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IDS COLOGNE 2011
Hall 10.2 booth 030'

MEDESYS
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PRODUCT OF ITALY



Focus on the dental market in UAE



Waiting for IDS NEWS 2011: Anticipations and highlights



Outlook on Dental Market in Turkey



Business Opportunities



if you need a
good reason to come...

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20th CIORJ

Rio de Janeiro International
Dental Meeting

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The most important scientific dental meeting in Brazil



LADM 2011

Latin American Dental Meeting

July 21-22, Rio de Janeiro

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www.ciorj.org.br

www.ladm2011.com

T-BLACK

LESS ABRASION
AND WEAR-OUT



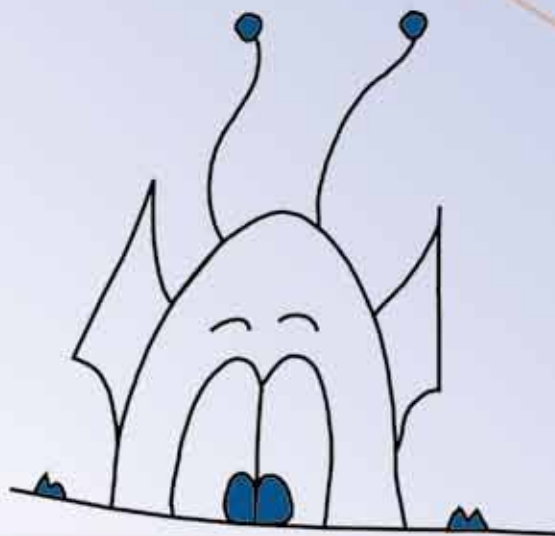
MORE EFFECTIVE CUT
AND LOWER HEATING
OF THE TISSUE



ANTI-REFLECTIVE
SURFACE



SURGYSONIC MOTO is a brand new approach to hard tissues surgery. Thanks to the combination into a single device of the high speed brushless **micromotor** and the "**Ultrasound**" technologies, it widens its applications from the dental field to general surgery and ultrasonic wound debridement.



THE ALIENS OF THE ULTRASOUND

The colour you feel



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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 Sca- lers and all related Inserts and Accessories.

A professional curing Lamp was also designed and added to the portfolio.

Two years ago, then, TKD was proud to present two new innovative pro-

ducts: 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

Visit us at: IDS Hall 11.2 -Stand Q30

For more than 22 years, Mexpo International Inc. has been committed to product quality, reliability and service. Blossom brand has strong worldwide recognition in the dental and medical market. Our quality unique products have been sold in over 80 countries and our distributorship network is continuing to growth.



Our specialty gloves include:

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

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

Contact Mexpo/Blossom team:

U.S.A:

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Hong Kong:

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E-mail: ericthai@p-blossom.biz.com.hk

Visit us at: IDS Hall 4.2 booth L50/M51

For more than half a century, DenTag srl, has been synonymous with:

- carefully-selected materials of the highest quality
- design and manufacture tested after each production phase
- latest technology machinery, continually updated
- expert craftsmanship based on an old tradition in stainless steel working
- constant and continuous research
- the closest possible attention to the quality of the finished product



All these factors have contributed to the constant growth of the company and its excellent international reputation as a manufacturer of top-quality dental and surgical instruments.

During the years, DenTag established many contacts with universities and final users, to adapt and modify its own production to continuous changing requests of a demanding market.

The success of DenTag is due to its continuous and steady investments in research and quality. During the years, digital control machineries were introduced and many manufacturing processes automated. Computer - aided design was introduced, and the entire production cycle is computer controlled

Despite this, at DenTag final testing and control procedures are made by expert craftsman, trained within the company, as certain phases are particularly important and delicate in terms of quality.

Today, DenTag offers a varied amount of new items, with different aesthetic features, and it is known for its high quality level, which is able to satisfy the most demanding customers.

We are firmly convinced that quality will have an increasing important and predominant role and we will continue to achieve this goal.

For those reasons we say that choosing DenTag is... a good reason to be different

Contact:

DenTag srl

Via Maniago, 99 - 33085 Maniago PN, Italy

Tel: +39 0427 71561 - Fax: +39 0427 700666

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Visit us at: IDS Hall 11.1 • Line D-051

DiaDent is one of the leading Endodontic supply companies in the dental industry since 1985. From its inception as exporting Gutta Percha Points and Paper Points, DiaDent has grown to become one of the world's leading dental companies, specializing in Endodontic devices and materials. DiaDent's innovative and top quality items and processes are recognized as the world's brand, today DiaDent has been exporting them to over 900 dealers in 112 countries all around the globe. For more than 25 years, DiaDent has been dedicated to develop products and with the highest standards so that DiaDent can more effectively contribute to create new markets and continue to make DiaDent a global leader. All of DiaDent's products are inspected by a strict Quality Management System following the ISO 9001 & ISO 13485 standards. 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 product lines adding innovative items as like Root Canal Obturation System, LED Curing Light, Apex Locator, Cosmetic and Restorative items etc to fulfill and satisfy our customer's needs and demands. DiaDent will continue to see every challenge as an opportunity and we will do the best to be perfectly positioned as one of the world's recognized leaders in the dental industry.

DiaDent Group International
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 Rep. Of Korea
 Tel: +82 43 266 2315 - Fax: +82 43 262 8658
 E-mail: diadent@diadent.co.kr - Website: www.diadent.co.kr

Meet us at IDS 2011 in Hall 11.3 D-061

BlueX Imaging is an Italian company specialized in designing, manufacturing and distributing high quality imaging equipment for the dental community all over the world. Since its foundation in 2000 it expanded to a renowned international company having operations in more than 70 countries. Its product range includes intraoral x-ray units as well as analog and digital panoramic equipment with the related dental software which enables you to get the most out of the captured images. Apart of obtaining high quality images, professionals appreciate BlueX products for their reliability, ease of use and excellent price-performance ratio. These characteristics are successfully maintained and constantly improved thanks to the dedicated approach of the employees, the sensibly selected suppliers and the fruitful colla-



boration with Sirona, the dental company to whom BlueX belongs to. In order to learn more about BlueX and its products visit www.blux.it or send an email to blux@blux.it – our team will be happy to provide you with all information of interest.

Blue X Imaging S.r.l.
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 20090 - Assago, Italy
 Tel: + 39 02 45712171 - Fax: + 39 02 45703385
 E-mail: blux@blux.it - Website: www.blux.it

Meet us at IDS 2011 Hall 11.3 Aisle J No. 49

BMS DENTAL is a leading Italian manufacturer of Dental Materials, Equipments and Disposable Products from many years, results of 25 years of experience in dental field for our chemical formulations of products and technologies of our equipments.



Our task is to keep our standars of products regularly up-to-date, offering our customers the highest quality, respecting a very good relation quality-price.

Please feel free to contact us for any future commercial relationship. We will do our best to help you in the best way.

BMS DENTAL S.r.l.
 Via M.Buonarroti, 21-23-25
 56033 – Capannoli (Pi), Italy
 Tel : +39 0587 606089 - Fax : +39 0587 606875
 Email : bmsitaly@tin.it - Website: www.bmsdental.com

Meet us at IDS 2011 Stand N. G041 - Hall 11.3

Aurelia®, Sign of Comfort; is proud to be the leading dental glove brand in North America. A division of Supermax Inc, Aurelia is distinctively one of the only brands with its own manufacturing facilities. Thus, Aurelia Gloves conform to the same standards which have earned the company accolades for superior & consistent quality. The awards includes ISO 9002 Certificate; the United States FDA's 510K, Current Good Manufacturing Practice (GMP); the French AFNOR; Health Canada; Europe CE mark, Australia's TGA Standard and Standard Malaysian Gloves (SMG).



manufacturing facilities in Malaysia. Supermax distributes worldwide, with dedicated facilities in North America, Europe, South America, and the South Pacific. In 2009, the Supermax group shipped over 12 billion gloves to over 150 countries, commanding 10 percent of the world's more than 120 billion gloves market.

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

The Supermax group is the World's largest Latex & Nitrile gloves manufacturer with 4500 employees & currently operating 9 state-of-the-art

Defend brand products, from Mydent International, provide a wide spectrum of high quality, yet economical disposables, preventatives, infection-control products, impression material systems, evacuation cleaners and disinfectants for the dental office. Established in 1985, Mydent has been a leader in product innovation.



trol, and a cost effective solution to help you with your disposables business.

Defend products are designed and engineered to meet rigorous USA government standards. All products are CE Marked and most of our factories are FDA registered and ISO Certified.

Our affordable pricing, new product releases, and global presence will assist you in making Defend or your own private label products an integral component of your product line.

As part of our ongoing effort to reduce costs, Mydent International has instituted a "Container Direct" program, which places many different products in the same container. This economically driven program assures you the lowest possible prices, lower freight cost, better inventory con-

Contact Information

Gary Mahr

Email: sales@defend.com - Website: www.defend.com

Phone: 1-631-434-3190 (USA) - Fax: 1-631-434-7750 (USA)

Visit us at IDS: USA Pavilion, Hall 4.2, Aisle G - Booth #60

Schulz has been in market for over 45 years and is continually undergoing evolution. Schulz focuses in quality and reliability to all customers and develops solutions in compressed air. Nowadays we offer a full line of piston compressors including a wide range of Oil less products, rotary screw compressors, refrigerated air dryers,



of compressed air. Recently we expanded our product line to include water pumps and hand tools which were carefully selected to satisfy our customers.

complete range of filters, condensate separators, pneumatic tools and all needed accessories for compressed air which allows us to be one of the leading companies with the largest manufacturer of air compressors in Latin America and exporting to over 72 countries on all continents.

Currently our products are recognized by customers all over the world, setting up a full line with high technology, air treatment and correct use

SCHULZ S.A.

Tel: +55 47 3451 6252

E-mail: fabio.rosa@schulz.com.br / fabio.lehn@schulz.com.br

Website: www.schulz.com.br

Visit us at: IDS Hall 3.1 Aisle K NR. 040

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



paste, high volume evacuators and packaging material. In addition Keystone runs the gamut from abrasives, carbides, chemicals, brushes, crucibles, kiln furniture, Fleck's cement, PIP paste and the Syrijet for the dental industry. All of

Keystone's history can be traced back to as early as 1900 and is one that they are extremely proud of. Keystone Industries, is a privately-held company composed of several dental and medical manufacturing and distribution subsidiaries, which includes National Keystone, founded 1930, Tri-Dynamics founded 1977, Mizzy (which includes Mission Dental and Syrijet), founded 1900, Ped-O-Jet, founded 1968, and T&S Dental and Plastics Manufacturing Co., founded in 1976, which is now known as Keystone Industries-Myerstown. Dental Resources, also now located in Myerstown, PA, was acquired in March of 2003. Keystone also merged with Deepak Products 2008 with manufacturing in Miami FL.

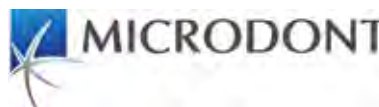
Keystone Industries is a leading manufacturer in denture acrylics, thermal forming materials and machines, APF Fluoride gels and foams, prophy

this has allowed Keystone to form the infrastructure needed to manufacture and develop superior products at very aggressive prices. "Our capabilities are only bound by the clients imagination! We have the ability to manufacturer almost any resin, plastic or chemistry found in the marketplace on an OEM or private label basis. The perception that Keystone is strictly a lab supply manufacturer is about to change!"

For more information visit: www.keystoneind.com

Come visit us at the International Dental Show — Hall 10.2 Booth T-33

MICRODONT is a Brazilian company located in São Paulo City and manufacturer of dental products such as Diamond Burs, Diamond Discs, Polishers, Abrasives, Accesories, Instruments, and Light Equipments. Actually we count with 150 trained and qualified employees.



Add value to our customers, through our product's line, with improved technology, service and high quality standard, is our main policy!

Our export covers over 50 countries and we received the most important quality Certifications such as ISO 9001:2008, ISO 13485:2003, CE Marking and FDA.

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

DeltaMed – Turning Ideas Into Materials

For more than 15 years DeltaMed has been producing modern materials and application systems for aesthetic and restorative dentistry, for dental technology, and for the hearing aid industry. With the development of materials for trend-setting additive production processes (Digital Dental Printer / Perfactory, envision TEC) we make an important contribution to revolutionizing the manufacturing process for medical products and other product groups.

Competence

As specialists in polymer chemistry, our development competence focuses on light-curing resins and composites. Here our development team from chemistry and materials science builds upon long-standing experience and the use of the most modern formulations and processes.

Individual Developments

As partners-in-development we take the ideas of dental companies and application specialists and create optimized and exclusive products. Several of these designs have developed into strong brands.

Brand products / OEM

In Germany we sell our brand products like the Easywhite bleaching system directly. International sales are conducted by trade partners. We



provide these to the market also as OEM products.

CAD/CAM : Additive Production Processes

For 10 years we have been developing and manufacturing light-curing resins for the trend-setting additive production process. Leading hearing

aid manufacturers use our materials to annually produce individual molded earpieces for several million patients. Our newest developments make it possible to use high-strength composite materials for dental and other applications, and further optimization of digital process chains for the manufacture of high-quality and affordable products.

Consulting

We make our market expertise and connections, and our know-how for fulfilling normative and statutory requirements available to our partners, if needed.

Meet us at IDS 2011 in Hall 4.2 Stand L29

DeltaMed GmbH

Tel: +49 (0) 6031 7283 0 - Fax: +49 (0) 6031 7283 29

E-mail: export@deltamed.de - Website: www.deltamed.de

Tecnomed Italia Srl operates in the dental field since 1990. At the beginning it provided technical assistance to dental surgeries and laboratories and imported small dental equipment and spare parts for service centres.

Thanks to its technical experience and the ability to select high quality spare parts at competitive prices, nowadays the company has more than 1.500 customers among service centres and dealers all over Europe.

In 2010 Tecnomed acquired Dentronica brand (manufacturer of dental units) expanding its product range, which goes from dental equipment and spare parts to the complete dental surgery.

For the production of equipment the company relies on selected suppliers, which operates according to appropriate standards of quality and safety. Tecnomed Italia is in close contact with its partners and its custo-



mers so that it can meet their requirements, find solutions and replies, trying to shape day by day the "IDEAL" product for each customer.

The mission of Tecnomed Italia Srl is to plan technological and comfortable solutions either for professionals or for patients, creating a lasting quality for everyone.

Tecnomed Italia s.r.l.

Via Salvador Allende n.2, 61040

Castelvecchio di Monte Porzio (PU) - Italy

Tel: +39 0721 956514 - +39 0721 955146

Fax: +39 0721 955229

www.dentalastec.it - info@dentalastec.it

Meet us at IDS 2011 in Hall 04.1 Stand A 013 / Stand B 021G

Asa Dental is the Italian leader manufacturer of dental and laboratory products, attending the dental market for over 40 years. It distributes all over the world and it is considered as the leader in the production of dental and laboratory instruments, impression trays and saliva ejectors.

Asa Dental aims to be constantly innovative, in order to improve quality processes, technology of raw materials and machines, and to keep team know how always at the highest level. As a result, Asa Dental offers today a wide range of products, including diagnostic, periodontal, surgical, restorative, orthodontic and disposables, distributed to more than 5,000 dental buyers in over 50 countries. The head office is in Italy, in Bozzano near Lucca, but the company has many branches all over the world, thanks to many company acquisitions during the last few years, such as Derby Dental, a French manufacturer specialising in hand operated instruments, and KaltoPlast, the Swedish company which first launched saliva ejectors. The latest but most important opening was in 2010 in the United States, with the Asa Dental USA corp., which allowed Asa Dental enhance its presence in the American market.



Asa Dental has been ISO 9001 certified since 1998 and now it is certified with new ISO 9001-2008 certify. All instruments meet the requirements for Directive 93/42/EEC.

Firmness, production quality, constant innovation and excellent service make Asa Dental being the partner of choice for millions of dental professionals worldwide.

Asa Dental Spa

Via Valenzana, 60

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Italy

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Fax: +39 0584 937167 - 938979

www.asadental.com - asadental@asadental.com

Meet us at IDS 2011 in Hall 10.1 Booth D048 E049

NOVA DFL is one of the biggest Latin American pharmaceutical dental company. With headquarters in Rio de Janeiro, Brazil. NOVA DFL today is a global company, present in more than 55 countries. NOVA DFL product range presents: local and topic anesthetics, composite resins, bleaching, adhesives, glass ionomers, sealants, saliva ejectors, impression materials, amalgams, fluoride gel and others.



NOVA DFL is certified by CE, ISO 9001:2000 and ISO 13485:2003 and follows GMP manufacturing standards.

For more information visit www.dfl.com.br

Visit us at: IDS Hall 11.1, aisle J, stand # 010

Come & visit the USA Pavilion at IDS 2011!

View many new and exciting dental products from the U.S. showcased in the USA Pavilion at IDS 2011!

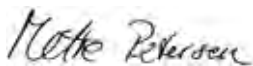
The U.S. based Dental Trade Alliance (DTA) and Koelnmesse, Inc. encourage you to visit the USA Pavilion during IDS 2011 in Hall 4.2.

The Pavilion will feature top notch U.S. dental technology products from close to 100 U.S. manufacturers, all of them looking for international dealers. The low dollar valuation make U.S. products very affordable in the international market place and therefore highly desirable for distribution.

Stop by and visit the USA Pavilion! U.S. manufacturers will be glad to talk to you about distribution rights! For a detailed listing of USA Pavilion companies please e-mail s.eidam@koelnmesse.de. Please include your full contact information in your email.

We are looking forward to your response!

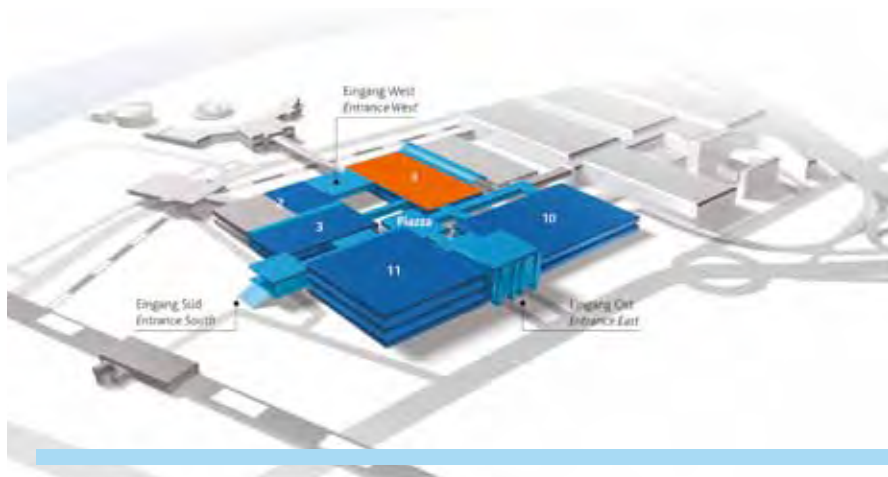
Kind regards,



Mette Petersen
Koelnmesse, Inc.



Gary Price
Dental Trade Alliance (DTA)



March 22-26, 2011

Cologne, Germany

USA Pavilion Hall 4.2

New surgery/implantology motor: high performance and practicality

Mariotti's technical staff working side-by-side with experts in the field, introduces the new surgery and implantology equipments. MiniUniko combines ease of use and practicality with second-to-none performances concerning the torque value. This unit is endowed with full safety and operating precision. The great flexibility allow to use and adapt the various implantology systems, handpieces and contra-angles found on today's market, by setting the reduction ratio.



Miniuniko can be set in a few seconds thanks to an innovative software, which enables to modify the speed, torque and spraying values. Moreover the great innovation is the possibility of downloading the surgery data on USB key.

Performance: max torque adjustable up to 60 Ncm, rotation speed up to 30.000 rpm, spraying through peristaltic pump up to 90 ml/sec, updates via software, control-box dimensions 245x245x100

Innovation: surgery data can be downloaded on USB key

Multi-function foot-control: used to start motor, reverse function, on/off spraying and retrieve programs

Hygiene: extended service life of parts that require sterilization

Suitable for autoclave sterilization: motor, cable and connector

Accessory: "C20" implantology contra-angle, with micro-head, 20:1 reduction, external sprayer with possible internal spraying.

Visit us at IDS 2011: Hall 11.2 / R041

MARIOTTI & C SRL

Via Seganti 73 - 47100 Forlì - Italy

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info@mariotti-italy.com

www.mariotti-italy.com

Whitening has evolved

Enlighten is the only teeth whitening system in the world to guarantee VITA shade B1 on every case. The system is manufactured in Germany and the USA and is designed by Enlighten Research Labs in the UK. Enlighten has carried out over 60,000 B1 guaranteed bleaching procedures - with a failure rate of less than 1%.

The combination home and office treatment does not use any bleaching lights, gingival protection or dehydration whitening. The concentration of the in office gels is by far the lowest on the market at 9% hydrogen peroxide.

Enlighten also manufactures Tooth Serum HydroxyApatite toothpaste for ultimate sensitivity, repair and whitening treatment. Enlighten is seeking partners in key markets who have a strong cosmetic and education based business

Visit us at IDS: Hall 4.1 stand F032

www.enlightensmiles.com

Tel: +44 (0)207 424 3270



SW1200



Trimmer of new concept, created with an ergonomic and rational design. It mounts a powerful, balanced and at an angle of 10° motor. The body front is made in plastic and got by injection, the back is made in metal.

Reference lines with precision adjustment are engraved on the working stainless steel plate for grinding and the two large lateral supports ensure safety at work.

The equipment is supplied with safety switch, solenoid valve and stopcock for water as well as outlet for the automatic operation of the suction unit. It can be mounted indifferently the carborundum disk for use with water, or the diamond.

All connections are located on the back with tubes for loading and discharge water (only for water version).

Voltage: 220V-50/60HZ

Power: 1200 Watt

Speed: 1400 Rpm

Disc dimension: Ø 10" - Hole Ø 1"

SW version: supplied with diamond disk in aluminium

SD version: supplied with carborundum disk and tubes for loading and discharge water

Dimension: 340 x 440 x 350 h mm

Weight: 24 KG

Package: 50X55X50 H cm

Visit us at IDS 2011: Hall 4.1 - Stand D81 / C80

NUOVA A.S.A.V. snc di Leoni F. e A. - Italy

Tel: +39 0522 941362 - Fax: +39 0522 949050

www.nuova-asav.it - info@nuova-asav.it

Overdenture Attachment System - Kerator

KERATOR Implant Abutment are usable to fit all implant system.

Advantages:

1. Easy insertion (accurate alignment using self locating design)
2. Lowest vertical height in the world and excellent micro movement in the metal housing
3. Dual retention (outside and inside retention ensures the longest lasting performance)
4. Resilient KERATOR attachment with the superior mobility
5. KERATOR attachment can be used with non-parallel implants using angled abutment and extended range male for combined 40 degree divergency.



KERATOR - South Korea

Tel: +82 2 753 7194- Fax: +82 2 774 7350

KJCATTACH@yahoo.co.kr - www.KERATOR.com

Visit us at IDS: Hall 3.2 stand D071

STE-18/23L-C

Description:

We carried the sterilization process to another level with B type of TINGET'S C series of autoclaves. This range of autoclaves has characteristics of high performance, reliability and safety. They are designed to completely meet EN13060.

Features:

- Three times fractionated pre-vacuum.
- Temperature: 121 and 134 °C
- Pressure protection locking system
- Overhead type water storage tank
- Sterilization cycles: 7 cycles are available and 3 test programs
- Test programs: Helix test, B&D test and Vacuum test
- Display: LCD screen
- Drying procedure: Dry by vacuum
- USB and Printer interface
- Independent steam generator
- Stainless steel chamber
- Warning system of Error codes
- Chamber capacity: 18L and 23L



Pujiang Optoelectronic Technology Co., Ltd
60 Anping Road Zhengjiawu Town Pujiang Zhejiang, China
Tel: +86 0574 87760107
Mob: +86 15869395469
Email: info@tinget-autoclave.com, yelicon@163.com
Website: www.tinget-autoclave.com

We look forward to having an appointment with you during IDS 2011 at booth No. M-048 in Hall 03.1

SIA Orthodontic Manufacturer is proud to present Excalibur

It is an innovative temporary orthodontic anchorage (TAD) system. Excalibur are the new and innovative orthodontic implants of SIA Orthodontic Manufacturer.

The high quality level of the material used (Titanium Grade 5) along with a superior technical design have lead to a "top level" product. Excalibur has been tested in the main Italian Universities and it has been appreciated from all the doctors that have tried it, mainly because it has thought especially for the orthodontic needs and to make the orthodontic treatment easier.

Features:

- Excellent initial stability enabling stable anchorage during the whole treatment period
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- No screw breakage at placement or unscrewing
- Head shape enables to hosting of various connection types
- Screw: Titanium grade 5

Visit our booth at:

AEEDC DUBAI 2011, Booth 329
IDS COLOGNE 2011, Hall 4.1- Booth B098-C099

Contacts

SIA Orthodontic Manufacturer Srl
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The Pilot™ sports an attractive, modern design and is available in six colors along with color-coordinated and autoclavable handpiece sleeves. It has a removable, magnetic handpiece holder that's mountable on either side of the unit or attachable to any magnetic surface, a quick-disconnect water line with replaceable in-line filter, and a multi-directional/removable foot pedal.

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TiXos NANO

The new micro-implants with shorter transmucosal portion.

TiXos implant line is completed with two new fixtures, developed from the already well known NANO micro-implants. Further optimizing the production process, with a few changes to the implant design and, last but not least, without affecting the remarkable quality features of the TiXos surface, LEADER Italia has manufactured two new implant types: TiXos Nano 2 and TiXos Nano OVD.



The difference from the existing TiXos NANO is constituted by the shorter neck; moreover the Normo ball of the OVD implants is not nitrided.

TiXos NANO 2 and NANO OVD have the new Laser Microfused Titanium TiXos surface: around a very compact core an isoelastic surface is created, which replicates the bone spongy geometry; this kind of structure constituted by micro and macro-cavities of well defined sizes and form, interconnected by micro-pores, is highly mimetic, thus accelerating bone healing and enhancing faster osseointegration, as demonstrated by different in vitro and in vivo human studies*.

*References available on www.leaderitalia.it

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Or visit us at IDS, Cologne-Germany, 22nd-26th March, Hall 11.2 stand no. O39

Oil-free air compressors for dental use called "high performance"



The Parise Compressori company has designed a new series of oil-free air compressors for dental use called "high performance" created to cover the demands of dental clinics and laboratories that need a larger amount of air.

Thanks to the use of special piston segments with special high-strength, we have an increase of over 30% of air delivered.

As it is very important that the compressed air used is not only devoid of oil also sterile, we have studied a special filter designed for aseptic applications for specific clinical and dental clinics.

The filter element is made of microfiber borosilicate glass that allows the deduction particulate up to 0.01 μ . Through this filter the air is purified from pollens, viruses, bacteria and other contaminants.

The stainless steel cylinder head of the filter cartridge is suitable for sterilization in autoclave with conventional procedures. It is recommended to sterilize the cartridge and however replace it every 6 months.

For more information visit www.parise.it

Medesy Periotome

This periotome is improved with Medesy new handle design and the kit is completed by the addition of another blade, especially studied for frontal teeth.

It is designed for an atraumatic extraction of the teeth with minimal damage to the surrounding alveolar site. Thanks to the sharp and delicate blades, the marginal gingiva and periodontal ligament can be carefully detached. Medesy periotome is now supplied in a kit of 5 pieces: 1 handle and 4 interchangeable blades.

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For any additional information kindly address to direct@medesy.it or visit www.medesy.it

Visit us at IDS: Hall 10.2 - booth 030



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iVAC and iVAC-TWIN

QUATRO's newest iVAC TM and iVAC-TWIN TM dust collectors are specifically designed for use with die-stone, gypsum, plaster, sand, aluminum oxide, glass beads, fine Zirconium dust and CAD/CAM milling.

A built-in slide and glide "COLLECTOR" accumulates and stores up to 26 litres in the iVAC and 38 litres in the iVAC-TWIN (twin motor high volume model).

Both the iVAC and iVAC-TWIN feature high capacity (FCS) filter cleaning systems which provide 100% self-activating fully automatic hands-free filter cleaning. Both model iVAC's are in-stock and available for delivery.

For additional information contact **WORLDENT** (Quatro export sales & marketing rep group) email: worldent1@aol.com or fax at: +1 954 340-4992



VisualVi

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VisualVi can be used with any X-Ray intraoral unit, without any HW or SW connection.

For more information visit www.vivi-italy.it



Lakong Medical Devices Co., - Private labeling and contract manufacturing

Lakong Medical Devices Co., Ltd was founded in 1994 which is one of leading manufacturers and exporters of dental disposables and equipments with ISO13485:2003 and ISO9001:2008 certificates in China. We offer private labeling and contract manufacturing.

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We'll attend IDS 2011 Cologne at Booth No. 11.3 L067 and Dental South China 2011 at Booth No. 15.2 B16. We sincerely invite you to join us.

Contact:

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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 widens 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.

ESACROM SRL - Italy
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Visit us at IDS: Hall 10.1 - G051

D-LUX- Cordless LED Curing Light

D-Lux is a new advanced cordless LED curing light. Made from the highest quality aluminum, D-Lux dissipates heat quickly to prevent overheating problem so that it can produce the maximum light intensity safely and consistently.

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- Cordless, highly portable and lightweight (only 155g)
- Unique ergonomic design provides comfortable grip and easy-to-read OLED panel
- Durable one-piece aluminum design is robust and easy to disinfect
- High-performance lithium-ion battery technology:
 - A new fully charged battery provides 160 x 10-second cures
 - OLED panel conveniently indicates battery life and a countdown timer for the next needed charge
 - Battery can be fully recharged in 90 minutes
 - Easy to change the battery pack
 - 5 versatile curing modes for every indications



For more information please contact:

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Dental Film



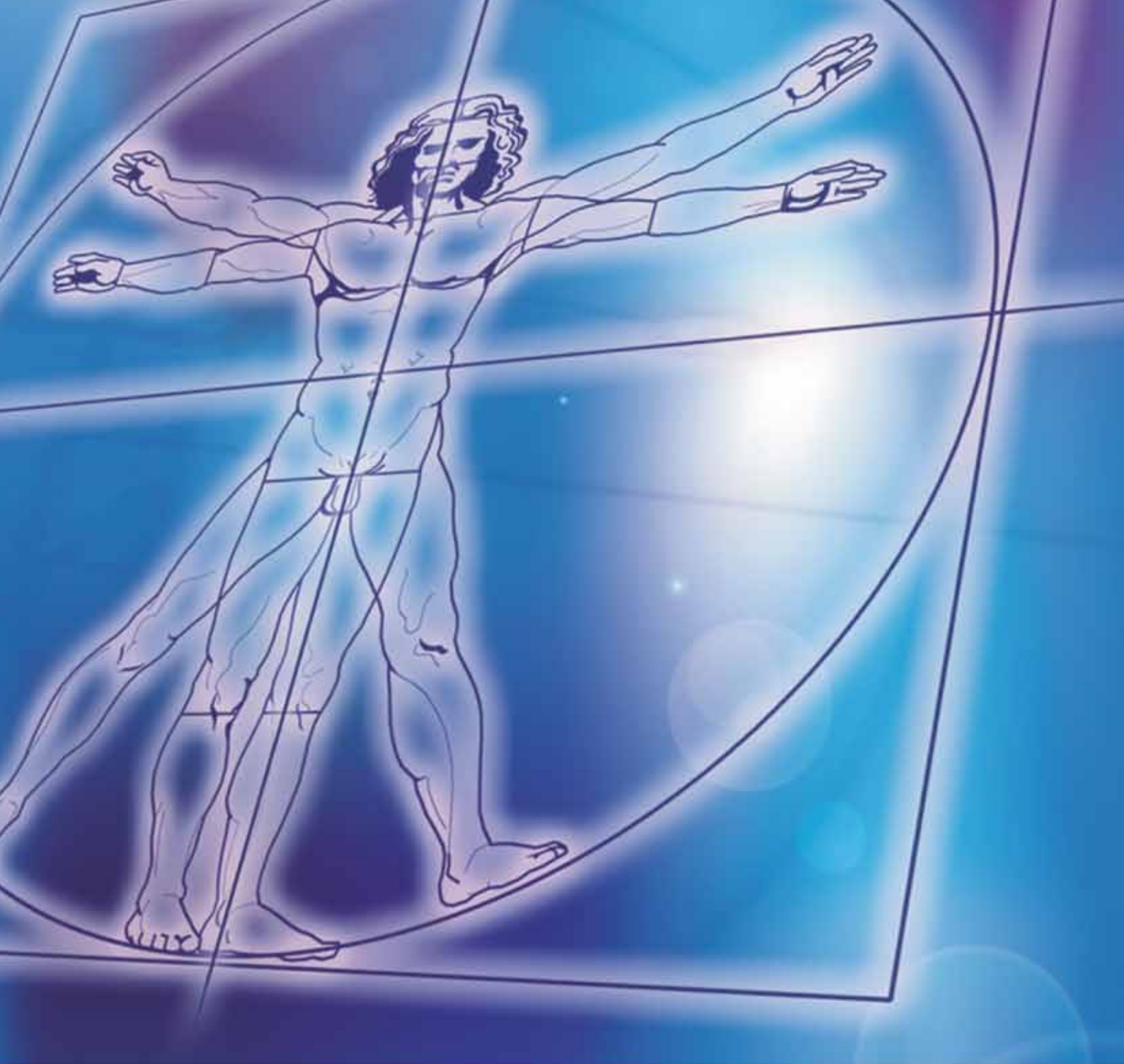
Dental Film S.r.l. - the Turin-based leading manufacturer of self-developing dental x-ray films since 1991, is happy to announce the availability of the newest 'E-Speed' Sensibility Type film. This new product represents a further evolution of the already well known 'ECO 30' and 'ERGONOM X' brands, distributed over 70 Markets worldwide and supplied to the Armed Forces of 15 different Countries.



The main novelty is the achievement of the advantages of the 'E-Speed' lower exposure times + higher safety and quality of the images, onto the self-developing films technology, which maintains by the way its basic characteristics of practicality, simplicity and cleanliness in everyday diagnostics.

Please visit us at Hall 11.3 booth 041 during Koeln IDS and try a free sample: the higher quality and optimal versatility of the new E-Speed are just... astonishing!

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DEFEND Sterilization Pouches by Myden International

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Contact:

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MDT Micro Diamond Technologies

2 Hamal St, Afula 18110, Israel

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Suni digital x-ray sensors

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.



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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.

For more information visit www.suni.com

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See you at 34th International Dental Show (IDS) in Köln: HALL 2.2 AISLE E No: 019

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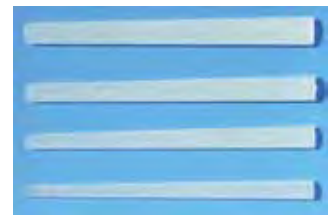
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Focus on: The dental market in UAE

Fast facts & figures

Area in square kilometers:	83,600
Population:	8.2 million (2009)
Urban population out of total population:	81%
GDP (US\$ million):	254,394 (2008)
GDP excluding oil sector:	160,689 (2008)
Exports of goods & services (US\$ million, fob):	248,808
Imports of goods & services (US\$ million, cif):	219,714
GDP per capita (US\$):	53,400

Source: National Bureau of Statistics

The United Arab Emirates (UAE) is a federation of seven emirates: Abu Dhabi, Dubai, Sharjah, Ajman, Umm al-Qaiwain, Ra's al-Khaimah and Fujairah, established in 1971.

Abu Dhabi is the largest of all seven Emirates, covering over 86% of the country's total area. The Emirate is divided into three administrative regions, with the city of Abu Dhabi being both the Emirate's capital and the federal capital of the UAE. Dubai is the second largest Emirate and the trade hub of UAE, as well as one of the most important commercial and business centres of the Middle East, hosting several leading international conferences and exhibitions. As Dubai is an excellent base to trade to neighbouring Arabic countries, many companies choose to establish their own presence in the Emirate to expand in the Middle East market.

Sharjah, the third largest Emirate, is the only one with a direct access to both the Arabian Gulf and the Gulf of Oman. The city of Sharjah was designed Cultural Capital of the Arab World in 1998 due to its rich cultural offer including seventeen museums and numerous beautiful mosques. Industrial investments are very convenient in Sharjah, as government subsidizes water and electricity expenses.

The two smallest Emirates are Ajman and Umm al-Qaiwan. The Emirate of Ras Al Khaimah, that hosted the historical capital of the United Arab Emirates, and Fujairah, the only Emirate lying on the Gulf of Oman on the eastern side of the UAE, have an area of 1,700 and 1,300 square kilometers respectively.

Almost 90% of UAE population is concentrated in the large urban areas, especially in Abu Dhabi, but Dubai, although it has less inhabitants, has a more international character due to its leading position as an international trading hub.

After an average annual GDP growth rate of approximately 8% from 2004 to 2008, the international financial crisis hit the economy in 2009 bringing the GDP growth rate down to about -3%, totaling US\$ 245.5 billion. Recovery has started in 2010, although some claimed deficit in government public balance, with an estimated 2.8% growth, and a positive signal comes from the increasing contribution of non-oil sector to form the national GDP; in fact, according to the Ministry of Economy Al-Mansouri, non-oil sectors accounted for about 71% of 2009 GDP while in 2008 the share was 66.5%. Industry is also increasing its contribution to the UAE economy and it is expected to rise its share from current 16.2% to 20-25% in the next few years. Main trade partners of the UAE are China, India, USA, Japan, Germany, Italy, UK and Saudi Arabia.

After Saudi Arabia, the UAE is the main recipient of foreign direct investment in the Gulf region. In the decade 1998-2008 FDI inflow reached \$66.2 billion, 19% of total foreign investment in the region. The last two years saw a decline in FDI following the contraction in the economies of countries that are traditional major investors in the UAE.

UAE government's measures to counteract the crisis and stabilize the economy include monetary and fiscal policies targeted to ensure liquidity to the banking system and increase public expenditure by 14% to stimulate domestic demand and consumption. Moreover, the UAE government is adopting policies for sustainable development and a more diversified economy in the future, investing in renewable energies and projects. An example is Masdar City, a clean technology cluster whose construction began in 2008 about 17km from Abu Dhabi, aiming to become one of the world's most sustainable cities entirely powered by renewable energy.

UAE's foreign trade policy is very outward-looking and oriented towards liberalization but it is tied to the agreements with the Gulf Cooperation Council (GCC), chiefly the GCC Economic Agreement which requires a collective negotiation strategy as regards Free Trade Agreements. In 2009, the main FTAs were signed or ratified with Singapore, the European Free Trade Area (EFTA, including Switzerland, Norway, Iceland and Lichtenstein) and New Zealand.

Healthcare Provision

Infectious diseases such as malaria, once endemic in the UAE, have been eradicated and many health indices have improved, such as neonatal and infant mortality rate (respectively 5.54 and 7.7 per 1000) and maternal mortality rate (0.01 per 100,000), as well as life expectancy at birth (78.3 years). However, there is an alarmingly rising incidence of diabetes, with estimated 500,000 people suffering from this disease, a rate of 20% among adult expatriates and 25% among adult Emiratis. Changes in lifestyle occurred with the country's economic growth in the last decade have an important responsibility in exposing population to such disease, which currently costs UAE's health authorities \$500 million a year.

The healthcare system is influenced by the peculiar demographic characteristics of the country, with a very young population, as 81.9% is aged between 15 and 59 years, while only 1.3% is over 60. A reason for this is the presence of a high number of working expatriates. UAE nationals account for only about 22% of the population, while the remain-

ning 78% of the population is made up of foreigners. The prevalence of expatriates is also registered among health professionals, where the percentage rises to 85%-90.

Most of immigrants come from Asian countries such as India, Pakistan, Bangladesh, China, Thailand, Philippines, South Korea, Afghanistan and Iran, but there is also a high number of expatriates from Europe, Australia, Northern Africa and Latin America.

UAE's healthcare system is decentralized through the division of the country into nine medical districts, each responsible for planning, organization and development of health services. Along with a comprehensive, government-funded health system there is a developing private health sector, more involved in the provision of primary care than hospital services. Overall health expenditure was valued at US\$5.4 billion in 2009, only 2.6% of GDP, but per capita spending is US\$ 926, one of the highest in the world. Annual growth rate of health expenditure was estimated at 6.7%.

The public healthcare services are run by separate and autonomous authorities: The Health Authority Abu Dhabi (HADD), the Dubai Health Authority (DHA), the Ministry of Health (MOH) and the Armed Forces and Police Medical Services. Dubai administers its own Department of Health and Medical Services (DOHMS), which is independent of the federal MOH. A National Health Council coordinates work amongst federal and local institutions and authorities providing health services across the country and in the private sector.

The federal Ministry of Health is headquartered in Abu Dhabi and is re-

sponsible for delivering healthcare across the UAE through a wide range of facilities including hospitals, primary healthcare centers, school health and maternity and child health units. Primary healthcare services are delivered through an extended network of clinics providing basic medical services, dental services, health awareness programs and preventive medicine. The MOH is also focusing on bringing healthcare in the northern Emirates at the same level with Abu Dhabi and Dubai.

Figures released by the National Bureau of Statistics in the "Analytical Report on Economic and Social Dimensions in the United Arab Emirates 2009", show that, as of 2008, public health facilities in the UAE included 32 hospitals, 243 government clinics and health centers, 2,886 government doctors and 365 dentists, plus 15,443 government nurses in various specializations. The private sector on the other hand is increasing its share in the provision of healthcare services, as the number of private facilities rose to over 50 hospitals and over 2,000 private clinics and health centers. The number of doctors and nurses also increased by 30% and 40% respectively compared to 2007.

In 2008 a project called Wareed was launched to create a national Health Information System designed to link all public health facilities across UAE and integrate health services with networking data centers. By now, 14 hospitals have been earmarked to adopt Wareed, and the implementation is planned to be completed by end 2011. Furthermore, Abu Dhabi has a patient records system in place which is also due to be extended to the other Emirates in 2011.





After the introduction of compulsory health insurance for all expatriates working in the Emirate of Abu Dhabi and their families in 2006, the Health Authority - Abu Dhabi (HAAD) launched in May 2008 the Thiqa Health Insurance Program for UAE Nationals, providing all UAE Nationals working and residing in the Emirate of Abu Dhabi with comprehensive free healthcare coverage at all private and public healthcare facilities in the Emirate of Abu Dhabi. This program is leading the way to the implementation of the Health Insurance Law, which aims to extend mandatory insurance coverage to all UAE residents. The National Health Insurance Company is DAMAN, but on HAAD website there are 35 authorized insurance companies listed. HAAD reports that since its formation in 2007, 98% of residents across Abu Dhabi were enrolled in some insurance policies.

Dubai has also planned to introduce universal health coverage, even if limited to employees and based on employer's payment of a fee to the Government, but the plan has not been implemented yet. As revealed by the Dubai Household Health Survey conducted by the Dubai Health Authority, three quarter of Indian, other Asian and Arab workers in Dubai have no health insurance coverage. Among the lowest income group (earning on average AED2,273 a month) only 23% has an health insurance. Nevertheless, on the long term the number of people covered is going to grow, as it already increased from 150,000 in 2006 to current 1.9 million, as reported by "The National". As the overall outpatient market growth reached 25% in 2008-2009, public sector recorded only 8% increase, while the private sector grew by almost 28%, mainly due to the higher standards of care offered, and it is going to be supported by the increase in the number of people benefiting from health insurance, especially when mandatory health insurance extends to Dubai. The healthcare sector is considered as quite recession-proof as it is expected to be supported by the planned investments in the construction of new facilities and upgrading of existing ones, and forecasted to grow by 18% by 2013.

An Outlook on the Dental Market

According to FDI, in 2007 there were 1,200 active dentists in the UAE. Dental services are provided through clinics and dental centres, but also in mobile units in rural or outlying areas. About 200 private clinics offer high quality dental care, 46 of which are located in Dubai. DHA Private Healthcare Statistic report says that 1,043 dentists are currently active in the Emirate's private dental sector.

An Outlook on the Dental Market

Year 2007	Abu Dhabi	Dubai	Sharjah
MOH Dental clinics	--	12	14
MOH Dental clinics, n. of doctors (Specialist and G.P.)	--	34	42
Dentists operating in private clinics	144	848	315
Dental services, total attendance	--	27,659	52,810

Source: Ministry of Health, Dubai Health Authority, Abu Dhabi Health Authority

In the emirate of Abu Dhabi, Compulsory Health Insurance scheme includes the provision of dental and gum treatment excluding orthodontics and dentures. According to online newspaper "Gulf News", currently about 570,000 Emiratis in Abu Dhabi have access to oral healthcare through the Thiqa dental coverage plan. About 194 clinics and hospitals offer free dental care.

Dental equipment and products are mainly supplied by imports, as local production covers only a very small percentage of the demand. Market access for foreign firms is tied to the appointment of a local "commercial agent", as UAE law considers both agent and distributor. The commercial agent must be a UAE national, or a company 100% owned by UAE nationals. Sometimes an agent with rights to the entire UAE appoints distributors in the other emirates or enters a joint venture or partnership with a national of a neighbouring Emirate.

Conditions set by law for contracting commercial agents are particularly oriented towards the protection of the local agent, for instance guaranteeing the right to territorial exclusivity which entitles the agent to receive infringement commissions on transactions concluded by the principal himself or through others within the agent's area of activity. Moreover, an agency agreement may not be terminated without the agent's approval, unless the Commercial Agencies Committee of the Ministry of Economy and Commerce has examined and approved the reasons for termination. Except for this case, failure to renew an agreement may require compensation to the former agent. It is therefore particularly important to carefully select the agent or distributor at the initial stage. Companies may choose whether to appoint a sole agent in the UAE or to have a commercial agent in each emirate or for each product, but many foreign firms prefer to appoint several agents to cover different areas of the country. The agent must be registered with the Federal Ministry of Economy and Commerce.

The commercial agency agreement should specify products and territories covered by the contract, and be translated into Arabic by a licensed translator. If the agreement is signed in Dubai, it has to be legalized before a Court Notary Public, while if it is signed outside the UAE, the authentication of a local notary public and of the local Ministry of Foreign Affairs is necessary, plus certification by the UAE Embassy or Consulate (where not existing, the Embassy of another Arab country may be applied to instead). Once documents have arrived in the UAE, they need to be authenticated by Foreign Ministry and translated into Arabic by a licensed translator.

In the UAE at least 51% of a business establishment must be owned by a UAE national. A company involved in import and distribution must be either a fully UAE-owned agency/distributorship or a 51% UAE-owned limited liability company. However, Free Trade Zones have been set up to facilitate investment for companies wishing to set up their own manufacturing or distribution base in the UAE. In these areas, foreign companies are considered as being offshore, or outside the UAE for legal purposes. Among the incentives provided, there are 100% foreign ownership allowed, import and export tax exemption, 100% repatriation of capital and profits, corporate tax exemption for 15 years (renewable for additional 15 years), no personal income taxes, administrative support and easy recruitment of skilled workforce.

All seven Emirates have one Free Trade Zone, except for Dubai, hosting alone 19 FTZs (including Dubai Healthcare City, with 2 hospitals, over 90 outpatient medical centres and diagnostic laboratories and over 2,000 licensed professionals) plus additional 9 planned to be created in the next few years, and Sharjah, where two Free Trade Zones are located.

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The scarce systems of this type in the market so far were very expensive, sensitive and difficult to handle. Aware of the difficulty in dispensing plaster accurately in the Dental Lab and the real need of an economical and reliable device to do it, the MESTRA technicians have developed a new concept of machine featuring innovative advantages:



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Intuitive multifunction button: a keystroke is enough for the dose shown on the display to be dispensed. If the button is pressed repeatedly, the dose shown on the display will be multiplied by the number of keystrokes. If the button is kept pressed, the machine will dispense powder continuously as long as the button is pressed. Next the machine will dispense the proportional amount of water.



Electronic controls: a display shows continuously the amount of powder and water in grams and millilitres; the user can define up to four different programs; calibration routines; three operating modes: water only, powder only, and powder-water in proportion; etc.

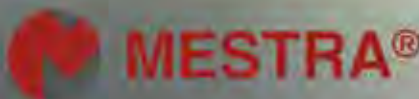


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An outlook on Turkey



Facts and figures

Capital:	Ankara
Population:	73 milioni (2009)
Average age:	28,8 (2009)
Main urban centres (population, million):	Istanbul (12,6), Ankara (4,5), Izmir (3,8), Bursa (2,5), Adana (2)
GDP, current prices:	US\$618 billion (2009)
GDP, per capita:	US\$8,590 (2009)
Exports:	US\$102 billion (2009)
Imports:	US\$141 billion (2009)
Foreign Direct Investment:	US\$7.9 billion (2009)
Inflation rate (consumer prices index):	6.5 % (2009)
Main export destinations:	Germany (9,6 %); France (6,1 %); United Kingdom (5,8 %); Italy (5,8 %); Iraq (5 %) (2009)
Main import sources:	Russia (14 %); Germany (10 %); China (9 %); USA (6,1 %); Italy (5,4 %) (2009) UE customs, Albania, Bosnia and Herzegovina, Croatia, EFTA (Switzerland, Norway, Iceland and Liechtenstein), Egypt, Georgia, Israel, Macedonia, Morocco, Palestine, Tunisia, Syria, Montenegro
Free Trade Agreements:	
Airports:	45 (16 international)

Source: Statistical Yearbook «Kazakhstan in 2009»

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Before the global recession, Turkey had registered sustained growth for the last 6 years, and even though the slowdown in external trade influenced negatively the economy causing a 4.7% contraction in 2009, already in the last part of the year signals of recovery were shown, which enabled OECD, World Bank and the IMF to make positive predictions for 2010, forecasting a GDP growth rate ranging from 6.2% to 6.8%.

OECD also predicts average annual growth rate of 6.7% between 2011 and 2017.

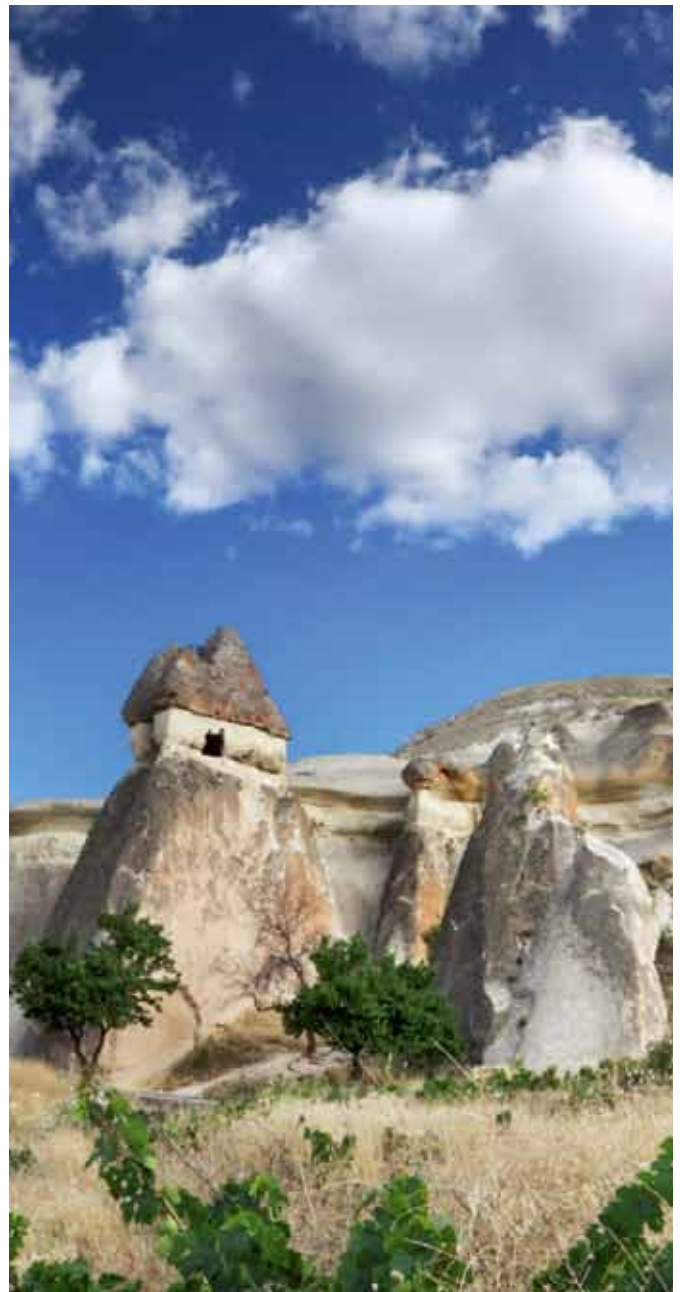
The Turkish government has been implementing a series of reforms of the healthcare sector since 2003, as part of the "Health Transformation Programme" that should be concluded in 2013, aiming at improving quality and efficiency of the country's healthcare system as well as the availability and accessibility of healthcare services. Looking to a future accession to the EU, improvement of Turkish health indices and standards of care is an essential point to be achieved by the government.

The Ministry of Health is the main provider of healthcare services, coordinating health policies and services at the national level while provincial health directorates administer healthcare locally. The Social Security Institution, which gathered three former social security organizations, the Ministry of Defence, universities and private health professionals are the other main healthcare providers.

Public health insurance formerly provided from the Social Insurance Organization (financed through mandatory contributions from employers and employees), the Civil Service Retirement Fund, the Free Enterprise Scheme (for independent traders and self-employed) and the Green Card, ensuring healthcare benefits for Turkish citizens with monthly income of less than one third of the minimum wage, who do not have the means to pay for services and treatment, was unified in 2006 under the Social Security Institution.

Population left out of public coverage include people employed in the agricultural sector, privately insured or unemployed. Private health insurance covers about 2% of the population but they do not exempt from paying premiums to social insurance funds. The public sector is dominant in the Turkish health system, but especially in urban areas there is a growing number of patients seeking treatment in private hospitals, clinics or by private practitioners.

According to the "Turkish Healthcare Industry Report" published by the Investment Support and Promotion Agency, the number of hospitals in Turkey is expected to rise from current 1,350, 72.5% of which is public, to 1,418 in 2013. The 2.7 beds per 1,000 persons rate is estimated to remain constant through the next few years, as well as the number of doctors per 1,000 persons (1.7), but as regards bed capacity, the share of the private sector is expected to increase.



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Although many progresses were made in the last years, healthcare expenditure in Turkey is low, about one-fifth of average spending in OECD countries, accounting for 6.2% of total GDP after having remained under 6% between 2004 and 2007. In 2009, health spending was estimated at US\$38 billion with public share accounting for 71.6% of the total. Forecast for 2010 place healthcare spending at US\$44 billion, an estimated 6.3% of GDP.

However, as reported in "The Health Economics in the World and Turkey 2008" by Deloitte, the World Bank estimates an annual average growth of 15% in Turkish expenditure on health, which is forecasted to reach US\$63 billion by 2014, driven by policies aimed at expanding access to health services to all groups of population such as the Green Card and the shift towards a Universal Health Insurance. Moreover, although Turkish population is young, the percentage of over 65 is expected to double in the next 25 years, which is also going to impact on healthcare spending and health services demand.

As for per capita healthcare spending, in 2009 Turkey ranked 35th among sixty countries and 3rd among major emerging markets, including South Korea, Brazil, Russia, Mexico, China and India, but spending level is estimated to have increased from US\$15 in 2009 to US\$29 in 2010, and it is expected to grow further in Turkey as well as it happens in other developing countries like China and India, following the general increase in personal incomes and life expectancy.

The medical devices market in Turkey is ranked among the top 30 markets in the world, with an estimated value of US\$1.3 billion in 2008 and US\$1.1 billion in 2009 (2.2% of total healthcare expenditure), registering over 21% year-on-year decrease. Forecasts for 2010 are yet positive, with estimated US\$2.1 billion, fueled by government investment in the 2003-13 Health Transformation Programme, to reach US\$3.12 billion in 2015. Among the positive trends observed for the medical market, there is a favourable legislation for R&D investment, a growth in foreign investments in healthcare (GE Healthcare and Siemens for instance) and a process of harmonization of market regulations to align them with EU rules, but there are also challenges concerning budgetary deficits in the health system and the impact of price controls and reimbursement lists on the market potential.

The modernization process and the expansion of the private sector, as well as the expected increasing trade with EU countries are factors to be considered when thinking of Turkey as an export destination for medical and dental equipment and supplies. The presence of a large number of domestic manufacturers is not mirrored by an equal volume of local production, as it is mainly focused on low-technology products, while about 85% of medical equipment is imported. The USA account for about 30% of the import market, followed by Germany with about 20%. Germany is also the main supplier of dental equipment and products to the Turkish market. Other suppliers are China, Japan and Italy. Turkey is an exporter of dental products, which accounted for 14.2% of total medical exports in 2008, mainly directed towards Germany, France, Azerbaijan, Italy and Iraq.

Healthcare figures, year 2008

	Number of hospitals	Hospital beds
Ministry of Health	847	119,310
University	57	29,912
Private	400	20,938
Other	46	17,905

Source: Health Statistics Yearbook 2008

Dental figures, year 2008

Dental hospitals	2
Oral and dental health centres	123
State hospital dental treatment and prosthesis centres	77
Dental outpatient clinics	622
Dental units	4,294
Population per dental unit	16,655
Dentists	19,959
Ministry of Health	5,425
University	577
Private	13,957
Number of dentists per 1,000 population	0.28
Number of dental students	6,322
Number of recently enrolled dental students	1,458
Number of visits for oral/dental healthcare services	18,794,259

Source: Health Statistics Yearbook 2008



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As far as oral healthcare provision is concerned, there are currently about 20,000 dentists in Turkey, and over 63% of them works in private practice. The country has 28 dental faculties, and according to the Turkish Dental Association, while the population of our country increased slightly over 6% in the last 5 years, the number of dental students increased by 65%. Together with improper distribution of the dental workforce, unemployment is a problem to many dental professionals. The length of waiting time for receiving treatment in public facilities is another major issue. The market for dental equipment and supplies is estimated to be growing at approximately 10% to 12% annually, with aesthetic dentistry and dental tourism as the fastest growing segments.

Useful contacts:

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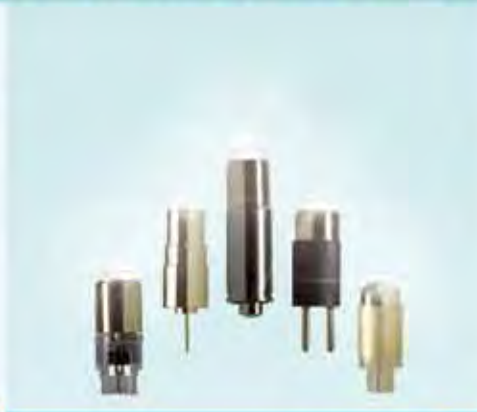
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Sources:

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DenTech China 2011 Show Preview

Organized by China International Conference Center for Science & Technology and Ninth People's Hospital, School of Medicine, Shanghai Jiao Tong University, DenTech China 2011 (the 15th China International Exhibition & Symposium on Dental Equipment, Technology & Products) is to be moved to a new exhibition hall, **The EXPO THEME PAVILION**. The show will be held from October 26-29, 2011. By then, Sponsored by Chinese Stomatological Association and Shanghai Stomatological Association, the 5th Asian Orthodontics Dental Exhibition will be held concurrently.

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

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

DenTech China 2010 achieved great success with more than 500 exhibitors, attracted over 62,400 professional visitors and reached about 24,000

sqm. We have received confirmation of participation at DenTech China 2011 from almost all 2010 exhibitors. We are confident that the next show will be another great successful. DenTech China, aspiring to be national as well as international, will continue to utilize its scale of economics with your consistent attention.

DenTech China, a stomatology pageant in China, has had its 15th glorious year with warm concerns by all circles. Thus, we sincerely welcome you to attend the exhibition in 2011.

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Central Asian Markets: Kazakhstan and Uzbekistan

Kazakhstan

Kazakhstan is located in the central Asian steppe, covering an area equal to approximately the size of the EU15 Member States which makes it the largest country of the former Soviet republics after the Russian Federation. At the crossroads of European-Asian trade routes since its early history, surrounded by Russia, China, Turkey and the Caucasus, Iran and Afghanistan, Kazakhstan proclaimed its independence in 1991. Over the last two decades, the transition from planned to market economy was conducted through a series of reforms involving all levels of the financial and trade system, focused on privatization and liberalization. Kazakhstan has got significant oil and natural gas reserves, as well as mineral resources. The government's aim, however, is to diversify the country's economy by supporting investments into industry, agriculture, innovation and processing sectors. Privatization of small and medium-sized enterprises, as well as state and collective farms, is well advanced and the gas, oil and mineral sectors have been opened to foreign investors. Kazakhstan banking and financial sector

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is also valued as the most stable among the countries of the former Soviet Union. According to the National Bank, in 2009 GDP growth rate was 1.2%, while forecast for 2010 ranges around 7%. In 2010, Kazakhstan was Chairman of the Organization for Security and Cooperation in Europe (OSCE). On 1-2 December, the capital Astana hosted the OSCE summit, the first since 1999.

Kazakhstan's healthcare sector accounts for 2.7% of overall GDP. The healthcare sector, long penalized by uneven distribution of medical services and the lack of a coordinated and effective approach to healthcare provision and financing, was targeted by the "State Health Care Reform and Development Program" for the period 2005-2010, aiming to create a Unified National Health System which was implemented from the 1st of January 2010. The UNHS is based on a guaranteed free healthcare scheme (known as GOBMP), whose provisions include primary healthcare, emergency services, specialist inpatient care and medical assistance to people with "socially significant" diseases. In 2009, GOBMP budget was US\$1.9 billion, over 60% increase on previous year's allocation. According to the Program, payment of medical services to health facilities shall be focused on performance, depending on costs of the treatment according to fixed economic protocols.

Among the priorities there are the reformation and development of primary healthcare networks, improvement of public health administration system, enhancement of medical personnel training, focus on prevention. Spending on primary health is estimated to increase its share in the total funds allocated for the free healthcare scheme from 25% in 2008 to 45% in 2015, as one of the main purposes of the reform is to reduce the high hospitalization and inpatient care rate, partly an inheritance of the former Soviet healthcare system, to shift towards the strengthening of primary and outpatient healthcare. In 2009, public health institutions were turned into state enterprises in the framework of a gradual transfer to an economic management model, to ultimately grant equal quality and costs of medical services throughout all the regions. The new reform program for 2011-2015 ("Salamatty Kazakhstan") includes among the intervention areas, prevention, mother and child health services, vaccination and infection control, incentives for young medical professionals to practice in rural areas, the creation of Family Health Center in polyclinics and of mobile medical ambulance, as well as increased air ambulance.

As regards oral healthcare, coverage for dental treatments is provided by the public health scheme, but many expatriates and persons of higher-income group get private insurance to get dental care, or travel abroad for treatment. Rural areas are particularly underserved, but they are being targeted by mobile dental units to raise awareness and provide oral care.

Health figures, 2009

Number of physicians of all specialties	5 60,700
Physicians per 10,000 population	37.8
Number of paramedical personnel	138,600
Paramedical personnel per 10,000 population	86.4
Number of hospitals	1,020
Number of hospital beds	121,200
Hospital beds per 10,000 population	75.6
Number of medical institutions rendering out-patient and dispensary aid to the population	3,521

Source: Statistical Yearbook «Kazakhstan in 2009»

The market for medical equipment, including dental equipment and devices, depends strongly on imports, accounting for about 80% to 90% of the total supply.

As about 80% of medical institutions are owned by the government, which has also started a public-private partnership program to build "A hundred medical facilities" in the period 2009-2011, it is by far the main buyer of medical equipment and pharmaceuticals, with public purchases accounting for roughly 85% of the total, mostly carried out through government-organized tenders.

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Kazakhstan Dental Imports

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Instruments and appliances used in dental sciences (excl. drills)	\$2,122,435
Artificial teeth	\$634,415
Dental fittings (excl. artificial teeth)	\$330,724
X-ray apparatus for dental uses	\$779,581

Source: UN Statistics Database

Although government financing for the purchase of medical equipment was reduced through the last two years due to the impact of the financial crisis, there is a need to replace old equipment in about 80% of the country's hospitals.

According to a report released by the U.S. Commercial Service, challenges to enter the market are mainly related to the fact that although Kazakhstan has implemented new laws to improve the business environment, a certain lack of transparency and effective regulations affects foreign companies wishing to sell their products in Kazakhstan. It is important to consider the physical distribution of the relatively small population, spread over a huge territory, with major concentration in the southeast area of Almaty, Southern Kazakhstan, and Zhambyl regions, and the north/northeast areas of Astana, Karaganda, Kustanai, northern Kazakhstan, Pavlodar, and eastern Kazakhstan regions. Only one city, Almaty, has over a million inhabitants.

Although some firms opt for acting on the Kazakhstani market from a Russian-based office, a local distributor is usually crucial to get customs clearance, deal with wholesalers/retailers, major corporations or the government, and provide after-sales service. The presence of Russian and Chinese companies is well-established and another important competitor, though more recent, is Turkey.

Sources:

- Foreign Investors' Council – www.fic.kz
- The Agency of Statistics of the Republic of Kazakhstan – <http://eng.stat.kz>
- OSCE Kazakhstan 2010 – <http://osce2010.kz>
- Government of the Republic of Kazakhstan – <http://en.government.kz>
- Information-Cognitive Web Portal of the Ministry of Public Health – www.info-health.kz
- KIHE 2011 – www.kihe.kz/en/
- UN Statistics Database – <http://comtrade.un.org>

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Uzbekistan

Republic of Uzbekistan lies at the heart of Central Asia, with a population of 27.6 million and area of 447,000 sq. km. Leading sectors of the economy are agriculture, with large exports of cotton, and mineral reserves, but also services, while industry accounts for only a limited share of GDP. After the dissolution of the former Soviet Union, Uzbekistan began a process of modernization of the economy, by pursuing the gradual privatization of state enterprises and the creation of a business climate favorable to foreign investments.

The recent international crisis did not impact heavily on the country's economy, due to pre-existing fiscal surpluses and stimulus measures including tax reduction and support to the banking system, resulting in real GDP growth of 8.1% in 2009 according to IMF estimate, one of the highest rates in the world in times of financial turmoil, and the rate is expected to remain around 8% in 2010. The country's growing labour force and government's programmes of industrial modernization and infrastructure development attract investment in the country. Moreover, the government has streamlined the business registration process into a "single window" and drafted a new, more simple tax code.

The healthcare system is under the responsibility of the Ministry of Health and of regional and district health authorities, whose administration, while basically covering the public sector, extends to the private sector for licensing healthcare providers. Healthcare financing is under control of the Ministry of Finance and its regional and local branches. The public sector, as by the former Soviet model, continues to have the most important role in healthcare delivery, based on three main categories: primary healthcare providers, which can also receive private financing through the

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delivery of services outside the state-guaranteed basic benefits package of medical services, regionally administered facilities such as general or specialized hospitals and specialized outpatient clinics, and state-run facilities directly under control of the MoH. As regards private providers, still a small percentage, they are administered and funded on a local basis, and act as for-profit entities. Some government agencies and major industrial companies have their own health facilities, which they fund directly, and provide care only for their respective employees.

Universal health coverage is provided through a state-guaranteed package of medical services, which can also be accessed on a fee-for-service basis privately, by out-of-pocket payment. Public financing of healthcare is based on taxes, but recent reforms and the gradual rise of the private sector have brought out-of-pocket payments among the sources of health system funding. Private insurance schemes are adopted by higher income groups who use it to get services provided by the private sector rather than fully exploiting the state-guaranteed basic benefits package. However, the percentage of these schemes is still not much relevant.

According to the firm ITE Uzbekistan, organizer of Tashkent International Healthcare Exhibition, the country has 1,018 hospitals, 3,825 medical outpatient polyclinic facilities, 3,479 rural medical and out-patient facilities, and over 5,000 private clinics. As regards the dental sector, the company reports that there are over 3,000 private dental clinics in Uzbekistan, including over 700 large private dental clinics, and also about 1,000 private orthopaedic dental clinics and over 1,000 therapeutic dental departments under medical and prophylactic state institutions. FDI reports that in 2007 there were 1,980 working dentists in Uzbekistan, with a dentist-to-population ratio of 1 : 13,824.

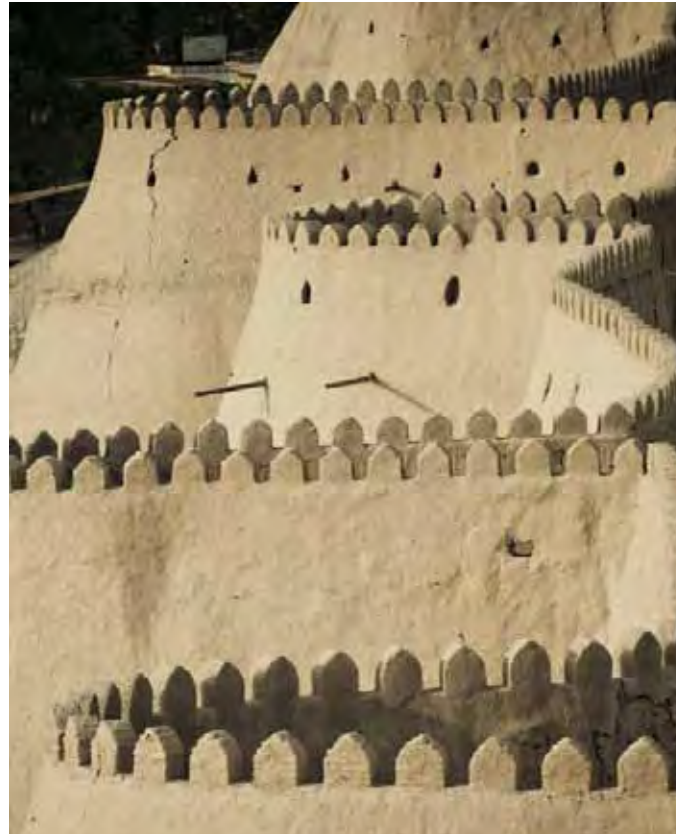
Health figures, 2007

Number of hospitals	1,018
Hospital beds per 100,000 population	483.24
Physicians per 100,000 population	266.59
In-patient care admissions per 100 population (year 2008)	16

Source: WHO

According to the report "Health Systems in Transition: Uzbekistan" (WHO, 2007), the purchase and distribution of medical equipment, devices and aids is influenced by the type of buyer (public or private) and funding. Among the funds currently used for the purchase of medical equipment, devices and products, there are international loans, state funding, private capital in the private sector or, in the public sector, funds raised through fee-for-service schemes and sponsor initiatives.

International loans, in particular, are used in the public sector for large-scale purchases, mostly done by the Ministry of Health. In exceptional cases, the State might allocate a budget for the purchase of major technologies, but all other purchases are delegated to health care facilities who can directly buy from distributors, even if the report claims that the shift towards self-financing and the decreases in state funding may affect these purchases. As for the private sector, it relies on private capital or sponsorship. The Department of Quality Control of Medications of the Ministry of Health, must approve all medical and dental equipment and devices for sale in Uzbekistan.



Sources:

Investment Guide "UzInfolvest" (Invest in Uzbekistan) – www.investuzbekistan.uz
 "Healthcare Systems in Transition: Uzbekistan" (WHO, Regional Office for Europe) – www.euro.who.int
 ITE Uzbekistan – www.ite-uzbekistan.uz
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Continues on page 66 ►►

cece Central European Dental Exhibition

Poland, the country of 40 million people is the 6th most populous among the European Union countries. Its GDP has also just attained the 6th place in terms of its size. It is one of the fastest growing economies in the EU. According to the Forbes Magazine, the value of the private dentistry market in Poland is estimated to be 3.6 billion PLN (884,5 million EUR) and is increasing at a rate of 20-30 % per annum. This fast growth and the remaining large potential for further growth of the dental services market are due to many years of neglect under the communist system and the rapidly increasing patients' awareness. A fast growing dental tourism from mainly Germany, Scandinavia, Great Britain and the Netherlands also plays an important part since the Poland's entry into the European Union. The size of the Poland's economy in terms of GDP placed the country on the 18th spot in the world in 2009. Polish economy constituted 50% of the economies of all the countries that joined EU in 2004. In pursuit of the level of development of Western Europe, Poland is achieving 2-3 times higher growth rates than most developed EU economies. It was the only country to record a positive GDP growth in 2009 of approximately 1.5% while all other countries in Europe were in recession.

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

Central European Dental Exhibition (CEDE) has been the most important event for dental industry in Poland for the past 19 years. On 25th September 2010 ended the twentieth Central Dental Exhibition CEDE. It was the third edition at the Poznań International Fair venue.

CEDE exhibition is the biggest and most important event in dental industry in Poland. During 2010 the exhibition was visited by over 13 thousand professionals connected with dental industry. It represents a 3% increase compared to 2009. At an area of 18 thousand 480 sq. m 300 exhibitors presented their offer. Not only all of our market leading manufacturers and distributors took part in the exhibition, but also companies from Germany, Italy, France, Spain, Switzerland, Slovakia, Czech Republic, Lichtenstein, Latvia, Estonia, USA, China.

Traditionally, the exhibition was accompanied by the Congress of Dental Teams. Nine Congress sessions attended 1,380 doctors, hygienists and dental assistants.

Congress sessions topics:

- Occlusion - diagnostics and treatment
- Modern implantology
- New technology and scientific achievements in practical dentistry
- Fostering a better relationship with a patient
- Conservative dentistry
- Session for hygienists and dental assistants
- First aid in emergency cases in the dental surgery
- Tooth cracks and fractures - diagnostics and treatment
- Advances in clinical periodontology

Scientific director of the Congress of Dental Teams is professor Stanisław Suliborski of Medical University in Łódź.



Simultaneously, in pavilion 7 conference rooms were held lectures, courses and workshops organized by the exhibitors.

Dental Tribune Study Club successfully carried out lectures during all days of the exhibition.

On the 23rd of September gathered the Committee of GRAND PRIX 2009 which granted the following awards:

- in the category "Dental Equipment": to Amadar Sp. z o.o. for CEREC – system for creating all-ceramic restorations in dental office
- in the category "Technical Equipment": to ROKO Sp. z o.o. for MULTIPRESS injection system
- in the category "Materials": to SEPTODONT POLSKA Sp. z o.o. for BIODENTINE™
- in the category "Auxiliary Materials, Preparations and Prophylaxis Devices": to ELAMED Publishing House for set of films, "Modern dental technician"

Grand Prix 2010 statuettes were awarded at the CEDE Banquet. **CEDE 2011 is going to take place from 22 until 24 September 2011**

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Continues on page 78 ►►

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Greater New York Dental Meeting 2010

Packed with the latest in technologies, resources and an unbelievable amount of educational opportunity, the Greater New York Dental Meeting (GNYDM) proved again that it is the single most effective dental venue in the United States. At this year's 86th annual event, the Greater New York Dental Meeting registered 58,135 attendees from all 50 states and 132 countries which included 19,431 dentists, 6,387 dental assistants, 693 dental technicians and 4,682 hygienists. It is no wonder that the Meeting is the largest healthcare event in the United States.

Once again, the Greater New York Dental Meeting featured some of the most highly regarded educators in the field of Dentistry. Included were essays, full-day and half-day seminars as well as hands-on workshops. One of the most successful courses each year is the full-day Botox and Dermal Filler hands-on patient workshops.

By strategically placing these eight glass classrooms throughout the exhibit floor, the Greater New York Dental Meeting was able to increase traffic to more than 1,500 exhibit hall booths, while offering an intimate learning experience in classrooms.

The main goal of the exhibit floor is to give exhibitors a chance to showcase and sell their merchandise to both domestic and international attendees.

The Greater New York Dental Meeting's partnership with the U.S. Department of Commerce International Buyer Program allowed exhibitors a free listing in our Export Interest Directory, the opportunity to meet many worldwide senior level volume buyers, export counseling by government specialists and additional benefits derived from our extensive international marketing efforts.



The two "Live" dentistry arenas were once again a major hit, equipped with seating for 300 in two modern and high-tech arenas. This revolutionary concept in dental conventions took place right on the show floor with no tuition costs to the attendees. By placing two large screens on either side of the stage as well as smaller screens scattered throughout the audience, attendees were able to get an up-close view of real-time procedures on patients.



The GNYDM has significantly expanded its international program which accommodated 6,970 international visitors from 132 countries and offered courses in Spanish Portuguese and French. In 2011, the Meeting hopes to have programs in Italian.

As the holiday season is a time for giving and helping others, the Greater New York Dental Meeting once again hosted the "Greater New York Smiles" fun and child-friendly program. Over 1,500 school children learned proper oral hygiene skills under the supervision of dental hygiene professionals.

The Greater New York Dental Meeting reaches for new heights each year and on Friday, December 3, 2010, the GNYDM and the Marriott International Inc. were invited to ring the Opening Bell at the New York Stock Exchange in honor of their special business partnership. Visit: www.nyse.com/events/1291199765823.html to see this exciting event.

Remember there is never a preregistration fee at the Greater New York Dental Meeting. Mark your calendar for next year's Meeting, November 25 – November 30 as plans are already well on their way for 2011. For additional information, please contact the Greater New York Dental Meeting at 570 Seventh Avenue – Suite 800, New York, N.Y., 10018; Telephone: +1 (212) 398-6922; Fax: +1 (212) 398-6934 or by e-mail: info@gnydm.com.



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Anticipations and highlights from the European Trade Press Conference

Dental Manufacturers (VDDI), on the occasion of the European Trade Press Conference in Cologne on 7th December 2010, in the run-up to IDS 2011 (in Cologne from 22nd – 26th March)

A brief look at the German dental industry

According to the annual statistics for 2010 from the Association of Dental Dealers in Europe (ADDE), 296,906 dentists practice in Europe (excluding Hungary and Bulgaria) and can count on the support of 166,640 dental technicians (including Hungary and Bulgaria). People in Europe therefore enjoy good healthcare, including in the dental sector. In the 2010 Euro-barometer statistical survey, most of the people living here reported that they visit their dentist regularly, which means 2.2 times per year on average.

In addition to the free movement of persons, goods and services, the EU would also like to enable EU citizens to enjoy a personal mobility in the future. With regard to healthcare, the European strategy is aimed at further facilitating the free movement of patients and healthcare employees, simplifying procedures and improving the quality of, and access to, cross-border care. The EU also claims to be striving for greater progress in the dissemination of new medical technologies and in guaranteeing the safety of care for patients in all EU Member States.

The German dental industry has been able to establish a good and stable presence on the international healthcare markets. The 200 companies within the VDDI achieved a turnover of 3.75 billion Euros (including overseas production) in 2009, a decline of 4.3% compared with 2008. Exports amounted to 2.14 billion Euros (- 9.5%) and domestic turnover to 1.62 billion Euros (+2.5%).

The VDDI member companies report almost 18,425 employees in 2009 at home and abroad (- 1.4% compared with 2008). The number of employees fell by minus 0.3% in Germany and minus 6.2% abroad.



Member companies found the course of domestic business in 2009 mainly positive, with 53% recording an increase in business. 24% reported consistent sales, while declines were reported by 23% of companies.

Despite the continuing economic crisis, the expectations of VDDI members for the domestic market in 2010 are mainly confident. 58% of companies expect rising sales, at least 40% expect constant turnover, while only 2% fear a fall in sales.

The tense situation in the global economy also affected the dental market last year. The worldwide onslaught of negative financial and economic news is affecting consumer behaviour and the willingness to invest. This stands in contrast to repeatedly good economic news of new orders and growth trends in various industries. The existing patient demand confirms people's willingness to restore their own health, and that they are not adversely affected by the difficult economic situation. Investments in health are investments in their own quality of life - they are ultimately investing in their own future.

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Business on the dental markets presents itself as rather uneven, for not only must domestic and foreign trade be evaluated differently, but the submarkets with the various dental disciplines and dental technology showed a very differentiated course of business. The strong turbulences of last year's financial and economic crisis demanded a great effort by our industry to uphold or expand its position within international markets against competitors. The export rate of member companies traditionally operating as global players has for years been well above 50%, which again confirms the results of our annual association survey: 31% of our member companies reported revenue growth from export business, 39% reported business at last year's level, and 30% of respondents signalled falling sales. Looking at individual markets by region, then the course of business based on our trustee survey is quite different: only 26% of our companies within the fast-growing Eastern European market reported sales growth this time. A third of respondents reported a stable course of business, but for 41%, business was significantly weaker than last year.

Western Europe is the second most important market in our industry. Sales increases were recorded this time by 35% of our members and another 38% reported steady business.

Sales in the highly competitive market in the Far East increased for 40% of participants, 33% of companies could at least keep the sales level of the previous year.

A traditionally very important market for our member companies is North America. However, the financial and economic crisis last year was much more noticeable here than in other economic regions. Nevertheless, 28% of the respondents were able to expand their business there, another 39% were able to make revenue similar to last year. Only 33% of our companies had to accept declines in sales.

Although its market volume is of lesser importance, the dental market in the Middle East developed positively for German manufacturers. After all, 30% of the participants there achieved some growth, 46% achieved at least the previous year's sales.

The recently weaker dental market in Central and South America set a significant stimulus for growth, though still at a modest level. At least 26% of members recorded an increase in sales there. Stable revenues were recorded by 45%, and 29% of companies suffered a decline.

Evaluating our survey results in total shows that - despite different business levels in each market - the expectations for export business in the current year 2010 remains positive. At least 96% of members expect increasing or at least stable sales, only 4% expect falling sales. Despite the difficult conditions within our important German domestic market, our

industry was able to achieve a slight increase of 2.52% with a total turnover of nearly € 1.62 billion in 2009, despite the declines of the previous year in 2008.

The clearly noticeable conservative investment behaviour in 2008 of dentists and dental technicians in capital equipment for laboratory and practice gave way to the realization in 2009 that investing in their own practice and laboratory was the safest investment in the future of their company. In addition, the successful IDS 2009 in Cologne was again a driving force in the domestic market, with good in-show and after-show business. The environment for our entire industry is still marked by sound and promising opportunities".

Dental market trends

"Many already observed trends will have a positive impact on developing dental markets. This is also true for the entire health sector in an expanding global health market.



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- steadily rising standard of living in emerging countries like Brazil, Russia, India and China

One major trend continues to be digitalisation. From the taking of impressions with oral scanners to the milling of various materials, **digitalisation** is steadily advancing. Ceramic also continues to be a hot topic. We are anxious to see to just what extent it will establish itself as a full-fledged alternative to the cast precious metal crown, possibly even in unveneered form. Computer techniques are also lending new momentum to classic casting. Casting frames for the lost wax process can be manufactured quickly and precisely using three-dimensional wax or plastic plotters, for example. Also new since IDS 2009 are additional intelligent software tools specifically for various CAD methods. Because the innovation machinery in this area delivers new output at a particularly rapid rate, I expect there will even be further advances between today and late March. Individual shaping of chewing surfaces, individual one and even two-piece abutments and designing double crowns on screen — these are the top developments in this area.

I have said quite a lot about dental prostheses, and considering the age pyramid, this promises to become an increasingly important topic for a growing number of people. The foremost task of the dentist is, of course, to keep the teeth intact for as long as possible. The key word here is **prophylaxis**. After having placed great hope for a while in biological methods such as gene-



tic engineering, the experts are, interestingly enough, tending to return to the classics: systematic personal and professional oral care. Besides rounding out the existing portfolio of aids for the patient and equipment for the surgery, education and software are playing an increasingly important role in communication between the dental team and the patient. I am thinking here of an award-winning computer game from this year that uses a 2D environment and three different input options to make dental prophylaxis accessible to children and young people in an entirely new way.

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Even severely damaged teeth can often be preserved for many years. The cleaning of the root canal continues to be a long runner in the field of **endodontics**. The year now coming to a close brought us new scientific discoveries relating to combination methods using ozone and diode lasers. I also feel, however, that the prior treatment of the root canal with mechanical files will become even more comfortable following IDS, thanks to improved systems.

Admittedly, the daily work of the dentist continues to be very strongly characterized by the classic **filling therapy**. The focus here is on simplifying the handling of tooth-coloured composites that can be used for definitive care. But even temporary fillings are achieving increasing longevities, which presents the dentist with additional options for therapy planning.

Implantology has been a boom segment for a number of years now. This year reduced-diameter and short implants came to the fore, as was reflected in the exciting discussion "Minis, Shorties & Co." at the 40th anniversary congress of the German Association of Dental Implantology, for example. There are always new discoveries waiting to be made, particularly with respect to bone build-up as part of a sinus floor elevation. The current mushroom-shaped and diamond-coated instruments make it significantly more comfortable to grind round and oval windows in the lateral wall. And biology, which in the area of prophylaxis has once again taken rather a back seat to mechanical methods, is on the rise here. Synthetic recombinant human growth factors (rh-PDGF), which bind to the bone replacement material, and BMPs (bone morphogenetic proteins), which improve the resorption of the bone replacement material, represent interesting enhancements to the therapy spectrum. It must be said, however, that they are currently still very expensive.

Orthodontics is attracting attention with new treatment chairs tailored specifically to this specialty. Of interest to all disciplines are the developments in **x-ray technology**, which brings us back to the beginning of my

remarks on technical innovations, as digitalisation is the subject here as well. Thanks to photostimulable phosphor systems, the machines are becoming faster and easier to use. Digital sensors remain the optimum when it comes to intraoperative control, and three-dimensional methods are becoming increasingly affordable.

The advancements described here are also stirring up the market. While those involved find this to be uncomfortable at times, I consider it to be a sign of productive change. **Business models** in general and the collaboration between laboratories, central manufacturing facilities and instrument companies are becoming steadily more diverse, for instance. Here is just one example. With the right concepts, a one-person laboratory can now offer the same portfolio as a large company! Digital X-ray technology, on the other hand, is stimulating the growth of speciality diagnostic centres, which make the entire spectrum of services available to even the smaller surgeries. Thanks to the uniform medical standard DICOM, networking has long ceased to be a problem. The resulting division of labour between laboratory and practice has played a major role in keeping German dentistry competitive globally and ensuring its internationally leading position for decades to come.

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2011 FDI World Dental Congress in Mexico

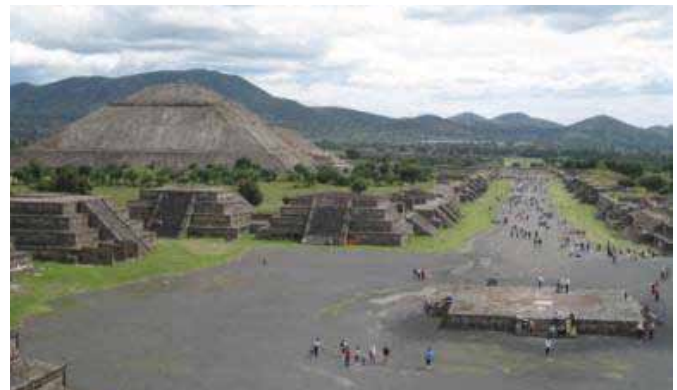


A strong, international leading scientific programme coupled with the warm hospitality of the Mexican people are the core ingredients that promise to make the 2011 FDI Annual World Dental Congress a unique event. Cutting edge, though provoking sessions will keep you abreast of latest techniques and trends in your field as well as give you an opportunity to better understand where the dental profession is heading to. Not surprisingly, the dental manufacturers and retailers have grasped the great potential of the event by already booking over 90% of the exhibit space at the end of November; a first in the history of the FDI. In the exhibition halls, you will discover the newest technologies and all latest products.

Mexico City's world class infrastructure, as well as its cosmopolitan lifestyle, makes it a unique destination capable of a wide variety of possibilities. One moment you're sampling tequila at a classic cantina and the next you're grooving to world-class DJs on a rooftop terrace or enjoying fusion cuisine by one of Polanco's district acclaimed chefs!



It would truly be a shame to travel to Mexico and not take advantage of the wealth of cultural and leisure opportunities on offer. Mexico's rich history through the legacies of the many cultures, including the Maya and Aztec, provides numerous opportunities to travel through time and discover the lifestyles of these fascinating ethnicities. Not surprising that Mexico City has more museums than any other place in the world! In under an hour, you can leave town and explore the beautifully well-preserved Teotihuacan pyramids. You can even challenge yourself to a steep climb to the top. The "conquistadores" (Spanish conquerors) ruled Mexico for three centuries before independence was proclaimed 16th September 1810. This date, known as "El Grito", is celebrated in a colorful and festive way throughout the country and we are fortunate the congress will be in Mexico on this occasion.



If Yukatan, Cancun or Cabo San Lucas sound familiar, make sure that you extend your stay in Mexico beyond the capital city to further explore the history, beaches and biodiversity of the country. We have in place several proposed pre or post congress excursions to choose from or alternatively our local agency will be happy to create a tailored programme. Join us in Mexico City, September 14-17 and be part of this leading dental event in 2011.

2012 and 2013 Congresses: save the dates

Hong Kong will host the 100th FDI Annual World Dental Congress 29th August – 1st September 2012, followed by Seoul, Korea from 29th August – 1st September 2013





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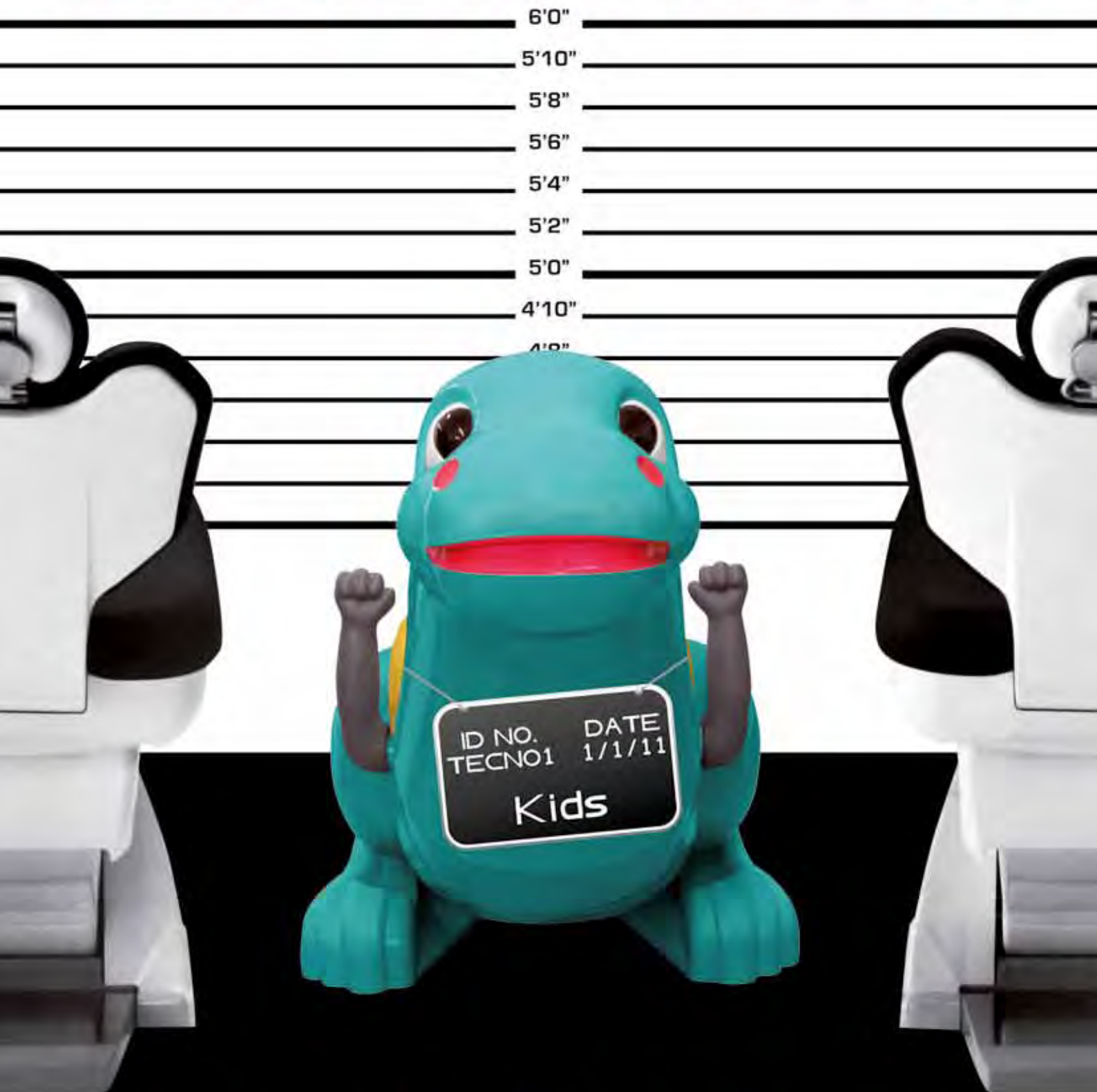
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Cultural highlights at IDS 2011

From ancient to modern and once around the world

The fact that Cologne is one of the world's top travel destinations when it comes to art is well known. The collections presented by the numerous museums from some of the major attractions.

During IDS, the **Museum Ludwig**, famous for its outstanding **Picasso and Pop-Art presentation**, is showing special exhibitions from Lucy Mc Kenzie and Joel Shapiro.

The **Wallraf-Richartz-Museum** with works from **Stefan Lochner through to Rembrandt up to Renoir and van Gogh** is for the first time dedicating a separate exhibition to one of the most important French artists of the 19th century, Alexandre Cabanel.



At the same time, the **Romano Germanic Museum (Römisch-Germanisches Museum)**, which is providing an insight into Cologne's Roman history through select finds, is presenting **"Magic in Amber" ("Zauber im Bernstein")**. The exhibition will show multi-member necklaces, magnificent diadems, precious belts or enchantingly carved lucky charms, created by jewellery artists as early as the 8th century B.C.

Also worth a visit is a newly built Cologne museum. The Cologne Kulturquartier opened its doors as recently as the end of October 2010. Located in the new museum complex is the **Museum Schnütgen**, one of the most significant museums housing **medieval art in Europe**, along with the **Rautenstrauch-Joest-Museum**, which features the **cultures of the world**.

Mozart, Threepenny Opera and Chris de Burgh

Music lovers can definitely look forward to a broadly structured programme. At the **Kölner Philharmonie (Cologne Philharmony)** the **Gürzenich Orchester Cologne** will be performing Mozart and Tschaikovsky on 22nd March, and on 23rd March soloists from the **Mahler Chamber Orchestra** will be presenting a musical potpourri featuring among others works by Chopin and Hector Berlioz, while on 25th March the **WDR Big Band** will take to the stage.

In contrast, as far as **opera and theatre** are concerned, the artistic collaboration between Bertolt Brecht and Kurt Weill will be on the agenda: the theatre aspect is provided by the **Threepenny Opera (Dreigroschenoper)**, while the opera side features **"Aufstieg und Fall der Stadt Mahagonny" (Rise and Fall of the City of Mahogany)**. Due to the restoration and redevelopment of the opera district, you can however also experience operas in an exceptional setting. In this connection, the **"The Turn of the Screw" opera** from James Britten will be performed on 24th and 26th March in the **Trinitatiskirche (church)** and in actual fact - what is pleasing news for the many international guests at IDS - will be performed in English with German supertitles.

In addition, on 26th March in the **LANXESS Arena**, **Chris de Burgh & Band** will be presenting the **MOONFLEET Tour 2011** - another option for the visitors to the world's largest and most significant fair for dental medicine and dental technology to bring IDS 2011 to a close.

You will also get tickets at www.koeln ticket.de











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Latest news for the UK oral health charity

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In the pipeline... Back to Bunawona!

The Bunawona Voluntary Dental Programme is a not-for-profit scheme based in Uganda's capital, Kampala. In 2006, Dentaid supplied the Bunawona Medcare clinic with a complete dental surgery and instrument kit, enabling the dental volunteers to provide a fully comprehensive affordable service to the poor and underprivileged community.

In Uganda the cost of dental treatment is high, and most people live below the poverty line and cannot afford adequate oral health care. Although officially illegal, dangerous cultural practices such as Infant Oral Mutilation are still performed across Uganda, without anaesthetic or sterilisation, and reports of fatalities received.

The Bunawona Voluntary Dental Association is now seeking to expand and improve its outreach programmes and has requested five of Dentaid's specially designed portable dental chairs and full instrument kits including ART and OHE modules. They hope to treat 800 people each week with the new facilities, and expand their oral health education programmes within the schools and underprivileged communities. The total cost of this project including crating and shipping to Uganda is £5,350.

Help for the Ssesse Archipelago in Uganda needed...

Uganda's Kalangala District consists of 84 islands that make up the Ssesse Archipelago in Lake Victoria. The immigrant population have a diversity of culture and languages with fishing their main livelihood.

Kalangala District has a 34% prevalence of HIV/AIDS compared to the national average of 6.1%, and the majority of people live at landing sites in slums amidst very poor sanitation conditions.

Over 3,000 children are engaged in forms of child labour, including bar maids, prostitutes and fishing.

Help is coming...

In 2004, some concerned local community members established Ssesse Health Effort for Redevelopment (SHED), initially with the major objective of addressing the poor sanitation, but over the years its scope was broadened to include other pressing issues such as oral health care, HIV/AIDS and human rights.



SHED is now operating a private dental service with two dentists doing simple extractions and oral health education. Out of the 76 inhabited islands just eleven have health units, of which only two provide dental services. But as there is no regular inter-island public transport, oral health facilities are beyond the reach of the majority. The District has no dental unit which can offer conservative treatment or scalings; there are only three government trained dental personnel to treat a population of around 50,000.

...thanks to Dentaid!

Dentaid is looking to supply SHED with twelve sets of portable dental chairs and instrument kits, to be used in dental outreach services to the six sub counties (each comprising up to 27 islands), at present without any hope of treatment.

SHED has engaged twelve volunteer dental officers, some of which hold diplomas in dentistry, the others being dental students. Two will be assigned to each sub county. It plans to establish community-based nursing aides in each area who will be trained in simple extraction, diagnosis and referral.

But first...

The entire project has to be funded at an estimated cost of £12,600.

This can be divided into smaller sponsorship amounts viz:

A portable chair - £500

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Equipping a sub-county - £2,100

If you would like to help with sponsorship or by donating dental equipment and/or instruments, please contact Andy Jong, Dentaid's CEO, at 01794 324249 or andy@dentaid.org

Autoclaves for Cambodia

Arising from Dentaid's contacts with the Global Child Dental Health Taskforce - Cambodia, the charity has been asked to help re-equip hospital and dental clinics throughout the country with autoclaves. An initial request for thirty from Cambodia's Dental Officer was quickly expanded as other Taskforce members heard about the project.

We are asking for help to obtain about 90 donated autoclaves, plus funds to cover transportation, to fill a container for shipment to Cambodia. This photo of a Cambodian clinic illustrates the current sterilisation equipment they are using...

Do look at our website

You will find full details of current and completed projects; how to donate equipment; opportunities for fundraising and much more on www.dentaid.org

EDITOR: This is compiled and sent by Dr Rosemary Longhurst BDS.

For further editorial details please telephone 01395 274959 or email rosemary@dentaid.org

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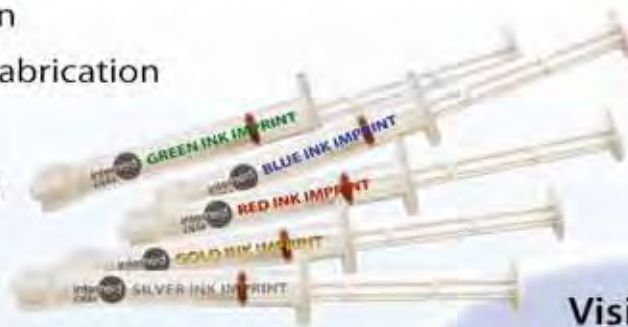


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ERRATA CORRIGE:

In the last issue S-Denti's address was wrongly reported. The correct address is the following
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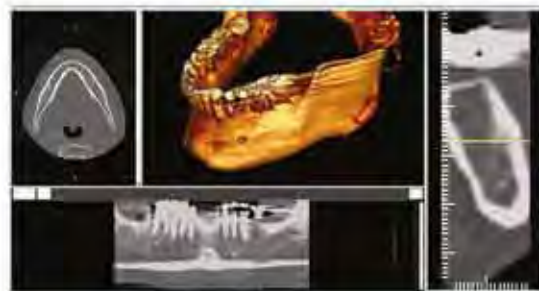
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