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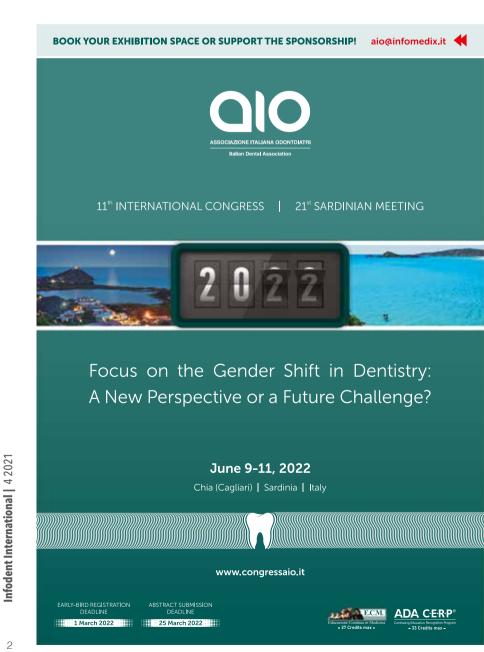
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SHOW REPORT



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Given the current situation worldwide, we warmly invite you to double check trade shows dates, venues and booths location listed in this magazine

INFODENT INTERNATIONAL 4/2021



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B2B vs. B2C

We are all quite familiar with B2B and B2C. But, although there are many similarities between these types of marketing, how they communicate to their audiences, to capture attention, is actually quite different. First, let's clarify what B2B and B2C is. B2B stands for *business-to-business*. It describes businesses whose customers are other businesses, and therefore all of their marketing is dedicated to the needs, interests, and challenges of customers who are making purchases on behalf of their organization - rather for themselves. B2C stands for *business-to-consumer*. It describes businesses whose customers are individual consumers, rather than professional buyers. Therefore, all of the businesses' marketing is dedicated to the needs, interests, and challenges of people in their everyday lives. Of course, the lines between B2B and B2C can intersect at times. In fact, the same company might have both B2B and B2C initiatives happening at once, nonetheless their respective marketing strategies can differ in many ways.

ROI matters in B2B marketing. B2B audiences are seeking efficiency and expertise, while the consumer audience is more likely to be seeking deals and entertainment. Accordingly, the B2B purchase process tends to be driven more by logic and financial incentive. In other words, what's the product's return on investment (ROI)? How will the business profit as a result of this purchase? While B2B marketing is more concerned with build-ing relationships and business customers have to think in terms of business impact - there's only so much emotion they can let influence their actions, on the other hand, B2C customers are more emotionally driven and B2C marketing focuses on quick solutions and enjoyable content.

The B2B buying cycle is also often much longer and more complex than the B2C decision process. B2B marketers have a much longer chain of command to deal with: procurement, accounting, and department heads often need to approve purchases in B2B situations as these decisions are meant to complete long-term goals for a company. Research from CSO Insights shared in 2019 found that three-guarters (74.6%) of B2B sales to new customers take at least four months to close, with almost half (46.4%) taking seven months or more. According to the LinkedIn States of Sales Report 2020, 44% of B2B organizations have seen their sales cycles increase in the past year, further heightened by the onset of the global pandemic. Despite this, marketers are most of the time under serious pressure to deliver results fast and often require concrete proof of ROI to secure continued investment in their campaigns and strategies. Taking a longerterm view of ROI measurement is about getting a more accurate, reliable picture of marketing's true impact. Research by LinkedIn found that 77% of marketers measure the ROI of their campaigns after one month - despite having a typical sales cycle that is longer than that. LinkedIn thinks it's time for B2B marketers to think seriously about slowing down the way they calculate the ROI of their campaigns. While more intensive and dili-



gent research might mean longer sales cycles, the flipside of this is that more time provides more potential opportunities to reach buyers.

And we couldn't agree more. If you insist on measuring the ROI of your campaigns too soon you base your future decisions on incomplete data that could lead your marketing strategy down the wrong path. That doesn't mean you can't measure anything! Key Performance Indicators (KPIs) can be established to track the journey, show progress, adjust some issues, and validate milestones. These KPIs act as checkpoints on the way to your eventual destination: strong ROI.

But, key point is quality of contacts. Many businesses mistake B2B communication with B2C mass advertising, expecting to receive hundreds of leads and purchase inquiries. B2B marketing is quality of contacts where even just one order from a new customer could pay back hundred times the initial investment.

Infodent International's core business is the quality of its B2B contacts, with a world dental industry database constantly updated by dedicated staff. Our mantra? *Even only one B2B contract signed with a new customer can help you multiply your ROI.* Quality not quantity!

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Extraoral dental scanners require the use of scan sprays in many applications. Sprays not only improve the scan quality but also enable the scan of transparent and reflective objects in the first place. Traditional sprays, however, contain pigments which settle as white dust and thus contaminate the scanning environment. Cleaning if possible at all comes with enormous effort and expense.

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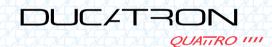
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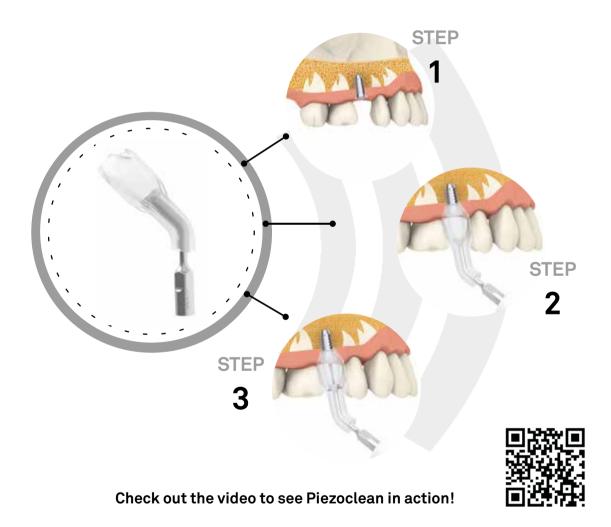


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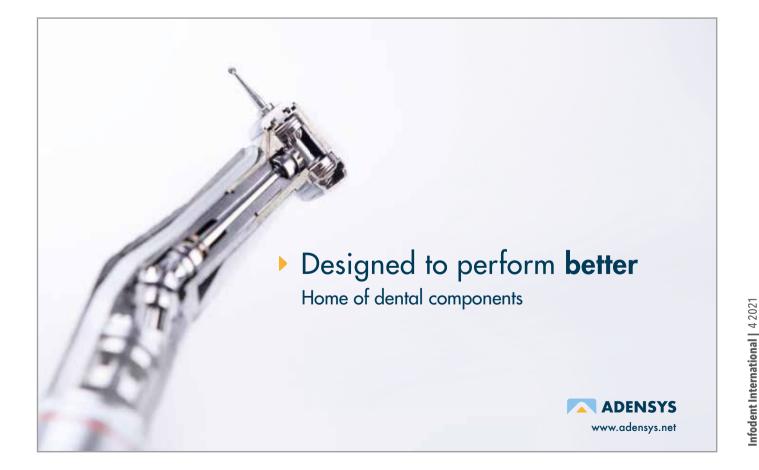
 Innovation: we develop new solutions to old problems, like our innovative smartphone app, "Turbine Dr". Register at www.adensys.net (see QR-code) to receive our product catalog.

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Baolai has developed not only piezo ultrasonic scaler, led curing light, periodontal treatment device, extraoral aerosol suction system, etc. for dentists use, but also household waterless piezo ultrasonic tooth cleaner. All products are highly regarded by dentists and individual users from 112 countries and regions of the world.

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AT A GLANCE

Not only is Germany the third largest health market in the world after the United States and Japan, but also by far the largest European market - twice the size of the French market and three times as large as those of Italy, the UK, and Spain, with dental products representing 17% of the entire medical technology sector manufactured in Germany

One out of six jobs linked to the healthcare sector, as the well-established infrastructure makes Germany's healthcare industry the largest employer with currently 6.8 million employees

> Long history of high-quality medical equipment, with particular emphasis on diagnostic imaging, dental products, and optical technologies

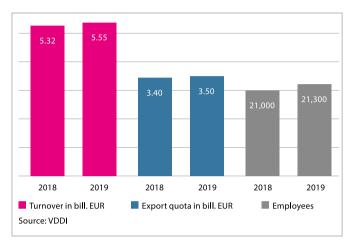
Per capita health expenditure estimated at 4,050€, exceeded only by Denmark, the US, Switzerland, and Norway

The German market accounts for 40 % of the entire EU market for medical devices. Apart from a handful of large producers, 95% of the German medical technology industry is characterized by small to mid-sized companies or sub-groups of larger companies. On average, German medical technology companies export between 60% and 65% of their products

Best healthcare system in the world regarding the uptake of new technologies. More than two thirds of German physicians are seeing innovation as key element in maintaining the high standards of the German healthcare system

German dental industry, largest market in Europe, followed by France, Italy, Spain, and Great Britain

DENTAL INDUSTRY



Certified Revenue Survey By The VDDI Members (Dental Industry)

Note: VDDI e.V. Verband der Deutschen Dental-Industrie e.V. = German Dental Industry Association

Source: https://www.vddi.eu/index.php?id=38&L=1&H=dqrwubb

Total Number of Dental Dealers	167	% Of Market Share
Solely Full Service Dental Dealers	50	57%
Solely Mail Order, Tele-Sales, Catalogue Houses	16	10%
Specialized Dealers (Laboratories or Orthodontists)	137	5%

Source: ADDE, 2016 Survey of the European Dental Trade



International Dental Show - IDS, in figures

	2017	2019	2021 (postponed to Sept. for Corona pandemic)
No. of exhibitors	2,305	2,327	830
No. of visitors	155,000	160,000	23,000
Exhibition space (sqm)	163,000	170,000	115,000

Source: https://www.vddi.eu/index.php?id=38&L=1&H=dqrwubb / press release IDS, Koelnmesse

Note: The International Dental Show IDS is presented by the Gesellschaft zu Förderung der Dental-Industrie mbH (GFDI), VDDI's commercial enterprise, and organized by Koelnmesse GmbH

ORAL HEALTH

ORAL HEALTH SYSTEM

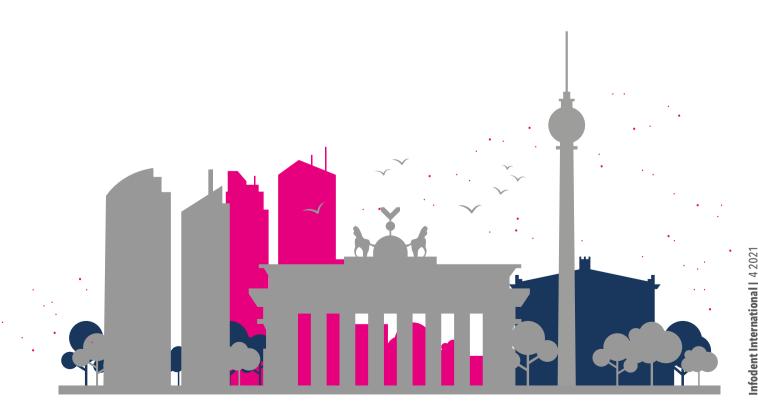
• Based on statutory sickness insurance (Social Health Insurance System-SHI) paid for by employers and employees • Costs of oral healthcare totally or partially reimbursed by the insurance scheme

• Fees negotiated between insurance agencies and dental associations

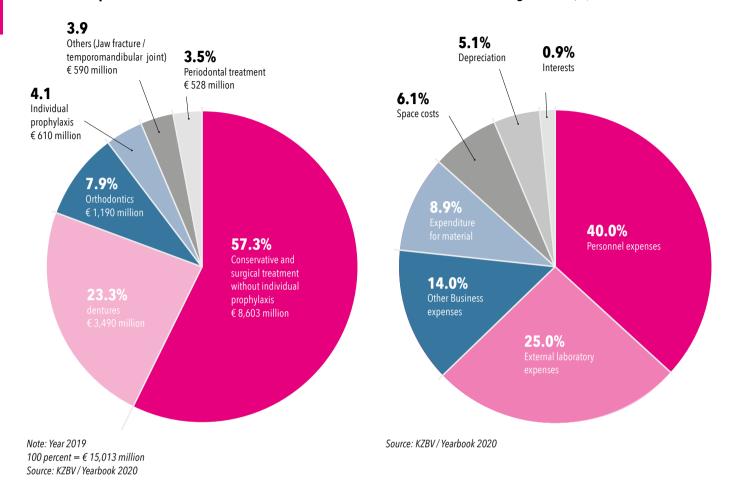
• Very little Government involvement

• Very small public dental service

- Per capita, the country spends more on teeth than any other in Europe, apart from Switzerland
- In a typical year approximately 75% of adults and children use the SHI system for dental care
- Dental treatments exceeding the pre-defined scope of necessary care, as well as dental prostheses, are subject to co-payments
- Persons aged less than 18 are entitled to full compensation for all medically necessary conservative and surgical dental treatment as well as necessary orthodontist care
- 90% of all dentists work as contract dentists to the SHI. Most of them being self-employed (Free Practice) and earn their living through charging fees for treatments. Very few dentists (less than 2%) accept only private fee-paying patients
 - Once registered with a KZV, a dentist in free practice may treat legally insured persons and claim payments from the sick fund via the regional KZV



Business Costs For An Average Practice (%), Year 2018



Dentistry's Share Of Expenditure (%) Within Statutory Health Insurance (SHI)

Year	Doctor	Dentist ¹	Dentures only	Pharmacy ²	Hospital
1998	17.30	9.03	2.49	14.31	35.13
2003	17.84	8.68	2.78	16.75	33.25
2008	17.16	7.24	1.93	17.68	33.70
2013	17.95	6.91	1.70	15.07	34.41
2018	17.67	6.41	1.48	15.11	32.91
2019	17.35	6.27	1.46	14.62	32.35

Note: From 2002: Doctors and hospitals including dialysis material costs; Pharmacies minus drug discounts

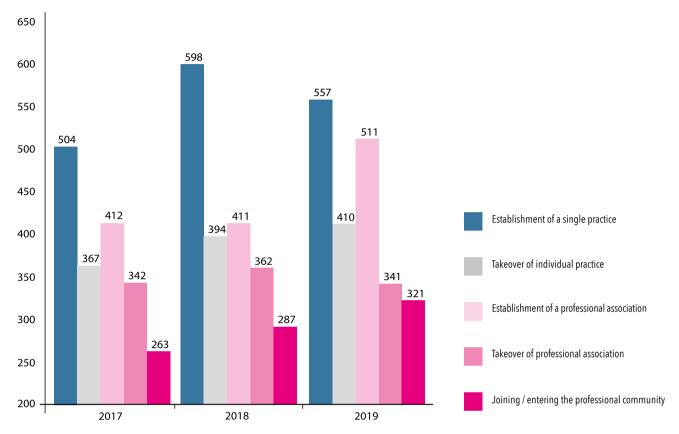
2 Medicines, bandages, remedies, and aids from pharmacies

Source: KZBV / Yearbook 2020 / GKV: Statutory health insurance

Infodent International | 4 2021

Business costs Financing volume (in thousand €)

(in Tsd. €)



Source: IDZ / InvestMonitor Dental Practice 2019

	Gross added value (Billion Euros), 2019	People Employed (Thousand), 2019	
Dental offices	18.7	387	
Total dental system *	25.6	516	
Health economy (core area) **	266.7	4,719	
Overall economy	3,091	45,255	

	In %	In %	
Proportion of dental practices Health economy (core area) **	7.0	8.2	
Proportion of the dental system Health economy (core area) **	9.6	10.9	
Proportion of dental practices Overall economy	0.6	0.9	
Proportion of the dental system Overall economy	0.8	1.1	

Note: * The dental system includes not only dental practices, but also the public health service, stationary dentistry, insurance, dental industry, and dental technology companies. ** Outpatient and inpatient care, without, for example, wellness offers

Source: BZÄK / Statistical Yearbook 2019 | 2020; Dental satellite account

No. of dentists	70,740-72,589
Active dental offices	47,805 <i>approx</i> .
Population to (active) dentist ratio	1,146-1,162
Members of Dental Association The national federation of Chambers is known as the Bundeszahnärztekammer (BZÄK) and all dentists must be a member of the local Chamber.	100%

Specialists	
Orthodontics	3,443
Oral Surgery	2,552
Dental Public Health	460 est.
Auxiliaries	
Dental Technicians	68,000
Dental laboratories	8,493
Assistants	182,000
Hygienists	550

Note: All figures estimated, compared from different sources

Caries Experience In 12-year-olds, International Comparison Average number of carious, filled, and missing teeth (DMFT index)

Denmark (2014)	0.4
Germany (2014)	0.5
Singapore (2011)	0.6
Finland (2009), Sweden (2017)	0.7
Japan (2016)	0.8
Belgium (2009/10), China (2015)	0.9
Canada (2007-2009), New Zealand (2014)	1.0
Spain (2010), Australia (2009)	1.1
France (2006), Italy (2012), Portugal (2013/14)	1.2
Slovenia (2013)	1.9
Greece (2011)	2.0
Poland (2014)	2.8
Latvia (2016)	3.4
Croatia (2013)	4.2

Comprehensive Coverage, Dentist Density



Source: WHO Oral Health Country / Area Profile Program, CAPP pages, 11/12/2020; Compilation: BZÄK 2020

Source: BZÄK / Statistical Yearbook 2019 | 2020; Statistical offices of the federal and state governments

KZBV



As a public-law corporate body, the National Association of Statutory Health Insurance Dentists (KZBV) represents the interests of more than 61,000 statutory health insurance dentists in Germany. It acts as the umbrella organisation of the seventeen Regional Associations of Statutory Health Insurance Dentists (KZVs) of the Federal Länder guaranteeing the provision of dental care under the statutory health insurance scheme. This means that binding contracts specifying the rights and obligations of the health insurance dentists in providing dental care are concluded with the statutory health insurance funds that bear the costs of dental treatments. As to the dental care model, it's the traditional dental solo practice or practice partnership the KZBV strives for. The KZBV plays a major role in contributing to the federal legislation relating to the statutory health insurance dentists and hence implements the relevant laws at political level. As the dental profession's self-governing body, the KZBV negotiates contracts with the central organisations of the health insurance funds on the statutory health insurance's scope of services and dentists' remuneration. Together with the Regional Associations of Statutory Health Insurance Dentists, the KZBV shapes the dental profession's future by safeguarding and continuously improving its economic and professional political framework. KZBV's essential objectives also include controllable financial risks, economic independence guaranteed by an adequate remuneration, planning certainty and a functioning infrastructure provided during the process of setting up in practice for the first time.

The Bundeszahnärztekammer (German Dental Association) represents the health and professional policy-related interests of the dental profession. Thereby the German Dental Association is committed to common welfare. Its principle aim is to strive for a liberal, future-oriented health care system. The German Dental Association stipulates progressive dental health care based on scientific knowledge, positioning the patient within the center.



With its 207 member companies, the VDDI (German Dental Industry Association) forms a community of businesses and enterprises which for more than 100 years has stood for success and progress in dental medical technology and dentistry.



Business scope

Founded in Shenzhen in 2012, Flycat has been dedicating itself to personal care products. We have more than 30 products, including oral irrigators and nasal irrigators. Portable series and desktop household series are both available. Our strength is the manufacturing of OEM and ODM projects.

Enterprise size

Flycat has a factory with an area of 15,000 square meters. We have a professional R&D team and advanced technologies. For production, we have adopted a lean production system, which ensures a production capacity of 30,0000 units per month.

Professional certificates

Our products have passed RoHS, UL, CE, FDA, IPX7 and other tests and certifications.

IDS AT A GLANCE



DARMSTADT, Germany - September 23,

2021 - exocad GmbH (exocad), an Align Technology, Inc. company and a leading dental CAD software provider, detailed the company's achievements over the past year and recent productivity-boosting software innovations at its International Dental Show (IDS) press event. Under the new slogan "Imagine the CADabilities," exocad executives highlighted new product launches, recently formed strategic partnerships and company milestones.

"IDS is the biggest tradeshow of the dental industry and the biggest event for exocad. For us, it was always very clear that if IDS took place, we would be there." said Tillmann Steinbrecher, CEO exocad. "Our innovation is based on having a direct contact with the users and strategic partners, and, while we have always been very active on social media, nothing can replace the personal communication that happens during a trade show. Sharing ideas, discussing improvements, learning about new technologies-that is really what IDS is all about."

A year of solid software releases

Seamless digital workflows and simplicity of use underscore the new series of exocad's Galway software releases. *ChairsideCAD 3.0 Galway*, announced at the 2021 IDS, is part of exocad's next generation of open-architecture CAD software for single-visit dentistry. The new *ChairsideCAD* is highly automated, intuitive, and optimized for practice use.

"When we developed the Galway releases, the focus was on the increase of productivity for our customers," said Novica Savic, CCO exocad, citing new features that simplify the design process. Instant Anatomic Morphing enables the anatomy of the teeth to automatically adjust in real-time for dynamic occlusion, and AI-based detection of facial features makes smile design

exocad Highlights New Releases, Strategic Partnership and Special Offers at the International Dental Show in Cologne

Technical Review of IDS 2021

Innovation and integration define exocad's newest software releases



exocad has showcased at this year's International Dental Show (IDS) in Cologne, Germany its newest software releases and innovations for dental technicians and dentists on 360m² at booth A-020, hall 3.2 with a multitude of demo stations.



Visitors have had the opportunity to watch live demos at a dozen different software islands and sign up to receive their own 3D-printed try-ins using the AI-assisted Smile Creator.

with Smile Creator faster and more accurate.

Other recently unveiled Galway releases include *DentalCAD 3.0 Galway*, with new Al-supported functions, and *PartialCAD 3.0 Galway*, which offers faster and more accurate partial denture design.

New strategic partnerships and software integrations

Furthering its role as an industry leader in integration and collaboration, exocad announced that it entered two large strategic partnerships this quarter. exocad will team with the Liech-

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Under the new slogan "Imagine the CADabilities," exocad presented a new booth design at this year's International Dental Show (IDS) in Coloane. Germany.

exocad's ChairsideCAD, its open-architecture CAD software for single-visit dentistry, received a 2021 Best of Class Technology Award from Cellerant Consulting Group. This is the third consecutive year that ChairsideCAD has been recognized for this award.

tenstein-based, dental product and systems provider lvoclar Vivadent to create integrated, efficiency-boosting solutions for labs and dental technicians. exocad also deepened its relationship with longstanding strategic partner Amann Girrbach. The Austrian company recently presented a new system for same-day dentistry called Ceramill DRS that includes exocad-based ceramill software.

In addition to new strategic partnerships, exocad reached a new milestone in product integration: 10,000 implants from 100 producers are now available in the *exoplan 3.0 Galway* implant libraries. The comprehensive libraries include order numbers, links, information about implant surfaces and more.

Growth to meet demand

Following its acquisition by Align Technology Inc. in 2020, exocad has released significant innovations, almost doubled its research and development team, and discussed plans to relocate to a larger, high-tech headquarters in Darmstadt. The company has extended its presence in the U.S and expects to continue hiring globally this year and in 2022.

Scavenger hunts, smile design and social outreach at IDS

exocad has showcased a growing spectrum of solutions for labs and practices at the company's

eye-catching, newly designed IDS booth. Visitors have had the opportunity to watch live demos at a dozen different software islands and sign up to receive their own 3D-printed try-ins using the Al-assisted Smile Creator. exocad experts and dental trailblazers Dr. Gulshan Murgai and Waldo Zarco Nosti presented exocad's software solutions: DentalCAD, ChairsideCAD and exoplan. Attendees took part in a scavenger hunt - in line with health and safety guidelines - to visit the booths and demos of exocad's strategic partners and received special prizes. Anyone who was unable to attend the Cologne trade show in person can tune in online to exocad's IDS livestream for top-notch software tutorials hosted by the exocad team, first-hand impressions of the trade event and interviews with strategic partners on the showroom floor.

exocad also offered IDS visitors the opportunity to participate in social outreach. Since 2005, the Italian charity organization Overland for Smile (O.N.L.U.S.) has traveled thousands of miles with its mobile surgery to bring indispensable dental care to children living in Eastern European orphanages. During IDS, exocad has collected donations on behalf of O.N.L.U.S. Attendees donated 15 euros to the cause and received an exclusive exocad T-shirt as a thank you.

Additional information is available at exocad. com/IDS

exocad names its releases after current EU "European Capitals of Culture" and selected the Irish city of Galway for this year's releases.

exocad GmbH

Natalia Gonsior Senior Marketing Specialist Julius-Reiber-Str. 37 64293 Darmstadt, Germany Phone +49 (0)6151 6294132 ngonsior@exocad.com exocad.com

About exocad GmbH

exocad GmbH, an Align Technology, Inc. company, is a leading dental CAD software provider. exocad vigorously pushes the boundaries of digital dentistry, providing flexible, reliable, and easy-to-use CAD/CAM software for dental labs and dental practices worldwide. More than 45,000 valued customers plan implants and create functional and refined restorations with exocad's DentalCAD, ChairsideCAD and exoplan software. For more information and a list of exocad reseller partners, please visit exocad.com.

Source: exocad GmbH

IDS AT A GLANCE



IDS 2021, which came to a close on Saturday, 25 September 2021, after four trade fair days, set the impulses the global dental industry had hoped for in the post-Corona era. "The optimism has returned within the international dental family," said a delighted Mark Stephen Pace, Chairman of the Executive Board of the Association of the German Dental Industry e.V. (VDDI). "We held intensive discussions with interested visitors and most of them ultimately came to make investment decisions. Many of the decision-makers consciously concluded their transactions at the trade fair. We can convey the signal to the outside: The German dental industry is moving forward. We are offering solutions in difficult times. The exhibitors I spoke to were thoroughly happy to be at IDS. And I am convinced: They will benefit from market revolutions in the aftermath of IDS! This is how it works in the world of business: Companies that were present in the exhibition halls, certainly undertook an entrepreneurial risk in the runup to the trade fair, which makes it all the more gratifying that they were ultimately able to reap the deserved success and market shares."

For Oliver Frese, Chief Operating Officer of Koelnmesse GmbH, IDS 2021 also clearly underlined the spirit of optimism within the industry: "All of the exhibitors and visitors were visibly pleased to groom contacts directly in person, experience products live and engage in personal encounters at the end of the trade fair day in the course of numerous networking events. **That is why IDS 2021 plays an outstanding role for the re-start of the industry and of course also for the re-start**

Optimism Has Returned - IDS 2021 Sets The Desired Impulses For The Dental Industry

Top decision-making competence of the visitors. Over 23,000 visitors from 144 countries - industry expects positive development in the coming months

> "IDS went better than I had expected. We were able to establish more contacts than we had imagined, especially with dealers from third countries. Even if we did rather miss the classic, German dentist as a visitor and it was overall quieter than usual:

I am glad to have been here!" Maike Wassmann, General Manager bisico, Bielefelder Dentalsilicone GmbH & Co. KG

of the trade fair industry overall. Furthermore, IDS 2021 is the first IDS that was staged as a hybrid event. This means there were places of physical encounter on the one hand, here in Cologne in the exhibition halls and in addition to that also on the digital platform, IDSconnect, which offered additional presentation and networking options, which went down very well."

IDS demonstrated once again that it is the leading global trade fair of the international dental industry: Over 23,000 trade visitors from 114 countries attended IDS 2021 to inform themselves about the offer of 830 exhibiting companies from 59 countries. Especially against the background of the restricted travel possibilities in many regions of the world, IDS once again convinced with its strong international appeal. 72 percent of the exhibitors came from abroad, as well as 57 percent of the visitors - from Eu-

rope, particularly from Italy, France and the Netherlands, to Eastern Europe, the Middle East and overseas. The decision-making competence of the visitors is decisive for the success of a trade fair and here the level at this year's IDS was also extremely high - both on a national and international basis," Dr. Markus Heibach, Chief Financial Officer of the VDDI, summed up. The initial evaluation of a visitor survey confirms this impression: In this way, almost 85 percent of the visitors at this year's IDS are involved in procurement decisions, indeed 33 percent of them decisively. For over half of the visitors, grooming existing business relationships and establishing new business relationships are the key reasons for visiting IDS. Good two thirds of the visitors were very satisfied with the offer of exhibits and with the extent to which they had achieved their goals and 85 percent would recommend that a good business associate should

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DS AT A GLANCE

visit IDS. Around 70 percent of the respondents are already planning to visit IDS 2023.

77 exhibitors from 16 countries were present on IDSconnect with 88 items and 1,310 minutes of broadcasting time. The general event programme of IDS, such as for example the award ceremony of the "Impression Prize" of the ProDente Initiative, the Gysi prize-ceremony of the Association of German Dental Technicians' Guilds or the programme of the German Dental Association were streamed via the platform live. All lectures, shows and presentations broadcast digitally are also available afterwards "on-demand".

The representatives of the German Dental Association and of the Association of German Dental Technicians' Guilds were also delighted at the successful re-start of the international dental world. "The hybrid concept that had to be adopted for IDS 2021 because of the Corona pandemic was a total success. Great praise and our sincere thanks go to the organisers, the GFDI Gesellschaft zur Förderung der Dental-Industrie mbH and Koelnmesse GmbH for this. All IDS participants were able to tour the trade fair on-site under observance of the necessary hygiene measures or virtually and thus experi-



ence the innovations in the fields of dentistry and dental technology. We were also available at the stand of the German Dental Association to provide many visitors with information and engage in practice-oriented discussions with them. We also gladly took advantage of the digital possibilities. We are looking forward to IDS 2023!" said Prof. Dr. Christoph Benz, President of the German Dental Association.

And VDZI Vice President, Klaus Bartsch, added: "The VDZI is delighted at having held many collegial discussions and being able to engage in exchanges at the trade fair. Particularly the

current themes guality management and the VDZI guality management concept, QS-Dental, work protection and business-related guestions were topics of high interest. The award ceremony of the renowned VDZI trainee competition "Gysi Prize", which was broadcast live for all those people who weren't able to be onsite, was a special highlight. The exhibited Gysi Prize entries demonstrated the talent and skills of our aspiring dental technicians. The aim behind the prize is to challenge and promote the trainees - the future of our trade. IDS 2021 has once again demonstrated that the dental world is further developing digitally. This is having an impact on the work processes in the laboratories of the dental technicians. Company owners have to weigh up the opportunities and take investment decisions based on sound judgement. The discussions at the stand of the VDZI about the future role of the commercial dental technology laboratory clearly show: For all of the technologies exhibited, master dental technicians and their teams are indispensable for dental restorations. With their expertise and in the close exchange with dentists, they ensure that patients receive the individual treatment they need."



IDS AT A GLANCE Winning Back Professional Normality

Technical Review of IDS 2021

The International Dental Show (IDS) 2021 from 22 to 25 September has given the whole industry what it needs now. The participants are now taking stock, gaining an orientation and above all engaging in personal encounters again at last, albeit six months later than originally planned due to the pandemic.



"At IDS 2021, we have changed over from the crisis mode into the work mode," is how Mark Stephen Pace, Chairman of the VDDI (Association of the German Dental Industry, assessed the trade fair. "Because it was the ideal place for taking stock of the situation and for identifying future opportunities. Whereby a stronger focus is being placed on hygiene and infection control as a result of the COVID pandemic. And the dental industry is gaining momentum where digital innovations are concerned and is proving to be a pioneer for others."

The boost in research and development manifested itself at the International Dental Show in an extensive overview of state-of-the-art dentistry. The trade fair visitors were able to discover a host of attractive new products.

Dentists in a key medical position

In the course of the Corona pandemic, the focus of general attention lies more on the practice. Since for example periodontal prophylactic measures can have a positive effect on the overall health and particularly reduce the risk of severe cases of COVID-19.

In general, the core competence of the dental practice in the area of hygiene and infection control is even more important now than in the past. The components include among others highperformance suction systems for aerosol reduction, like those presented at IDS. The IDS visitors experienced a new possibility in the form of headphones that have special suction cannula attached to them. They suck up the potentially germ-laden aerosol cloud when it leaves the patient's mouth and reduce the aerosol formation in the room of the practice by up to 99.9%.

For the reduction of viruses that have already penetrated inside the patient, a survey by the Claud Bernhard Lyon University was presented at IDS. A mouthwash can reduce the risk of COVID-19 being transmitted by reducing the number of viruses in the mouth by 71% after just one rinse and helps the immune system fight off an infection.

In the classic area of domestic prophylaxis, several toothbrushes attracted special attention, for example sonic toothbrushes the heads of which are at a 10° angle thus facilitating the cleaning of areas of the mouth that are difficult to reach.

Filling therapy becomes more comfortable

The dental filling therapy is a further classic area - indeed a currently extremely dynamic area. For example, the IDS visitors found out more about thermoviscous composites. They are only flowable after heating and can then be sculpted straight away. After initially being implemented for the bulk fill technology for posterior teeth, there are in the meantime also variants for aesthetic front teeth restorations.

In general, fillings can be carried out directly more and more frequently; the borders to the indication for an indirect restoration are merging more and more. If prosthetic work has to be carried out, milling systems that take up very little space help the practice and the laboratory. However, nowadays they display a high degree of functionality. These include among others high-performance high-frequency spindles (for speed and precision), quick clamping devices (for conveniently changing between bracket systems with a constant precision level) and machining angles suitable for demanding tasks. Generally speaking, the practice is increasing its manufacturing efficiency using new, automated processing strategies. Software releases presented at IDS are the prerequisite for this, in some cases in combination with new networks between different part workflows. In the practice this affects all indications and materials, especially in the areas "glass ceramic" and "preform". Furthermore, attractive new products were presented in various special disciplines of dentistry.

"It is a great pleasure to finally be able to present our new Guided Biofilm Therapy (GBT) products to the audience of IDS again live. It is great fun seeing the huge interest in our GBT protocol innovations and celebrate the live dental trade fair with the trade audience. Participating in IDS 2021 is a great success for EMS. The strong feedback from our customers confirms that GBT is the best prophylaxis of all time. EMS's decision to make a strong appearance at IDS 2021 was spot on." Torsten Fremerey, Executive Director, EMS Electro Medical Systems GmbH

Digital volume tomography: Highest resolution for the endo

The digitalisation of treatment planning in endodontics is gaining momentum by analogy to the well-known backward-planning in implantology. This already begins with the 3D diagnostics. Digital volume tomographs with a special endo mode enable a particularly detailed illustration of the channel morphology. With the widespread usage of digital techniques, backward planning will become a more

and more routine process in implantology (i.e. intra-oral scanners, X-rays, CT and other imaging techniques, CAD). There are also many improvements in classic areas. For example, the regenerative plasma activation (bio-RAP) promotes the osseointegration. When a suitable device is implemented hydrocarbons can be removed from implant surfaces. This increases both the surface area available for bone-to-implant contact (BIC) and the hydrophilicity of the surface. The bone augmentation process is made easier

because only one instrument is needed to hold the flap instead of two (retractor and tweezers). And novel multilayer zirconium oxide with a particularly high light reflection produces a fresh appearance in the neck area in the field of implant prosthetics.

In orthodontics, classic occlusal testing (with articulating film or digitally-supported) assist in measuring the chewing force. A direct biofeedback from Bruxer splints helps patients avoid damage. Indirect bonding trays for orth-





odontic brackets, the positions of which can be planned digitally, can in the meantime be produced from suitable plastics. Differentiated workflows based on digital technology with the participation of the laboratory and practice promote a more collaborative approach.

Aligner: Optimised power distribution, automated production

In the field of aligner therapy, the IDS visitors were able to examine a new splint concept using transparent aligners that is available for a wide range of malocclusions: Two sheet thicknesses are used per treatment step to ensure forces are optimally transferred to the teeth. Soft and hard aligners are changed weekly, helping to gently reposition the teeth. Following a pre-agreed digital treatment plan, the provider delivers both the aligners and all patient information to the practice as a complete package.

More strongly automated CAD/CAM based manufacturing processes are now available for the aligner production in the dental technology laboratories (Volume: up to 1000 pieces per day). One has particularly solved the task of a reliable tracing of all work in the production process: Whereas this usually occurs via the allocation of a model (i.e. printed code) this now takes on the form of a permanent laser marking of the aligner itself, which is applied directly in the machine system. This way, the aligner can still be clearly assigned even after it has been separated from the model. For high production quantities, a robotic system can even be used to independently feed in and remove the prepared aligner sheets.

Dental technology

In the field of dental technology, digital and mixed analogue/digital workflows have established themselves. Which process is best for which laboratory in each individual case changes constantly. The differentiation of the possibilities offers great opportunities for increasingly more effective work processes.

Today, blanks with intrinsic colour gradients can be used for some cases that could previously only have convincingly been solved in an aesthetic manner using a full veneering. For example, they can be increasingly translucent towards the enamel and at the same time display high flexural strength. In this way, in extreme cases up to 14-unit bridges with two pontics can be inserted into the anterior or posterior region. And to achieve the highest degree of aesthetics, full veneering still remains to be an option. For a universal indication of zirconium oxide in the prosthetics, the IDS visitors learned how the surfaces of oxide ceramics are turned into lithium disilicate surfaces - i.e. practically into glass ceramic. The transformation occurs by applying a thin layer using a conditioner. The zirconium oxide interior surfaces can then be easily glued like glass ceramics and the outer surfaces lend this special treatment an aesthetic glass ceramic look.

Aesthetics plays a major role in the digital total prosthetics. Because up until now printed or milled teeth lacked a certain aesthetic appeal. And anatomically layered prefabricated teeth always had to be elaborately cleaned, conditioned and required a basal adaption to the digitally constructed denture bases. This meant nothing came of the efficiency gain hoped for from the digitally-supported approach. At IDS the visitors saw a remedy: A prefabricated tooth optimised for open-system digital total prosthetics. It can simply be taken out of the packet, and glued in. With so many digital processes and tools at hand it is difficult to always maintain the overview. However, with a new configurator for CAD/CAM machines, putting together the equipment for one's own laboratory is as simple as selecting the basic model and the extras when buying a car. The basis is the existing well-founded dental technology production know-how - the configurator takes care of the rest.

"IDS 2021 – a feeling almost as normal. In my opinion, IDS went surprisingly well – about the same as normal. September as the new date for the fair has turned out to be the best choice. Friends and customers were coming up to say hello or to decide about and buy their new equipment. There were not as many visitors as in 2017 or 2019, and even for the future,

I expect IDS to be a bit smaller than in the past. But we will still initiate and maintain

- lat of company institution have in Colomba which is the first feature with a condition

a lot of communication here in Cologne- which is the fuel for innovation and success."

Haikki Kyöstilä, President of Planmeca Oy

Artificial intelligence: Possibly the next big thing

At IDS 2021 there were signs that so-called artificial intelligence (AI) is going to be a future trend. One example here is the world's first two-slot scanner with RFID technology. In addition to the fast parallel digitalisation of two storage films at once, it offers various additional AI functions. One AI feature, for example, checks the orientation of intraoral X-ray images based on the anatomy displayed and corrects the orientation where required - a tangible facilitation! Because at the moment the assistant normally has to take care of this manually several times a day.

Furthermore, the main focus of current dental AI projects is the analysis of X-rays. Perspectively one is already thinking about using the existing software as platform technology. Here for example other imaging data or also clinical information about the patient would also be included. Long-term this way could lead from the diagnostics to the prognostics through to AI-support in taking therapy decisions. As such, many techniques, current product innovations and future outlooks were to be found at IDS. It was worthwhile engaging in dialogue - what's more face-to-face again at last and at international level. For the professional orientation, for research and development and for the fine tuning of the many practices and laboratories, this IDS was indispensable, it was probably even the most important edition in many years.

The trade fair itself has further developed and with its hybrid format it offered the visitors attractive added value. Particularly the technologysavvy members of the dental family knew how to use the digital tools as an enhancement to the physical event in the halls - and as such took on a pioneer role for many other industries.

IDS 2021 in figures:

830 companies from 59 countries took part in IDS 2021 on exhibition space spanning 115,000 m². The exhibiting firms included 228 exhibitors and 5 additionally represented firms from Germany and 591 exhibitors and 6 additionally represented firms from abroad. Foreign exhibitors accounted for 72 percent of the total. Including estimates for the final day of the trade fair, more than 23,000 trade visitors from 114 countries attended IDS, of which 57 percent were from abroad.

About IDS

IDS (International Dental Show) takes place in Cologne every two years and is organised by the GFDI Gesellschaft zur Förderung der Dental-Industrie mbH, the commercial enterprise of the Association of German Dental Manufacturers (VDDI), and staged by Koelnmesse GmbH, Cologne.

The next edition of IDS will take place from 14 to 18 March 2023!

Source: press releases, IDS Cologne





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CEDE 2021 is over!



Łódź, Poland 22–24.09.2022

More than 130 companies presented their offer during the 29th edition of the Central European Dental Exhibition CEDE 2021, which took place on October 7-9 in the Atlas Arena in Łódź. The exhibitors were visited by about 3 700 people. The next CEDE will be held in September 2022 in EXPO Łódź.

This was the first CEDE exhibition in Łódź in 13 years and the first after a two-year hiatus caused by the COVID-19 pandemic. Between 2008-2019 CEDE moved to Poznań.

Among the exhibitors at this year's CEDE were: internationally recognised manufacturers such as Dentsply Sirona, Planmeca, GC, Align Technology, MELAG or Acteon, Polish manufacturers: Poldent, Cerkamed, Makromed and national distributors including: MEDITRANS, DentalHolding, Optident, Natrodent and Hol-Dental Depot. The booths were full of novelties and products at trade fair prices. The organisers promoted the event and the exhibitors in many mailing campaigns, in the industry press and in social media. The main part of the CEDE educational programme were discussion panels and workshops prepared by dent. Grzegorz Witkowski and experts cooperating with Dental Masters Group. CEDE also featured training sessions for exhibitors and sessions for dental hygienists and assistants on site.



Next CEDE in autumn 2022

The next CEDE will take place on **September 22-24, 2022**, also in Łódź, but in a different venue – EXPO Łódź. The EXPO Hall was built in 2012. The total area of the facility amounts to 13 117 m2, which consists of an exhibition and event hall, a spacious lower foyer, lecture halls and an upper foyer. The venue is located in the heart of the city, with easy access to major attractions and train stations. Sales of CEDE 2022 floor space will begin in November this year at **www.cede.pl**

CEDE 2021 is held under the Honorary Patronage of the Mayor of Łódź, Hanna Zdanowska.

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Referent:

Dr. Robert R. Edwab (Executive Director) E-mail: execdirector@gnydm.com Exhibits Manager: Ms. Carla M. Borg E-mail: exhibits@gnydm.com

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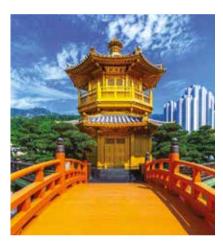
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Hong Kong - China

Organised by: Hong Kong Dental Association

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Venue: Hong Kong Convention and Exhibition Centre Exhibition

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JANUARY



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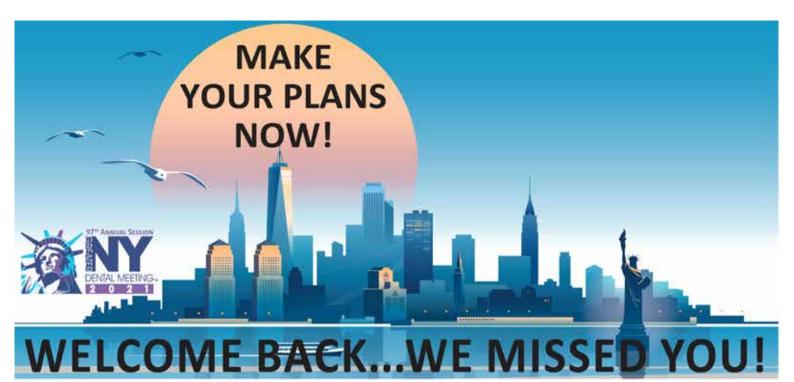
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