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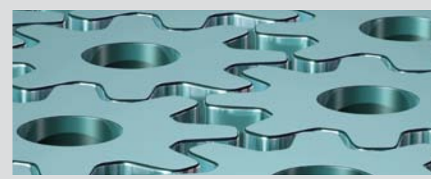
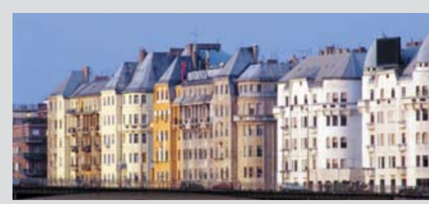
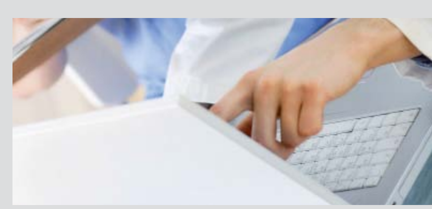
Focus on the dental market in Canada



Registration of dental Products in Russia



Editorial
- Japan
- Bulgaria
- Hungary



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2 / 2010

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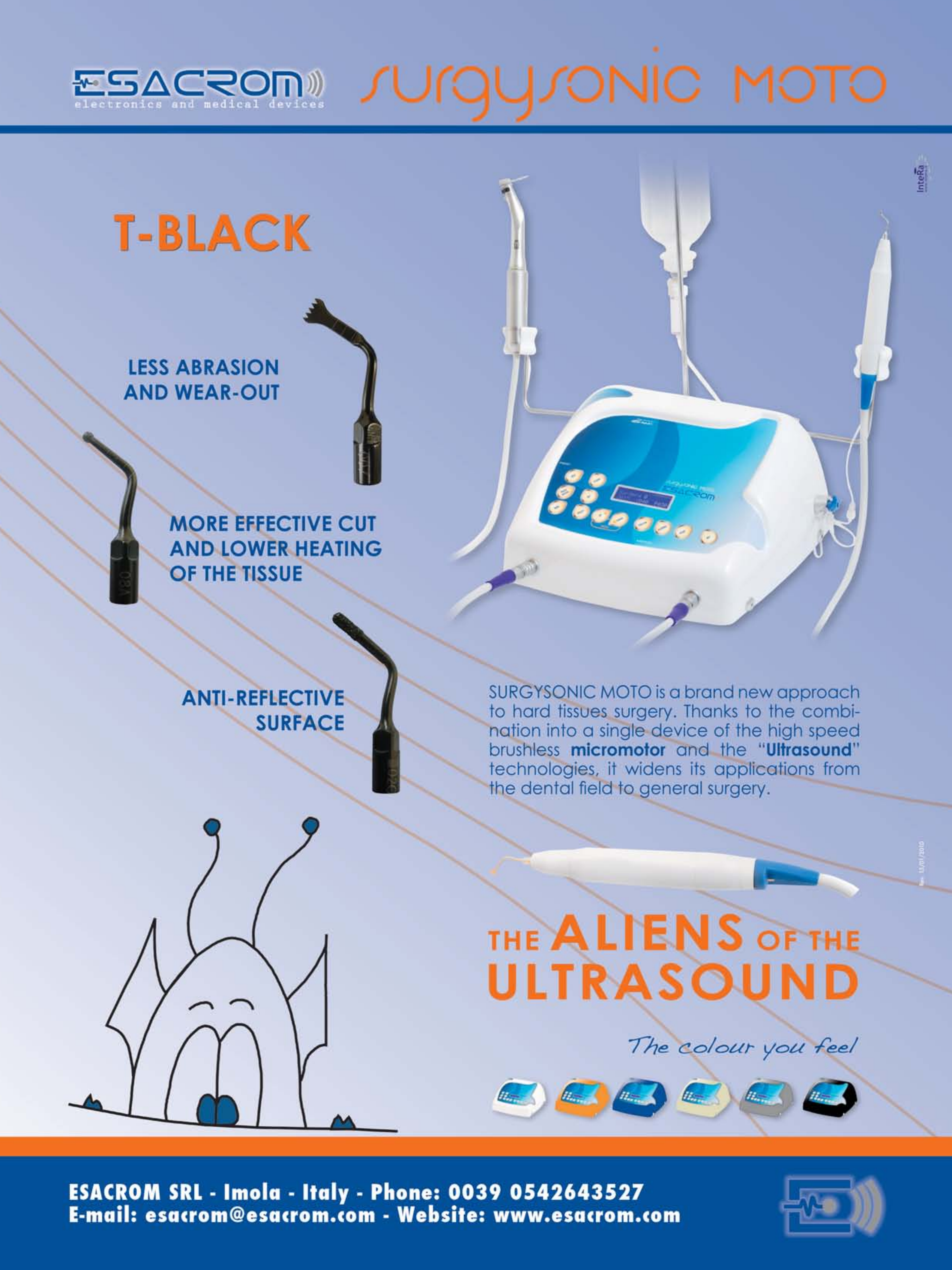
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n° 2/2010 May - July

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Bioloren is specialized in products in fibres. With a worldwide renowned H&R department, Bioloren designs and produces "metal free" medical devices in glass and carbon fibre and translucent materials. Bioloren's products are sold in more than 30 countries and it also produces under the customer's drawing. Bioloren's quality system is ISO UNI EN 13485 and it is ISO 9002 certified. All Bioloren's products are CE certified and the company has received the FDA approval for many of them. Bioloren uses high quality materials and co-operates with important universities. Bioloren offers 4 lines of products: fibres posts, InFibra ribbon, bioAbut abutments and URC (universal resin cement). Bioloren produces posts in glass fibres, in carbon fibres and the update translucent posts. The posts are available in several shapes: cylindrical, conical and retentive. The material used is radiopaque. InFibra ribbon is made of high-density polyethylene fibres and has many dental applications such as splinting, prostheses reinforcement, space retainers and so on. It can be used in dental practice and in the labs. bioAbut is a complete system of abutments in glass fibres for implantology. The abutments are available in both passive and threaded system and are compatible with the best implants. Adaptable in shape and dimensions, bioAbut is the quickest solution for fixes and temporary prostheses. URC is a universal resin cement, ideal for all types of materials: fibres, metal, acrylic, brackets, ceramic and porcelain. Visit Bioloren's booth at the most important international exhibitions worldwide.

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DiaDent is one of the leading Endodontic Supply Companies in the dental industry since 1985. DiaDent has been exporting different types of Gutta Percha Points and Paper Points to over 950 dealers in 120 countries all around the globe. All of DiaDent's products are inspected by a strict Quality Management System following the ISO 9001 & ISO 13485 standards. With our promise and dedication to provide you with the finest dental products, you can always put your trust in DiaDent. Always striving to be better, DiaDent puts in our utmost effort to improve our Endodontic lines such as the patented millimeter-marked Gutta Percha Points and Paper Points. Furthermore we have expanded our products lines adding various new items such as Dia-Gun (Wireless Obturation Device), NaviRoot(Electronic Apex Locator) and Helix files(Nickel Titanium Rotary Files) to fulfill and satisfy our customers' needs and demands.

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Founded in 1996 to manufacture prosthetic components for implantology, LEADER ITALIA has gradually widened its production basing on the acquired experience.The project and manufacturing departments can rely on a highly qualified and professional staff as well as on high technology units.
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Thanks to such researches, Leader has been a pioneer in the implant surface treatment with organic acids, process which allows to obtain a surface geometry with shallow cavities of defined dimensions.
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Visit our website to learn about: the new Sabilex® marketing Kit that offers commercial support to labs, dentists and dental technicians. Sabilex® complete microinjection System for the making of partials and dentures. We are aware that high quality products, variety, large stock availability, and competitive prices are the key ingredients to succeed in an ever growing and changing market. 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

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Saeshin Precision Co., Ltd. is the manufacturer and exporter for dental handpieces and micro motors based in Korea. Since 1976, we have expanded the business with our own technology and know-how with constant research and development. We obtained CE 0120, ISO 9001, ISO 13484 in 1998 as the first company in the Korean dental field and we have exported to 100 countries adding FDA certification. Our product ranges are :
-dental implant surgery engine and handpieces
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-low speed dental handpieces and motors
-dental lab micro motors brushless and brush motors maximum running from 35,000rpm-60,000 rpm with strong torque
-wax dipping pot, wax pencil heater, surveyor

The product quality has been proved well through the markets and with well understanding about cooperation and mutual business relationship, we make the effort for the best support to the dealers and customers and grow together. The new development never be ended as our moto and it will bring a good opportunity for dealers and customers to choose the product with quality, service and future business.

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Diagram stands out for giving its products a 3 year full guarantee, valid both in Italy and in several other countries. The production includes equipment for dental practices and laboratories, dental materials, and products for hygiene and sterilisation.
This means devices such as Needle Burners, Carpule Warmer/Needle Burner, hydraulic presses, flasks, clamps, micromotors, steam jet cleaners, UV curing-light ovens, accessories and materials for composites new techniques methods such as transparent Siliconrubber, Waxes, (moulding & dipping light-curing hardening). Diagram activity also focuses on the implementation of new techniques permitting the optimisation of both equipment and working methods, not only for the dental practice, but also for the dental laboratory. For these reasons the company produces and offers layouts and know-how in particular for the following working methods: Resin Injection System for the fabrication of prostheses with any kind of resin; Ultrakeramic method that permits to reproduce the wax model directly in ceramics and avails the advantages in terms of colour and shaping of this material, improving its adhesion to metal or Zirconia; Iontophoresis in dentistry for caries prophylaxis and several medical treatments, in particular the treatment of endodontic infections.
Since its beginning, in 1981, this strategy has become Diagram's strong point, enabling the company to obtain successful results both in Italy and in international markets. This constant growth has been paralleled by a gradual expansion of the company's scopes, whereby production and commercial philosophy aim at "moving on toward the patient comfort" and are integrated and completed by qualified service.
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The history of the company began more than 40 years ago when the TKD trade mark was created and when the design of a highly sophisticated product such as the air-bearing Turbine was successfully completed. Then the mass production of this special type of turbine was started and remained unchanged for the first ten years.
The experience acquired by all the staff, conscious of producing high-level micromechanics, has thus permitted the company to develop a high technological know-how.
As a matter of fact, some other products were then designed and added, remaining faithfully with the original idea of Production of dental dynamic instruments.
During the last twelve years, TKD has also been specializing in the design and manufacturing of high-quality silicone Hoses and piezo-electric Scalers and all related Inserts and Accessories.
A professional curing Lamp was also designed and added to the portfolio.
Last year, then, TKD was proud to present two new innovative products: the very first rapid Coupling with LED light for turbines with fiber-optics and a brushless electric Micromotor with LED illumination.
Not only has the range of products been broadened but all their necessary pneumatic or electrical connections have been simplified and reduced to a minimum. Connection of any handpiece has been rendered smoother and simpler. Balancing of rotors is being carried out very accurately. Maintenance of all handpieces is very simple or, in a few cases, absolutely unnecessary.
All this just help us pursue our object of Simplifying dental motion.
Nowadays, TKD has then become one of the leading producers of handpieces and supply silicone Hoses, becoming a reliable partner for some of the leading manufacturers of dental Units and exporting its products to over 50 countries in the world.

TeKne Dental srl - Italy
www.teknedental.com - info@teknedental.com

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 them as 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.
Nowadays MESTRA® exports to customers in more than 40 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.
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. Trimmers, vibrators, presses and sandblasters complete the wide range of Mestra products, which expands year after year.
One of our aims for the near future is to strengthen our international sales network by improving our position in some countries where MESTRA® products are already marketed and by gaining access to some other markets where we don't have any presence yet. Any proposal of cooperation in this respect will always be welcome. For our part, we offer our firm commitment to maintain –and improve if possible– the good service given to our customers for more than 60 years.

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Since its creation in 1995, Suni Medical Imaging has been a leader in digital radiography, pioneering the development of digital sensor technology for dental clinical applications.
Initially, Suni was best known for designing and manufacturing sensors for many of the early leaders in digital radiography. In 2002, however, the company added its own brand of high-quality sensors and intraoral cameras to its product portfolio.
Today, at its ISO-certified facility in San Jose, CA, Suni manufactures two lines of digital x-ray sensors – SuniRay and Dr. Suni Plus – plus a broad line of OEM sensor products and components. In addition, the company distributes SuniCam II, a lightweight, ergonomic intraoral camera.
Suni's culture is built on three basic principles – technological innovation, continuous improvement and exceptional customer service! Headquartered in Silicon Valley, the company's team of design engineers is credited with a number of firsts, including the world's thinnest intraoral sensor and the "best overall value for price" in the sensor marketplace.
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May '10

•• 28/04-02/05/2010 Mexico City - Mexico AMIC 2010 - 53rd International Expodental UNAM's Dental School International Congress
Organizer: AMIC Dental A.C. Mexico, D.F.
Contact Person: Maria de la Luz Ramírez
Tel. +52 55 5639 1073 // 0324 Fax. +52 55 5639 9069
www.amicdental.com.mx - expodentalamic@prodigy.net.mx
Exhibition Venue: Mexico City World Trade Center-WTC

•• 09-12/05/2010 Riyadh - Saudi Arabia Saudi Dentistry 2010
Organizer: Riyadh Exhibitions Co.
Contact Person: Habib Alphonse, halphonse@recexpo.com
Tel: +966 1 2295604 - Fax: +966 1 2295612
www.recexpo.com - esales@recexpo.com
Venue: Riyadh International Exhibition Center

•• 11-14/05/2010 Sofia - Bulgaria Bulmedica - Buldental 2010 45th International Specialized Exhibition
BULMEDICA Project Manager: Maya Simova
Tel: +359 2 9655 278, msimova@bulgarreklama.com
BULDENTAL Project Manager: Gabriela Lyubenova
Tel: +359 2 9655 279, glubenova@bulgarreklama.com
Venue: Inter Expo Center

•• 13-14/05/2010 Dubai - United Arab Emirates 4th CAD/CAM & Computerized Dentistry International Conference 2010
Organizer: CAPP FZ LLC
Tel: +971 4 3616174 - Fax: +971 4 3686883
www.cappmea.com - info@cappmea.com
Co-organizer Emirates Dental Society
Venue: Dubai Marina Hotel, Dubai UAE

•• 13-15/05/2010 Colombo - Sri Lanka 32nd Asia Pacific Dental Congress 2010 (APDC)
Organizer: 32nd APDC Congress Secretariat
Contact Person: Dr SURESH SHANMUGANATHAN
E-mail : suresh1965@hotmail.com
Website: www.apdc2010.com // www.slda.lk
Congress and Exhibition Venue: BMICH Bandaranaike Memorial Convention & Exhibition Centre

•• 25-28/05/2010 Sao Paulo - Brazil ODONTOBRASIL 2010 - 6th International Fair for Products, Equipment, Services and Technology for Dentistry
HOSPITALAR 2010 -17th International Fair of Products, Equipment, Services and Technology for Hospitals, Health Clinics and Laboratories
Organizer: HOSPITALAR Feiras e Congressos
International Trade Manager: Katherine Shibata
E-mail: internacional@hospitalar.com.br
Tel: +55 11 3897 6199 - Fax: +55 11 3897 6191
E-mail: international@hospitalar.com.br
Website Odontobrasil: www.odontobrasil.net
Website Hospitalar: www.hospitalar.com
Venue: Expo Centre Norte, Sao Paulo, Brazil

•• 27-29/05/2010 Rimini - Italy 53rd Congress Amici di Brugg Associazione Amici di Brugg
Tel/Fax:+39 010 6451539
segreteria@amicidibrugg.it - www.amicidibrugg.it
Exhibition Information: PROMUNIDI S.r.l.
Contact Person: Mr. Luigi De Vecchi
Tel: +39 02 7006 1220-9 - Fax: +39 02 7000 6546
www.unidi.it - l.devecchi@unidi.it

•• 27-29/05/2010 Santiago de Chile - Chile Salon Dental Chile 2010 Chilean Dental Show
Referent: Miguel Wechsler, mwm@salondentalchile.cl
Tel: +56 2 365 9696 // 233 1263
E-mail: info@salondentalchile.cl
Website: www.salondentalchile.com
Venue: Espacio Riesco

June '10

•• 09-12/06/2010 Beijing - China SINO-DENTAL 2010 The 15th China International Dental Exhibition and Scientific Conference
Organizer: International Health Exchange and Cooperation Center, Ministry of Health P.R. China (Sino-Dental Organizing Committee)
Tel: +86 10 8839 3922 // 3917 // 3924 - Fax: +86 10 8839 3924
Website: www.sinodent.com.cn
Contact Person: Ms. Sunny Yin
E-mail: yinhaiyan@ihecc.org, yhysunny@hotmail.com
For booth reservation, please contact:
Ms.Yin Haiyan, Ms. Zhang Zhenzhen, Ms. Zhang Haixia
Email: yinhaiyan@ihecc.org, zhangzhenzhen@ihecc.org, info@sinodent.com.cn
Exhibition Venue: (CNCC) China National Convention Centre (beside Bird Nest and Water Cube)

•• 11-12/06/2010 Gdansk - Poland BALTDENTICA 2010 IX Baltic Exhibition of Dental Materials and Equipment
Organizer: Exactus s.j.
Tel: (+48 42) 632 28 66 - Fax: (+48 42) 632 28 59
Email: info@exactus.pl // cede@cede.pl // info@cede.pl
Website: www.exactus.pl
Venue: Gdansk International Fair grounds

•• 11-14/06/2010 Tehran - Iran IranMed 2010 Medical, Dental, Laboratory Equipment, Pharmaceutical Products & Healthcare Services
Organizer: Iranian International Exhibitions Company (IIEC)
Tel: +98 21 88206720-1 // 22662801-4 - Fax: +98 21 88206720-1
E-mail: info@iranfair.com
Web: www.iranfair.com // www.iranmedonline.com
Venue: Tehran International Fairground
16-20/06/2010 Damascus – Syria SYRIAN DENTECH 2010
Organizer: United for Int'l Exhibitions & Conferences
General Manager: Ayman Shamma'a
Tel: +963 11 3312123 - Fax: +963 11 3312423 - Mobile: +963 94 213131
E-mail: united.exh@mail.sy // info@syrianmedicare.com
Web: www.syrianmedicare.com
Venue: Fairground- Airport Road - Damascus – Syria

•• 25-27/06/2010 Seoul - Korea, South SIDEX 2010 Seoul International Dental Exhibition & Scientific Congress 2010 Organized by Seoul Dental Association (SDA) and Korean Dental Trade Association (KDTA)
Managed by: SIDEX Organizing Committee
Tel: +82 2 498 9142 // 9146 - Fax: +82 2 498 9147
www.sidex.or.kr - sda@sda.or.kr
Exhibition Venue: COEX Hall C, Hall D (Seoul Convertion and Exhibition Center)

July '10

•• 14-17/07/2010 Barcelona – Spain IADR 2010 - International Association for Dental Research 88th General Session & Exhibition of the IADR Barcelona
Spain Organizer: International Association for Dental Research, www.iadr.org
Contact person: Erika Interiano, Institutional Section Manager for Exhibits, Meetings, & Publications
Tel: +1.703.299.8093 - Fax: +1.703.548.1883
E-mail: einteriano@iadr.org
Venue: Centre Convencions Internacional Barcelona (CCIB)

•• 22-24/07/2010 Boston (MA) USA IACA International Congress 2010 (International Association of Comprehensive Esthetics)
Organizer: International Association of Comprehensive Aesthetics
Tel: +1 866 NOW IACA (669 4222) - Fax: +1 702 233 9200
www.theiaca.com - info@theIACA.com
Venue: The Westin Boston Waterfront

August '10

•• 04-07/08/2010 Buenos Aires - Argentina Expodent 2010 - 22nd Exhibition of Argentine Dental Industry and Commerce
Organizer: C.A.C.I.D. - Camara Argentina del Comercio e Industria Dental
Contact person: Ms. Jessica D. Gonzalez J., jessica@expodent.com.ar
Exhibition Venue: Centro Costa Salguero

•• INFODENT WILL BE PRESENT AT THE HIGHLIGHTED TRADE SHOWS
For a complete list of trade shows visit www.infodent.com TRADE SHOW CALENDAR

FOCUS on CANADA

Country facts	
Capital city:	Ottawa
Surface area:	9,971,000 sq km
Population:	33.9 million (January 2010 estimate)
Official language(s):	English, French
GDP (US$bn) (current prices):	1,319.1
GDP per capita (US$):	39,217
Real GDP growth (% change yoy):	-2.5
Real GDP projected 2010 growth (% change yoy):	1.2

Source: www.imf.org

Canada is the second largest country in the world, covering the northern part of the North American continent except for Alaska. It is surrounded by the Arctic, Atlantic and Pacific Oceans, bordering south with the United States. The southernmost point of land in Canada is farther south than Rome while the northernmost tip of land is close to the North Pole.

Canada has a federal government with three northern territories (Northwest, Nunavut and Yukon) and 10 provincial governments: Alberta, British Columbia, Manitoba, New Brunswick, Newfoundland, Nova Scotia, Ontario, Prince Edward Island, Quebec, Saskatchewan. Provinces have jurisdiction on a wide range of matters including direct taxation, healthcare, education, municipal government, property and civil right.

Population: 80% of Canadians, which means about 25 million people, live in the metropolitan areas of Toronto, Montréal, Vancouver, Ottawa-Gatineau, Calgary and Edmonton. The population is growing faster in the provinces of Alberta and Ontario, the most populous province, with over 12 million inhabitants, while British Columbia and Québec are reported to be the next fastest-growing regions.

According to the Agency "Statistics Canada", Canadians are experiencing low fertility rates and longer life expectancy, factors that contribute to the ageing of the population combined with the fact that the baby boom generation (years 1946-1965) is now approaching or passing age 65. The number of elders in Canada rose from 2.4 to 4.2 million between 1981 and 2005, with a consequent increase in their share of the total population (from 9.6% to 13.1%). This trend is not expected to change, as projections bring the number of seniors to 9.8 million in 2036, increasing their share from 13.2% to 24.5%. Nevertheless, the increase in immigration inflows made Canada's population grow by an estimated 5.4% between 2001 and 2006, at a faster pace than any other G8 country over the same period. Over 70% of all Canadian labour force growth is determined by immigrants, especially highly skilled workers. By 2030, immigrants will also account for almost all of the population growth.

Economy: Canadian traditional economic activities were mainly shaped by the country's richness of natural resources. However, the development of a more technology-intensive, knowledge-based economy has changed the profile of the Canadian economy, turning it in a well diversified modern system. Its strengths are a highly educated population, abundance of natural resources, good transportation networks, a developed services sector and stable financial system.

According to the national Department of Finance ("Annual Financial Report of the Government of Canada, fiscal year 2008–2009"), Canada has been strongly affected by the global financial crisis, experiencing sharp declines in the prices of commodities and a GDP contraction of 6.1% year-on-year in the first quarter of 2009. However, thanks to the country's stable financial system, effects on output and labour market were lighter in comparison to other industrialized economies, limiting the most significant losses to exports and production, whereas the impact on the domestic economy was much less severe. The government introduced the Canada's Economic Action Plan as a stimulus package aiming to face the crisis, which includes measures such as tax reduction, support of unemployed people through benefits and training programs, job creation by increased spending on infrastructure, support to industries and communities most affected by the global downturn, improved access to financing channels for households and businesses. The results of these actions are expected to become more clearly quantifiable during the 2010-2011 period.

Some positive figures have been registered from the beginning of this year, as real GDP advanced 0.6% in January, scoring the 5th consecutive monthly increase. Manufacturing and construction led the 1.3% growth of goods-producing industries, while the services sector advanced 0.4%, driven by wholesale trade. Similar increases were registered in retail trade, finance and insurance, transportation and the public sector, while the output of real estate sector, some tourism-related industries as well as agriculture and forestry declined.

Foreign Trade: Canada is part of the NAFTA (North American Free Trade Agreement) and EFTA (European Free Trade Association), as well as several bilateral agreements. Main trade partners are USA, EU, China, Japan and Mexico.

As far as international merchandise trade is concerned, the decline in exports and imports was significant in the first quarter of 2009, registering $369.7 billion exports, a drop of 24.5% compared to the same period of 2008, and $374.2 billion imports, down 15.5% from 2008. The trade balance registered a deficit of $4.5 billion. Figures for the first quarter of 2010, however, show a slight recovery: driven by industrial goods and materials sector, exports grew to $34 billion in February registering a 2.8% increase, while imports increased by 0.9% (from $32.3 billion to $32.6 billion in January). Imports of machinery and equipment, and automotive products rose, while energy products declined.

Total trade surplus went up to $1.4 billion in February from $754 million in January.

Canada's Healthcare System

Canada has a publicly funded healthcare system, providing universal coverage through a federal insurance system called "Medicare", ruled by the Canada Health Act and mostly funded by the provincial administration.
Under this system, all legal residents in Canada are entitled to receive health services basically without copayment, as health providers are publicly funded through income taxes, plus a fixed monthly premium in three provinces. Each province or territory manages its own insurance system and is responsible for financing the healthcare providers through a provincial insurer. Provinces also issue health cards to all those who enroll for the insurance.

The Medicare system covers all medically necessary care delivered in hospitals or by physicians, who are allowed to incorporate. Most family doctors are paid by the government a fee per visit at rates agreed upon by the provincial authorities and medical associations, usually on an annual basis, while government sets prices standards for pharmaceuticals.

Depending on the province, prescription drugs, physiotherapy, long-term care, dental care and vision care as well as ambulance services are often not covered, or only partially funded, but they are mainly paid for through employers, private insurance companies or out-of-pocket expenditure. Private insurers or out-of-pocket payment also cover additional care such as cosmetic surgery and some forms of elective surgery which are not considered essential care and are generally not covered. Some 65% of Canadians have some form of supplementary private health insurance, and many of them receive it through their employers.

Healthcare providers may be both public and private, although there is a predominance of private providers, but they are all publicly funded, mainly from provincial authorities. According to the Canadian Institute of Health Information (CIHI) in 2007, Canada spent $160 billion on health care, mainly on hospitals ($45.5 billion), followed by drug spending, physicians and other professions.

Another report from the CIHI focuses on the migration trend of physicians between 2001 and 2006. In 2001, about 20% of the Canadian population lived in rural areas, compared to nearly 19% in 2006. Between 2001 and 2006, the migration trend towards urban areas was significant for physicians, while dentists and pharmacists were described as more likely to move from cities to rural areas.

Oral health

Oral healthcare in Canada is subject to provincial legislation, as dental services are not included in medical necessary services under the Canada Health Act. They are defined as "services- expenditures for professional fees of dentists (includes dental hygienists and assistants) and denturists, as well as the cost of dental prostheses, including false teeth and laboratory charges for crowns and other dental appliances" (Canadian Institute of Health Information, "National Health Expenditure Trends" report). Medicare system covers dental services provided in hospitals but these and other public dental services are only a little part of the overall dental services in Canada. Dental care is therefore mainly funded through employers or private insurance plans as well as out-of-pocket payments, while only some groups of population such as children, low income families, elderly and disabled people benefit from public dental assistance on a various degree depending on provinces.

The marginal role of public funding of oral health is shown by the low share of public expenditure in the total oral health expenditures in Canada, which is about 6%, financed by either federal, provincial, territorial, or municipal agencies. The Canadian Association of Public Health Dentistry reports that the total publicly funded health expenditure amounted to $603,8 million in 2008, of which $247,6 came from federal financing.

According to the Canadian Institute for Health Information, in 2007 approximately 63% of Canadians had private dental insurance coverage to some extent. Those in high-income levels and those with higher education levels also had higher insurance coverage.

Figures for expenditures on dental services in Canada have been estimated at $9.94 billion in 2006, with a per capita spending of $308. They represent 6.7% of the total health expenditures in Canada.

As reported in a study conducted by the Canadian Dental Association (Dental Health Services in Canada in 2007), in January 2007 there were 18,861 licensed dentists in Canada. The estimated current number of dentists in Canada, both licensed and non-licensed, is 20,500.

Always considering 2007 estimates, the dentist/population ration was 57,5 dentists per 100,000 people, with great variations of density in the different provinces: for instance Labrador and Newfoundland had 31,4 dentists per 100,000 people while British Columbia had 65. The dental workforce is distributed quite unevenly, as more than two thirds of dentists practice in larger urban areas such as Toronto, Montreal, Vancouver, Calgary, Edmonton, Winnipeg, Saskatoon, Ottawa and Halifax. In 2007, the province with the greatest density was British Columbia with a dentist every 1,538 people, while Newfoundland registered the lower density, 1 / 3186.

The dental specialties recognized in Canada are Dental Public Health, Endodontics, Oral and Maxillofacial Radiology, Oral and Maxillofacial Surgery, Oral Medicine and Oral Pathology, Orthodontics, Pediatric Dentistry, Periodontics, Prosthodontics.

As far as dental education is concerned, there are 10 dental schools in Canada, all in publicly funded universities. There were 456 graduates from all dental schools in Canada in 2007 and the percentage of female dental students was approximately 58%.

Canada's dental workforce profile

Total number of dentists	18,861 (2007)
Males	76%
Females	24%
Dentists under 40	37%
Dentists over 60	14%
Dentists working in general practice	86%
Of which in solo private practice	54%
partner in a private practice	19%
associate in a private practice	19%
in practice with 5 or more dentists	7%
Dentists working in academic settings	2%
Public Health dentists	1%
Dentists working in military settings	1%
Other settings/retired	3%
Other dental professionals	
Dental hygienists	18,763
Dental assistants	30,000
Denturists	2,100
Dental technicians	2,050
Dental therapists	290

Source: Canadian Dental Association

Medical Devices Industry

According to MEDEC (National Association of Canada's Medical Technology Companies), the Canadian medical devices industry consists of about 1,500 facilities employing over 35,000 people. Small and medium-sized enterprises account for the greatest part of the industry, but large companies with over 100 employees represent 43% of the employment.

A report from Invest in Canada ("Medical Devices") states that industry revenue was valued at $4 billion in 2007. The market is estimated to have increased by 5.8% from 2000 to 2007. The sectors where Canadian production is particularly significant are cardiology, medical imaging, in vitro diagnostics, dental implants and materials, assistive devices and home healthcare products.

In terms of geographic concentration, the medical device industry is primarily based in the three largest provinces – Ontario, Québec and British Columbia – with over 80% of the medical device industry located in the provinces of Ontario and Québec. The report individuates six main geographic clusters:

British Columbia is home to about 60 medical devices manufacturing and distributing firms operating prevalently in cardiology, diagnostics and orthopedics. Manitoba's region hosts firms involved in MRI equipment and assistive devices, while Alberta counts over 60 firms with products ranging from wound care, personal protection, diagnostics and imaging technologies. As regards the eastern provinces, Ontario has two important clusters located in the cities of Ottawa and Toronto where many multinationals have established their subsidiary. Besides medical imaging, the main sectors are robotics and e-health, supported by a strong network of research institutes. This province alone, according to MEDEC data, accounts for 52% of the total industry sales, while Québec has a 37% share. This province boasts a high number of new companies, with currently over 350 firms involved in a wide range of products including radiology, cardiology, oncology, obstetrics, dentistry and remote surgery. Nova Scotia focuses on research and development supporting innovative technologies and products.

The market: Canadian medical devices exports registered a 6.3% increase in the period 2000-2008, from $1.6 billion to $2.6 billion. Imports also grew by 4.7% ($4.9 billion in 2008). The main trade partner for the sector is represented by the USA, receiving about 70% of exports, but other leading destinations are Germany, UK and Japan. Canada is also increasingly importing from other countries besides USA, which now accounts for about half of medical imports, followed by Germany and China, and secondarily also from Mexico, Switzerland and Ireland.

Prior to selling a device in Canada, manufacturers of Class II, III and IV devices must obtain a medical device licence. Although Class I devices do not require a licence, manufacturers, distributors and importers are required to obtain an establishment licence.

Dental Market

Canadian dentistry is essentially a private sector market, as only about 5% of the cost of professional dental care is publicly funded. In 2007, Canadians spent over US$10 billion through out-of-pocket and insurance plans coverage to obtain professional dental care. Individual insurance premiums and employers' programs cover about 65% of the cost of dental care. The remaining 30% is paid for personally by Canadians who have no dental insurance coverage or are only partially covered by their insurers.

The Canadian dental equipment and supplies market is valued at $433 million and average annual growth rate is estimated to reach 6-8% during the 2008 to 2010 period, due to the growth and aging of the population but also to technological advancements in preventive care, supported by greater dental health awareness among Canadians as a result of frequent education campaigns.

The elderly segment in particular is expected to increase the demand for restorative and cosmetic procedures as well as orthodontics and periodontal care. Since they have to pay out-of-pocket for dental care, Canadians are quite attentive to the quality of care. The competitive environment calls for dentists to keep their equipment modern and reliable, and look for innovative products and applications.

Some sectors projected to grow are laser instruments, computerized systems, digital imaging, computer modeling, clinical patient record systems and software-based equipment. Laser technology in particular is gaining momentum supported by the increasing demand for technologically advanced equipment. All products related to cosmetic, aesthetic and restorative dentistry are also growing traditional sectors. Among the other requested products there are computerized autoclaves and sterilizing equipment, materials such as composites, alloys, amalgams and cements, intra-oral cameras and screens.

The demand for dental equipment and supplies in Canada is largely satisfied by imports, accounting for about 90% of the supply, while domestic production (valued $163 million) meets only 10% of the market demand and is mainly directed towards exports. In 2007, imports of dental equipment and supplies grew by 8%, from US$359 million to US$388 million. USA hold an over 50% share of the total Canadian import market with $210 million in 2007. Western Europe (Germany, Switzerland, Sweden) and Japan are other main partners, but imports from China have tripled from 2005 to 2007, rising from 2 to 6%, especially in low-cost and disposable supplies.
According to some figures released by the US Commercial Service, every year about half of dentists spend less than $20,000 for the purchase of dental equipment and supplies, while 30% buys between $20,000 and $30,000, and nearly 20% spend more than $30,000. According to some analysts, many Canadian dentists acquire major dental equipment through leasing terms or other forms of direct financing. They are quite sensitive to quality and reliability, as well as to the hi-tech component.

It is estimated that the 25 largest Canadian importers of dental equipment and supplies account for almost 80% of Canada's total imports.

Import requirements: Since dental instruments and equipment, dental restoratives and dentures are considered to be medical devices, imported dental equipment and supplies sold in Canada must comply with the regulations detailed in the Canadian Food and Drug Act including that of medical devices and therapeutic products. Electro-dental equipment must comply with the standards established by the Canadian Standards Association (CSA).

Class II, III, and IV medical devices sold in Canada after July 1, 1998, must have a valid Medical Device Licence issued by the Therapeutic Products Directorate of Health Canada. Class I devices, because of their relatively low risk, do not require a device licence. Medical devices which were legally sold in accordance with the Medical Devices Regulations prior to July 1, 1998, did not require a licence.

A manufacturer must obtain a licence before importing, advertising or selling any Class II, III, or IV device, while a distributor or importer of medical devices is required to obtain an Establishment Licence from Health Canada. Medical devices sold by foreign manufacturers directly to health care facilities are also required to have a valid Canadian Medical Device Licence.

Information on licensed devices can be obtained from the Medical Devices Active Licence Listing (MDALL) available on the Health Canada, Therapeutic Products Directorate website at www.mdall.ca.

Useful contacts:

Canadian Standards Association
www.csa.ca

Canadian Dental Association
E-mail: reception@cda-adc.ca
Website: www.cda-adc.ca

Dental Industry Association of Canada (DIAC)
Website: www.diac.ca

Canadian Dental Regulatory Authorities Federation
e-mail: info@cdraf.org
www.cdraf.org

Sources:
International Monetary Fund (www.imf.org)
Invest in Canada (www.investincanada.org)
Statistics Canada (www.statcan.gc.ca)
Industry Canada (http://ic.gc.ca)
Foreign Affairs and Int'l Trade (www.international.gc.ca:)
Department of Finance (www.fin.gc.ca)
Canadian Institute for Health Information (secure.cihi.ca)
Canadian Association of Public Health Dentistry (www.caphd-acsdp.org)
Canada's Medical Technology Companies (www.medec.org)

UTTERVIVID PLUS INTRA-ORAL PHOTOGRAPHY MIRROR

MEM has produced an intra-oral photography mirror with the highest reflectivity in the world. By using the advanced UtterVivid Plus Coating Technology, UtterVivid Plus mirrors provide the brightest and clearest clinical images possible, which makes UtterVivid Plus mirrors a must for perfect dental digital photography.

UtterVivid Plus mirrors are coated with multiple dielectric ceramic layers for nearly 100% reflectivity which is much higher than conventional titanium-coated (75-80%), rhodium-coated (70-75%), and chrome-coated (65-70%) mirrors on the market.

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X9 HIGH QUALITY MICROMOTOR MADE IN ITALY

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OVERDENTURE ATTACHMENT SYSTEMS - KERATOR

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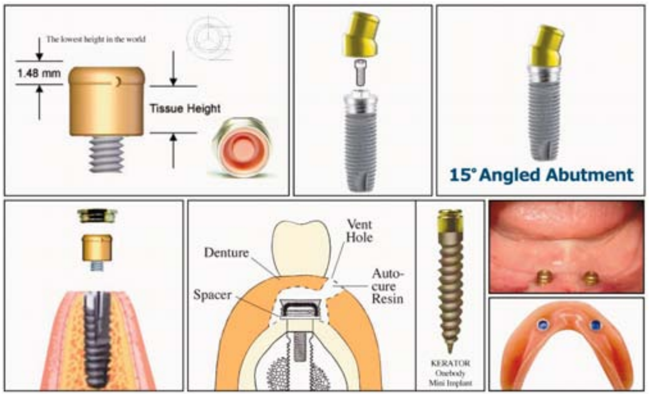

Advantage:
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TEETH WHITENING SYSTEM

KLOX Multi-Light Advanced Oral Hygiene Teeth Whitening System ™ is a unique technology based on a photodynamic platform that completely changes the approach to teeth whitening.
Photochemically Induced: KLOX Multi-Light Advanced Oral Hygiene Teeth Whitening System ™ is part of a unique class of in-office whitening products "truly" based on Photodynamic Therapy. The use of light in presence of photosensitizers promotes an absolute whitening effect within four successive cycles of treatment of 10-20 seconds per tooth, significantly reducing the total treatment time when compared to any other teeth whitening product. Moreover, it is able to exploit a vast range of wavelengths and there is no need to buy a dedicated lamp.
Shiny Whiter Teeth: KLOX Multi-Light Advanced Oral Hygiene Teeth Whitening System™ relies on COLD type of photochemical reaction without use of laser ensuring there is negligible increase in tooth temperature when compared to other products in the market. In addition, the treatment time is short, resulting in shinier, whiter teeth without the chalky appearance induced by dehydration.
Controlled Procedure: KLOX visible action control allows change of an initial bright orange color to pristine white when the built in action of photosensitizers has reached the optimum peak and the peroxide has been activated, suggesting full activation and completion of the bleaching cycle. This eliminates the guesswork involved regarding duration of exposure and provides an accurate indicator of cycle completion protecting teeth from over- exposure to bleaching agents.
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For more information, please visit our web site at www.blossom-disposables.com or fax your inquiry to + 1 (510) 293-9056 in USA, e-mail at blossomglo@aol.com

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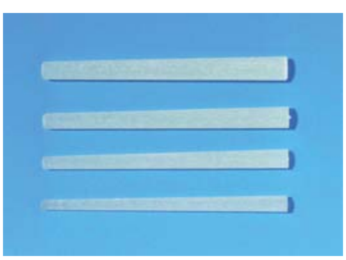
TRANSLUCENT, GLASS AND CARBON FIBER POSTS



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

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

Bioloren produces translucent fibre posts, the latest technology. This type of posts permits the polymerisation light to pass across.

All Bioloren conical posts have colour code so dentist can recognize them at first sight.

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A peculiar enamel-dentine cutting has been conceived for the upper incisors, thus increasing the translucent effect on the mesial and distal tooth areas.
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info@ruthinium.it - www.ruthinium.it

DIGITAL DIAGNOSTIC DEVICE

ViVi, Italian company located in Milan, is proud to offer a high technological and innovative device for the digital diagnostic: TRED.
TRED is a mobile Pc that integrates all hardware and software components needed to acquire, manage, edit and store digital intraoral images. Thanks to these features, it can be used in different examination rooms and no extra hardware or PC is necessary.
Compatibility with all x-ray intraoral systems is assured.
TRED is equipped with a 4.3" touch screen and the images will be available in real time, to be seen and post processed on it instantly. All images can be permanently stored either on a device connected directly to the unit, as USB device or SD memory card, or transferred to a PC over WiFi or MiniUSB.
Power is supplied by a removable lithium battery which can be recharged using its recharger.

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

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www.vivi-italy.it – vivi@vivi-italy.it

SENSITIVITY – NIP IT IN THE BUD

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Sensitrol is a unique product containing potassium oxalate which has been clinically proven to stop sensitivity with just one application. The Sensitrol Bud applicator is very quick and easy to use and provides quick relief. Recent studies have proven that 90% of patients experienced pain reduction within 3 minutes of the application of Sensitrol. Sensitrol is well tolerated, doesn't cause staining and is ideal for treating all types of dentine sensitivity. Sensitrol is available in 2 concentrations; professional and home use.

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www.molarltd.co.uk - richardt@molarltd.co.uk

SURGYSONIC MOTO AND T-BLACK: MOVING FORWARD

Esacrom, is leader in the design and production of electronic and medical devices and is continuously working on the evolution in the field of hard tissue surgery. The skilled experiences of Esacrom staff in terms of electronics and mechanics, together with the national and international expertise of our scientific board, have set the basis for the realisation of a new device, which represents a turning point in hard tissues surgery.

SURGYSONIC MOTO, is a combination between the technologies of "Piezo" and "micromotor". It confirms the brand Esacrom in the dental field and windens its application to the General Microsurgeries: Neurosurgery, ETL, Maxillo-facial and Orthopedics.
ESACROM regularly invests time and resources in the development of new products and new finishing.

To this purposes we would like to introduce the new line of T-Black.
A brand new finishing is applied on our standard tips resulting in a more effective cut and lower heating of the tissue. At the same time thanks to the higher hardening we can grant a less abrasion and wear out and the anti reflective surface grant a better visibility of the operating fields.

The whole range of our "tips" are made by our own production facility and represents the largest number of models present in the market.

Esacrom pays very much attention to details. In fact the new concept is the result of a long and continuous research of Esacrom, translated in its current design by Sardi Innovation – leader in the Innovation business. Surgysonic moto will be available in different colours to satisfy different aesthetic needs and the very compact configuration has been designed to allow an easy handling and need a minimum of space in the clinic.

Other innovative solutions are still in-progress and soon will become true, thanks to the skills and energy of Esacrom's team and the investments in research and development.
Esacrom's evolution does not stop, but will continue for more and more to transform new ideas of today into the reality of tomorrow, finding new solutions again.

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The open data interface of the scanner and the milling unit allow for incredible possibilities.
The optical scanner Tizian Scan generates the data after a short scanning time and transfers it to Tizian Creative. The software is based on an industrial kernel, which offers you a range of exclusive design possibilities.
The automatic identification of the outline with possibility to manipulate morphologic connectors and garlands, and working with reduced anatomic crowns are just a few of the system's unique features.

The innovative Tizian Cut transforms the high quality CAD data into precise zirconium or acrylic frameworks.

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www.schuetz-dental.de - exportinfodent@schuetz-dental.de

NEWTOM VGi

The NewTom VGi represents the newest in CB3D technology from the company that invented cone beam scanning (QR srl). NewTom VGi takes an image at every degree of rotation. 360° rotation = 360 images, increasing the range of possibilities for image reconstruction.
Its small footprint (1,50 x 1,13 x 2,30 cm) and flexible seating make the NewTom VGi the practical choice for offices where space is at a premium. The revolutionary flat panel x-ray detector technology, coupled with its very small focal spot and rotating anode, produces the clearest, sharpest images possible. Image reconstruction takes approximately 40 sec, which translates into less down time for the operator.
VGi features an adjustable Field Of View, which is the most utilized by implantologists and maxillo-facial surgeons. The adjustable Field Of View, coupled with the very small focal spot of the VGi provides superior high quality images with maximum accuracy. With exclusive Safe Beam™ technology a small child or patient will receive up to 40% less radiation than the already very low level for a full-sized adult.

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Three different operating modes are available on the stralight SLER® and they can be performed both with a short cycle (10 sec.) and a longer one (20 sec.): the first mode is based on the new SLER® technology, the second one merges the SLER® effect with a slow rise of the power and the third one provides only 70% of the light intensity (particularly indicated for a curing process close to the pulp).

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Starlight SLER® is Mectron's top of the range in terms of performance and innovation!

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Continues on page 34

SUCCESSFUL MARKETING

What Marketing is and is not

Nowadays the market is characterized by high turbulence and global competitiveness.
Every business, small or large, needs a business plan and the key component of an effective business plan is the **marketing plan**.

Every company or business organization undertakes a variety of marketing activities in order to meet their primary goal: **making profits.**

The marketing concept

The marketing concept is a philosophy. It makes the customers and the satisfaction of their needs the focal point of all business activities.

"The marketing concept is a philosophy, not a system of marketing or an organizational structure. It is founded on the belief that profitable sales and satisfactory returns on investment can only be achieved by identifying, anticipating and satisfying customer needs and desires". Barwell

What is Marketing

Marketing is a process that begins from the product design right till the time the consumer actually buys the product. As a matter of fact, the most successful marketing strategies do not end when the consumer purchases the product, as after sales service and customer relationship marketing are also other forms of good marketing.

There are many definitions of marketing but the best ones are focused upon customer orientation and satisfaction of customer needs:
"Marketing is the right product, in the right place, at the right time, at the right price " Adcock

What Marketing is not

It may be paradoxical to dedicate a part of this article to the explanation of "what marketing is not", however this is the best way to remove the existing confusion about this concept.

Marketing IS NOT the commercial function of a company but its inspirer.
Marketing IS NOT sales but a process to stimulate sales.
Marketing IS NOT only advertising and promotion.
Marketing is NOT only direct mail.
Marketing is NOT only telemarketing.
Marketing IS NOT only brochures.
Marketing IS NOT only show business.
Marketing IS NOT only a market research

"Marketing Process- in short"

Marketing is a process that begins from the product conception. The features, attributes and benefits of the product have to perfectly suit the needs and wants of the customer, and this crucial point has to be kept in mind by the marketer.

This is why the biggest companies spend so much money on research, development and constant innovation of their products.
The key elements of a successful marketing strategy are innovation and competitive advantage.

Companies that constantly strive to be better than their competitors by consistently offering new and innovative products are the ones that enjoy the majority of the market share in their particular industry.

Once the product has been developed and manufactured, the customers need to be made aware of the availability of the product. This is done through large scale advertising and direct selling.

The seller can reach out to a mass of people at the same time taking advantage of different media such as Internet, TV, radio, newspapers, magazines, journals, billboards.

Highlighting the product's utility and novelty is the key element of the most successful marketing strategies.

Once the product has been sold, the marketer's job is seemingly over, as his task was to ensure that the customer purchases his product. This is as far from the truth as possible because at this point one other important factor comes into play.

We are talking about the customer retention and loyalty process.
As rivals are always looking to steal away customers from any business, it is very important to focus on customer satisfaction. This can be done only through a good after sales service, prompt complaint solutions, informing about future offers and products and overall customer relationship management.

Before venturing out to get more customers, it is important to build a solid base to retain and satisfy the existing customers.

BIOSAFE Antimicrobial Face Mask

To meet the growing public health challenges of H1N1 and other Influenza A1 virus strains as well as an increasing number of antibiotic resistant microorganisms, Crosstex introduces the ONLY medical face mask treated with BIOSAFE antimicrobial.

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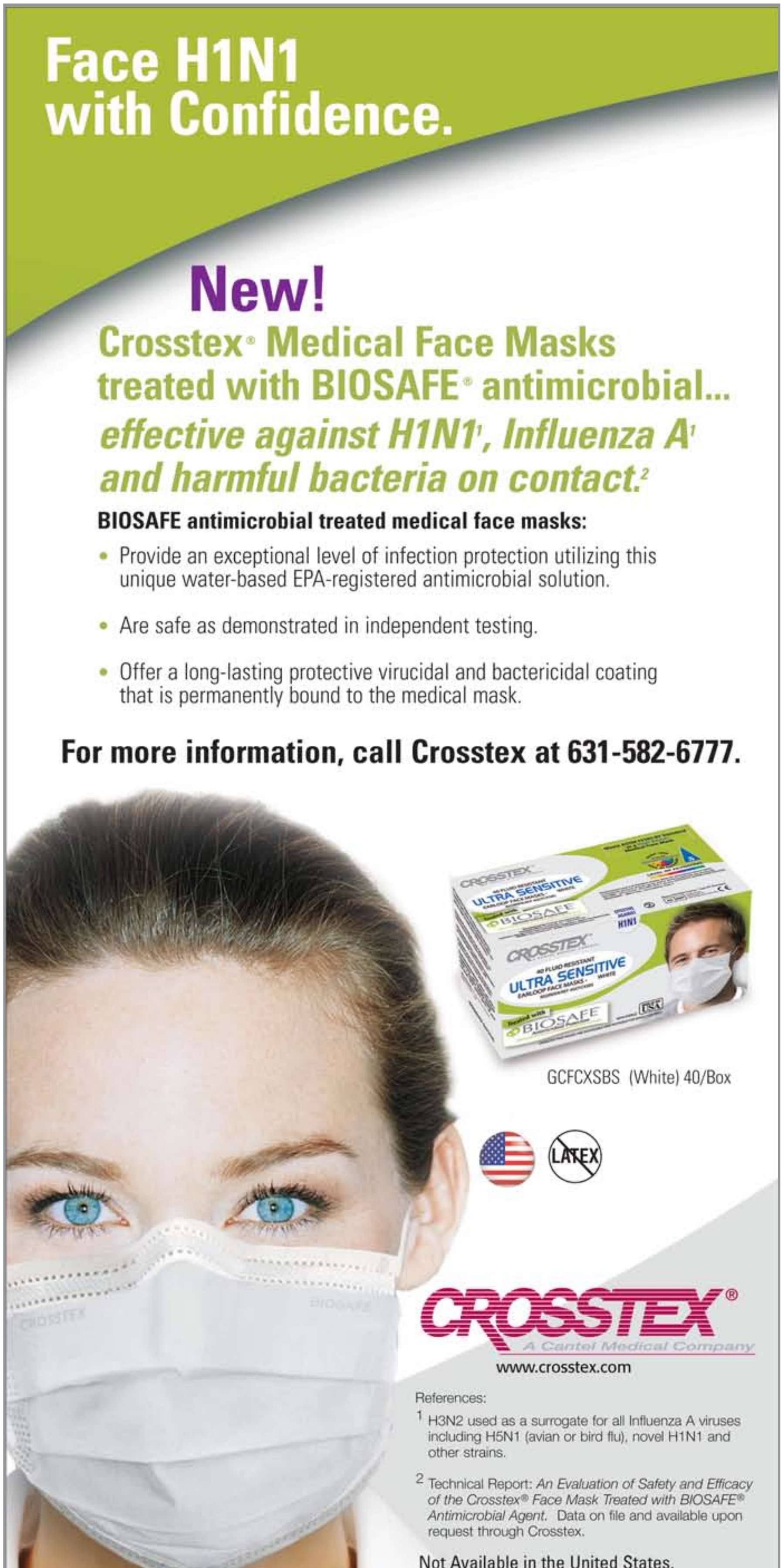
For more information on the Ultra Sensitive Mask treated with BIOSAFE, please call Crosstex at (+1)631-582-6777. For information about the complete line of Crosstex products visit www.crosstex.com.



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• Looking for **manufacturers**

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Att. Mr. Yanai Maydan - Dental Division Manager
34 Habanim St.
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Israel
E-mail: yanai@bioline.co.il
Fax: +972 9 7418883

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Continues on page 43 ▶▶

AEEDC 2010 DUBAI POST SHOW REPORT

Under the theme of "Oral Health Progress" the UAE International Dental Conference & Arab Dental Exhibition – AEEDC Dubai 2010 concluded with tremendous success and recognition from various organizations globally. AEEDC Dubai is highly acclaimed for its continuous growth year on year. This year's achievements at AEEDC Dubai included more partnerships and support from major dental companies, associations and institutions. AEEDC Dubai continues to be the no. 1 meeting place for the best science, innovations and business opportunities in the Middle East and North Africa region. The AEEDC exhibition occupied Halls 4, 5, 6, 7 & 8 of the Dubai International Convention and Exhibition Centre, which covered more than 20,000 sqm. of exhibition space, a 25% increase from last year. More than 800 exhibiting companies from 65 countries showcased their latest products and services. AEEDC Dubai 2010 exhibition is the outstanding exhibition in the region in terms of exhibition size and quality of exhibits. This year, approximately 20,000 dental professionals and trade visitors from 120 countries attended the AEEDC exhibition. The increasing number of National Pavilions year after year, depicts a solid participation from various representing countries at AEEDC Dubai.

The largest National Pavilions hosted at AEEDC Dubai 2010 Exhibition.

- Argentina
- Korea
- Brazil
- Russia
- China
- Sweden
- Finland
- Switzerland
- France
- United Arab Emirates
- Germany
- United Kingdom
- Italy
- United States of America
- Iran
- Japan

Overall satisfaction rating based on Exhibitor's Survey

- 98% of exhibitors were extremely satisfi ed on the overall organization of AEEDC Dubai 2010 and met their expectations and objectives.
- 95% of exhibitors have signed up for AEEDC Dubai 2011.
- 90% of exhibitors were pleased with the quality and quantity of visitors.
- 87% of exhibitors were satisfied on the rate of new business and contacts generated throughout the show.
- 25% managed to find agents /distributors in the region.

Visitor Analysis based on Visitor's Survey

- Majority of the visitors have met their prospective contacts and had a very productive experience throughout the show.
- 90% of visitors were very satisfied with the business outcome of their visit to the event.
- 85% indicated that they will visit AEEDC Dubai 2011.
- Some visitors were interested to exhibit in AEEDC Dubai 2011.

AEEDC DUBAI 2010 Exhibitors breakdown by region	
Europe	41%
Asia	22%
America	19%
GCC and MIddle East	16%
Africa	2%

Join us at AEEDC DUBAI 2011, 1-3 February

For further information contact the organizer:
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5 Alginate Mixer R-080515
6 "Galaxy" Sandblaster R-080235
7 "Koala" Vacuum Mixer R-080520
8 Cen Motor SM-2 Casting Machine (Stainless Steel) R-040064
9 Polypropylene Decanter R-080085
10 "Iris" Vacuum Mixer R-080518
11 M-9 Polymerizer R-080400
12 Model Trimmer R-080080
13 Steam Machine R-100193 - R-100195
14 Hydraulic Press R-030350
15 Model Trimmer for Insides R-080102
16 "Vestacast" Induction Casting Machine R-040061
17 Electrolytic Bath R-080490
18 Polisher Box with Aspiration R-080500
19 Casting Ring Cleaner R-080068
20 E2 Washing and Polymerizing Machine R-080060
21 "Sun Beam" Curing Light R-080550
22 Water/Plaster Dispenser R-080590
23 Water Bath R-080078
24 "Planetarium" Sandblaster R-080246
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CE

All set for IDS 2011

There is still almost a year to go before the IDS once again drops anchor from 22nd to 26th March 2011 in Cologne. But already at this stage, Koelnmesse and the GFDI (Gesellschaft zur Förderung der Dental-Industrie mbH - Society for the Promotion of the Dental Industry), commercial enterprise of the Verband der Deutschen Dental-Industrie e.V. (VDDI, Association of German Dental Manufacturers), are gearing up for the 34th International Dental Show. The registration forms for the next edition of the world's largest trade fair for dental medicine and dental technology were mailed in mid-January. Even prior to this Koelnmesse had registered high demand for stand space. Following the extremely successful IDS 2009 with 1,823 suppliers from 56 countries and around 106,000 trade visitors from 136 countries, the organizers are once again expecting a similarly good result for 2011. "According to a representative survey, almost 90 percent of exhibitors at IDS 2009 are planning to participate again at next year's IDS", reports GFDI Managing Director Dr. Markus Heibach. "This is the best confirmation of the undisputed status of IDS as the world's leading fair for the dental world. To that extent, despite the still tense world economic situation, the indications for the further extension of this position are very good." Oliver P. Kuhrt, Executive Vice-President Koelnmesse GmbH, promises: "We will once again conduct intensive advertising and press activities as well as offer tailor-made services and a range of services for exhibitors and trade visitors to ensure that IDS 2011 will also be a total success for all involved."

Therefore, once again next year the tried-and-tested provision will be retained: on the first day of the event, in other words 22nd March 2011, the fair is exclusively open to the specialist dental trade and importers thus offering the opportunity for uninterrupted sales negotiations. Next year the International Dental Show will once again occupy Halls 3, 4, 10 and 11 at Koelnmesse, which corresponds to gross exhibition space of 138,000 m^2. In order to take account of the great influx of visitors, at IDS 2011, as is customary, the South, East and West Entrances at Koelnmesse will be open. In terms of exhibitors, the organizers of the IDS are expecting more than 1,800 companies. In this connection

Koelnmesse and the GFDI are not only assuming a very strong interest on the part of German suppliers, but also expecting an extremely high internationality once again. For IDS 2011 enquiries from many potential first-time exhibitors from abroad have been received. In addition, once again more than ten foreign group participations are expected.

For Dr. Martin Rickert, CEO, VDDI, this reflects the current trend on the worldwide dental markets: "The worldwide financial crisis has also seriously affected the dental markets. In those regions and economies which are not coping so well with overcoming the crisis, the dental markets are also currently stagnating. Many economic regions and economies are however emerging more quickly from the crisis after all and this is where the national health markets are also picking up. In the medium and long term we still believe there will be a positive trend on the dental markets, because health and personal wellbeing are irreplaceable. We are therefore very confidently looking ahead to IDS 2011."

All the key visitors attended IDS 2009

The outstanding status of IDS as a world market place for dental products is underlined by the results of an independent exhibitor and visitor survey conducted at IDS 2009. In 2009 the leading international fair was the meeting place for decision-makers from the dental profession, the dental technicians trade, the specialist dental trade and the dental industry. Correspondingly, the IDS exhibitors expressed their extreme satisfaction with the visitors. 98 percent of the German exhibitors reached their Key-Accounts from the domestic market, 85 percent their key customers from abroad. The foreign exhibitors were even able to exceed this result: 98 percent reached their key international clients, 94 percent their Key-Accounts from Germany. Both 96 percent of the German as well as international exhibitors acquired new interested parties from Germany. At the same time, 84 percent of the German and 98 percent of the foreign suppliers made new international contacts. The visitor quality also impressed: 85 percent of the German and 87 percent of the foreign visitors stated that they were involved in purchasing and procurement decisions, whereby 62 percent of all German and 71 percent of all international visitors stated that they were involved in purchasing decisions even to a decisive extent or shared responsibility in that area. Not least due to the excellent visitor quantity and quality, 97 percent of all exhibitors said they would recommend participation at the IDS to a partner or associated company. But not only the exhibitors, the visitors also said they were extremely satisfied with IDS 2009. Both from Germany as well as abroad 80 percent of all visitors assessed the exhibition ranges at the event as very good to good. For 18 percent of the German and 15 percent of the foreign visitors the assessment was "satisfactory". As a result, 98 percent of the German and 95 percent of the foreign visitors were either satisfied, very or absolutely satisfied with the product range – even given the high requirements placed on IDS - an outstanding assessment.

For more info:
www.ids-cologne.de

World Dental Show

The World Dental Show held in Mumbai in October last year was one of the most outstanding exhibitions ever held in India, Asia. The event was organized by the Indian Dental Association, the authentic body of dental professionals in India. It was the foremost Dental Show of the decade that provided a unique platform to all leading manufacturers and new comers worldwide for launching their latest dental devices. In a way it served as the gateway for expanding their market in India. The World Dental Show attracted over 22994 professional visitors from 24 countries all over the world. The organizers of the World Dental Show are expecting that this number would grow substantially for the event slated to be hosted by the Indian Dental Association in October 29-31 this year.

The first ever World Dental Show, the flagship event of the Indian Dental Association created history. It was the biggest dental show ever held in India, initiating in the process an oral healthcare revolution not witnessed in the country before. It saw an interest expressed by the whole of India, USA, Korea, China, Israel and Sri Lanka. This exhibition covered a massive area of 20,000 sq m. The ambience of the event left a truly international mark on the minds of the people. This event provided an opportunity to the participants to imbibe modern technologies and get a chance to see the latest dental wares on display.

The World Dental Show serves as the platform for the global dental manufacturers to showcase their products, interact with the dental fraternity and share their diverse interest and expertise in an attempt to conclude a deal to get a substantial share of the expanding dental market in India. The most advanced dental technologies and dental products and materials will be on show for the dentally discerned.

The Indian market with a population of over one billion presents a lucrative and diverse opportunity for exporters with the right products, services and commitment. With the GDP growth averaging almost 9% for the past four years and a projected growth rate of nearly 8% expected in 2009-2010, India is one of the fastest growing economies in the world second only to China. Join us at the leading dental event in the country and don't regret the missed opportunity

WDS Scientific Programme

Indian Dental Association (IDA) in collaboration with the University of California, San Francisco (UCSF), initiated a certification programme on Continuing Dental Education in India. This immensely helped a significant number of dental professionals in India in enhancing their knowledge and upgrading their skills, thus leading the way to their professional advancement. The subjects covered for the certification programme reflected the changing global dental scenario and included (a) Advanced Oral Surgery (b) Advanced Implantology (c) Advanced Endodontics and Restorative Dentistry.

The topics that would engage the attention of the participants at the ensuing WDS 2010 include: (a) Fixed Prosthodontics: The Current State (b) Integrating Periodontics and Implants (c) Root Canal Treatment Review and (d) Cosmetic Dentistry and Smile Design. All these courses are certified by UCSF and exclusively taught by renowned faculty of UCSF.

Mumbai Smiles

An added attraction at the World Dental Show was the IDA - Orbit initiative to fight tooth decay in Mumbai and make Mumbai Smile. A free uninterrupted dental check up was carried out over a period of 24 hours during which a large number of people availed of the service that included policemen, naval staff, school children, corporate staff, and women. The motto was to fight against tooth decay and make people aware of the importance of oral healthcare and hygiene and make a Mumbai dentally healthy. IDA also made Mumbai proud by making an entry into the Guinness Book of World Records by conducting the largest number of dental check ups in 24 hours.

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Continues on page 49

CE Mark of Medical Devices:
changes after the adoption of the new Directive 47/2007

In the EU, the market of the medical devices (MD) is regulated by the Medical Device Directives. As far as dental apparatuses and implants are concerned, the applicable directive is the MDD 93/42EEC, which has recently been amended by the Directive 2007/47/EC, published in the Official Journal of September 21st, 2007 and entered into force on October 11th, 2007.
According to the second subparagraph of Article 4(1) of Directive 2007/47/EC, the Member States "shall apply [the transposition measures] from March 21st, 2010". The consolidated Directive has become mandatory as of March 21st, 2010, without any provision for a period of transition. Thus, in absence of any transitional provisions, medical devices placed on the market or put into service after March 21st, 2010 must meet the requirements of the revised directive.

Although the directive 93/42 has not been radically changed, a series of clarifications and innovations have been added to improve the interpretation of procedures for the evaluation of these products across Europe. The novelties introduced by the 2007/47/EC will have implications for manufacturers, Notified Bodies and national authorities.

The changes concern, among others, the essential requirements which medical devices must satisfy in order to be legally placed on the market, the corresponding conformity assessment procedures and the classification of devices. Following are some of the changes who may have an impact on manufactures and/or final users.

• INTENDED USER: The obligation to specify the intended user identifies the need for medical devices manufacturers to tailor their devices and the relevant instructions-for-use to the expected skills and knowledge of the user. This requirement is particularly important for devices intended for non-professional use.

• CLINICAL EVALUATION: The new directive emphasises the need for clinical evidence for all devices. All devices now require these data, including Class I devices. Moreover, this imposes more stringent requirements as to what constitutes "clinical evidence" and calls for stronger enforcement by authorities. Annex X on Clinical Evaluations has been significantly amended. As a consequence, manufacturers should now analyse and review the clinical part of their design dossier to identify any issue that needs to be further investigated.

• STAND ALONE SOFTWARE: the Directive 2007/47/EC specifies that software in its own right, when specifically intended by the manufacturer to be used for one or more of the medical purposes set out in the definition of a medical device, is a medical device. The software must be validated according to the state of the art taking into account the principles of development lifecycle, risk management, validation and verification. The harmonized standard EN IEC 62304:2006 "Medical device software - Software life cycle processes" can be used to comply with the new provisions. In addition, software shall be classified following the classification rules set out by the 93/42. Note that Stand alone software is considered to be an active medical device (Annex IX, rule 1.4). As an example, software packages that allow to perform implant simulation on PC are now considered active therapeutic medical devices. Therefore, such stand alone software shall bear the CE mark to indicate their conformity with the provisions of the Directive to enable them to move freely within the Community and to be put into service in accordance with their intended purpose.

• **ERGONOMIC DESIGN:** to ensure patient safety, ergonomic design is considered an essential requirement of medical device. Ergonomic features of medical products become the focus of attention in the development process. The harmonised standards EN 60601-1-6 and EN 62366:2008 can be applied to demonstrate the compliance with this essential requirement.

• **SINGLE USE:** Particular care should be taken to ensure that the reprocessing of medical devices does not endanger patients' safety or health. Thus, for single-use devices, the manufactures shall provide information on known characteristics and technical factors that could pose a risk if the device were to be re-used.

• **CONFORMITY ASSESSMENT:** Manufacturers of Class I Sterile and Measuring devices now enjoy more flexibility in selecting a route to compliance, as they will be given the option to select a full quality assurance conformity assessment module (Annex II of the 93/42).

• **e-LABELLING** - Medical device labelling in the EU poses a challenge for manufacturers, who must provide Instructions for Use (IFU) in several languages. Currently, most IFU are provided in paper format, which can be very long. The term "e-labelling" refers to innovative means for providing IFU in an electronic format. The amendment introduced by Directive 2007/47/EC acknowledges that a process should be provided to allow information supplied by the manufacturer to be available by other means. It could potentially allow to provide the IFU on a CD or via other electronic means, eliminating the several different paper versions now required.

Manufacturers are required to declare the conformity of their product with the Directive in form of a Declaration of Conformity. Declarations of Conformity issued as of March 21st, 2010 are automatically deemed to refer to the relevant directive in its revised version. As of that date, the manufacturers must be able to prove their compliance with all requirements of the revised Directive which are applicable to their respective product. If manufacturers have placed on the market, or put into service, products complying with the new requirements prior to March 21st, 2010, they should have documented that their Declaration of Conformity states compliance with Directive 93/42/EEC, as amended by Directive 2007/47/EC. If not, as in the case of Declarations of Conformity issued before October 10th, 2007 (date of publication of the 2007/47 amendment), the Declarations should be reissued, according to the new requirements of the revised Directive. When a Notified Body is involved in the conformity assessment (e.g. for devices class II or higher), a similar procedure has to be followed for the CE Certification issued by the Notified Body. A guidance for a uniform practice throughout the EU on the issuing of new Declarations and Certifications can be found in the following document of the Commission's Services: IMPLEMENTATION OF DIRECTIVE 2007/47/EC AMENDING DIRECTIVES 90/385/EEC, 93/42/EEC AND 98/8/EC, of June 5th, 2009.

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Dental-Expo 2010

Moscow to meet new trends in post-crisis dentistry

Ideal mix of marketing, presentation and promotion among more than 450 exhibitors from all over the world at the area over 18 000 sqm. and more than 25000 attendees from Russia and neighbor countries (Ukraine, Byelorussia, Moldavia, Kazakhstan, Georgia, Armenia, Azerbaijan, Uzbekistan etc) and from all over the World. This all you will find at the Dental Expo Moscow.

The first half of the year 2010 showed optimistic expectations at Russian dental market. No, of course, noone says there was no crisis and no decrease in Russia. Some dental clinics closed, some sales went down. However, new clinics opened and some sales increased. It is called market restruction. A lot depends on the market strategy and competences and some Russian companies proved it well. And the current market stage is THE EXHIBITON. For example the Spring edition - DENTAL SALON 2010 increased the space in 5% and welcomed 29 new participants, among them 7 were from abroad. However, Dental Salon is only the second largest dental fair in Russia. The largest and most important dental fair – DENTAL-EXPO 2010 will take place from September 20-23.

Dental-Expo 2010: Expectations

According to the preliminary results it is expected more than 450 exhibitors and more than 25000 visitors at the show. The full product range representation, several national pavilions, new visitor services, a huge supporting program with more than 500 events, congress of Russian Dental Association, Russian Implants Festival, Dental Management Program, Russian-European Congress of Paediatric Dentistry, DT Study Club Symposia, Congress of Dental Hygienists – this and other events together with the big dental exhibition make Dental-Expo the must for Russian dental community including dentists, industry, science and education representatives.

For an international company the fair "Dental-Expo 2010" is the right choice to get the share of the local market.

Metro station in Crocus Expo opened

A new metro station "Myakinino" is now open in Crocus Expo Centre. Now the road from downtown to Crocus Expo takes only 30 minutes. The station is situated near the expo pavilions – it is fast and easy to get to the exhibition now. There will be three concourses with two exits to the pedestrian way, two exits to the subway and two exits to surface ways running up to the venue pavilions. Each concourse offers comfortable cross-platform transfer: at the beginning, in the middle and at the end of each station.

Dental-Expo is becoming a member of WDEA

World Dental Exhibitions Alliance was founded in March 2010 by seven leading trade fairs from around the World. The main purpose of the Alliance is mutual support in promotion and improvement. The pavilion of WDEA will be represented at Dental-Expo 2010 for the first time.

New Service: Product Certification in Russia

Probably the most actual question of the international company entering the Russian market is how to get the products certified for sale in Russia. The registration of medical devices and medical equipment in Russia is, however, challenging. Most problematic for foreign manufacturers seeking device registration is that Russia still relies on a system of product testing as a tool for determining product safety and efficiency. As Russia have its own national standards, such as testing which is required for products that already possess CE marking, US Food and Drug Administration 510(k) clearance or other national approvals. Even products that have been for sale on the US and European markets for many years require product testing to Russian standards as well. Russian policy of requiring product testing in addition to obvious language issues are significant barriers for foreign companies to register medical equipment in the country. Since very few documents exist in English, it has sense to operate through a local partner familiar with the process and who can effectively navigate your registration.

Company DENTALEXPO being organizer of two biggest international dental shows in Russia is interested to help international companies in this process. That's why DENTALEXPO started registration service for its exhibitors taking care of timelines and terms, documents preparation, registration file, application and reports. For more information have a look at www.dental-expo.com

New Service: Market Consulting

Another kind of new service of DENTALEXPO is market consulting. Of course, service provider cannot find or recommend a distributor, but can provide with statistics on prices and policies of different kind of dental products at the local market. For more information have a look at www.dental-expo.com

Welcome to Dental-Expo, Welcome to Moscow!

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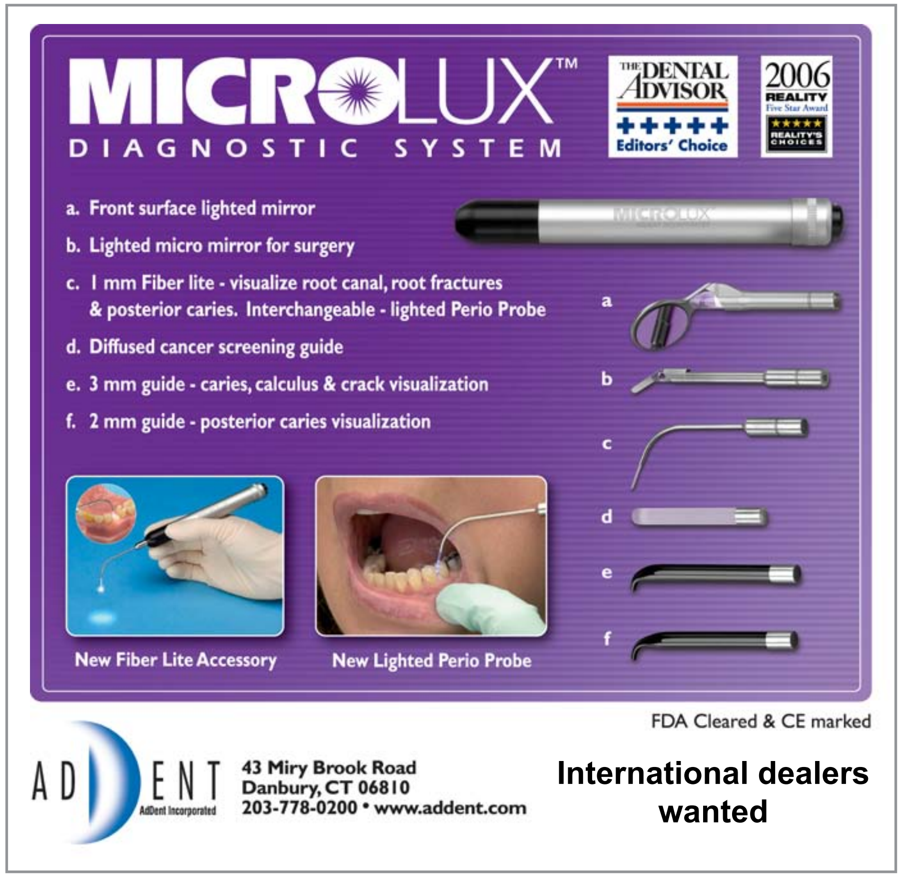

An Outlook on Japan

Overview

Population: 127.6 million (2009)
GDP (US$bn) (current prices): 5,048.6 (2009)
GDP per capita (US$): 39,573
Real GDP growth (% change yoy): -5.3

Japan was hit very hard from the global financial crisis in 2009, and the economy still suffers from high public debt and unemployment rate (4.9% in January), and from a continued deflationary trend which is feared to slow the recovery further down. Positive signals, on the other hand, come from the improvement of corporate and industrial profits, both in manufacturing and non-manufacturing sectors, and in moderate export increases which registered a 45% growth in February compared to February 2009.

Health Care System

Japanese people enjoy high life expectancy, extremely low infant mortality rates and advanced health consciousness. The population has been aging at a faster rate than other advanced industrialized societies, and this trend challenges the sustainability of the Japanese society and economy. According to a survey from the Ministry of Internal Affairs and Communications, the number of elderly people 65 years of age and older has reached a peak of about 28,2 million in 2008, accounting for nearly 22% of the entire population. The share of elderly population is therefore expected to rise to over one-third or more of the total population by 2050.

Japan has one of the lowest ratios of healthcare spending as a percentage of GDP among advanced industrialized countries. The country's universal health insurance system, established in 1961, provides all citizens with access to medical services, and every citizen can choose his own medical service or practitioner. The insurance system is mainly divided in national and employees system. The national plan covers citizens according to a territorial criterion and is operated by the local government, while the employee plan covers groups of workers.

Citizens and insurance organizations share the medical expenses, as part of the medical fees are paid for directly by the patient to the hospital or clinic, with the remaining amount being reimbursed to the health provider by the insurance. The insured is required to pay about 30% of the medical expenses incurred and about 10% of the nursing care expenses incurred. Insurance and other benefits from public medical insurance programs account for about 86% of Japan's national health expenditure.

Oral healthcare

Dental care in Japan is covered by the health insurance system, but not all dental procedures are included in the benefits. The health insurance plan covers all surgical and conservative care and certain prosthetic treatments, whereas some other prosthetic treatments, as well as implants and orthodontics, are not included. Fees for these treatments are paid for by the patient directly to the practitioner.

Japan distinguish itself for the high number of dentists, almost 98,000 according to the last official registered figures, creating a very competitive environment for the profession.

About 70% of Japanese dentists run a private practice, while others are employed by hospitals or dental clinics and practices. As regards lab technicians, many of them work for private laboratories, although some may also work in some of the larger private practices or in hospitals.

Statistics

Dental Manpower (2006 figures)	
Number of dentists	97,198
Male	78,254
Female	18,944
Private practitioners	58,956 (60.7%)
Employed dentists at private practitioners	23,368 (24%)
Number of active dental technicians	35,147
Number of active dental hygienists	86,939
Providers (2007 figures)	
Dental Clinics	67,798
With Beds	48
Without Beds	67,750
Dental clinics per 100,000 population	53.1
Total number of beds in dental clinics	165

Source: Japan Dental Association

Dental market

The market for dental equipment and supplies in Japan mirrors the general trend of the Japanese market which is perceived as quite complicated to penetrate, since domestic production is very strong and offers high quality and standards. Difficulties in accessing the Japanese dental market are also related to its conservative approach and strict regulatory framework.

The ageing trend of the population and also the well-developed health awareness among the population constitute factors of potential growth for this market, even if the actual rates in recent years have not marked any significant increase. Currently, the total market for dental equipment and supplies is valued at about $1,8 billion. The most important and promising sectors are implants, whose market is estimated at over $300 millions, digital imaging systems with an estimated market value of $90 million, and cosmetic dentistry and orthodontics, as Japanese are becoming increasingly attentive to dental aesthetics, for instance in products such as whitening systems. Innovative technology and high quality and safety are particularly cared for. Japan mainly imports from Germany, Ireland, Switzerland, France, Canada and Sweden.

All foreign companies marketing and selling dental devices in Japan need to appoint a local dealer or establish an office in Japan. According to a report by the US Commercial Service, the distribution network in Japan is quite articulated, involving more levels than in other countries, resulting in higher prices at the end of the chain. Generally speaking, however, high-tech devices that require a particular expertise for installation and support are often sold directly by the manufacturer or importer, while disposables, materials and other products are sold through smaller dealers or mail orders.

Japanese importers and distributors usually cover a specific territory or industry, and import agents are often appointed as sole agents for the entire country. It is important especially for small and medium-sized manufacturers to select a distributor who deeply understands the market, having a comprehensive direct coverage but also correctly focusing on the best potential niche for the product.

The Japanese business practice attains high importance to personal relationships, and it is common to be personally introduced by a third party such as a firm, a trade association or other channels, before entering any business transactions. Many Japanese businessmen prefer to speak Japanese, so an interpreter might often be of help in accelerating the agreements and facilitating mutual understanding. However, establishing business deals usually takes frequent meetings and longer time than usual in western standards.

As far as government regulations for the dental market are concerned, dental devices are considered as advanced medical devices and therefore they are subject to the Pharmaceutical Affairs Law which came into force in April 2005. All medical devices need to be inspected by the Pharmaceutical and Medical Device Agency (PMDA) and approved by the Ministry of Health, Labor and Welfare (MHLW), as well as being approved for reimbursement under the National Health Insurance System.

A medical (dental) device manufacturer, whether domestic or foreign, must first obtain two types of approval from MHLW: a "kyoka" (licence) for each manufacturing plant or importing office in Japan, and a "shonin" (product approval), but foreign manufacturers need to be accredited as such by the government. The licence provides the medical device manufacturer or distributor with authorization to market its products in Japan, while the approval must be obtained for medical devices either manufactured in, or imported to, Japan. The importer must meet the same basic requirements concerning safety and quality control as those of a manufacturer.

There are three types of licences issued for the manufacturing/marketing of medical devices: the first type for specially controlled medical devices (Class 3 and 4); the second for controlled medical devices (Class 2); and the third for the manufacturing/marketing of general medical devices (Class 1).

Foreign medical/dental manufacturers have to maintain either a direct or an indirect physical presence in Japan to ensure an immediate response to safety problems related to the use of a medical device.

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Website: www.jda.or.jp

Sources:
Ministry of Finance: www.mof.go.jp
Ministry of Health, Labour and Welfare: www.mhlw.go.jp
Japan External Trade Organization (JETRO): www.jetro.go.jp
Japan Dental Association: www.jda.or.jp
Pharmaceutical and Medical Devices Agency: www.pmda.go.jp

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Continues on page 73 ▶▶

Registration of Dental Products in Russia

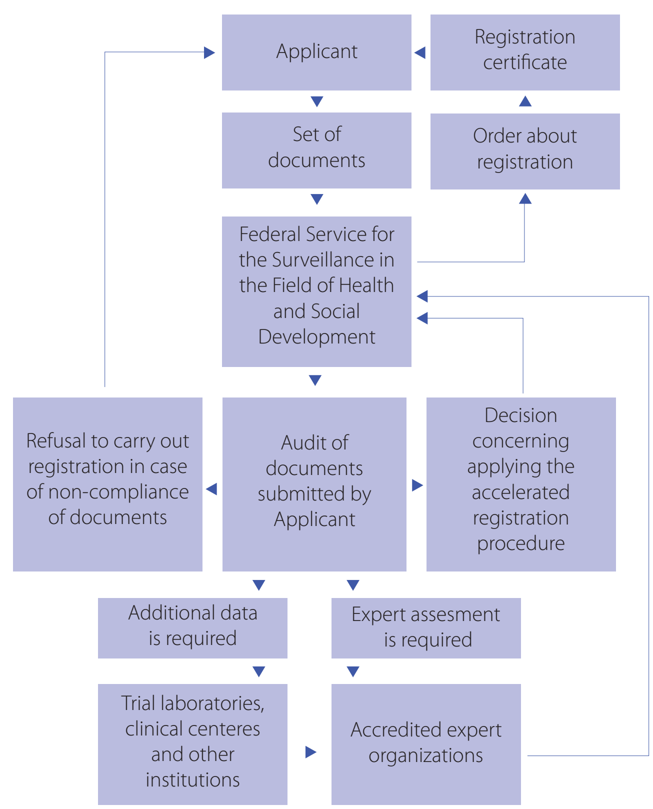
The registration of medical devices and medical equipment in Russia is, however, challenging. Most problematic for foreign manufacturers seeking device registration is that Russia still relies on a system of product testing as a tool for determining product safety and efficiency. As Russia have its own national standards, such as testing which is required for products that already possess CE marking, US Food and Drug Administration 510(k) clearance or other national approvals. Even products that have been for sale on the US and European markets for many years require product testing to Russian standards as well.

Russian policy of requiring product testing in addition to obvious language issues are significant barriers for foreign companies to register medical equipment in the country. Since very few documents exist in English, it has sense to operate through a local partner familiar with the process and who can effectively navigate your registration.

Company DENTALEXPO is organizer of two biggest international dental shows in Russia –Dental-Expo and Dental Salon. We are interested to maximize the number of registered products in Russia to develop the promising market. Since 2010 we launch registration services for our exhibitors. We take care of timelines and terms, documents preparation, registration file, application and reports. Obtain the Russian certificate and expend your sales.

Registration Process

Scheme for passing through the registration of medical equipment and medical articles of foreign production:



Russian Regulatory Athorities

Several major government entities currently oversee regulation of medical equipment and devices in Russia.

Roszdravnadzor - www.roszdravnadzor.ru

This is the short title of the Federal Service for Control of Healthcare and Social Development in the Russian Federation. This agency oversees all domestic and imported medical devices in Russia. It governs and controls the registration procedure, approves or rejects applications for state registration, and works to ensure clinical safety and efficiency of medical devices and medical equipment.

Gosstandart - www.gost.ru

Known as the Federal Agency for Technical Regulation and Metrology, this agency makes sure that medical equipment imported into Russia meets established Russian standards. This agency is responsible for GOST-R certification.

Rospotrebnadzor - www.rospotrebnadzor.ru

Not to be confused with Roszdravnadzor, this is the Federal Service for Supervision in the Area of Consumer Rights and Welfare Protection. This agency makes sure that products meet Russia's sanitary and epidemiological regulations for products that come into contact with the human body or which may otherwise negatively affect patients or doctors. They issue Sanitary-Epidemiological Conclusion (Hygiene Certificate).

Certification

To clear medical devices through Russian Customs, the products must also have one or both of the following certificates, which can only be issued after the Registration Certificate has been obtained. These include:

- Sanitary-Epidemiological Conclusion (Hygiene Certificate)
- GOST-R Quality Certificate

Sanitary-Epidemiological Conclusion (Hygiene Certificate)

As noted, devices that come into contact with the human body and which may negatively affect patients or doctors must obtain a Sanitary-Epidemiological Conclusion, more commonly known as a Hygiene Certificate. This testing confirms that the product conforms to applicable hygienic standards and sanitary regulations in Russia.

For most products, a Sanitary-Epidemiological Conclusion (Hygiene Certificate) is valid for five years, but some products must be renewed each year. The certificate can be issued in the name of a distributor, but the manufacturer is the holder. The process for obtaining a Hygiene Certificate usually takes one to two months.

Manufacturers can request inspection of their production facilities so they can be issued a Hygienic Certificate for all of their manufactured products. This may be a wise choice for companies with numerous products. The inspection will focus on manufacturing conditions, raw material quality control, technological processes and safety/sanitary parameters of the final devices.

GOST-R Quality Certificate

The GOST-R Certificate is similar to a CE marking certificate and is issued to a manufacturer to confirm that the imported product meets Russian national quality standards. Products must pass tests that have to be carried out by a local testing body accredited by the GOST-R system. The tests of conformity with Russian safety requirements should also meet the Essential Requirements of the European Medical Devices Directive (93/42/EEC). Additional documents should be submitted for certification (e.g. brochures, product description, protocols, test reports from international test laboratories, safety certificates issued by international authorities, ISO 13485 certificate (if available), Declaration of Conformity with the list of product codes and product names, instructions for use and a risk analysis).

Once certification has been achieved, the device must carry the GOST-R symbol (the mark of conformity), which clearly demonstrates product compliance to the applicable Russian standards.

GOST-R Certificates are issued by a testing centre accredited by Gosstandart and are valid for one year (for a shipment or several shipments under one contract), or for three years if experts from Gosstandart visit and assess a foreign producer's manufacturing facility in the country of origin. The GOST-R Certificate usually takes one to three weeks to acquire after the Registration Certificate has been issued. Fortunately, for those companies that need to acquire the GOST-R and Hygienic Certificates, many of the required documents already gathered on the registration level.

List Of Documents Required For Registration And Certification Of Medical Devices At The Russian Federation

- Power of Attorney for the applicant. The manufacturer must officially authorise the applicant to conduct the registration on behalf of the manufacturer. This document must be notarised and legalised by a Russian Consulate office.
- The document of registration of the company in its country (The reference from the Chamber of Commerce Industry, Annual registration FDA or Certificate of Incorporation, Business License). This document must be notarised and legalised by a Russian Consulate office.
- Certificate confirming correspondence of medical product to the national or international norms and describing the conditions of its production (ISO 9001, 9002, 13485, 13488). This document must be notarised and legalised by a Russian Consulate office.

- Certificates of conformity of medical product to Directive 93/42/EEC and safety of product (EC Certificate, Declaration of Conformity, Free Sale Certificate, FDA Certificate) or document confirming the registration of medical device in the country of manufacturer or in other countries. This document must be notarised and legalised by a Russian Consulate office.
- Operator's manual or Description of medical product with instructions (Russian) (should be on the manufacturer blank stamped and signed; and CD).
- Advertising materials
- The nameplate on the manufacturer blank stamped and signed.
- Test Report for safety (IEC 60601-1, IEC 60601-1-2, ISO 10993 etc.) - it might be as well to give the complete report to lighten the technical examination at the testing laboratory (should be CD).
- Samples for the technical, toxicological tests.

NOTE: international rules of law of certifying are applied to the documents (apostil)

Timeline And Costs

The overall registration process for medical equipment usually takes between 3 to 8 months. It is difficult to estimate the total cost in advance because it should be calculated individually, depending on the class of risk and type of medical device. The registration certificate is issued without restriction of period of validity.

The total cost of dossier preparation, testing, translations, notary/apostille services, and other consulting fees typically starts from EUR 4000. In some cases cost of registration could be reduced by including in one registration statement similar medical items. Actual costs need to be determined on a case-by-case basis.

Useful contact:
Maria Savchenkova
International affairs manager
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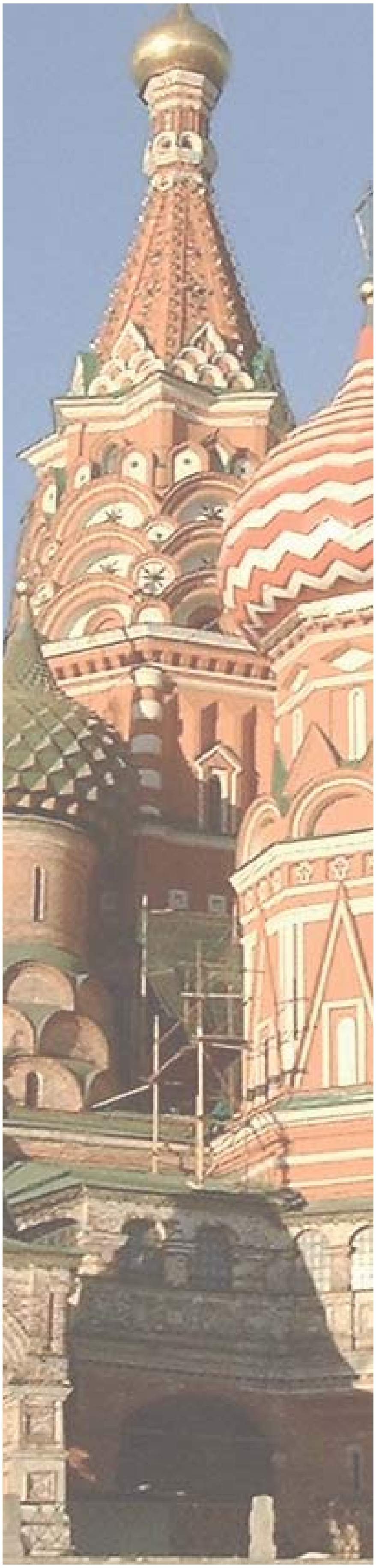

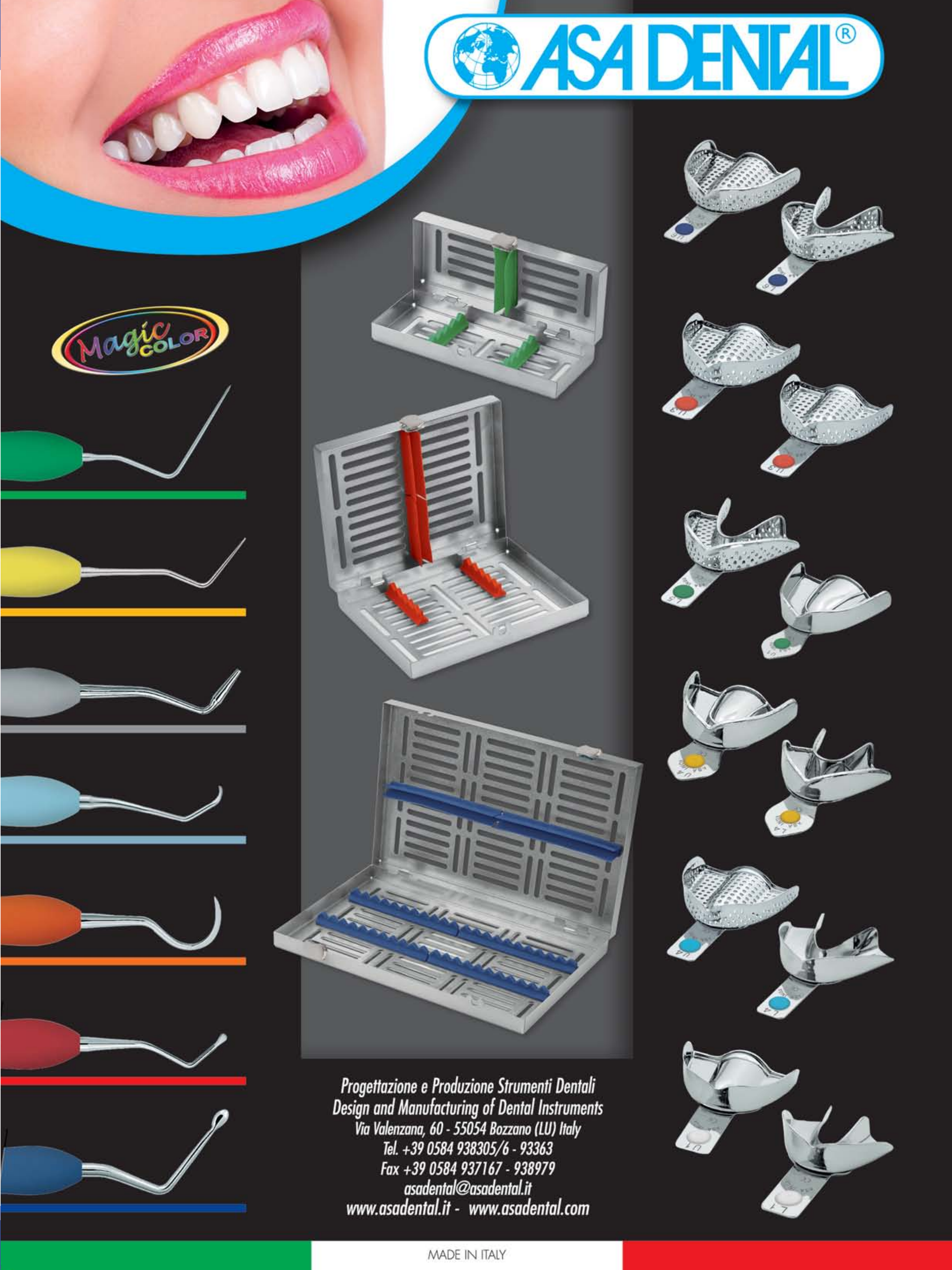
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Expodental 2010

EXPODENTAL 2010 WELCOMED ALMOST 40,000 VISITORS,
A 4% INCREASE COMPARED TO THE LAST EDITION

• The participation of some 260 exhibitors confirmed the role of EXPODENTAL as the leading point of reference for the industry.

• The international stature of the fair was confirmed by the participation of 42 exhibitors from 12 different countries, a 20% increase compared to the year 2008 edition.

At its eleventh edition, the International Dental Equipment, Supplies and Services Show, EXPODENTAL, which took place between 11th and 13th March at Feria de Madrid, welcomed almost 40,000 visitors from some 55 countries, a 4% increase compared to the last edition. This figure must be added to the large number of exhibitors who took part at the fair, given that the year 2010 edition of EXPODENTAL, which is organised by IFEMA and promoted by the Spanish Federation of Health Technology Companies (FENIN), brought together the products and services of 260 companies, thus confirming the Show's role as an indispensable forum for the Spanish industry and a leading point of reference throughout Europe.

"In addition to the favourable results that were achieved, the feeling among exhibitors and visitors was one of satisfaction, due to the high standing of the event and the quality of the exhibition, not to mention the marvellous business opportunities available at the Show", declared María José Sánchez, the Director of EXPODENTAL.

This edition of the Show also confirmed the international stature of EXPODENTAL. In this respect, the Show witnessed a 20% increase in its number of foreign exhibitors, based on the participation of a total of 42 companies from 12 countries. Among the countries that contributed the largest numbers of exhibitors, we might mention Italy, Germany, Denmark and France. Alongside these nations, visitors were able to discover a range of products and services from Switzerland, the United States, Israel, Japan, Portugal, the United Kingdom, China and Korea. The strong international presence at the event was also reflected by the number of foreign visitors who attended the event from 54 countries. The professionals from Portugal made up the largest group of foreign visitors, accounting for almost 50% of the total number, which highlights the important role that EXPODENTAL also plays on the Portuguese market. After the Portuguese visitors, the largest groups of foreign visitors attended the fair from Italy, Germany and France.

A Forum For The National Industry

The growing international importance of EXPODENTAL complements its undisputed position as a key point of reference for the Spanish oral and dental health industry. In this respect, all of Spain's regions were represented among the visitors to the Show, with especially large numbers attending the Show from Madrid, the region that hosted the staging of the event, as well as from Andalusia, Catalonia and Valencia.

With regard to the activities pursued by the visitors who attended EXPODENTAL 2010, all of the main sectors that make up the industry were represented, with dentists making up the largest group, accounting for some 33.4% of the visits. After these professionals, the largest groups included prosthetists, who accounted for 15.5% of the total number, and representatives of industry, who accounted for 9.6%. Smaller groups of dental hygienists, students, clinic assistants, orthodontists and maxillofacial surgeons also attended the event.

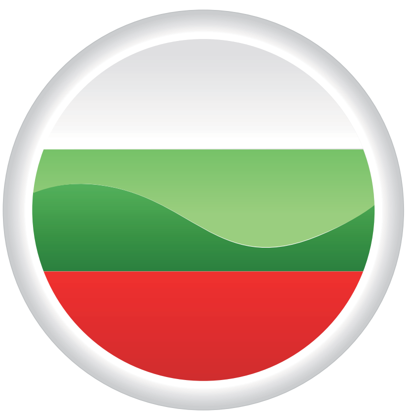
All of these professionals were able to discover, in Halls 12 and 14 at Feria de Madrid and over a period of three days, all of the latest new features from the industry, together with the instruments that facilitate their daily work. Among other new features, we might highlight the products that have been developed due to the incorporation of new technologies, such as 3D imaging diagnostic equipment, CAD-CAM applications for the manufacture of dental prostheses and intra-oral scanners. The growing interest in aesthetic dentistry has also led to the development of increasingly discreet and effective developments, such as the latest orthodontic designs and dental whitening treatments, both of which were also presented at EXPODENTAL.

For further information:
www.expodental.ifema.es
expodental@ifema.es

Snapshots
Bulgaria and Hungary

BULGARIA

Capital: Sofia
Population: 7,563,710 (2009)
EU member as of: 1st January 2007



Economy outlook

Bulgaria enjoys a good geographic position at the crossroad between Europe, Russia, Turkey and Middle East. Although the country's economy has experienced a decline in GDP, FDI and exports in 2009, the substantially stable economic and political environment has enabled Bulgaria to face the crisis with a GDP contraction limited to 5% in 2009 (estimate from the Bulgarian Chamber of Commerce and Industry – BCCI) and a moderate growth is forecasted for 2010, valued at 0.3% initially and expected to rise during the course of the year. According to the National Statistical Institute, GDP amounted to US$ 13,5 billion in the fourth quarter of 2009.

Exports of goods (FOB) in January 2010 increased by 12.8% annually on January 2009, while imports decreased by 5.7% for the same period. As regards foreign direct investment, it was valued at EUR 52,9 million against EUR 391,7 million in January 2009, accounting for 0.2% of projected 2010 GDP. The decrease in FDI is one of the main consequences of the international credit crunch, as Bulgarian economic growth has largely been boosted by consistent capital inflows which used to cover a great share of the account deficit (70.9% as of January 2009, reduced to 21.8% in 2010). This exposition to the variations of the international financial climate led to an interruption of the continued growth registered in the last decade, followed by higher unemployment rates (238,000 people in 2009, 6.8% of the population) and a 0.9% contraction in the Industrial Production Index at the beginning of 2010.

Taxation provides incentives to foreign investors as a 10% rate is applied on both personal and corporate income, but although the positive business climate, some difficulties may arise from local bureaucracy, intellectual property rights protection and some lack of transparency. The limited per capita income and low wages are other factors to be considered as they still prevent the formation of a wide base of consumers for some groups of products. As EU member since 1st January 2007, Bulgaria has adopted the related custom regulations and tariffs as far as foreign trade is concerned.

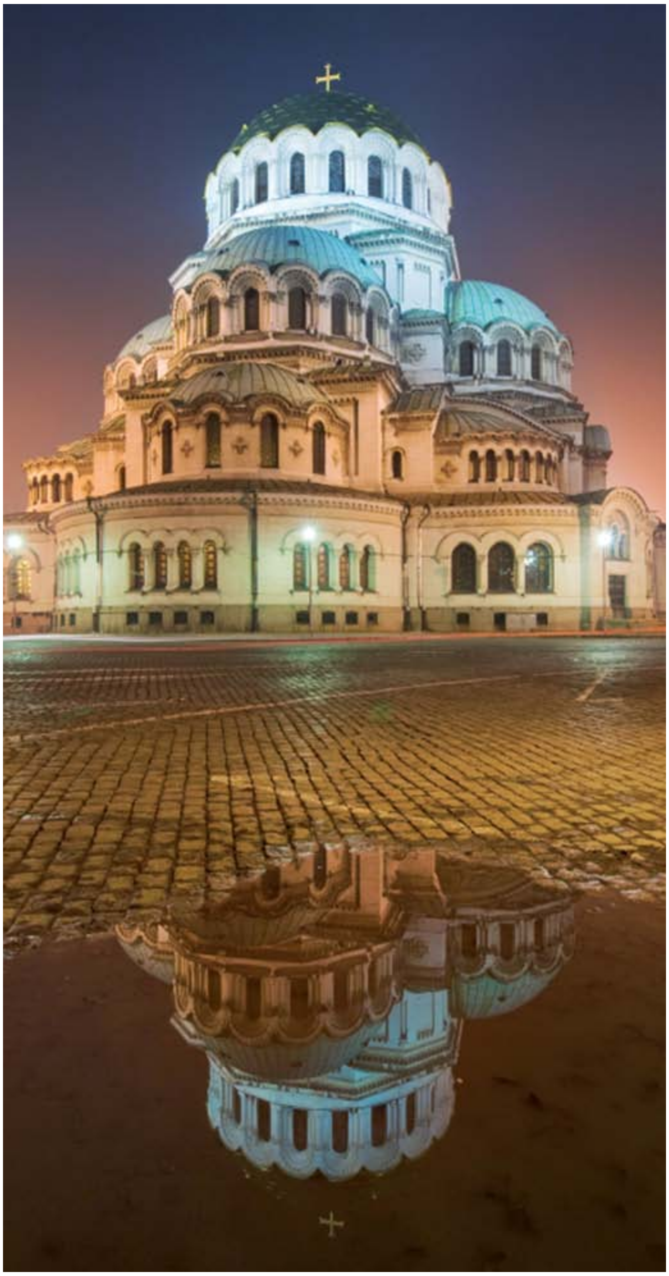
Dental market profile

The Bulgarian healthcare system is based on mandatory health insurance under the provisions of the Health Insurance Act, designed as a state monopoly. Dental care is included in the National Health Insurance Fund, under signature of an annual National Framework Contract between the NIHF and the Bulgarian Dental Association (BgDA). Treatments included in the contract can vary depending on age.

According to the "Bulgarian National Report" published by the ERO (European Regional Organization of FDI), there are 7,859 active dentists in Bulgaria as of 2008 data, with an average density of 1 dentist every 1,140 people. Almost 98% of dentists in Bulgaria work in general liberal practices. 5,500 dentists are contracted with the NHIF, the other provide dental services privately. According to the BCCI, there are about 4,000 practices and 500 laboratories in the country.

The state budget allocates annually the resources for financing dental services through the NHIF, but these funds cover roughly 70% of the cost, the remaining 30% being left to out-of-pocket payment. On a limited extent, some dental services for children are free. Forms of financing the dental equipment procurements are private dentists' expenditure, supplementary medical insurance, subscription contracts and donations.

Most of the demand for dental equipment and supplies in Bulgaria derives from dentists working in private practices, while only a small percentage is generated by public and university hospitals. The Agency "Invest Bulgaria", in its report "Bulgaria: Medical & Pharma Sector", individuates the end-user market of dental equipment and devices as follows:
- Medical Universities (three dental faculties of Varna, Sofia and Plovdiv): 10%
- Dental clinics or departments in regional hospitals: 1%
- Private dental clinics: 89



The main drivers of the growth registered in the period between 1989 and 2003 marked by economic deregulation and liberalization were equipment such as x-ray systems, dental mechanical tools and instruments, surgical tools, dental units, ultrasound equipment, photopolymer equipment, abrasive tools, maxillary surgery, anesthetics, sterilizing equipment, dental laboratory equipment including fittings, appliances, metal, ceramic and plastic workplaces and miscellaneous materials. These products still enjoy good prospects supported by the spreading of the private dental practice throughout the country.
According to a 2009 report by the US Commercial Service, about 150 foreign dental companies operate in Bulgaria, many as direct importers such as agents, distributors or representative offices and just a few as sub-distributors. The main countries of origin of dental equipment and products imported in Bulgaria are Germany, Czech Republic, Slovenia, Switzerland, France, Japan and Pakistan. Local production is limited to the sectors of operative dentistry, endodontics, light curing devices, diagnostics, physiotherapy and laser devices, overall accounting for only 3% of the market.

According to the above mentioned report, besides traditional categories such as dental consumables and services, the Bulgarian dental market is slowly opening up to new high tech products, for instance laser instruments, MRI apparatus and computerized systems for cosmetic, aesthetic and restorative dentistry.

Dental imports aren't subject to either tariff or non tariff barriers, regardless of whether products come from EU or extra-EU countries. The basic requirement is of course compliance with EU directives on medical devices and CE marking, plus registration with the Bulgarian Drug Agency (in few cases with the Ministry of Health) and a valid certificate of importation. Local agents, distributors or representatives are required to have distributor wholesale warehouse of their own or sign a contract with a licensed warehouse. All imports of dental equipment are charged a 20% VAT (value added tax) at the time of customs clearance.

Main medical/dental trade show: BULMEDICA/BULDENTAL, 11-14/5/2010
Website: www.bulgarreklama.com

Useful links:
National Statistical Institute: www.nsi.bg
Bulgarian Chamber of Commerce and Industry: www.bcci.bg
Invest Bulgaria Agency: www.investbg.government.bg
European Regional Organization of FDI - ERO: www.erodental.org
Bulgarian Dental Association: www.bzs.bg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HUNGARY

Official name: Republic of Hungary
Capital: Budapest
Population: 10,037,637 (January 2009)

Hungary lies at the heart of Central Europe, along the eastern border of the EU. The country's strategic position makes it an important trade hub and distribution center for the Central and Eastern European region. Hungary accessed the EU on May 1st, 2004.

Economic projections for 2010 forecast GDP growth between 0% and 0.8%. The export-led growth of the past decade, mainly produced by foreign capitals flown into Hungary since the 90s, is expected to contract, as the value of exports fell to EUR 59,5 billion in 2009, while imports were at EUR 55,5 billion. On the other hand, the Ministry for National Development and Economy reports that foreign direct investment in Hungary amounted to EUR 64,2 billion at the end of 2009; although registering a contraction compared to previous years, the per capita value (EUR 6,410) is among the highest in the Central and Eastern European region.

As regards foreign trade, major changes in the 1990's such as market liberalisation and inflow of foreign investments led to a structural shift in trade composition and partners, from an orientation towards Eastern Europe to EU countries. In fact, almost 80% of all Hungarian export is directed to the EU, with Germany first accounting for 25.7%, followed by Italy, Austria, France, UK, Romania and Slovakia, all ranging around 5%. Russian Federation accounts for 3.5%, while the combined share of countries outside Europe remains under 10% (with the US alone being responsible for 2,3%).

Coming to imports, 68.8% originates from the EU, with Germany (25.1%), Austria (6.1%), the Netherlands (4.8%), France (4.5%) and Italy (4.1%) as main partners. The second largest partner is however the Russian federation with a 7.3% share, while Asian imports account for some 17.7%; most important partners in that region are China (6.4%) and Japan (2.5%).

Considering trade composition by sector, the relevant trend is the increase in both exports and imports of machinery and equipment, in particular of telecommunication, transport and electronic equipment. Manufactured goods including leading sectors of pharmaceuticals and chemicals account for about 30% of the trade balance, while agricultural products and raw materials are on a declining path.

Healthcare

Healthcare in Hungary is largely financed through the country's social security system and federal budget, provided through a National Health Insurance Fund Administration (NHIFA). It has branches at county level, to administer contracting and payments to local healthcare providers, but budgets are controlled by central government. There are also voluntary private health funds, some of which are subsided by employer contributions, but their share of the health market is quite small.

Provision of healthcare is organized on a local basis, as municipalities are responsible for delivering primary care either by contracting general practitioners working in private practices (about 80%) who receive per capita fees from the National Health Insurance Fund according to the registered patients, or by employing the remaining 20% of GP on fixed salaries. A small percentage of practitioners run independent practices without contracts and receive fees from insurance only if they have more than 200 patients.

General outpatient care is provided upon family practitioner referral (or referral by another physician providing continuing care to the patient), or upon patient self-referral, single or occasional specialist health care, involving continuous specialist care not requiring inpatient care, is organised for the treatment of diseases that require special expertise or special financial, material and professional skills (special diagnostic background).

Secondary care includes municipal hospitals with basic departments, available for everyone within a 25-30 km range from their place of residence. The next level consists of county hospitals which, together with several Budapest hospitals, operate as regional centres for some disciplines, and of national institutes and university clinical departments which operate as tertiary care facilities in their special areas. The national government owns a variety of clinics and institutes dedicated to both acute and chronic care, rehabilitation or specific diseases. Of all the hospital beds in Hungary, local governments own 77%, university clinical departments 9.5%, national institutes 7%, various ministries nearly 4% and churches about 2%.

Hospitals' uneven distribution is a current problem. Nearly 40% of all hospital beds are situated in Budapest, with its 2-million population, which is less than one-fifth of the total population of the country. National tertiary-care inpatient institutions are also situated in Budapest.

Hungary has traditionally invested much in public sector and social services. Government expenditure accounts for 70% of all health costs, with inpatient treatment taking the largest share, and it spends on medical services about 8% of GDP. Although this injection of public resources, the health system is not efficient, and geographic distribution of medical services is quite uneven, concentrated in Budapest and surrounding areas, leaving too many areas uncovered or only partially served by health providers The density of physicians per 100,000 population is 320, below the EU average. Per capita expenditure on health is about US$18,000, but life expectancy at birth is rated at only 73. Hungarian health system is recognized to be in need of structural reforms, but the tentative of reform conducted in recent years didn't get much consensus and with recent elections won by the conservative party, the new reform agenda is still to be determined.

The dental sector

In Hungary there are nearly 6,000 practising dentists and 2,800 dental technicians. Besides the centre in Budapest, the other three universities in the country provide dental education.

The market for medical and dental equipment in Hungary was valued at US$ 695 million in 2009, roughly 60% of which is supplied by imports from western European countries and particularly from Germany. Domestic production is focused on low-end medical products and x-ray equipment, but it is mainly destined to export, as several companies from Hungary supply dental devices and materials to about 60,000 dentists, 30,000 technicians and many dental trade partners in the region that goes from Croatia, over the Czech Republic to Ukraine.

Hungary is also a favored destination for dental tourism, especially from bordering Austria and also from Germany, Switzerland, France, Italy and UK. The sector is becoming increasingly organized, with specialized clinics offering multilingual staff, modern equipment, instruments and materials. Western Hungary is preferred by German, Austrian and Swiss dental tourists mainly travel to Western Hungary to get cheaper treatments at convenient distances.

The main dental event in Hungary is Dental World, which will take place 14-16 October 2010. Information on the event is available at http://dentalworld.hu

Sources:
Ministry for National Development and Economy: http://nfgm.gov.hu
Hungarian Investment and Trade Development Agency: www.itdh.com
Ministry of Health: www.eum.hu
World Health Organization – Regional Office for Europe: www.euro.who.int

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IDEM Singapore 2010

Keeps Asia's Dental Community on the Cutting Edge

The International Dental Exhibition and Meeting (IDEM) Singapore 2010 registered participation from 6,057 dental traders and practitioners including dentists and dental clinicians. Cementing its position as the premier dental showcase in the region, IDEM Singapore 2010 brought together participants from 54 countries in a four-day event that delivered the cutting edge in dental technology, techniques and patient treatment.

"Once again, IDEM Singapore has successfully brought the latest innovations and emerging technologies from around the globe to Asia's dental community. The response from participants and exhibitors has been encouraging, and we are proud to have facilitated the fruitful interactions and networking that will lay the foundation for future collaborations," said Mr Michael Dreyer, Vice President, Asia Pacific, Koelnmesse.

Spotlight on growing dental trends and opportunities

With 352 exhibitors from 31 countries across the globe, IDEM Singapore 2010 provided visitors with a truly global showcase of the trends shaping the world of dentistry. Three key technologies were most prevalent on the exhibition floor, signalling the growing opportunities in these segments.

Digital imaging technology

Several 3D conebeam computed tomography (CT) systems were on display by established names in digital imaging, such as KaVo, Sirona and Vatech. Vatech, the largest exhibitor at IDEM Singapore 2010, presented the widest array of digital imaging tools and equipment including its latest three-in-one dental conebeam CT that revolutionizes digital radiographic 3D imaging.

"IDEM Singapore 2010 has been a fantastic platform for Vatech to enhance the awareness about our products and expertise in the field of digital imaging technologies. Our bigger presence this year signals our commitment to advance our presence in the region," said Mr Eugene Quah, General Manager, Vatech Asia HQ Pte Ltd.

Ultrasonic surgical techniques

Ultrasonic bonecutting surgery is seeing increased popularity as the technology of choice for cranio-maxillo-facial surgery, delivering greater precision and safety to patients. Piezoelectric surgical techniques are one of a range of cutting-edge procedures presented extensively at the IDEM Singapore 2010 exhibition. The Acteon Group introduced its second generation dental surgery and implantology unit, while Silfradent launched its Surgybone device which guarantees enhanced control for dental clinicians.

Implant and aesthetics dentistry

With the advent of new materials and techniques for bone augmentation and soft tissue management, dental implants are now indicated for a broad spectrum of treatment. As a sign of implant dentistry's growing importance in Asia's dental market, the big names in implant dentistry, such as Nobel Biocare, Osstem, Bicon and Straumann, were all present at IDEM Singapore 2010.Straumann introduced its new product, a unique new implant material that promises enhanced flexibility in treatment option, better predictability of outcome and higher efficiency for dentists.

Enhancing professionalism in dental trade

The inaugural Let's Talk Business seminar at IDEM Singapore 2010 also registered keen participation from the industry.

Dr Wilson Goh, Managing Director of GPA Holdings, discussed the adoption of technology in the delivery of dental treatments in his session Management of Advanced Dental Technology. Gathering participants from Australia, Cambodia, Phillipines and Vietnam, among others, Dr Goh shared insights into the role of technology in growing the dental practice and how dental practitioners can upgrade their business through proper assimilation of technology in their practice.

"The introduction of the Let's Talk Business seminar is a great addition to the IDEM Singapore program. Technology is a topic that is deep in our hearts but we seldom get the opportunity to discuss this with our peers. There is a high level of interest from participants, who came from across the region, on how they can leverage technology to transform the delivery of dental treatments," Dr Goh commented.

Dr Vivek Shukla, who presented the session Dentistry Tourism in Asia Pacific said, "Dentistry is truly a global business but the challenges differ slightly among various regions. Events such as IDEM Singapore provides a platform for us to exchange ideas and share perspectives on what's happening in different countries. Dental professionals today are increasingly looking at innovative ways to grow their practice. The Let's Talk Business seminar is the perfect platform to drive discussions on the business of dentistry."

IDEM Singapore 2012 will be held in Singapore from April 20 – 22.
For more information about IDEM Singapore,
please visit www.idem-singapore.com.

Marketing Showcase 2010

Innovation, Integration and Education!

The BDTA has become recognised by the dental team, trade and press for producing eye catching, award winning marketing campaigns for BDTA Dental Showcase and this is perceived as a vital part of the formula for a successful event.

From crocodiles and plover birds, to magic rabbits and treasure islands, the BDTA has injected fun and excitement to the promotion of what is essentially the UK's largest, annual dental exhibition. The dental team has responded by registering in advance in their thousands for tickets to the event, the exhibitors have incorporated elements of the various themes into their marketing and stand activities and the press have willingly featured editorial and themed imagery in their range of publications.

- 80% of visitors enjoyed the Showcase 2009 campaign (BDTA, 2009), with comments such as 'It's happy, it's bright, it's breezy' (Dentist) and 'I like the theme and the parrot' (Dentist) being given (DJS Research, 2009).
- 87% of visitors stated that the publicity campaign provided all the information needed (BDTA, 2009).
- Some visitors commented that the advertising campaign should be more informative and provide details of the CPD opportunities and seminars available (DJS Research, 2009).

Having developed a winning formula for promoting Showcase it seems sensible to continue along the same lines but we have to be mindful of the need to keep up to date with changes in the profession. Registration has placed new demands on the dental team and it is important that we demonstrate how Showcase can play a role in meeting those demands. The emphasis will be on three key points, namely innovation, education and integration. The challenge is to ensure that we keep the elements that the visitors enjoy about Showcase marketing and harmonise them with the key points that want to promote.

How times have changed

Compulsory CPD introduced for dentists in 2002, followed by statutory registration and thus compulsory CPD for DCPs in 2008, has encouraged the whole dental team to focus on education and personal development to a greater extent. There is a new thirst for knowledge and a hunger for new techniques and treatments which has made the industry forward looking and responsive. Research conducted at BDTA Dental Showcase 2009 revealed that almost half of visitors come to 'see what's new' (DJS Research, 2009). Keeping up to date with innovations is made easy at an exhibition as companies proudly demonstrate how the product in which they have invested thousands, can save the user time and money or improve the quality of the service offered. What's more, several new products can be compared all under one roof making it convenient for the customer.

The New Contract introduced in 2006 was one of the most radical changes to the provision of dentistry in the UK since the launch of the NHS in 1948. Business pressure on the NHS forced dentists to think carefully about purchasing decisions and buying the most cost effective products which at the same time would allow them to optimise the type of work performed. There was a shift towards private dentistry and with it a demand for higher end materials and changes in the type and quantity of products demanded. When the dental team were asked where the highest value and volume of purchases were made, an overwhelming majority said Showcase (DJS Research, 2009). Visitors to Showcase stated that they like to feel items, watch demonstrations and compare alternative suppliers before purchasing and these are all features of a dental exhibition which are not present through catalogue or internet purchasing.

The economic downturn looks set to continue into 2010 which means there is a need not only for the dental team to deliver more value to the end user but also for the trade to deliver more value to the dental team to encourage them to take a day out of the practice or laboratory to attend events. A significant proportion of the dental team attend Showcase to 'broaden their knowledge' (DJS Research, 2009). This tends to be a key motivator particularly for DCPs but nevertheless, the importance of the educational aspects of the event whether it is the hands-on, interactive learning which takes place while walking around the hall talking to sales representatives or the more formal learning which takes place in the seminars.

Over the last two or three years the focus on the business of dentistry has come to the fore, with business training being offered to the team in abundance and more column inches dedicated to this in the dental press. Dentists and laboratory owners in particular are more aware of the need to understand basic business practices in order to operate effectively, remain competitive and offer a better service to their customers. The industry has recognised that patient satisfaction is more difficult to achieve as they become increasingly knowledgeable and demanding but is essential for sustaining business in the long-term.

The GDC and professional associations have been actively promoting the team approach and the fact that collaboration creates a stronger, more efficient industry over recent years. This looks set to continue as the professional associations, namely the DPA to date, open up their membership to encapsulate other members of the dental team. Another reason for the dental team attending Showcase, and one not to be underestimated, is the teambuilding which transpires when the practice or laboratory closes for the day and the team attend the event together. The social aspect is enjoyed and it encourages everyone to get involved and influence the developments materialising in their place of work.

The UK's premier dental exhibition, Dental Showcase, will take place at ExCeL London in October 2010. Over 12,000 members of the dental team are expected to attend the three-day event. More than 300 companies from the UK and abroad are likely to exhibit and the exhibition will cover a massive 17,000 sqm.

For further information: www.dentalshowcase.com

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Continues on page 75

Recycle to save the planet and help Bridge2Aid!

BRIDGE 2 AID
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Recycle your used ink cartridges, toners and old mobile phone & you can raise between £1.50 and £100 for Bridge2Aid, at no cost to your business!

Bridge2Aid has partnered with The Recycling Factory and will receive a donation for every inkjet cartridge and mobile phone that can be successfully recycled. All materials and postage will be provided; all you need to do is visit the website, www.therecyclingfactory.com and fill in your company's details to receive a freepost return envelope or box for larger returns.

Recycling your used printer cartridges and mobile phones is a simple way to raise vital funds and also to help protect the environment.The Recycling Factory can recycle selected cartridges by Hewlett Packard, Canon, Lexmark and Dell. All mobile phones are accepted by The Recycling Factory and could have a value of up to £100!

Funds from your recycling will go towards helping children like seven-year-old Laticia who was treated by one of our dental volunteers in February. Dentist, Mitra Najafi explains:

'She was dirty but very pretty, wearing a dress three sizes too big with lots of holes in it and no shoes. Her feet were cracked and very dirty. She had the most beautiful big black eyes I've ever seen, but so full of sadness and pain. She'd lost both her parents to Aids in the last 10 months and been bullied in school and beaten up badly a few times. She had also suffered from toothache for six months.

'She wouldn't even look at me when I was examining her - I tried so hard to communicate and connect with her. Holding her hands, cuddling her and trying to talk with the help of the clinical officer that I was training - who also translates for me - but there was nothing there.

'We managed to get her to open her mouth so I could examine her. Laticia had Aids herself and I could see signs of it in her mouth as I was examining her - I felt devastated! We numbed her gently and my clinical officer asked if he could take the tooth out and I let him, so I could sit in front of Laticia and hold her tiny little hands to comfort her, as I thought she must be very nervous like any child would be.

Still she refused to look at me. As my clinical officer started with the extraction, I saw tears running down from the corner of her beautiful big eyes on her cute angelic little face but she just sat there in silence the whole time and took it without moving.

'The tooth came out quickly and as she was leaving she turned back, looked at me and gave me a smile, while her gorgeous eyes were still full of tears. A picture of that smile is constantly in my head - and will stay there forever.'

There are over 2 million children just like Laticia living in Mwanza region, the area where Bridge2Aid currently works. Over 50 per cent of them will suffer pain just like hers this year, and almost none of them will have access to treatment to relieve it.

For more information on how to recycle with TRF, please call
+44 (0)800 091 0696, Monday-Friday between 8.30am-5pm or
email: bridge2aid@trf-uk.com

Bridge2Aid (B2A) is a dental and community development charity working in the Mwanza region of North West Tanzania. We started full scale operations in 2004 and work closely with the Tanzanian Government to deliver aspects of their dental strategy. We operate a not-for-profit dental clinic in the city of Mwanza (Hope Dental Centre), and have a community development programme for the disabled community based at Bukumbi Care Centre.
Our focus is sustainability – empowering local people to improve their own lives over the long-term. We have Trustees and administration in the UK and we are a UK registered charity no. 1092481. Bridge2Aid is a registered Non-Governmental Organisation (NGO) in Tanzania with additional Tanzania-based Advisors.
The four key aspects of Bridge2Aid's vision are:
- To provide primary dental care and oral health education to communities in Tanzania
- To equip and further train local health personnel to provide emergency dentistry to rural communities
- To care for and empower the poor and marginalised in Tanzanian society
- To provide opportunities for UK dental professionals and others to use their skills to serve Tanzania, as locums or participants on the Dental Volunteer Programme (DVP).

Further information is available from:
Bridge2Aid - www.bridge2aid.org
Lucy Jenkins, Communications, lucy@bridge2aid.org
Mark Topley, CEO, mark@bridge2aid.org

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