, fungi and certain spores.



Virofex is safe and easy to use and in its mixed state it is classed as non hazardous to the end user.

The Virofex is presented in 8ml cartridges in a wall mounted dispenser, each dispenser pack has 10x8ml cartridges which is the equivalent of a 5 litre container of surface disinfectant. The special bottle is filled with tap water and the cartridge inserted into the neck of the bottle, simply put the trigger spray onto the bottle and the Virofex is ready to use. Spare cartridges are inserted into the side of the bottle so visits to the stock room are reduced.

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24 // SOLE BA by Trident S.r.l.

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SOLE BA is an unique, classic autoclave with a clean design. Its automatic opening door system and its curved shape door are the distinctive elements that combine functionality and beauty.



Capacity: 22L/17L

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Data logger: PC, Optional Printer

Dry procedure: Vacuum drying

Display: LCD, multi languages

Test: Bowie&Dick, Leak

Safety Features: Pressure

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5 liter waste water

Voltage: 220V±10%

Power: 2300W/1800W(10A)

Instrument containers: 3 trays

Chamber size: 250mm*450mm

www.trident-dental.com

Tel: + 39 02 48 83 448

25 // Alpha-Pro® White Varnish

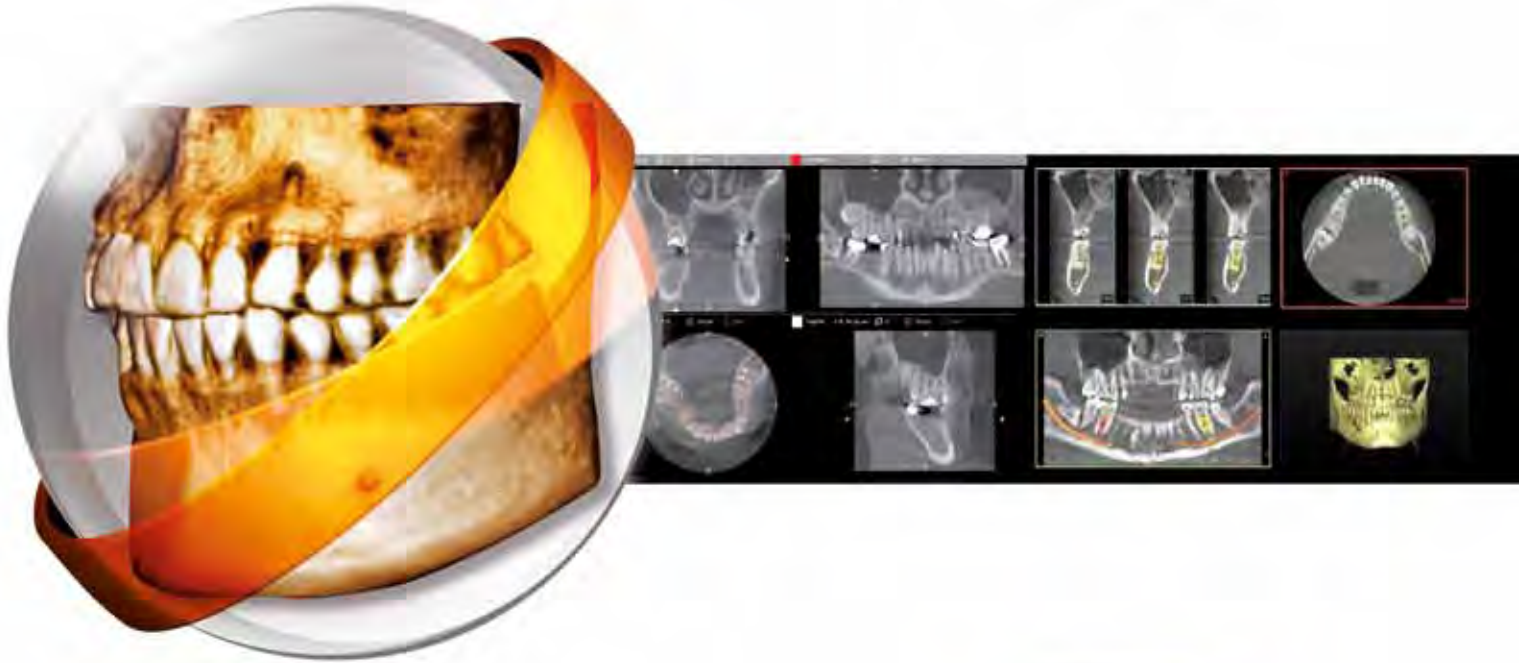
ALPHA-PRO® WHITE VARNISH is a 5% sodium fluoride white varnish. It contains Xylitol and is gluten-free. An unpublished study found it releases more fluoride than the leading brand in a 6-hour period after application. Alpha-Pro® White Varnish, when applied, practically becomes invisible unlike other varnishes that cause unsightly yellow coloring of the teeth. Alpha-Pro® White Varnish sets immediately on contact with saliva, leaving a smooth, clump free thin layer. The unique leak-proof mini canister slips into an adjustable finger ring for easy application.



It is currently available in three flavors; Bubble Gum, Melon and Strawberry. Each box contains 50 – 0.5ml unit dose cups with brushes, one adjustable finger ring and 50 fun stickers.

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25 // Easy Chamfer - optimal deep chamfer preparation

The non-cutting tip forms the perfect deep chamfer shape in seconds and almost automatically. The Penetration into the preparation is prevented; the time required during crown preparation is reduced by up to 30%. The precise data acquisition of the digital impression is accelerated.

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26 // Tribest Dental Products Co.,Ltd.

TRIBEST DENTAL PRODUCTS CO.,LTD. is a professional manufacturer and exporter of dental disposable products, material and equipment for many years of experience and good reputation in this field. The company is located in Yangzhon city Jiangsu province near the country's largest port: Shanghai,China. Our main products are masks, dental bib, cotton roll, saliva ejector, micrubrush, denture box, impression trays, dental kits, sterilization pouch, oral health products, orthodontic products etc.

Company ad here to the "elaborate production, heart management, ease of user and enthusiastic service" quality policy, in a more comprehensive concept of production and sales of high quality, low consumption products and customer satisfaction the greatest extent possible, all for customers, all for your smile!



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27 // Esthetic Dental Prosthetics

prிடிடెнта® is offering esthetic dental prosthetics with the highest quality standard, manufactured in a new highly innovative and efficient production process. The prிடிடెнта® GmbH, Leinfelden-Echterdingen, emerged from prிடிடెнта® b.v., Netherland. prிடிடెнта® b.v. is an internationally leading provider for denture teeth made of acrylic and ceramic. The business foundation of prிடிடెнта® GmbH is grounded in a completely digitalised production process of dental prosthetics using CAD/CAM technology. Achieving aesthetic dental care more reliably, rapidly and economically than ever before is what the new prிடிடென் process is all about. It integrates well-known CAD/CAM systems, providing an additional, new imaging technology, and it enables the deployment of pre-produced ceramic glass crowns, the prிடிடென் crowns.

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28 // INNOVATION- TECHNOLOGY- RAPIDITY- SIMPLICITY- RELIABILITY

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- Printer and pc connection
- Automatic traceability system
- Programmable delayed cycle start
- Water quality sensor

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Focus on Southeast Asia:

Real GDP Growth (Annual % changes)	2010	2011	Average 2003-07	Average 2012-16 (forecast)
Indonesia	6.1	6.3	5.5	6.6
Malaysia	7.2	4.6	6.0	5.3
Viet Nam	6.8	5.9	8.1	6.3



Source: United Nations Commodity Trade Statistics Database

• Indonesia • Malaysia • Vietnam

Bali Pura Ulun Danu Bratan Water Temple

Toonman/ Shutterstock

Indonesia

Facts & Figures

Population
(2010):
237.6 million

2011 Real
GDP growth
(annual change):
6.4%

2011 GDP
(US\$bn)
(current prices):
834.3

Inflation
(annual
change):
5.7%

Official
language:
Bahasa

Surface
area:
1,905,000
sq km

Government:
Presidential
representative
democratic
republic

Regional Economic Outlook

The six Southeast Asian countries form a fast-growing economic bloc with a projected population of 700 million by 2030. According to the OECD, the main ASEAN economies (Indonesia, Malaysia, the Philippines, Singapore, Thailand and Viet Nam) grew by average 5% in 2011 and will keep their growth rate at 5.6% in 2012-2016, a slower pace than the last decade, but still a positive outlook compared with the uncertainties affecting main developed economies. Increasing domestic demand plays an important role for these countries' future development, compensating the drop in external demand.

Indonesia is the largest archipelago in the world, with 17,508 islands divided in 5 major islands (Sumatra, Java, Kalimantan, comprising two-thirds of the island of Borneo, Sulawesi and Papua, part of New Guinea island), where all major cities are located, and about 30 smaller groups. Strategically positioned at the crossroads between the Pacific and the Indian ocean, on major trade routes bridging Asia and Australia, Indonesia enjoys extensive natural resources. With a population of 240 million, it is the fourth most populous country in the world and the first in southeast Asia. 58% of population live in Java and 21% in Sumatra but density varies widely across the different provinces, from 14,440 people/km² in Java to 8 people/km² in West Papua. As nearly half of the population is under 30, Indonesian workforce is growing faster than in any other Asian country after India, an increase of 21 million people over the next decade.

Indonesia has managed to establish and strengthen its democracy despite threats from extremists and terrorism and is now the world's biggest Muslim democracy.

Economy

Indonesia is South East Asia's largest economy. The country joined the middle-income economies group and entered the Association of Southeast Asian Nations (ASEAN) after having achieved considerable results in maintaining economic growth. Indonesia was one of the only three countries whose economy continued to expand during the 2008 global financial crisis and one of the best economic performers in the region, with GDP expected to grow by 6.3% in 2012 and 6.5% in 2013. Domestic consumption's contribution to GDP has increased to about two-thirds. 36% of households are now comprised in the US\$5,000-15,000 annual income group, but their share is expected to reach 60% by 2020. More than 60 million low-income Indonesians are projected to join the middle class in this period.

Per capita GDP exceeds that of other neighboring ASEAN countries such as Philippines and Vietnam, almost reaching \$US3,500. While in 2000 half the population was living on less than US\$1.25 a day, the share has now dropped to less than 19%. However, still 40 million people live under the poverty line and nearly half of them lives on around US\$2 a day, suffering high inflation on basic goods. Indonesia's rank in UN's 2011 Human Development Index dropped from 108 to 124, although some of the data composing the Index have been questioned by the Indonesian government. On the other hand, the upgrade of Indonesia's sovereign credit rating released by Fitch in December accounts for the country's macroeconomic stability, even though the agency remarked structural weaknesses such as low average income, low fiscal revenues, shallow domestic financial markets, business climate issues from insufficient infrastructure and corruption.

Nº 1

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Facts & Figures

Capital:
Jakarta

Population
growth rate:
1.17%

Life
expectancy
at birth:
70.4

Currency and
Exchange rate::
Indonesian
Rupiah (IDR)
1 USD =
9,075 IDR

2011 GDP
per capita
(US\$):
3,469

Blue shallow sea with coral reef
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Healthcare provision

Although government's attention towards the health system has increased, funding and workforce are still insufficient. Public health expenditure is still low (about US\$10.6 billion last year) and standards are very uneven. Urban areas, and the capital Jakarta in particular, enjoy better levels of primary care and private specialized facilities, while coverage in rural regions is scarce. Several natural disasters such as tsunami, earthquake and floods impacted on available medical infrastructure and services in remote areas.

Public healthcare is delivered through a network of primary care centres known as "Pukesmas" at sub-district level and integrated health posts (Posyandu). Each Pukesma has at least one medical doctor and other assisting personnel. Latest available figures attest that in 2009 there were 8,737 pukesmas (2,704 with beds and 6,033 without beds), with a density of 3.8 per 100,000 population. The government claims to be expanding the primary care network in underdeveloped areas, borders and islands (known as DTPK), also by using mobile "puskesmas" units, and upgrading public health centers for lower-income groups. Primary care is also delivered by private physicians in their own practices, concentrated in urban areas.

At the secondary level, referral and specialized care is available in 1,202 general hospitals offering 135,125 beds (50,290 private, 84,835 public) and 321 special hospitals. The number of general hospitals owned by private investors has increased 90% from 1996 to 2007, against a 25% increase in the same period for government hospitals.

As many other Asian countries, Indonesian health system suffers shortage of health manpower in underdeveloped areas. The Ministry of Health supports placement of health workers in these areas, especially nurses, environmental health and nutrition workers, health analysts, and pharmacy staff. However, this is only part of the greater quality issue of Indonesian health system. Decentralization policies envisaged in the early 2000s haven't been effectively implemented, limiting districts' autonomy on staffing and budgeting. The government funds primary health centres, public hospitals and prevention, but patients often need to bear part of the costs. Wealthy Indonesians often travel to Singapore, Malaysia or Australia to seek higher quality treatment, also due to the shortage of qualified local specialists.

Lower income population groups have been targeted by a program called "Health Care for Poor People" which turned into a Public Health Insurance system covering inpatient and outpatient healthcare, advanced referral and emergency care for 76.4 million people (2008 data). However, in spite of the broader use of health insurance schemes, access and quality of health care remains low and people rely heavily on private sector provision, with out of pocket payments estimated to reach 70% of the total health spending.

Dental market

Oral health awareness is rising among middle and higher income Indonesians, supported by broad government campaigns for oral hygiene. The number of dentists is estimated at 18,000 and around 1,400 new dentists graduate every year. About 60% of dentists have their own private practice, mostly in major cities, as they often practice both in the public sector and privately.

As a whole, the Indonesian medical devices market is valued US\$421 million. The dental segment is dominated by imports (estimated US\$34 million in 2008) due to very limited local production and purchasing habits of Indonesian dentists. Well established practitioners often prefer higher quality to lower costs, as foreign brands are perceived as more durable and reliable, while newly graduated dentists who cannot afford high expenses often choose cheaper equipment and products from China or other lower cost manufacturing countries. Even the few local manufacturers of dental units rely on foreign parts.

Half of the market is dominated by Asian manufacturers from Japan, Korea and China, followed by Germany, Italy, US and Brazil.

Although the 2,100 medical distributors, capillary distribution is made difficult by geographic barriers, weak transportation infrastructure especially in rural areas and smaller islands, and cumbersome bureaucracy. Most dealers are located in Java and Sumatra, in the urban areas with the largest population (9 million in Jakarta, 4 million in Surabaya) and number of hospitals.

Foreign medical device companies must appoint a local distributor to enter the market, often more than one in order to expand into the whole country. Many larger distributing companies have a network of branches and independent sub-distributors to cover rural and second tier cities. On the other side, they usually distribute a broad range of products and may not adequately support market penetration of specialized products. Due to this reason, as well as the low workforce costs, several manufacturing companies have set up plants in Indonesia to ensure a direct supplying channel to the domestic market, increase sales effectiveness and avoid import tariffs.

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Malaysia

Malaysia consists of 13 States and three Federal Territories including the capital, Kuala Lumpur, covering two different geographical regions divided by the South China Sea, Peninsular Malaysia and East Malaysia. Peninsular Malaysia, with 11 states, lies at the southernmost tip of the Asian continent, while the states of Sabah and Sarawak are located on the north-western coast of the island of Borneo. Selangor is the most populous state (5.46 million), followed by Johor (3.35 million) and Sabah (3.21 million). 42% of Malaysians live in these states. The country's urbanization rate is 71%.

Economy

Malaysia is a multiethnic country and the world's largest Islamic financial centre, whose rapid economic growth made it known as the "Asian Dragon". The government controls macroeconomic policies through 5-year plans, but the economy is relatively open. GDP grew 5.1% during the first three quarters of 2011, and slowed in the last quarter of 2011 due to adverse economic circumstances. Nevertheless, Malaysia was ranked as the 16th most competitive country in the world, according to the 2011 World Competitiveness Yearbook published by the Institute for Management Development (IMD) comparing 57 nations.

The Government is currently pursuing a development policy, called "Economic Transformation Programme" (ETP), aimed at transforming Malaysia into a high-income country by 2020, with average per capita income of US\$15,000. The general framework includes the reduction of dependence on oil and gas and support to private sector investment. The program targets 12 National Key Economic Areas (NKEAs), priority sectors selected for their potential in increasing Malaysia's competitive advantage, through 6 Strategic Reform Initiatives driving the implementation of 51 policy reforms.

Moreover, five "economic growth corridors" have been targeted by investment incentives: Iskandar Malaysia in Southern Johor; Northern Corridor Economic Region; East Coast Economic Region; Sabah Development Corridor; and Sarawak Corridor of Renewable Energy.

Healthcare system and oral health provision

Malaysia's public healthcare system is based on universal access to healthcare provided by the Ministry of Health through a network of clinics and hospitals, and requires small copayments by patients. The 10th Malaysian Economic Plan has allocated US\$212 million for public health infrastructure, namely 197 new clinics, 156 clinics in rural areas and 41 community health clinics. An additional US\$200 million are destined to hospitals, including the National Cancer Institute and the Cheras Rehabilitation Center. As in many other Asian countries, however, one of the main problems affecting the system is the unavailability of quality healthcare services in remote areas.

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(2010):
28.6 million

Surface area:
330.252 sq km

2011 per
capita GDP:
US\$9,204

Currency and
Exchange rate
(January 2012):
Ringgit Malaysia
(MYR) | USD =
3.1 MYR

Government:
Parliamentary
Democracy
with constitutional
monarchy

2010 GDP
(current prices):
US\$247.78
billion



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The total health spending accounts for 4.8% of GDP. Government contributes by 44% with average US\$161.5 per capita allocation, while out-of-pocket payments account for 41%. The remaining share is almost equally divided between employers' contributions and private insurers. In order to reduce the burden on public resources, the Healthcare NKEA aims at attracting private players in the provision of health services. Malaysia is also a popular destination for medical tourism, although the sector has been subject to the downward effects of the global crisis. The private sector is on a pattern of continuous growth due to rising living standards, life expectancy and consumer awareness that increase the demand for high-cost medical technology. Private hospitals and clinics are well equipped, quality level is similar to most Western European countries and many Malaysian doctors are trained abroad.

Health figures, 2009

	MOH	Private
Hospitals	130	210
Hospitals Beds	33,083	12,216
Dental Clinics	2,284	1,484
Doctors	20,192	10,344
Dentists	1,858	1,709

Source: ADA, US Department of Labor

Oral healthcare is divided between the public and private sector. Public provision has long been affected by lack of resources and dental staff. Most dental clinics provide basic care, with subspecialty clinics scattered in various locations across the country. The Ministry of Health has an Oral Health Division promoting prevention and information among the population. It has established a referral system from primary to specialist care and schoolchildren programs. In 2010, the National Oral Health Plan based on four oral health conditions (caries, periodontal conditions, dental injuries and oral cancer) was launched.

About a quarter of the Malaysian population use MOH dental services, but the private sector dominates the provision of dental care, mainly in the well-populated urban areas targeting middle to higher income groups. Most Malaysian private dentists work alone or with limited staff as solo practitioner, while only a few work as associate dentists. Many private dental clinics offer orthodontic, implant and esthetic procedures. The main dental organization is the Malaysian Dental Association representing about 80% of dental practitioners.

Oral health figures, 2009

Dentists	3,500
Dental therapists	2,271
Chair side assistants	2,567
Dental Laboratory Technicians	653
Patient to dentist ratio	1:7,800
Number of dental schools	13

Dental market

On general terms, about 90% of high-tech medical equipment is imported. There are about 180 medical manufacturers, 60% of which are foreign owned. Domestic production is concentrated in the sector of medical consumables, primarily rubber-based products, as Malaysia is the world leading manufacturer and exporter of catheters and surgical and examination gloves.

However, some major foreign multinational corporations are involved in production of non-rubber based, higher value medical devices and hospital support systems and products. The industry is characterized by small to medium sized enterprises and employs roughly 20,400 people.



The dental market is almost wholly supplied by imports, except for some oral hygiene products. In a 2009 report by the US Commercial Service, dental imports were valued US\$418 million, with countries of origin varying according to the product segment. For instance, oral hygiene products such as dental floss and toothpaste are mainly imported from China, Thailand and Indonesia; dental materials such as cements, filling and impression materials, waxes and other preparations come from Germany, USA, UK, Italy and Japan; the market for high-tech appliances such as dental drills and handpieces is dominated by Germany, Switzerland and USA, while other countries such as Colombia, Hong Kong and Ireland export artificial teeth and dental fittings; x-ray equipment and dental furniture, besides Germany and USA, also come from Finland and South Korea. Private dentists targeting the low to medium segments of the population may opt for used and refurbished equipments, while dental clinics catering to the higher income segment generally buy new equipment.

Foreign companies can participate to public tenders only if the product cannot be supplied by domestic production, normally for purchases exceeding RM200,000 (about US\$65,000). Companies interested in supplying equipment to government-run health institutions need to work with a local Malaysian company to participate to public bidding procedures.

Although foreign manufacturers can enter the market by appointing a local agent or distributor, many prefer to establish a local presence to handle sales and after-sales service. Foreign investors interested in setting up manufacturing projects in Malaysia can benefit from 100% equity ownership in all investments.

Located in the Indochina peninsula, Vietnam has 58 provinces and 5 municipalities (Hanoi, Ho Chi Minh City, Hai Phong, Da Nang, Can Tho). Major cities are Hanoi, Hai Phong in the North, Hue and Da Nang in the Central, Ho Chi Minh City and Can Tho in the South. Vietnam is the 13th most populous country in the world, with estimated 30% urbanization rate.

Capital:
Kuala Lumpur

2011 Inflation
(annual change):
3.2%

Population
growth
rate: 2%

2011 Real
GDP growth
(annual change):
4.6%

Life
expectancy
at birth:
73.7



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Surface
area:
331,050
sq km

Population
(2010):
90.5 million

Currency and
Exchange
rate
(January 2012):
Viet Nam Dong
(VND) | USD =
20,810 VND

Life
expectancy
at birth:
72

Government:
one-party
Communist
state

2010 Inflation
(annual change):
13.8%

2011 Real
GDP growth
(annual change):
5.9%

Population
growth rate:
1.07%

Official
language:
Vietnamese

2010 GDP
(nominal):
US\$104.6
billion

2010 per
capita
GDP
(nominal):
US\$1218

Facts & Figures

Souvenir from Sapa, Vietnam
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Vietnam

Economy

Vietnam is one of south-east Asia's fastest-growing economies, aiming at becoming a modern industrialized country in 2020. Although the government is run by a communist party, privatization began in the late 1980s and a stock exchange opened in 2000. After 12 years of negotiations the country joined the World Trade Organization in January 2007. The economy, valued at \$104 billion, grew at 6.1% in the fourth quarter of 2011. Industry and construction account for 40% of GDP in 2011, services for 38% of GDP and agriculture, forestry and fisheries for 22%. Vietnamese population is increasingly shifting towards middle income levels that are fueling foreign investment. However, economic growth is challenged by high inflation, trade and budget deficits and severe disparities between urban and rural areas. Political control over economy and population undermines the Party's efforts to implement developme

Healthcare

Although government funding to the Vietnamese healthcare system is projected to reach US\$10.9 billion by 2014, per capita spending is below that of other ASEAN countries such as Malaysia, Indonesia and the Philippines, currently at US\$116 per annum. About 70% of health expenditure is out-of-pocket and public insurance covers a very small section of the population.

The MOH controls 18% of the total hospitals, while Provincial Departments run 270 provincial hospitals that account for over 60% of all medical equipment in the market. The remaining are district hospitals managed by local districts. Public healthcare has received increasing government funds and financing from development Banks but it is still too low to address the main problems of the system such as overcrowding, outdated medical equipment, low salaries, insufficient government subsidy, shortage of hospital beds, hospitals, clinics, and doctors. Most health workers are concentrated in the larger hospitals in Ho Chi Minh City and Hanoi, where facilities are also better equipped and attract Vietnamese from rural provinces, increasing the overcrowding.

Although the 13,400 hospitals and health clinics, over 30,000 Vietnamese people travel abroad for better healthcare, mainly towards China, Thailand and Singapore. In order to meet the rising demand, the government plans to have 25 hospital beds and at least eight physicians and two pharmacists available for every 10,000 people by 2020. Moreover, foreign private participation is welcomed, including international hospitals and clinics in the main cities and partnerships

with foreign countries such as US, Belgium and Indonesia for health infrastructure improvement, training and research transfer. Foreign investment has increased especially from India and Singapore and on the industry side many manufacturers are relocating to Vietnam due to rising wages in China. 70% of medical device purchases made in Vietnam go to public hospital, where 35% of the equipment has been used for more than 20 years, and nearly 40% from 10 to 20 years (MOH estimate). Private hospitals are still a minority in the country, but quickly expanding, although foreign-owned hospitals and clinics usually purchase supplies from their sponsoring country.

Dental market

There are currently about 1,790 public dental clinics (or health facilities offering dental care) in Vietnam, at least five in each district, while the number rises to over 100 in main cities. According to the MOH, there were 70 private dental clinics in 2008, concentrated in urban areas of Hanoi, Ho Chi Minh City and Da Nang, and the rest are spread out in the different provinces.

The total market for dental equipment in Vietnam was valued at US\$17 million in 2008, quite entirely supplied by imports as dental equipment manufactured domestically is developing but very limited to furniture and simple equipment. Equipping demand in new dental clinics and replacement of old equipment accounts for the good market potential for dental devices and supplies. Hanoi and Ho Chi Minh City represent 80% of the entire dental market. Ho Chi Minh City has a larger population and more dental facilities, but Hanoi registers the higher number of purchasing contracts due to MOH's being located in Hanoi. US market share is about 35%, followed by Japan and Germany accounting together for 50-60% of the market. Mid-end products are mostly from South Korea and European countries including France, Italy and Switzerland, while China and other Asian suppliers provide low-end products.

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www.austrade.gov.au

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The Spanish population now exceeds 47 million and according to the Spanish Dental Association, with a ratio of 1/1,693 dentists per inhabitant. The Spanish population now exceeds 47 million and according to the Spanish Dental Association, with a ratio of 1/1,693 dentists per inhabitant. The number of registered dentists was 27,826 in January 2011, while the latest available data for other specialties are 9,000 dental hygienists and 7,500 dental laboratory technicians (2008). On average, each Spaniard has 1.6 per capita dentist consultation. With 17 faculties of dentistry graduating over 1,600 new dentists every year, there isn't enough demand to absorb new dentists, and unemployment is a relevant issue in the dental sector.

Public dental services are limited to prevention for children and other special groups and minor emergency treatments. Public financing is minimal, and coverage of the private health insurances is also limited to workers who have it as labour benefit or included in a more general health insurance. The private sector plays a leading role, as out of pocket payments account for 97.2% of total dental expenditure. Moreover, over 90% of the dental workforce in Spain works in the private sector. In recent years the number of private dental clinics has increased especially in the field of aesthetic dentistry.

As reported by the Spanish Dental Association during the 2011 meeting of the European Regional Organization (FDI) in Sofia, issues in dental services provision arise from the spreading of franchising dental surgery clinics, as they are claimed to have created several and often hired graduates without clinical experience at low wages considering the surplus of young dentists. Moreover, some insurance companies offering discounted dental plans contract dentists and open their own surgeries, turning the dentists from self-employed to salaried professionals.

A view of Santa Maria de Montblanc church, Spain nito / Shutterstock

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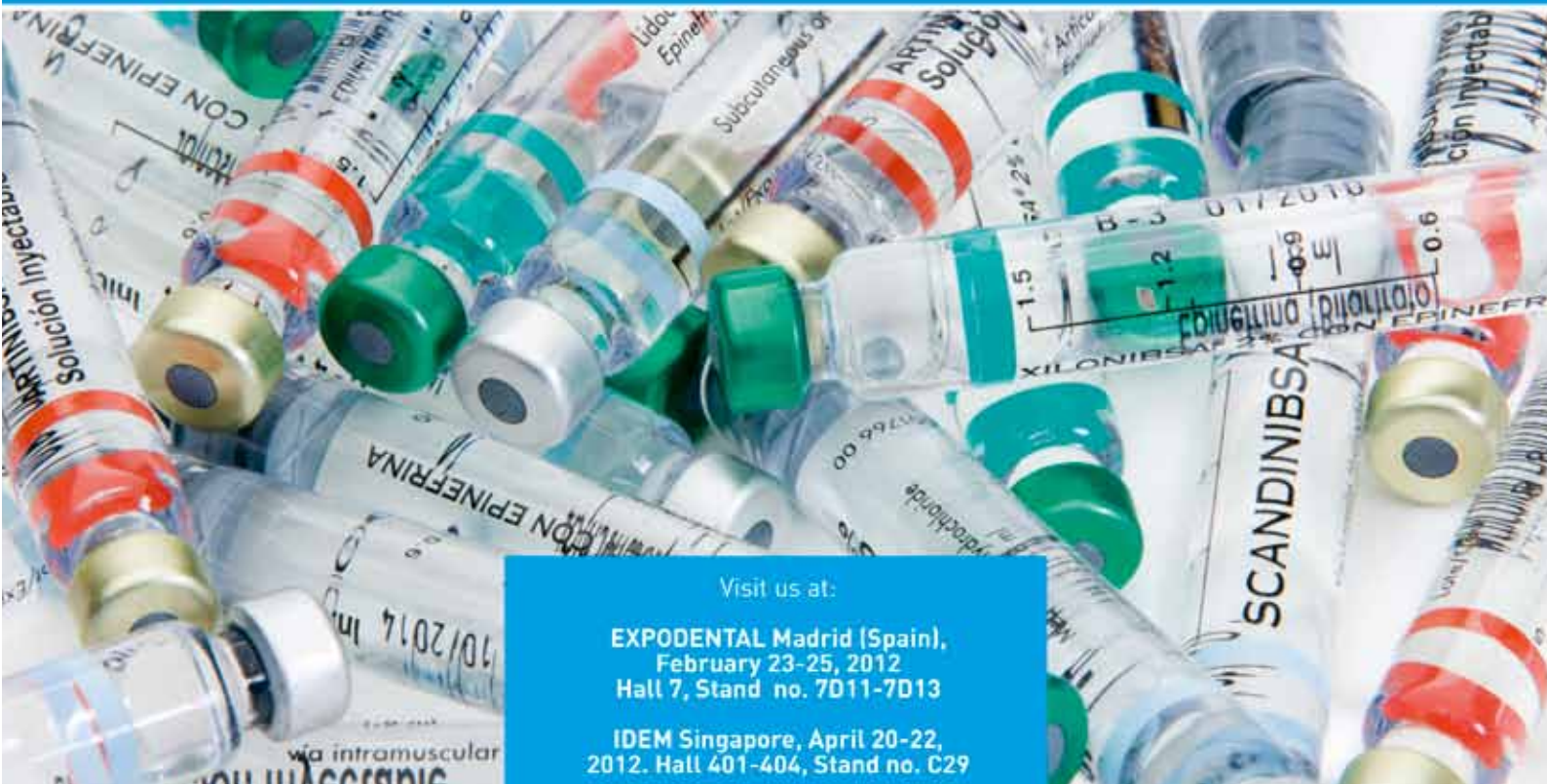
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According to the 2010 report from the Federation of European Dental Industry, the Spanish market is based on traditional distribution channels through the 350 dental depots in the country. 56% of their market is of consumer products. Alternative sales channels such as catalogue selling account for 30% and online purchases only for 5% of the total market.



In a recent study published by Key-Stone, the Spanish market is expected to see a slight contraction in sectors such as dental materials and prosthetics, while the implant sector and CAD/CAM continue to be the

most stable market segments. The study surveyed 1,000 Spanish dental clinics and revealed that 29% saw a reduction in the number of patients compared to 2010, only partly compensated by the 8% showing an increase.

The economic contraction affecting almost all European economies is impacting on households' ability to use their savings for dental expenses. In such a climate, credit is difficult to access, and this increases the tendency to postpone dental care to a future time. However, on more general terms, only part of dentists register this trend, whereas many other haven't been equally affected by the drop in demand. Largest clinics more high-tech oriented and modernly managed stood better against the crisis.

Last year's performance of the dental sector was negative in the prosthetic segment that showed broad contractions, while implantology seems to have kept its growing trend, partly in consequence of the greater attention of Spanish people to cosmetic dentistry. In the first months of 2011 this sector grew by 6% and it presents a positive outlook for 2012 as well.

• Source:

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Expodental Madrid 2012 will stage its next edition between 23rd and 25th February 2012

The fair will increase the amount of exhibition space available, in view of the strong interest on the part of new companies that wish to take part at the Show

The International Dental Equipment, Supplies and Services Show, Expodental, will stage its twelfth edition between 23rd and 25th February 2012. In this respect, this biennial event will bring its dates forward by two weeks compared to previous editions, thus ensuring that the Show takes place at a strategic time in terms of the fair calendar for this industry. This change will also help to ensure that the trade activity at the fair receives a boost.

Another of the new features that will be introduced at the next edition of Expodental, an event organised by IFEMA and promoted by the Spanish Federation of Health Technology Companies (FENIN), consists of an increase in the amount of exhibition space available at the Show.



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In this respect, Expodental will now occupy Halls 7 and 9 at Feria de Madrid, which together offer a larger space than at the previous edition.

The decision to increase the amount of exhibition space available at the event was taken after a strong show of interest on the part of numerous companies from the industry to take part at Expodental. These new participants will join the considerable number of companies that took part at the last edition, the majority of which have expressed an intention to return to the event in view of the excellent results they managed to achieve. The fair's expansion will also make it easier and more comfortable to receive trade visitors at Expodental, given that, among other initiatives, the Show will feature wider thoroughfares in order to facilitate circulation throughout the event.

Furthermore, the 2012 edition of the Show will feature a Speakers' Corner for exhibitors. In this area, representatives of companies taking part at Expodental will have a forum at which to promote their products, explain the latest advances developed by their companies and address a series of topical issues for all members of the industry. This initiative seeks to endow the Show with yet another promotional space for professionals.

The last edition of Expodental, which took place in 2010, concluded with some satisfactory results, based on the participation of 260 exhibitors and nearly 40,000 visitors. In addition, the last edition served to confirm the international stature of this event, given that the level of foreign participation increased by 20% compared to the previous edition. These figures attest to the strong international flavour of Expodental, a Show that constitutes a key point of reference for the entire European dental industry.

Expodental figures, 2010

	Exhibition surface, sqm	Exhibitors	Visitors
National	13,191	209	
International	1,485	49	
Total	14,676	258	39,340

Source: IFEMA

EXPODENTAL Madrid 2012 presents the latest innovations in dental care and cosmetics

Over 300 companies are taking part in one of Europe's biggest events in this sector.



The main novelties include 3D-image diagnostic systems with minimum radiation, more attractive dental orthopaedic systems and new teeth whitening equipment, high-precision extraoral scanners, CAM

(computer-aided manufacturing) equipment, new porcelain veneer systems, high-resistance dentures and more biocompatible alloys, along with many more advances.

The latest innovations in dental care and cosmetics will be on display at the twelfth edition of EXPODENTAL, showing where the future of this industry lies through the latest products on show from the 300 participating Spanish and international companies.

The pick of the new products being presented at the fair this year for Dental Clinics include 3D- image diagnostic systems with minimum radiation and fields of vision that can be adapted to the need of each dentist. Digital intraoral impression systems that avoid the use of impression material. New composites and adhesives for cosmetic dental restoration. More attractive dental orthopaedic systems and new teeth whitening equipment. There will also be new implant designs and prostodontic connections on display, along with dental equipment with integrated technologies. As regards Dental Laboratories, the latest innovations include CAD (computer-aided design) software applications, high-precision extraoral scanners, CAM (computer-aided manufacturing) equipment, new porcelain veneer systems, high-resistance dentures and more biocompatible alloys.

For further information:

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An integral part of the Greater New York Dental Meeting experience is for attendees to interact with exhibitors. Professionals roamed aisle after aisle and visited more than 1,500 exhibit hall booths, learning about the newest equipment and materials available from around the world.

To increase exhibit floor traffic, eight glass classrooms were strategically placed in the new education hall right on the exhibit floor. Workshops held within these glass-enclosed areas ran simultaneously and covered a wide variety of the most current hands-on procedures.

The "Live" dentistry arena was once again a major hit with standing room only in the 430 seat arena. This revolutionary concept of treating patients with new materials and high-tech applications took place at the educational hall right on the show floor with NO tuition costs to attendees.

The GNYDM has significantly expanded its international program and accommodated 6,656 international visitors from 127 countries and offered programs in Spanish, Portuguese, French, Italian and Russian. The Greater New York Dental Meeting's continuous partnership with the U.S. Department of Commerce International Buyer Program allows exhibitors a free listing in the GNYDM Export Interest Directory, the opportunity to meet many worldwide senior level volume buyers, export counseling by U.S. government specialists and additional benefits derived from their extensive international marketing efforts.

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Once again, the GNYDM featured some of the most highly regarded educators in the field of Dentistry. There was a choice of essays, full-day and half-day seminars as well as hands-on workshops.

One of the most successful educational courses has been the full-day Botox and Dermal Filler hands-on patient workshops given over the four days that the exhibit floor was open. During this revolutionary hands-on program, practitioners were taught the techniques necessary to cosmetically improve their patients' appearance, again right on the exhibit floor.

As the holiday season is a time for giving and helping others, the Greater New York Dental Meeting once again hosted the "Greater New York Smiles" program. This educational program supports oral hygiene education and dental screening for approximately 1,500 third and fourth grade school children. The children are brought by school bus, from various New York City Public Schools throughout the five boroughs, to the registration area at the Javits.

The children receive a "goody bag" containing a toothbrush, toothpaste, a dental floss keychain, crayons, an oral healthcare coloring book, a brushing timer and dental themed pencils and erasers.

The greatest city in the world has so much to offer during the Holiday Season. Attendees have access to discounted tickets to highly acclaimed Broadway shows, top-notch restaurants with breath taking views and historical sites that are walking distance to the most spectacular holiday festivities in the world. The New York Marriott Marquis and its unparalleled Broadway location is the head quarters hotel for this major event.



S

With three Major Airports nearby, Newark Liberty (EWR), Kennedy (JFK), La Guardia (LGA) and special discounted hotel rates only for those attending the Meeting it is easy for attendees to visit New York City each year during the most wonderful holiday time of the year.

The Greater New York Dental Meeting is proudly sponsored by the Second District Dental Society and the New York County Dental Society.

*By: Jayme S. McNiff, Program Manager
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DenTech China 2012 Show Preview

DenTech China 2012 (the 16th China International Exhibition & Symposium on Dental Equipment, Technology & Products) is scheduled to be held from October 24-27, 2012. The 6th Asian Dental Lab Outsourcing Exhibition is to be held concurrently at Shanghai World Expo Exhibition and Convention Center.



Organized by China International Conference Center for Science & Technology, Shanghai Ninth People's Hospital of Jiao Tong University and Shanghai ShowStar Exhibition Service Co., Ltd, DenTech China 2011 achieved great success with more than 500 exhibitors, reached about 32,000 sq.m and attracted over 65,500 professional visitors.

We have received confirmation of participation at DenTech China 2012 from almost all 2011 exhibitors. We are confident that the next show will be another great success. DenTech China, aspiring to be national as well as international, will continue to unitize its scale of economics with your consistent attention.



With 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 main dental schools from all over the country, DenTech China has become one of the biggest dental exhibitions in China.

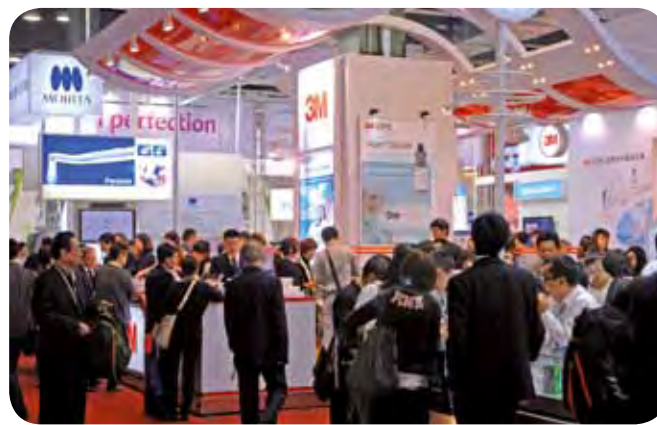
This annual exhibition has provided great opportunities for Chinese and international professionals to obtain the latest trend and information of the dental industry and has become one of the most influential events in the world dental field.

It has also become a platform to release new products and technologies for famous companies from Australia, Brazil, Canada, Czech, Denmark, Finland, France, Germany, Hungary, Israel, Italy, Japan, Korea, Liechtenstein, Malaysia, Mexico, Sweden, Switzerland, Singapore, Thailand, UK, USA and China including Hong Kong and Taiwan, etc.

DenTech China has also become a dental festival for dental suppliers and buyers to interact on the latest technology of dental equipment.

DenTech China, a stomatology pageant in China, has had its 16th glorious year with warm concerns by all circles. Thus, we sincerely welcome you to attend the exhibition in 2012.

For more information, please go to our website:
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Dentistry: a roadmap for the future

In a move to lay down a step-by-step approach towards the FDI vision of 'Leading the World to Optimal Oral Health', the federation has launched a project to map the future of dental medicine over the next decade.

The planned document, 'Vision 2020 - a roadmap for the future of dentistry', will address different facets of the profession, i.e. oral healthcare delivery, research, education, technology and economic and regulatory aspects.

The initial step is to form a small Task Team, composed of 7 or 8 members drawn from FDI, industry, research, government and oral healthcare practitioners to guide the development of the document, based on feedback from a wider range of experts.

The Task Team comprises (left to right): Chair: Michael Glick. Council representatives: Orlando Monteiro da Silva, Gerhard Seeberger. Members at large: Tao Xu (Education, China), Gilberto Pucca (Government, Brazil), David Williams (Research, UK), Steve Kess (Industry, Henry Schein, Inc., US.). Experts on the document content will be announced later.

Priorities

A first survey to assess priorities has already been launched, and sent to 35 national representatives who have been nominated by their National Dental Associations (NDAs). Suggested priorities include:

- Increasing demand for oral healthcare
- Uneven geographical distribution of oral health care professionals
- Ongoing changes in the type of oral healthcare deliverables
- Discrepancies between oral health care delivery models and biomedical advances

- Insufficiency of existing educational models
- Impact of economic market forces
- Technological advances
- Biomedical advances
- Research
- Non-traditional role of oral health care professionals
- Global population migration

Deadlines

The methodology and approvals process have been defined and, with firm deadlines for each step, including translations, design and printing, 'Vision 2020 - a roadmap for the future of dentistry' should be available at the **FDI 2012 Annual World Dental Congress, 29 August to 1 September in Hong Kong.**

"I'm very excited by this new FDI initiative," says FDI President Orlando Monteiro da Silva. "Yes, as a federation we need vision and, yes, we need a clearly defined mission! But, most of all we need concrete actions that enable us to achieve them. In setting up Vision 2020, FDI demonstrates that it has the means, the determination and the commitment to truly 'lead the world to optimal oral health.'"

"I would take this opportunity to call on those national dental associations who have not as yet nominated an expert to join the project now by emailing the name of your national expert to vision2020@fdiworldental.org!" **Together, we can and will make a difference!** Visit www.fdicongress.org





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To access the most difficult treatment areas, the laser package is accompanied by a set of disposable and bendable tips. The compact size of (4"x 6"x 7") and the metal casing with battery backup support makes the unit mobile, which can be carried at your convenience more features can be seen at www.zolartek.com

The device finds its use in endodontic and periodontal procedures, soft tissue surgeries and teeth whitening. There are in total 21-22 preset programs on the units which include:

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From “My Family” studio to Bangladesh!

The long-running BBC sitcom, My Family, has been the unexpected source of a dental surgery for the Aloshikha Centre in Bangladesh. The surgery equipment was leased to the BBC by the UK company, The Dental Directory, for the studios in which the series was filmed, starring Robert Lindsay as the dentist Ben Harper and Zoë Wanamaker as his wife Susan. The comedy ended in 2011 after ten series and the dental equipment was returned to The Dental Directory, who generously offered it to Dentaïd.

An extension to provide a dental surgery at the Aloshikha “Maria Mother and Child Health Care Clinic” was funded by the Japanese Embassy in Bangladesh, but this lacked any equipment. Of the 1100 children enrolled in Aloshikha’s pre-school programme, 30% are suffering from dental caries and 10% in constant oral pain. Thanks to 23 Lions Clubs in the MD 105 area, sponsorship of £3500 was donated towards a Dentaïd project to supply two refurbished dental surgeries which are due for shipping in February to Bangladesh.

Dentaïd is grateful to The Dental Directory and to the Lions Clubs for their continuing invaluable support.



Dentaïd is one of the leading oral health charities in the world, having supported 260 oral health programmes in 60 countries. In recent years, the charity has expanded its work from just supplying refurbished dental surgeries for charitable projects, to playing vital roles in oral health promotion such as establishing innovative school prevention programmes, and initiating various training schemes encompassing disciplines from equipping rural health workers to carry out basic dental care in remote communities to teaching governments on fluoride advocacy and writing national oral health strategies. Dentaïd is also working hard to lobby governments, companies and health organisations to adopt more oral health friendly policies and practices.



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ASEAN Medical Devices Regulation

The Association of Southeast Asian Nations (ASEAN) represents a group of 10 countries in Southeast Asia comprising Indonesia, Singapore, Malaysia, the Philippines, Thailand, Brunei, Cambodia, Vietnam, Laos and Myanmar, with a combined population of about 600 million people and strong regional economic growth of average 7% annually. ASEAN's goal is to unify the region into a single trading bloc through the creation of the ASEAN Economic Community by 2015. Up to now, ASEAN has completed 67.9% of measures planned for Phase I (2008-09) and Phase II (2010-11) of the AEC Blueprint. The required steps include eliminating trade and investment barriers and harmonizing industry regulations, and within this framework, healthcare is one of the priority industries identified to drive regional integration.

At present, medical devices regulations or general guidelines are in place in Singapore, Malaysia, Indonesia, Thailand, Vietnam, the Philippines and Myanmar. In the remaining three countries, Brunei, Cambodia, and Laos, they are still under development. However, regulations currently in force do not necessarily imply the mandatory registration of medical devices for sale, such as in the case of Malaysia.

Under the ASEAN Roadmap for Healthcare Integration, medical devices regulations and standards across all member countries, as well as pre-market approval process and post-marketing surveillance system will be harmonized in a comprehensive directive.

On this purpose, the Medical Device Product Working Group (MDPWG) was created in January 2005 as one of the 12 working groups of the ASEAN Consultative Committee for Standards and Quality (ACCSQ), to create a unified medical device regulation known as the ASEAN Medical Device Directive (AMDD), coordinating the efforts on technical harmonization with the Asian Harmonization Working Party and the Global Harmonization Task Force. Currently, the second AMDD draft is being reviewed by regulators who also called for industry comments, and is expected to be finalized by 2013. AMDD won't be a law in itself, but member countries will have to transpose it in the national legislation by 2014.

AMDD requirements are basically the same as GHTF requirements as regards medical device definition, risk classification system (classes I-IV), and Essential Requirements of Safety and Performance (ERSP), while Clinical trial safety requirements are based on the Helsinki Declaration of 1964. In vitro diagnostics are also considered as medical devices.

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AMDD provisions shall include:

- A common submission dossier template (CSDT) for product approval (the counterpart of the GHTF's Summary Technical Documentation, plus some items added to device description) including samples of labelling, packaging materials and full instructions;

- Declaration of Conformity stating compliance with the ERSP and listing device name, applicable standards, location of test results, manufacturer information and responsible person (local clinical trials should not be required for Class I and II devices, but only for some Class III or IV devices);

- Conformity assessment review of quality management and post-market surveillance;

- Post-marketing alert system for adverse events reports and identification of defective or unsafe devices;

- Unsolved issues include language requirements, whether English or local, and the use of third-party, independent bodies for conformity assessments.

A foreign company applying for medical device approval must have a local office or local agent in the ASEAN country of application, be it a branch office, subsidiary, or independent distributor, to act as the legal responsible for the device. Further to the implementation of the AMDD, some measures to facilitate overseas applications are under discussion, such as the standardization of approval process and the mutual recognition of product approvals across ASEAN countries. These provisions would imply the use of the same dossier template and standards, thus sparing companies from submitting separate applications in each ASEAN country. However, this would not mean that the registered product has automatic approval in all ASEAN countries, as only those with more advanced regulatory systems would be granted this possibility. Even now, that no such recognition system exists, companies that register their products in Singapore before applying in other countries are advantaged, as Singapore has one of the most developed regulatory systems in the region.

The AMDD is also going to target the storage and distribution cycle through a system of Good Distribution Practice for Medical Devices (GDPMDS), which is already in place in Singapore and partly in Indonesia.

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Information required to demonstrate conformity to Essential Requirements of Safety and Performance (ERSP) among Asian Economies

Malaysia, Singapore	Summary Technical Documentation (STED) (the amount of data depends on the complexity and risk class of the device)
Thailand	All technical documents relating to safety, product efficacy and quality
Philippines	Notarized declaration of conformity with international/national standard
Indonesia	Information on QS, product standard and certificate of analysis for finished product
Vietnam	Risk assessment & clinical trials for certain medical devices
Cambodia	GMP/ISO cert, company & master plan file, SOP, QMS documentation
Myanmar	Characteristics of medical device, information on quality, standard & analytical procedure, certificate of analysis or certificate of testing from the manufacturer
Lao PDR	No medical device regulatory in place yet
China	Information/documentation from the manufacturer to demonstrate conformity, including the design document, testing report, clinical trial data, etc
Chinese Taipei	Technical documents including design, material, standards, test results, clinical reports, label, certificate from foreign government, quality manual and procedures to demonstrate compliance with GMP, license of the pharmaceutical manufacturer/distributor
South Korea	GMP conformity assessment application form; copy of license for manufacturing / importing; quality management documents (Quality manual, product master file, etc.)
Hong Kong	Is developing conformity assessment framework including requirements on information and documentation

Source: "Harmonization of Medical Devices Regulation in the Asean Region"

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The institution regulating licensing and certification medical devices is the National Agency of Drug and Food Control (NA-DFC). Under the NA-DFC, the Deputy of Therapeutic Products and Narcotics, Psychotropic and Addictive Substance Control is the sector responsible for pre-market evaluations of drugs and devices, including inspections of manufacturing sites to ensure Good Manufacturing Practice (GMP), and post-market surveillance activities. This sector is supported by the National Committee on Medical Devices Evaluation, while the National Laboratory of Drug and Food Control is responsible for assessing compliance with quality standards.

Imported medical device registration must be carried by local distributors authorized by the foreign manufacturers. Overseas companies can only appoint one local distributor for parts or all types of equipment produced. Applicants must fill out application forms and submit them to the Directorate for Drug and Medical Devices Control in Jakarta (DirJen POM), upon which they are given a receipt. The main application forms must be filled out in Indonesian, but supporting data and documents (enclosures) can also be in English.

DirJen POM's decision on the application will be issued after maximum 3 months from submission. If the device is approved, it receives a registration number valid for an unlimited period unless changes are made to the application data. Registration numbers for domestically-produced medical devices have a "KD" code while imported equipment's code is KL. If there are changes in the formula, materials, labels, packaging or other factors after the medical device has obtained a registration number, the applicant must register these changes by filling out the Data Changes Application forms. Moreover, a Packaging Size Increase Report form must be submitted for registered medical devices for which an increase in the packaging size is desired.

Malaysia

There isn't currently any mandatory registration to market a medical device in Malaysia, nor to license companies involved in manufacture, import or distribution of medical devices.

There is, however, a Voluntary Registration Scheme for Medical Device Establishments (MeDVER) administered by the Medical Device Bureau, that was launched in 2006 by the Ministry of Health as an initial step towards the implementation of medical devices regulation. MeDVER works as a web-based registration system for all establishments dealing with medical devices, including manufacturers, exporters, im-

porters and distributors. Applications are made on-line by creating an account and providing information on company profile, person responsible, medical devices particulars and pre/post-market details. Although it provides a submission number and a registration number, MeDVER is not an approval system.

It has the purpose to help medical device establishments familiarize with the registration process and prepare the transition into the mandatory phase before the Medical Devices Bill is approved and related regulations are fully enforced. The new legislation outlines three types of medical devices:

- General MD
- Active implantable MD
- In-vitro diagnostic MD

FDA Certificate for Foreign Government, CE mark or other international approval must accompany imported devices considered as experimental in their country of origin. However, these certifications are often sought even for non-experimental devices as assurance of safety/effectiveness. A particular permit issued by the Atomic Energy Licensing Board is needed to import radiation-emitting devices.

High-tech equipment destined to public hospitals and institutions, although not requiring registration, is subject to standards-based evaluation by the MOH's Health Technology Assessment Unit. Used or refurbished medical equipment are forbidden in public institutions and may only be purchased by private facilities. Labelling requirements are those outlined in the GHTF guidelines, while packaging is not regulated.

Sources:

- Association of South-East Asian Nations, "Roadmap for an ASEAN Community" - www.aseansec.org
- ASEAN Medical Device Product Working Group - <http://accsq-mdpwwg.org>
- National Agency of Drug and Food Control (NADFC) Indonesia - www.pom.go.id
- US Commercial Service, "Medical Device Regulatory Requirements for Indonesia" - www.export.gov
- Medical Device Control Division of the Ministry of Health Malaysia, "Malaysia's experience in Regulating the Medical Device Sector"; "Harmonization of Medical Devices Regulation in the Asean Region" - www.mdb.gov.my

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Special IDEM Singapore 2012

Interview with Dr Benjamin Long Chairman of the Singapore Dental Association



What accounts for the growth of dentistry in Asia?

The healthcare sector is rapidly developing in Asia, alongside the rising economies in the region. In tandem with this, the dental industry is also seeing robust growth.

Within Asia, there is greater appreciation for dentistry and the role it plays in overall personal well-being. This has been brought about by the increased education levels among the population as well as better access to information brought about by the Internet revolution. The growing urban middle class population will be a big driver from this aspect, as patients turn to dentistry for both health and aesthetics benefits.

Asia is also seeing a rise in the level of service provided by dental professionals. The industry is seeing a growing demand for continued dental education (CDE). Dentists are also more keen today to upgrade themselves so as to provide better oral care to patients. This is compounded by the introduction by many Asian governments of compulsory CDE as a requirement for registration. The move ensures that dentists are kept up to date with the latest developments and innovations and are able to meet the patients' expectations.

How is the private dentistry sector shaped? What is the percentage compared to public sector?

In Singapore, there are about 1,500 registered dentists, of which about 1,000 are in private practice (SDC Annual Report 2010) managing about 600 private dental clinics; 66% were in group practices (4% were specialists), 39% were in solo practices (2% were specialists) and 2% worked as locums.

With about two thirds of dentists in Singapore in private practice, we can conclude that a great majority of dental procedures are carried out in the private sector.

Why is poor oral hygiene still a problem in many emerging Asian countries?

I think poor access to dental care plays a big part when it comes to the problem of poor oral hygiene in many emerging Asian countries. There is an acute shortage of oral healthcare workers in many developing countries and the dentist to population ratio falls way below the ideal 1: 2,000 figure.

Investments in infrastructure is still lacking, not just in areas like building dental hospitals and clinics, but also in providing the means of transport for the local population to get to these clinics, especially those communities that are "cut off" from main town centers.

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Patent Pending

What are the technological advances driving demand in the Asian dental market?

From my personal experience in organizing conferences and lectures such as IDEM Singapore, and conversations with my dental colleagues, we are seeing increased demand in almost all aspects of dentistry. Whenever new dental products are launched, there is great interest, be it in dental imaging or the latest in caries prevention.

With increased affluence and the social pressures of society to look good, dental implants and aesthetics have gained much attention in the market. The two aspects of dentistry are currently the main technological drivers and have been a recurring theme in dental meetings. IDEM 2012's Scientific Conference will be highlighting the latest technological developments in the industry. One of the site sessions entitled Update on Reconstructive Dentistry, will be jointly conducted by Dr. Urs Belser, recipient of the Scientific Research Award from the Greater New York Academy, and Dr. Michel Magne and Dr. Pascal Magne, world-class names in the field of Aesthetics Dentistry. The program will focus on objective ("evidence-based") parameters and well-defined clinical decision making criteria when it comes to the treatment of broken down teeth or edentulous jaw segments. In this context, special emphasis will be given to diagnostics, esthetic aspects and most recent developments as they relate to anterior restorations on natural teeth and on implants.



You have given us an interesting outlook on Asia; can you also give us a specific outlook on the dental market in Singapore?

The dentist to resident population ration in Singapore is about 1:3,200 and has remained within this range for the last few years. However in other industrialized countries, the ratio is 1:2000. From Singapore's perspective, there is still room for growth.

As the population ages in Singapore, demand for healthcare services will increase. Our patients expect and demand the best and we are seeing dentists responding by improving their skills and techniques by attending upgrading courses and conferences. IDEM Singapore is an example of a platform where the dental community of Singapore can update their knowledge and learn how to adopt technological advances to better cater to the needs of the population.

Attendees are given the opportunity to learn from their global peers the practical application of many new technologies and procedures at the Scientific Conference's Hands-on Workshops. One of the four workshops, Immediate Implant Placement and Provisionalization in the Esthetic Zone will review the biological fundamentals, as well as the surgical and prosthetic techniques involved. The workshop aims to help participants gain practical experience in immediate placement, provisionalization and soft tissue management. Participants will also get to try out practical aspects of the treatment using a model.

The government has also responded by investing more into the dental infrastructure, they are increasing the number of places in the Dental Faculty at National University of Singapore (NUS) and are also recognizing more overseas universities that provide dental training.

Overseas patients are also a growing market for Singapore. Within the last 3 years we have seen private medical groups investing huge sums of capital in building hospitals and medical centers and this in turn would feed the dental market.

Source:

Singapore Dental Association - www.sda.org
 Koelnmesse Pte Ltd. - www.koelnmesse.com.org



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Embracing the latest dental technology advances at IDEM Singapore 2012

Asia Pacific's leading dental trade fair will see more than 380 exhibitors and a 20 percent increase in exhibition space.

Modern dentistry today is defined by technological advances that are making oral health and dental care faster, safer and accessible to more people around the world. While the benefits of many of these technologies are undisputed, there are complexities in application that are generating lively debate among the global practitioners within their individual fields.

Jointly organized by Koelnmesse and the Singapore Dental Association, IDEM Singapore 2012 seeks to bring these discussions to the forefront. To be held from 20 to 22 April, with a post-congress day on 23 April, the Trade Exhibition and Scientific Conference is expected to draw a turn-out of over 6,500 attendees. Now in its seventh edition, IDEM Singapore 2012 will continue to gather top names from across the globe in the largest single networking and knowledge gathering platform for dental practitioners and professionals.

Gathering the world's latest dental innovations

With a 20 percent increase in exhibition space, the 2012 edition of IDEM Singapore will feature more than 380 leading companies from over 30 countries, including pavilions from Australia, France, Germany, Italy, Korea, Singapore, Switzerland, Taiwan, the United Kingdom and the United States.

IDEM Singapore 2012 will also see more than 70 exhibitors from Asia Pacific, a clear evidence of the increasing focus by regional governments, industry and consumers on the importance of dental health and the opportunities present in this rapidly emerging industry.

Leading companies from the region include:

- **Hogies Australia**, which will display its wide range of protective eyewear and ophthalmic equipment used in a dental treatment or lab setting.
- **Monitex Industrial Company, Taiwan**, which will be promoting its dental impression alginate mixers that enable dental caregivers to meet quality and service requirements.

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- South Korean firm Osstem, which will reinforce its position as one of the world's leading dental implant manufacturer by showcasing implant solutions that provide superior biocompatibility and optimal surface quality.

Japan will also boost its presence at the exhibition, with first time participants such as Kuraray Medical Inc and Osada. Dental technologies developed in Japan are internationally recognized for their sophistication and the advanced capabilities they offer, especially in the highly specialized field of restorative materials. Kuraray Medical Inc will introduce resin-based restorative materials that closely match the aesthetics of natural teeth, as well as cement and dental adhesives that bond to the dental structure. Osada will showcase its treatment and surgical equipment with advanced performance and enhanced safety features.

Further stamping its relevance to the industry, IDEM Singapore 2012 will also provide visitors with a view of the latest innovations that have the potential to transform dental and laboratory practices. Digital dentistry will feature strongly on the trade floor with exhibitors such as 3Shape (Denmark), and Euroteknika Group (France). 3Shape will introduce its new Dental System™ 2012, a flexible and scalable solution designed to help labs expand their range of services to dentists, while Euroteknika will exhibit its Teknika3D imaging solutions for every stage of the implant treatment process, from planning software to guided surgical instrumentation.

Debating the latest research and advancements in dentistry

Digital dentistry will also be one of the key topics of this year's IDEM Singapore Scientific Conference. Featuring 17 experts from Australia, France, Italy, the United Kingdom and the United States, the Scientific Conference will discuss the latest treatments, procedures and trends in various dental fields, as well as the challenges and controversies surrounding some of today's digital innovations.



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Some of these include:

- **New Technologies on Tooth Cutting and Digital Dentistry** by Dr. Derek K. Hein/Gordon J. Christensen CLINICIANS REPORT (CR Foundation): This session will examine the latest trends in the area of restorative dentistry and provide clinical observations to address new technology developments, digital dentistry and their practical place in the dental practice.

- **Multidisciplinary Approach to the Management of the Anterior Edentulous Segment** by Professor Lyndon Cooper, University of North Carolina: This session will elaborate on the diagnostic steps involved in the replacement of anterior maxillary teeth with implants requires special attention to esthetic details and treatment planning based on detailed diagnostics.

- **The Endodontic Success: How to Access, Shape, Clean and Pack** by Dr. Wilhelm J. Pertot: This session will discuss a range of topics related to the practice of endodontics, the dental specialty that deals with diseases of the dental pulp and tissues surrounding the root of a tooth. The session will also cover the objectives of canal instrumentation and how to achieve these objectives with the best nickel titanium (NiTi) rotary system, as well as evaluating file systems in preparing canals without procedural errors.

- **Future Trends in the Non-surgical Treatment of Periodontitis: From Hand-instrumentation to Light Activated Disinfection** by Professor Andrea Pilloni and Dr. Claudio Mongardini from the University of Roma "Sapienza": This session will showcase how a new, easy and fast periodontal treatment method known as Light Activated Disinfection (LAD) is delivering sustainable clinical improvements for patients require lasting changes in oral microbiological flora.

- **What Types of Orthodontic Treatment can be Successfully Done with the New Invisalign Appliance?** by Dr. Robert Boyd: This session will define the scope of orthodontic treatment possible with Invisalign and share with the delegates how to evaluate differences in severity of various malocclusions such as crowding, spacing and skeletal problems for applicability with Invisalign.

Advancing the profession in Asia

"The business of dentistry is an exciting but increasingly complex field with new advances in technologies and new legal-socio issues emerging every year. The Scientific Conference at IDEM Singapore 2012 will tackle all of these opportunities and challenges head-on by providing a robust yet collaborative platform for dental practitioners from around the world to share their expertise and experiences. We welcome the discussion and debate that will characterize IDEM Singapore 2012 and highlight the critical issues facing the practice of modern dentistry in the next century," said Dr. Benjamin Long, Chairman of the IDEM Singapore 2012 Committee.

Dentists and dental professionals can obtain academic accreditation or Continuing Professional Education (CPE) points by attending IDEM Singapore 2012. Dentists can acquire over 30 CPE points by attending the conferences and workshops at the event.

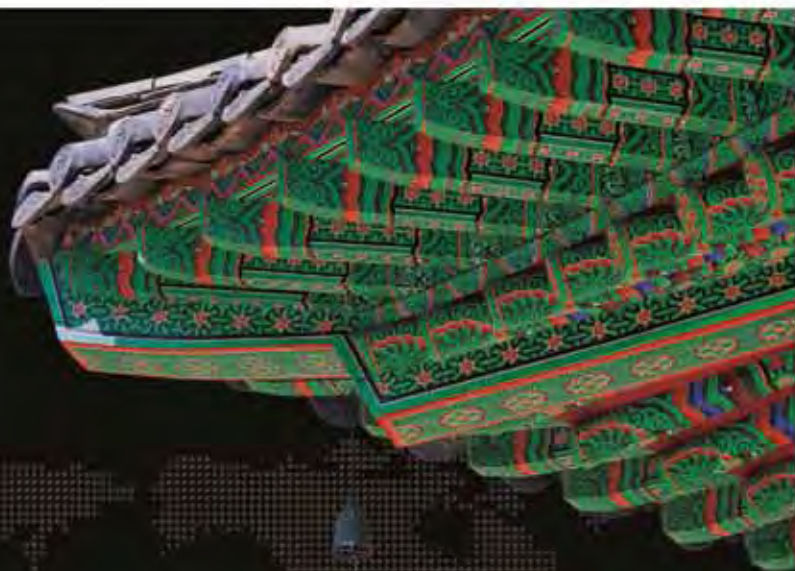
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Silfradent: From blood to tissue regeneration

CGF stands out among new discoveries, it is a platelet concentrate isolated from blood samples through a process implemented by SILFRADENT-Italy

Over the last 10 years, the tissue engineering made enormous progress in identifying new strategies in tissue regeneration field, such as the use of “platelet concentrate” which constitutes a relevant and innovative clinical approach.



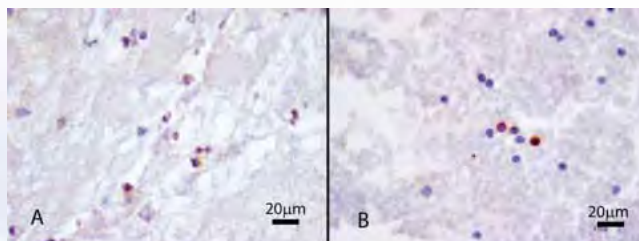
Several studies have highlighted the importance of platelets for tissue regeneration thanks to their ability to provide a large quantity of growth factors: Pdgf (Platelet derived growth factor), Tgf- β (Transforming growth factor- β), Fgf (Fibroblast growth factor), Vegf (Vascular endothelial growth factor) and Igf (Insulin-like growth factor) are involved in the induction of cell proliferation, in the remodeling of the extracellular matrix and in the angiogenic mechanisms, which are implemented during the different stages of regeneration.

In light of these considerations, in recent years several methods to produce platelet concentrates that

contain a high concentration of autologous growth factors have developed. Platelet concentrates are obtained from patient's venous blood through a standardized process of centrifugation, which (sometimes with the addition of exogenous substances) allows to isolate a fraction rich in platelets and growth factors, precisely known as “platelet concentrate” or “platelet gel”. Concerning the clinical application, the regenerative effect of these preparations is widely demonstrated in different clinical fields such as Maxillofacial Surgery, Orthopedic Surgery, Aesthetic Surgery, Ophthalmology, Sports Medicine and Dermatology.

CGF (Concentrated Growth Factors) represents a new generation of platelet concentrates able to hold inside a higher concentration of autologous growth factors. Like other platelet concentrates, it is isolated from blood samples through a simple and standardized separation protocol, which is performed by means of a specific centrifuge (Medifuge MF200, Silfradent srl, Forli, Italy) without the addition of exogenous substances. Its main feature is in its consistency: it is an organic matrix more rich in fibrin and therefore more dense than other platelet concentrates able to trap a greater quantity of platelets and growth factors. Furthermore, it has been found to contain CD34 positive cells, cellular elements which are normally recruited by blood to damaged tissues and which play a key role in maintaining vascular homeostasis and in angiogenesis and neovascularization.

Concerning CGF applications, its efficacy has been so far demonstrated in oral and maxillofacial surgery, in maxillary sinus lift procedure and profile ridge augmentation. However, its features make it suitable for its use (alone or with other biomaterials) in other fields where tissue regeneration is required.





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60 countries helped!

The UK oral health charity Dentaïd, is world renowned for its equipment supply operation. Since the charity began in 1996, Dentaïd has carried out 246 projects in 60 countries around the world.

Many of these have been the supply of fully refurbished surgeries for clinics in places where previously there was ineffective or significantly under-resourced oral health care being provided. Hundreds of smaller shipments have also been despatched, including instrument kits to equip health workers provide dental care in remote rural communities. Notwithstanding the equipment supply projects, more recently there have been an increasing number of projects seeking to focus on the need for oral health education and prevention initiatives.

Focus on Cambodia



Cambodia is situated between Thailand and Vietnam - more than one third of Cambodians live below the poverty line, struggling to survive on less than \$1 a day. Poverty is especially pervasive in rural areas and amongst children, who constitute more than half of the country's population. Malnutrition affects most Cambodian children: 45% show moderate or severe stunting. Cambodia has the highest infant and under-five mortality rates in the region. Landmines from recent conflicts pose a grave hazard for children and youths who attempt to salvage unexploded ordnance and sell it as valuable scrap metal. Since the average 5 year old has 8 to 10 decayed teeth it is also a place where the resources and help of Dentaïd can be particularly beneficial.

In 2007 Dentaïd was approached by a group of Cambodians who had founded an NGO – the Khmer Association for Development (KAD). They were working with the Cambodian Dental Association to address the serious oral health problems revealed by a survey of 1,000 adults and children,

only 6% of whom had healthy teeth and gums. The remaining 94% had varying degrees of oral disease, exacerbated by the dangerous traditional practice of poking pointed needles or sharp instruments into teeth to try and relieve pain.

KAD planned an educational programme in schools and local communities to teach good oral health care and to provide treatment to the majority who were unable to afford to pay for dental services. Dentaïd was asked to provide two complete dental surgeries and instrument kits and in 2007, thanks to sponsorship by the Lions Club, these were supplied. From this successful project came the opportunity to develop further relationships with contacts in the country.

In 2009, the Cambodian Ministry of Health approached Dentaïd requesting provision of 24 basic sets of dental instruments and portable chairs for the Dental Nurses' Training School. These students are trained to provide basic medical and dental care and when possible are provided with their own dental kit to enable them to treat patients in rural areas. Thanks to generous sponsorship from Barbican Dental Care in London, they were presented with their equipment at a graduation ceremony in February 2010 and were thus enabled to utilise their training for the benefit of these underserved rural communities. (See Infodent International July 2010)

Encouraging feedback has been received from the Cambodian Children's Fund (CCF) - the charity started by Scott Neeson, former President of 20th Century Fox - that a Dentaïd surgery supplied in 2010 is now up and running in Phnom Penh, treating the children living around the large toxic rubbish dump of Steung Meanchey. A traditional Cambodian ceremony was held to mark the opening of the dental surgery and this message was received from CCF – *"Being able to add dentistry to CCF's healthcare programme isn't just making life more comfortable or brightening smiles. It's about tackling the sheer misery and the endemic life-sapping problems that often accompany bad oral health, and not just through treatment, but by education too. Quality help is now at hand and that's definitely something to smile about. Thank you."*



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The Smiles and Hopes Campaign, a sponsorship programme, was launched in 2011, giving UK dental practices and individual sponsors an opportunity to fund oral and medical care for an average orphanage (approximately 55 children) for one year. For only £500 we believe this is very good value and we know it makes a huge difference to the well being of these orphans. As there are over 100 orphanages in Phnom Penh alone, this is a great challenge. To date, 15 orphanages have been sponsored, resulting in an improvement in the general and oral health of at least 1567 orphans, and, by raising the standards of care in the participating orphanages, this will be ongoing. Activities have included provision of basic dental care (prevention and treatment), simple medical care (including deworming, nail clipping, and treatment for scabies and head lice); health, hygiene and first aid education of orphanage care givers. Additional activity has included setting up and organising toothbrushing and hand washing facilities where needed. A total of 116 caregivers fully completed the 20-hour basic health care course, with many more participating on selected days and topics.

If your company would feel able to sponsor one of the orphanages, please email Jac@dentaid.org for more information.

Following disastrous floods in the Bantheay Meanchey province of Cambodia, the average daily income is equivalent to about 40p. In recent years, the Cambodia Development Association (CDA) has implemented a treatment and education outreach programme in the province and encountered high levels of dental disease. Whilst many successful treatments and referrals were provided, these were severely limited by the lack of dental equipment.

This pilot programme focuses on preventative care, maintenance of a health diet and oral hygiene techniques. Children at the village primary school receive weekly oral health education and this has resulted in a reduction in dental problems. The children now eat less sugar, more rice, and are generally healthier, resulting on more regular attendance at school.

CDA has requested two complete Dentaid surgeries to help it extend its programme of free dental care to those in this needy area. The total cost of refurbishment, crating and shipping to Cambodia is £7250.

If you would like to support this worthwhile project either financially or by gifts in kind, please contact Dentaid at Jac@dentaid.org.

Join Dentaid on a Uganda Volunteer Dental Outreach in June 2012.

Places are still available to join the Dentaid team for this grass roots experience of volunteering on an oral health project. For full details contact Jacqueline James – Jac@dentaid.org

Do look at our website....

You will find full details of current and completed projects; how to donate equipment; volunteering opportunities at home and abroad and much more on www.dentaid.org

Contact:
Dr Rosemary Longhurst
6 St Margaret's View
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Tel: 01395 274959
E-mail: rosemary@dentaid.org

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2300 Clarendon Blvd, Suite 1003
Arlington, VA 22201, USA
Tel: +1 703 379 7755 - Fax: +1 703 931 9429
E-Mail: info@dentaltradealliance.org
Website: www.dentaltradealliance.org
Venue: Hyatt Regency McCormick Place, Chicago



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E-mail: mwm@cds.org
Contact Person: Ms. Lisa Girardi
E-mail: lgirardi@cds.org
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Website: www.expodental.ifema.es
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Infodent Booth: 7G32A (Pav. 7)

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E-mail: i.reynolds@closerstillmedia.com
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E-mail: szczesna@targi.krakow.pl - Website: www.krakdent.pl
Venue: Targi w Krakowie
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Tel./fax +7(495) 921-40-69
E-mail: markina@dental-expo.com -
Website: www.dental-expo.com/eng.html
"Krasnoyarskaya Yarmarka"
Contact: Elena Klopets
Tel +7 3912 28 86 08 - E-mail: klepets@krasfair.ru
Venue: Krasnoyarsk, EC "Sibir"
Aviatorov str, 19

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(Sydney – Australia)

Australian Dental Industry Association Inc, Level 5
757 Elizabeth Street
Zetland, NSW, 2017, Australia
Postal Address: PO Box 536, Strawberry Hills NSW 2012
Contact: Duncan Campbel
Ph: + 61 2 9319 5631 - Fax: +61 2 9319 5381
E-mail: adia@adia.org.au - E-mail: adx.sydney@adia.org.au
Website: www.adia.org.au
Venue: Sydney Convention & Exhibition Centre, Darling Harbour, Sydney, Australia

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April '12

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Website: www.cnr-idex.com
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z.zielinski@koelnmesse.com.sg
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