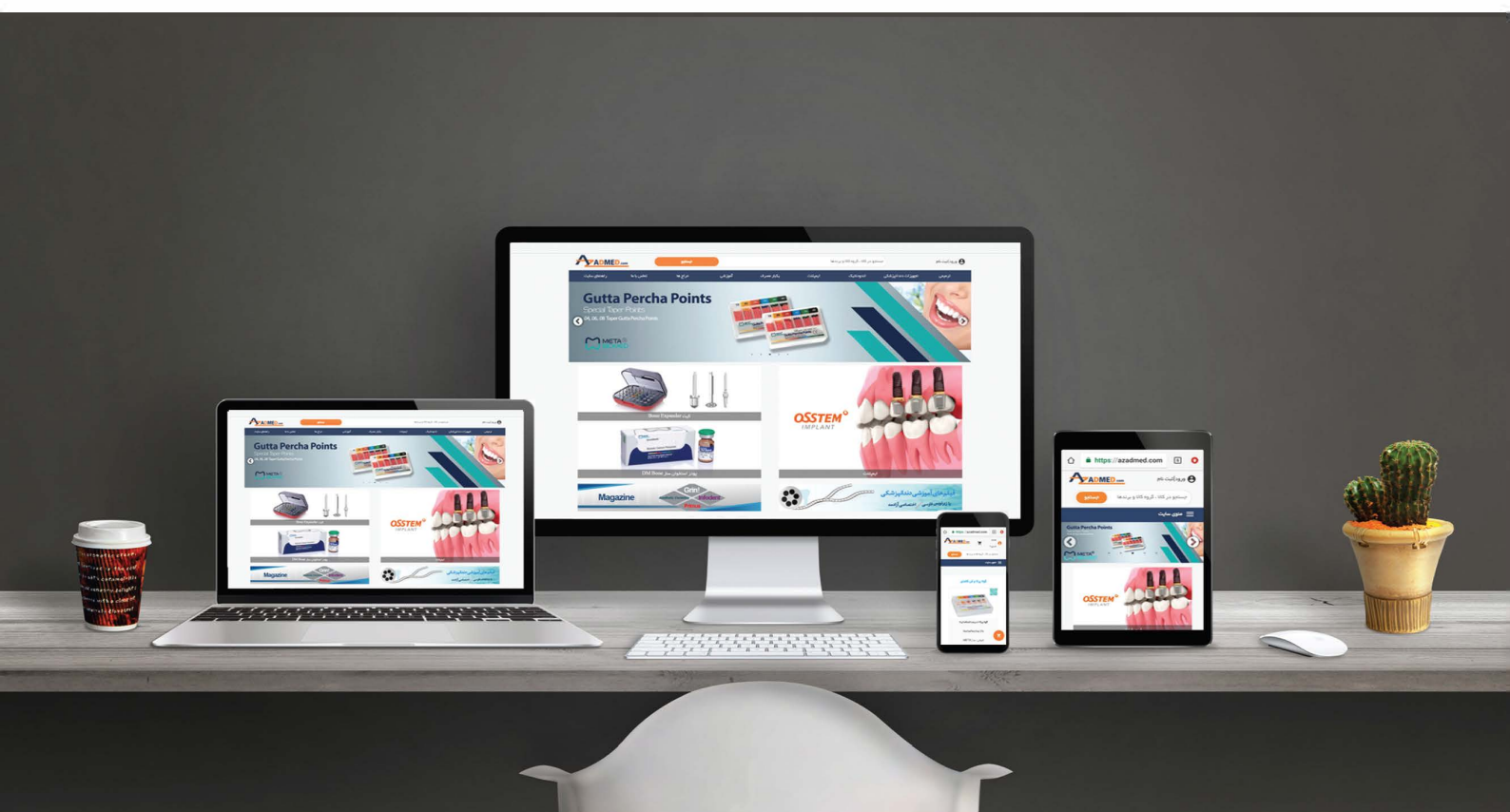




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Focus on the Mexican
Dental Industry



Challenges in the
Chinese Emerging Cities



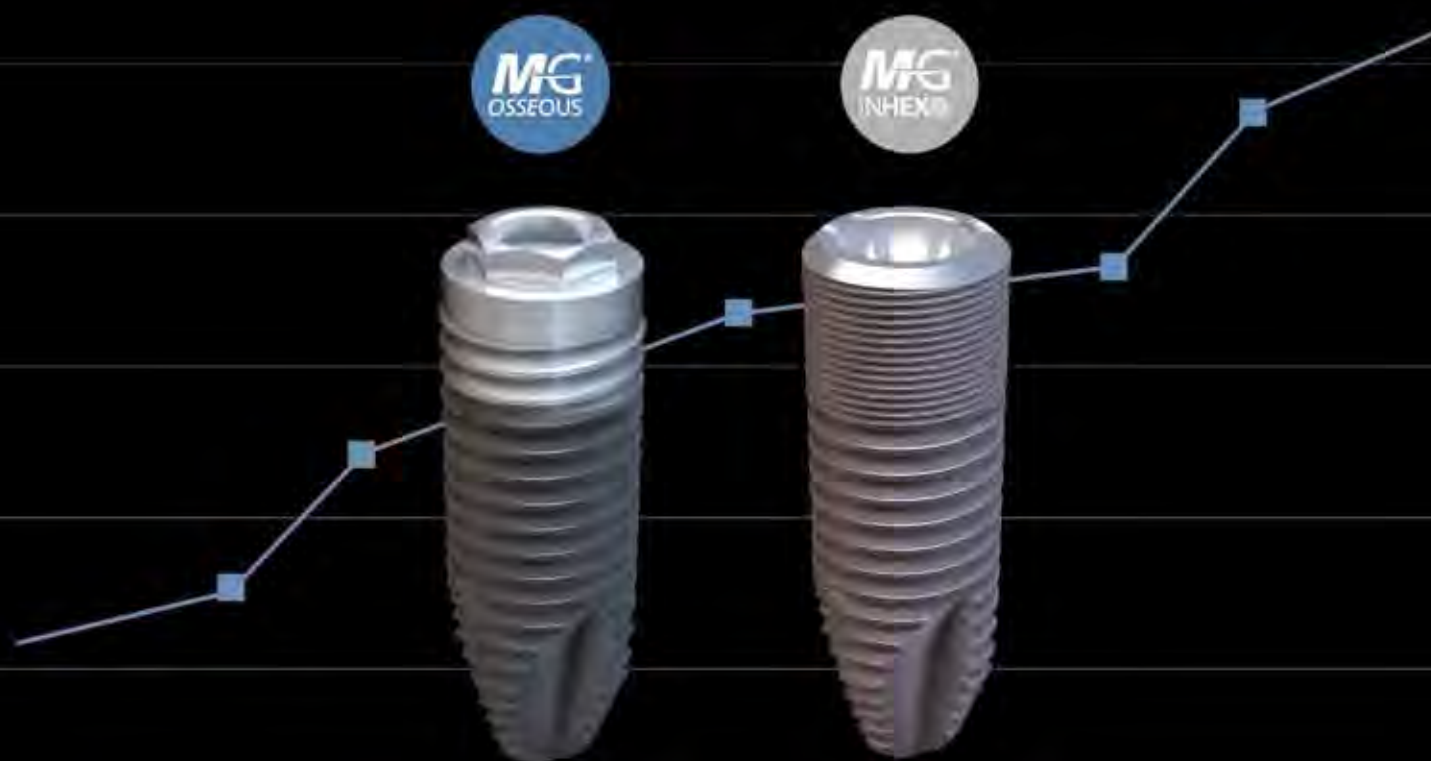
The market for digital
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Business Opportunities

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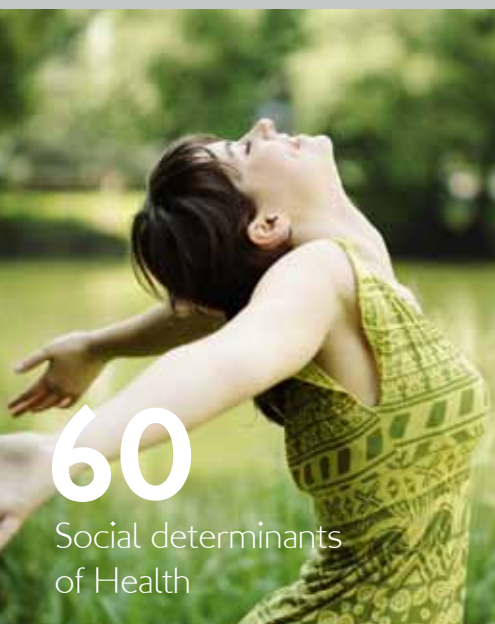
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BlueX Imaging is an Italian company specialized in designing, manufacturing and distributing high quality imaging equipment for the dental community all over the world.

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

BLUEX

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

Fimet Oy designs and manufactures high-quality dental units for private and public sectors. The company was founded in 1981, and is fully Finnish-owned. Product design, manufacturing and after sales support are located in Finland.



is optimized to ensure comfortable and ergonomic working positions. Instruments, trays, suction head, and cuspidor are all easy to reach. Fimet units have an easy-to-use wireless foot switch for controlling both the chair and the unit.

Fimet Oy provides dental units across the world. The company has dealers in over 50 countries, and 90 percent of its products are exported. This wide network of dealers is responsible for sale, installation and maintenance. Local dealers provide quick and flexible support to clients.

Design meets ergonomics! F1 and NEO Dental units Placing Fimet units is easy thanks to their compact sizes. The movement ranges of the units are extensive and versatile. The dentist's working area

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HI-TEC IMPLANTS LTD is an innovative dental implant manufacturer established in 1991.

The production facility - located in Herzlia, Israel - includes all production processes under one roof:

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- Surface processing
- Clean –room assembly
- Clinical testing



Monoblock Implants:

- TRI- mini implants for cement or ball attachment.
- TRX- for screw retained prosthesis.
- TRX-OP monoblock implants for cemented restorations
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- Vision root shape implant compatible with Nobel Replace
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MICRODONT is a Brazilian company located in São Paulo City and manufacturer of dental products such as Diamond Burs, Diamond Discs, Polishers, Abrasives, Accessories, Instruments, and Light Equipments. Actually we count with 150 trained and qualified employees.



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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, X-ray films, sealants, saliva ejectors, impression materials, amalgams, fluoride gel and others.

Nova DFL is certified by CE, ISO 9001:2008 and ISO 13485:2003 and follows GMP manufacturing standards.

For more information visit www.novadfl.com.br

NUOVA A.S.A.V. s.n.c. is an Italian manufacturer of equipment for dental laboratories since 1985, always looking for the optimal development of quality and price. Thanks to this prerogative, its products are appreciated from markets around the world.



This year it has renewed his home with a major showroom and expanded the product range with trimmer with carborundum disk and diamond disk, furnace for ceramic, induction casting machines, pressure polymerization unit, finishing box and a range of wax dipping pots; you can see all these items on the site www.nuova-asav.it

All equipments are strictly tested inside the company and CE certified for a guarantee and a high level of service.

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

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Aurelia®, Sign of Comfort; is proud to be the leading dental glove brand in North America. A division of Supermax Inc, Aurelia is distinctively one of the only brands with its own manufacturing facilities.



Thus, Aurelia Gloves conform to the same standards which have earned the company accolades for superior & consistent quality. The awards includes ISO 9002 Certificate; the United States FDA's 510K, Current Good Manufacturing Practice (GMP); the French AFNOR; Health Canada; Europe CE mark, Australia's TGA Standard and Standard Malaysian Gloves (SMG).

The Supermax group is the World's largest Latex & Nitrile gloves manufacturer with 4,500 employees & currently operating 9 state-of-the-art manufacturing facilities in Malaysia. Supermax distributes worldwide, with

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

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• Tel. +1 630 989 8886
• Fax: +1 630 898 8855
• www.aureliagloves.com –
• info@aureliagloves.com

TAV Dental is a division of TAV Medical Ltd. With four decades of experience in product design, mold fabrication and injection molding, the company manufactures a wide range of precise dental devices using a variety of raw materials.



The company's main area of specialization is production using injection molding technology, which enables the manufacturing of an impressive variety of quality products for the dental market and the rising demand for metal-free products. Among TAVDental leading products is the ZIRCONIA abutments line: straight abutments, 15° and 25° Angulated, using the CIM (ceramic injection molding) technology.

Due to this technology TAV Dental can process a variety of unusual materials as: ZIRCONIA, ACETAL and PEEK.

TAV Dental products can be adjusted for all implant types according to demand, thanks to the specific technology and production processes we offer.

• For more information:
• info@tavdental.com
• Tel: +972 4 9808615

Medesy is an Italian company leader in the manufacturing of high quality dental and surgical instruments.

Located in the North-East of Italy, we have more than 600 years of history and tradition in the manufacturing of surgical instruments: this our long tradition and experience gave us the capabilities and know how to produce only high quality instruments that today are worldwide appreciated.

Top priorities of our company are the QUALITY, element of proud for us and the major driver of our activity, the SERVICE, all MEDESYS staff is focused in improving our service day by day to meet the needs of our customers, and the RESEARCH of new materials and new instruments.



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We are a certificated company and we currently export to more than 103 Countries worldwide. All details about us and our products can be found visiting our web site www.medesys.it, and you will discover how passion, history and tradition melt in order to become a forever lasting instrument!

Saeshin Precision Co., Ltd. is the manufacturer and exporter for dental handpieces and micro motors based in Korea. Since 1976, we have expanded the business with our own technology and know-how with constant research and development.

We obtained CE 0120, ISO 9001, ISO 13484 in 1998 as the first company in the Korean dental field and we have exported to 100 countries adding FDA certification.

Our products are classified in 2 categories. One is for dental surgical and clinical use and the items are implant surgery engine and handpieces, endo engine and handpieces, low speed dental handpieces and e-type motors.

The other is for dental laboratory use and the items are brushless and brush micro motors maximum running from 35,000rpm ~ 60,000 rpm with strong torque, wax dipping pot, wax pencil heater, surveyor.



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704-220
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Website : www.saeshin.com

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

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

Suni's team of physicists and engineers advanced the state of the art of digital radiography by creating the world's thinnest sensors.

Suni has been supplying many leading digital radiography brands with sensor components and manufacturing capabilities. We bring our passion for customer service to the dental community under the Suni brand.



and a 2-year warranty. SuniRay easily integrates with a wide variety of practice management software programs. This portable intra oral device displays crisp images even in the toughest areas with its ergonomic design, ensuring easy positioning and optimal patient comfort. Plus, SuniRay sensors provide easy to use software that allow for ingenious applications.

Suni Medical Imaging - www.suni.com

SuniRay Intra Oral Sensor uses CMOS technology and state-of-the-art microelectronics to deliver sharp, crystal clear images. The sensor's ergonomic design and rounded corners ensure easy positioning and optimal patient comfort. SuniRay's small and lightweight, so it moves easily between operatories. Other features include strain relief at the cable/sensor attachment for a longer lifespan

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I // Maestro 3D Open Dental Scanner

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

About software:

Maestro 3D Easy Dental Scan: is the scan control software of the dental scanner. It allows automatic scanning of full arch, stumps, antagonist model, impression. Also it allows to perform inspection, editing (remove geometry, decimation) and measures (distance/angle) on acquired objects. It returns an STL file that you can use with any CAD software and any milling machine.



Maestro 3D Ortho Studio: is the software for orthodontics.

- it allows you to manage surgeries, doctors, patients, cases, it allows to create virtual bases to stitch the model (ABO, Ricketts, Parallel, Tweed), measures of individual tooth, measures of the full arch with a parabola, cross sections measurement, snapshot print, snapshot via mail, it allows to inspect the occlusion between maxillary and mandibular models.

- **Virtual Setup and Clear Aligner module:** it allows to move the teeth

of both arches evaluating distances and collisions and automatically build a set of virtual models ready to send to a 3d printer.

- **the viewer version:** is the software to view and inspect the models exported with Ortho Studio. (It's also available on Apple iPad Viewer).

In every software it's possible to add a custom logo\name\brand.

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E-mail: info@age-solutions.com

Tel: +39 0587274815- Fax: +39 0587970038

2 // Asa Dental: A new look to match our constant evolution

The new disposable products we launched include Evolution, the first 100% phthalate-free saliva ejector which offers the same ease of use and functionality as standard aspirators.

We also presented two new Implant products: a new, thicker sterilization cassette specifically designed for implant surgery instruments, which are typically bulkier than most hand instruments, and a new

aluminium implant impression tray. Thanks to its rigidity and resistance, aluminium is perfect for impressions taken on the implant, and very easy to adapt to the patient's mouth.

But the very top notch is AsaFresh, the new line of mint-scented saliva ejectors which will forever change patient experience. With its cool mint scent, AsaFresh provides a pleasant feeling of mouth freshness and helps patients relax throughout the duration of the visit. AsaFresh offers a new level of comfort to patients.



Quality, reliability, constant research and outstanding customer service have made Asa Dental the partner of choice for millions of dental professionals worldwide.

www.asadental.com

3 // B&L Ultrasonic Tips Product Release

B&L Biotech is pleased to introduce the BL ultrasonic tips. While more and more practitioners are using piezo-electric technology in endo, due to the complex anatomy and sometimes highly calcified cases, tip breakage and rapid wear of diamond surfaces, are not uncommon. BL TIPS offer a unique new design for conventional or micro-endodontic treatment: locating concealed orifices, removing the secondary and calcified dentin inside the cavity or pulp stones, and other re-treatment procedures. Unlike conventional diamond-coated endodontic tips, B&L TIPS have sharp abrasive micro-projections integrated into the tip that are ideal for removing dentin, as well as for locating MB2 canals in maxillary first and second molars and other hidden canals. BL TIPS have a significantly longer life span than diamond-coated tips providing low wear and durability as well as ensuring biocompatibility due to their precise cutting projections. The BL set consists of 6 sizes for a variety of endo applications.



Super Endo Alpha A² Heat Source

B&L Biotech has introduced the Alpha A² Heat Source, a multitask, precision obturation instrument for warm Gutta Percha techniques. This well designed, ergonomic handpiece easily facilitates the Schilder warm vertical and Buchanan "continuous wave" techniques, among others, with 4 precise temperature settings. Powered by a state of the art, re-chargeable lithium ion battery, the Alpha will last for days on a single charge and has a series of green LED's to monitor battery power remaining. Of course, the cordless handpiece eliminates the cumbersome cord common to all other endodontic equipment, reducing operator clutter and enhancing its portability. Twelve different tips are available, including a wide range of pluggers in different diameters and tapers,

heat carrier tips, and a unique tip for thermal testing tooth vitality. Made from highly durable materials, the Alpha A2 will stand up to the demands of the busiest endodontic practice.

For More Information please contact:

B&L Bio Tech-Bruce D. Shefsky

e-mail: bdshefsky@bnlbio.com

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4 // LEDMAX 550 CORDLESS FAST-LED Curing Light

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Optional LED modules allow using the unit as a daylight reproducing shade selecting light or as a Photodynamic Therapy light source.



For more information please visit www.benlioglu.com

5 // FGM offers the best in worldwide aesthetic dentistry

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Diego Estivam - diego.estivam@dentscare.ind.br

Tel: +55 47 3441 5413

Export sales manager (Latin America, Spain, Portugal, Germany):

Alexandre Hashimoto - alexandre.hashimoto@dentscare.ind.br

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6 // WONDERPEG- Instant Firing Support!

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- Use for stabilization when soldering
- Use for repairing holes in castings with or in place of platinum foil • Use for a temporary heat shield for temperatures up to 1925° C (3500° F)

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For more information visit www.wonderfill.com

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7 // E-Speed Sensibility Type-Film

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.

The higher quality and optimal versatility of the new E-Speed are just... astonishing!

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8 // PHANTOM SKULL



Phantom Skull(HL-60100) used to simulate a patient for use with dental training in a school setting. Phantom Skull is made mostly in a high quality stainless steel. Full floating streamline ball joint rotates a full 360 degrees allowing virtually any head position desired. To lock simply rotate lever 1/4 turn, thus keeping the pole fixed and secure.

allowing virtually any head position desired. To lock simply rotate lever 1/4 turn, thus keeping the pole fixed and secure.

Hanil Dental is proud to offer only the highest quality items available for patient education and case presentation purposes. In an effort to satisfy all our many customers special requests, we have accumulated a product line consisting of many different items.

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9 // DOCTOR SMILE SIMPLER

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Moreover the built-in NAVIGATION GUIDE will carefully escort the doctor to perform a lot of operations with greater efficiency.

Using a laser reduces the possible need of anaesthetic, sutures and pharmaceuticals when carrying out surgical and therapeutic interventions.

Laser treatment can be used to treat multiple pathologies such as gum care, desensitisation, surgery, whitening and aesthetics dentistry. In Surgery, the T.O.P. - Tissue Optimized Pulsing configuration, the doctor can easily control the Simpler laser beam for the three soft tissue biotype: Fibrous, Normal and Granulation.

TOP optimizes cutting and coagulation with a bloodless, painless and quicker healing operations. Simpler laser is an indispensable tool in the daily routine of dental practice.



For more information please visit www.lambdaScientifica.com

10 // 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.

MARIOTTI & C SRL

Via Seganti 73 - 47100 Forlì - Italy

Tel: +39 0543 474105 - Fax: +39 0543 781811

info@mariotti-italy.com - www.mariotti-italy.com

11 // MECTRON PIEZOSURGERY® 3 - 10th anniversary limited edition



mectron recently launched the 10th anniversary limited edition of its PIEZOSURGERY® 3, with only 500 units available worldwide and a dedicated carbon looking special design.

Special attention has been paid to the electronics: a broader ultrasonic working frequency range, from 24 to 36 kHz, enables to operate with highly complex inserts efficiently and safely. Surgeons just need to select the bone quality (cortical and spongy) or the

specific "implant" function and everything else will be managed by the new electronic module.

Two versions are now available: a fully equipped unit with a wide range of inserts, including the exclusive implant site prep kit pro, and a price attractive unit without inserts.

For more information visit www.mectron.com

12 // BOOMERANG, MESTRA PLASTER-WATER DISPENSER



MESTRA recently launched the "Boomerang" plaster-water dispenser. It measures out exact amounts of plaster and water automatically.

Features:

- Easily removable powder tanks: it simplifies powder-filling and replacing plaster cartridges of different types. A few seconds will be enough to replace the tank, and, therefore, the product to be dispensed.
- Smartank dispensing system: the built-in dispensing mechanism is integrated in the tank, so that in case of obstruction or wear, it can be repaired in a few minutes by the

user himself.

- 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. 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.
- Accuracy: Accuracy is one of the most surprising features of the Boomerang dispenser. Deviations are small and fall easily within the tolerance range of dental plasters.
- Style: The Boomerang dispenser has an attractive design, combining practicality and ergonomics.

And perhaps the most astonishing feature is its price, much lower than it could be expected in a machine of this quality level and features.

For more information visit www.mestra.es

13 // Crystal Clear Brackets



PURITY™ brackets from Ortho-Care (UK) Ltd. offer the latest in aesthetic bracket design. Crystal clear brackets made from single crystal sapphire, which produces a virtually invisible, super smooth rounded bracket. Its stain-free low profile design offers optimum comfort and aesthetics as well as providing

supreme strength with ultra-smooth, low friction sliding mechanics due to its highly polished slot. The bracket is available with or without hooks in either Roth .022 or MBT prescriptions. Purity™ debonding plier also available with this bracket for quick and easy debonding. Email philipf@orthocare.co.uk for more information.

Ortho-Care (UK) Ltd.
Tel: +44 1274 392017
www.orthocare.co.uk



14 // Two separators for multiple applications

Manufactured by PERIDENT DENTAL PRODUCTS, Unifol and Isopraim are two insulating formulations with high separating properties. Unifol is an acrylic - plaster separator very appreciated for its high quality since many years by Dental Technicians on European and U.S. market. Isopraim is a product with innovative features that boasts 7 specific applications, granting top results to selective dental technicians in the separation of : gypsum - gypsum; gypsum - wax; gypsum - silicone; wax - wax; wax - metal; silicone - silicone; silicone - polyether.

Used on either hot or cold moulds, they offer an excellent spreadability and detachability. They dry quickly without creating thickness or leaving a residue.

Non-Toxic. They contain no alcohol and solvents. The characteristics of separators allow the dental technician to avoid the use of several specific products, saving costs and simplifying the working phases.

Thanks to their features, unifol and Isopraim have been welcomed by the dental market as innovative products which mark a step forward compared to conventional agents.

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15 // Pritidenta

pritidenta® is offering esthetic dental prosthetics with the highest quality standard, manufactured in a new highly innovative and efficient production process. The pritidenta® GmbH, Leinfelden-Echter-



dingen, emerged from pritidenta® b.v., Netherland. pritidenta® b.v. is an internationally leading provider for denture teeth made of acrylic and ceramic. The business foundation of pritidenta® GmbH is grounded in a completely digitalised production process of dental prosthetics using CAD/CAM technology. Achieving

aesthetic dental care more reliably, rapidly and economically than ever before is what the new priti®process is all about. It integrates well-known CAD/CAM systems, providing an additional, new imaging technology, and it enables the deployment of pre-produced ceramic glass crowns, the priti®crowns.

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Tel. +49 (0) 711.3206.56-0
Fax +49 (0) 711.3206.5699
info@pritidenta.com
www.pritidenta.com

16 // Traus SIPIO – implant engine LED



As a leading company in Korea, SAE-SHIN PRECISION CO., LTD is the only manufacturer of the contra angle, reduction geared angle, and implant engine. With our own technology and know-how, we completed the E-CUBE endo motor also first in Korea. The design is smart for easy operation and the advanced function will guarantee the user's convenience in setting or use. Furthermore, the supply keeps the stable torque for safety.

PRODUCT FEATURES

- RPM : (20:1) 30rpm ~2,000rpm / (32:1) 20rpm ~1,250rpm
- Torque : (20:1) 5.0 ~ 55Ncm / (32:1) 5.0 ~65Ncm
- Gear ratio : 1:5, 1:4, 1:1, 16:1, 20:1, 27:1, 32:1, 64:1
- Contra angle : TRAUS CRB26LX (Optic) / TRAUS CRB26XX (Non Optic) Max. Torque 80Ncm
- E-type motor : TRAUS MBP10SL (Optic) / TRAUS MBP10SX (Non Optic) BLDC motor 0~40,000rpm ISO 3964 standard
- Maximum Pump : Max.75mL/min
- LED (25,000 Lux)
- 10 Programs memory function
- Automatic overload protection function
- Indication of actual RPM and torque on operating for proper working condition
- Ergonomic foot controller
- Optic function (Optional)

Contact :
Saeshin Precision Co., LTD.15, Pahodong, Dalseogu, Daegu, Korea
704-220
Tel : 82-53-587-2340 - Fax : 82-53-587-2347
E-mail : sales@saeshin.com - Website : www.saeshin.com

17 // GIOTTO 101 Composite Painting Palette

The difference between Fluidity and Approximation, between Beauty and Perfection. Direct resin restorations present a laborious effort and consumption of time as well.

Dentists as clinicians must take on the role of dental technicians in sculpting the anatomy of the restoration and, as artists, elaborate the "aesthetics" of smile design, through a full understanding of the mechanical, physical and aesthetic properties of the available composite resin.



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

-It is the first device able to aid in controlling the fluidity of various portions of composite material simultaneously and in minimum portions as required for correct stratification and/or for finishing and characterizations

- Able to warm 6 compules, monopatient tips
- The convenience to get composite with a range of shades at the best flowability
- The perfect flowability improves adaptation to tooth structure, providing excellent cavity adaptation
- Enabling the minimum layer thickness and the shape and contour of the final restoration
- Helping to mimic the natural esthetics of teeth in all indications
- Greatly enhancing the manual dexterity of the operator, shortening working time
- By reducing stress levels, the practitioner can focus energy and attention on the know-how and perfecting both shade and form of the final restoration as it blends with tooth structure as a final restoration.
- Reduces the temperature rise during curing stage, encouraging the proper closing of the polymer chains, with significant improvement of the matrix of composites.

Diagram - Italy
E-mail: info@diagram.it
Website: www.diagram.it

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

With high technology, Seilglobal Co., Ltd developed new version of mixing tip. It is used for impression, resin and core materials. Unlike general mixing tips, it can be easily combined with material cartridge by two-way rotation system.



Any kinds of impression cartridges are compatible with new mixing tips which means you don't need to find out the exclusive cartridge at all. Material leak in the bottom of mixing tip cylinder has been protected by two inner protrusions.

»»» to be continued at page 15

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

Seilglobal CO., Ltd, Korea

Address: #715-1 Choryang 3-dong Dong-Ku, Busan, Korea

Tel: 82 51 465 5456 Fax: 82 51 465 5459

Email: world@seilglobal.co.kr/jason@seilglobal.co.kr

Website: www.seilglobal.com



19 // Keystone Industries & TCS

Keystone Industries is proud to announce that it has partnered with TCS to represent TCS throughout many countries across Europe. We believe that with Keystone's strong international sales force and excellent reputation, combined with our high-quality products and dedication will dramatically increase the worldwide recognition of tcs® Unbreakable. Keystone will be offering TCS at dental shows across Europe, as well as providing hands-on training courses.

For more information visit www.keystoneind.com



20 // 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 Microsurgery: Neurosurgery, ETL, Maxillo-facial and Orthopedics.



ESACROM regularly invests time and resources in the development of new products and new finishing.

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

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

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



Other innovative solutions are still in-progress and soon will become true, thanks to the skills and energy of Esacrom's team and the investments in research and development.

Esacrom's evolution does not stop, but will continue for more and more to transform new ideas of today into the reality of tomorrow, finding new solutions again.

ESACROM SRL - Italy

www.esacrom.com - Esacrom@esacrom.com

21 // Innovation-Technology-Rapidity-Simplicity-Reliability

The new Serena Autoclave has been realized to execute exclusively type B cycles, suitable for all types of dental instruments and materials (hollow loads, textile...) with two temperatures, 121° and 134° to guarantee security and quality for the best care of patient. The pressure and temperature parameters needed for safe sterilization, are regulated and controlled by sensors and an innovative microprocessor control. The documentation can be transferred directly to the pc with sd-card or printed by the printer Rever-Print. The autoclave Serena works on the fractionated vacuum process and meets the requirements of EN 13060 for the "Class B". The vacuum is achieved by a vacuum pump with high performance.

Main features:

- Motorized closing of the door
- Stainless steel chamber 18 lt. or 23 lt.
- Software of new generation
- Phial incubation cycle
- Sd card for recording sterilization data
- New desing and new display
- Connection with Labeller UNION PRINT
- Printer and pc connection
- Automatic traceability system
- Programmable delayed cycle start
- Water quality sensor



For more information contact www.reverberi-srl.it



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22 // BRAVIA®L Turbine + GYROFLEX®LED Coupling

Manufactured from high-quality materials, the newly-designed high-speed ball-bearing BRAVIA®L Turbine with elegant styling provides the perfect answer for the most discerning professional practitioner.

Compactness, increased power, long-life LED illumination, reduced noise and light weight are just a few of the various new features offered by this new instrument.



Lubrication, as always, is carried out by means of the handy LubriONCE® grease lubricator.

Once coupled to the GYROFLEX®LED rapid Coupling, the turbine can immediately get advantage of the new LED source which allows 25000-LUX daylight quality illumination of the operating area and produces a superior and perfectly uniform light pattern.

The new special GYROFLEX®LED rapid Coupling can also be used on its own to immediately add

LED illumination feature to any dental Turbine with fiber-optics and Multiflex® connection.

For further information, please contact:

TeKne Dental srl

E-mail: info@teknedental.com

Website: www.teknedental.com

23 // Vipi Block for Milling Machines in Cad/Cam Systems

Our experience and excellence on TOOTH MANUFACTURING, gave us the opportunity to follow the dental market technical evolution by transferring our knowledge to the blanks for cad/cam system and to maintain our service and support to distributors and end users worldwide.



VIPI BLOCK is used in the milling technique of dental surgical guide, temporary crown and bridges, casting patterns, fixed single prosthesis and fixed multiple prosthesis by CAD/CAM system of various manufactures.

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Focus on: The Mexican Dental Industry

Basic facts

Population:	112.3 million (2010 estimate) INEGI
Capital:	Mexico, D.F.
Currency:	Mexican peso
Language:	Spanish
GDP:	874 billion (2009)
Per capita income:	\$14,258
Population living in urban areas:	77.8%
Poverty:	18.2%


Source: INEGI (Instituto Nacional de Estadística y Geografía)

Mexico consists of 32 federative entities and its capital is the Federal District. The country borders with the United States for over 3,000 km to the north, and with Guatemala and Belize to the south, represent an important gateway to Central and South America strong cultural and linguistic ties.

Mexico has established free trade agreements with 52 countries. The main one is the North American Free Trade Agreement (NAFTA) established in 1994 with the United States and Canada, followed by the EU-Mexico Free Trade Agreement in 2000. Besides removing tariff duties from the export of industrial goods, this agreement allows EU companies to participate to public tender offers. Many EU companies use Mexico as a low-cost manufacturing or assembling base to export their products to the US under favourable conditions provided from the NAFTA, to other Latin American countries or back to their own market. Moreover, Mexico is carrying on negotiations with other Central American countries for a regional free trade agreement.


Considered as the second largest Latin American economy, Mexico is ranked 35th out of 183 countries in the World Bank "Ease of Doing Business" chart, and 44th in the Protecting Investors rank.

These benchmarks account for the efforts made by the Mexican government to attract foreign investments and create an open business environment by supporting administrative simplification and deregulation. From the social point of view, the country has improved life standards, education rates and distribution of essential services, in the meantime reducing unemployment to 5.2% and consolidating democracy, although violence and corruption are still widespread plague and drug traffic accounts for the majority of violent deaths in the country. Although poverty rate has in general been reduced, it is still high in less developed areas and among indigenous communities. The gap between a large low income group and the richest part of the population is partially being filled by the growth of the middle class; however, the distribution of wealth, access to basic services and opportunities is uneven, especially in the poorer states such as Chiapas, Oaxaca, Guerrero, Hidalgo and Veracruz, located in the country's southern region, with higher concentration of rural and indigenous population groups.



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As regards merchandise trade, Mexico is trying to diversify its industry and to expand its commercial relationships beyond the US that traditionally represents the main trade partner. Exports have increased almost six-folds in the last two decades, reaching US\$ 298 billion in 2010, the greatest part of which were directed towards the US. Imports totalled US\$ 301 billion, half coming from the US while the other major suppliers were EU, China, Japan, Canada and Brazil.

However, by evaluating import-export figures for Mexico, it must be considered that maquiladora activities account for a relevant share. The term "maquiladora" refers to a Mexican company entitled by the Mexican government to temporary duty free import equipment or materials and components. The maquiladora company manufactures or assembles the temporarily imported parts in order to re-export the product, or sell it to another exporting company. Before the NAFTA came into force, maquiladoras were mainly located near the US border, but in the last 15 years they have spread across the country and their role in the Mexican industry increased along with their share in Mexican exports (about half of the total, with the US as main destination due to geographic proximity). The government has provided further support to the maquiladora industry by establishing preferential tariffs on raw materials in key manufacturing sectors and by reducing length and costs for administrative procedures concerning maquila corporations.

Healthcare system

The Ministry of Health (Secretaría de Salud) funds public hospitals, specialised institutes and the National Institute of Public Health, under guidelines issued by the General Health Council. On the regulatory side, the most important institution is the COFEPRIS (Comisión Federal para la Protección contra Riesgos Sanitarios) who is in charge of sanitary controls and surveillance of all health-related products and services.

The Mexican Institute of Social Security (IMSS) is the largest social security provider for private sector employees and their family members, covering almost 51 million people. The Institute of Social Security and Services for Public Employees (ISSSTE) provides coverage for 11.2 million state workers and their families. The Army, the Navy and the national oil firm have their own programs and together with states or other local social security institutions they have about 2.7 million people affiliated. About 44 million people are covered by Seguro Popular (Popular Insurance Scheme), a voluntary public insurance system for low income families or people working on their own who can't afford other forms of insurance. After a socioeconomic evaluation of the household, to be revised every three years, an annual fee based on income is determined, ranging from 0 to 11,378.86 pesos (about US\$965). Funding for SP is also integrated by general tax revenues. Currently, the SP covers 275 procedures, including basic preventative and curative dental treatments. Only a few people can buy a private insurance, that contributes for a limited 2.1% to health financing.

Mexico is still facing diseases typical of developing countries including infections and undernourishment in the lowest income groups of population, but the growing standards of life for the middle class have also increased the incidence of diseases such as cancer, obesity, cardiac problems and diabetes. The access to quality medical services is still unequal and needs to be targeted by structural efforts and investment to guarantee that universal coverage is achieved, as reported in the National Development Plan 2007-2012.

Public expenditure on health is about 48% of the total health spending, accounting for 12% of government budget. At current prices, per capita health expenditure is US\$ 515. The priorities set by Mexican government include modernisation of hospital infrastructure, expansion of coverage and services to underserved rural and indigenous communities, increasing the supply of quality equipment for the 21,887 medical units that are present on the national territory and a national promotion and prevention strategy. The private sector is also expanding its network of facilities (3,151 in 2008) and it is estimated to provide services to about 25 million patients. Large public and private hospitals usually invest in modern equipment and they are not allowed to buy used or refurbished equipment. Instead, some smaller private hospitals choose



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this channel because of their limited budgets, or in some cases they even hire the equipment necessary for a specific intervention from companies offering so called "integral surgery services", thus avoiding to spend a larger sum to purchase it.

Oral Health

The incidence of dental diseases is very high among the poorest groups and in rural regions, reaching tops of 90%, as dental care is mainly available in urban areas, and only to a limited extent in public facilities. Nonetheless, since the implementation of the National Oral Health Program, Mexicans have generally improved their access to dental prevention treatments. The caries and missing teeth indexes for children aged 6 and 12 have also been reduced, while the offer of public dental services increased by 80% in the years 2000-2006. In 2008 the Mexican Dental Association started a dental education and prevention program targeting 3,000 children between 3 and 6, including the provision of basic preventative treatments and raising awareness on oral hygiene habits among their parents and teachers. The program has now been extended to more than 25,000 preschool

children. The Secretariat of Health has appointed mobile units to reach underserved areas, called Health Caravans, to be integrated with dental care provision in order to provide oral health services to people who has difficult (if any) access to health facilities. In addition to that, the "Tratamiento Restaurativo Atraumático (TRA)", or restorative non-traumatic treatment, was introduced to bring dental services in marginalised areas. This program employs 540 dentists using hand instruments and low cost materials for simple restorations, increasing the number of interventions in these areas from 177,000 in 2001 to more than 712,000 in 2006. Although the improvement in oral healthcare delivery in the last two decades, however, the public dental sector faces some challenges. As life expectancy rises, the percentage of citizens over 60 (currently one in 20) is going to increase along with the incidence of dental diseases typical of this age group. The quality of public dental services is frequently affected by the lack of modern, state of art equipment and inadequate continuous training for dental personnel. The decentralization of health services requires the allocation of resources that are insufficient in many local health institutions and federal or state administration do not always provide the proper support and information.

Export values and trends, 2008

Import Category	Value, US\$
Preparations for dental filling made of acrylic resins	2,265,917
Preparations of precious metals for dental filling	477,109
Dental cements and other dental fillings; bone reconstruction cements	17,564,492
Tooth pastes	205,892,475
Dental floss made of Nylon	34,445,185
Other preparations for oral or dental hygiene, incl. denture fixative pastes/powders in retail packing	6,742,860
Preparations known as "dental wax"	78,426
Preparations for use in dentistry, with a basis of plaster or stucco either in powder or paste	999,476
Dental impression compounds with a basis of rubber/synthetic plastic materials, an accelerator, and an adhesive, in retail packing	588,468
Photographic plates for dental X ray	4,057,101
Electric tooth brushes	3,948
Electric dental drill engines (flexible, hanging transmission, speed up to 30,000 RPM)	75,569
Other dental drill engines, whether or not combined on a single base with other dental equipment	390,725
Dental equipment on pedestal	2,965,453
Dental hand pieces (speed equal to or greater than 230,000 R.P.M.)	1,027,177
Dental drills	4,831,242
Other dental instruments and apparatus	25,132,050
Artificial teeth	1,512,976
Other dental fitting articles and apparatus	7,749,725
Dental x-ray machines	1,712,967
Tooth brushes including dental plate brushes	34,823,871

The market for dental equipment and supplies

The Mexican market for medical devices is estimated as the largest in Latin America, and it is mainly supplied by foreign manufacturers. The US Commercial Service estimates that imports meet about 90% of the demand for medical equipment and instruments and about 20-30% of demand for medical disposables, with the US accounting for about half of the total value. However, Mexican import and export figures are influenced from maquiladora activities and a percentage of medical equipment imported into Mexico is destined to re-export, not to meet the country's healthcare needs. This also happens for dental products such as toothpaste, which is widely imported for packaging and re-export to other Latin American countries. Medical devices industries are concentrated in the states of Baja California, Chihuahua, Nuevo Leon, Tamaulipas, Estado de México and Morelos.

The dental industry, according to the Mexican Dental Trade and Industry Association (AMIC), contributes for 2.1% to Mexican GDP. The dental market grew by 10% last year but a large share of Mexican population has still little access to dental care and those who are covered by social security programs must pay out-of-pocket for more advanced treatments not included in their benefits.

With approximately 75,000 practicing dentists and about 4,000 new graduates every year, the need for dental equipment and supplies is increasing year-on-year as proved by the 12% growth of dental imports between 2007 and 2009 when they reached US\$174 million (according to data released by the US Commercial Service). The US supply 45% of the total dental imports, nearly US\$79 million. However, US predominance has diminished for some categories such as x-ray machines, dental floss, dental specula and rubber or gutta-percha based dental waxes. These products are now supplied also from Germany, Brazil, Japan, Korea and China, even if global sourcing by multinational companies accounts for a relevant share of imports from these countries.

Local production destined to the domestic market is small and limited to materials and disposable products, except for some basic equipment, and most purchases of new technology come from private dentists, while upgrade and replacement of equipment in the public sector is slower and subject to more constraints. Public institutions can purchase products and equipment under US\$3,100 directly from a selected provider, but over that amount all purchases must be done through public, price-oriented bid tenders.

The dental distribution network is mainly composed of depots, with a minor number of large distributors extending their activity across the whole country. As medical devices, dental equipment and products need to be registered with the Mexican Secretariat of Health (SSA) in order to be imported and marketed in Mexico. The distributor or representative of the foreign manufacturer is in charge of the registration process.

Regulations on medical devices

The agency in charge of medical devices registration is known as COFEPRIS (Federal Commission for the Protection against Sanitary Risk), acting in the framework of the General Health Law. COFEPRIS issues regulations for health products import and export and advertising permits. It also collects information regarding manufacturers, importers, and distributors.

Dental supplies are included in the list of six categories (together with medical equipment; prosthetics, orthotics and functional aids; diagnostic agents; surgical and healing equipment; hygienic products) that require a Sanitary Registration in order to be produced, sold or distributed in Mexico, as described in article 262 of the General Health Law. In 2008 an amendment was introduced, requiring that all existing medical device registrations be renewed every 5 years and by 24 February 2010. By then, there were about 30,000 registrations of medical devices who were more than five years old and those who did not comply with the renewal requirement have been removed from the market.



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A large share of medical devices that are marketed in Mexico obtain their pre-registration in the US or Canada, therefore the Mexican government has set up a mechanism to expedite the introduction of these devices on the Mexican market by recognizing them as equivalent to devices regulated by the General Health Law.

Medical devices are classified in three groups according to their risk level: Class I devices are "very well known in the medical field, with proven effectiveness and safety, and generally not introduced into the human body"; Class II devices are "well known in the medical field, but may have a variation in the raw materials of which they are made, or different component composition or concentration, and introduced into and kept in the human body for less than thirty days"; Class III devices include "new products or products recently approved in the medical field, or products that are introduced and kept in the human body for more than thirty days".

In order to register a medical device, a foreign manufacturer needs to appoint an entity based in Mexico and registered with COFEPRIS as its local representative. Manufacturers usually use their distributors in Mexico as registration holder, since their warehouse facilities can be inspected by COFEPRIS.

The registration submission (Formato de Solicitudes) includes all scientific and technical information demonstrating compliance of the medical device with safety and effectiveness characteristics, as well as the description of its manufacturing process, structure, materials, parts and functions. Moreover, the label in Spanish must be included, bearing the generic and specific names of the device, country of origin, sanitary registration number, expiration date, serial or lot number and contents. If a medical device is manufactured by a third party for the registration holder, the label should also include the name of the third party. Other important documents for registration submission are the instructions for use in Spanish, laboratory tests and bibliographical references, as well as any relevant references to corresponding official Mexican norms.

Foreign manufacturer must provide some additional information including:

- a certificate of free sale and good manufacturing practice certificate (or any equivalent medical device quality system certification) issued by the health authority of the country of origin;
- an authorisation letter from the manufacturer, certified according to the legal procedures in the manufacturer's country of origin, either

written or officially translated in Spanish, if the medical device is not manufactured by the registration applicant;

- a copy of the certificate of analysis issued by the manufacturing company.

Any change of address should be immediately submitted to COFEPRIS as well. The registration process can take several months especially due to the mandatory re-registration required for medical devices after the amendment of the validity period and also due to a shortage in the number of reviewers. However, on 19 June 2009 an amendment on review times was introduced, requiring COFEPRIS to respond within 30 working days for Class I devices, 35 for Class II devices and 60 for Class III devices applications.

Once the medical device registration has been approved, the Mexican registration holder or the manufacturer can appoint other distributors for the registered product by transferring the registration and informing the Health Secretariat. Manufacturers with multiple distributors can give certified copies of the sanitary registration to each distributor which may then apply to COFEPRIS for an import licence for the registered device.

A manufacturer wishing to supply its product to public health institutions should submit an application to the General Health Council in order to receive a "CB" code, which is a 10-digit code with a generic description identifying the type of products that can be included in the category. The CB code is the same for all public health institutions and their formulary only include technologies that have previously obtained this code. Further details on how to prepare the submission dossier in order to obtain the CB code are available on the General Health Council Website: www.csg.salud.gob.mx.

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'Instrument Amnesty' returns to Showcase 2011

Do you have any hand instruments you no longer use?

In order to address the need for dental instruments in developing countries, the BDTA is pleased to announce that the instrument amnesty will be returning to Showcase 2011. The BDTA is linking up with Dentaïd, the dental charity striving to improve the oral health of disadvantaged communities around the world, to encourage the dental team to donate their unwanted hand instruments at this year's exhibition.

Shortage of dentists and equipment in developing countries

There is a severe shortage of dentists in developing countries and the ones that are working are drastically under-resourced. The level of care they are qualified to offer is significantly higher than their equipment allows; no light, no drill, no suction, difficult working conditions and very importantly, only a limited range of instruments.

Recipient dentists are always delighted with the equipment provided but some have been known to literally weep with joy when they have opened the box of instruments provided with the surgery, highlighting just how important these hand tools really are for day-to-day dental care.

The need for instruments

Andy Jong, Dentaïd's CEO comments, "Since developing the portable dental chair and portable instrument kit, Dentaïd has experienced a big surge in orders from charitable projects and hospitals with community oral health programmes. This year's instrument amnesty is a great way for the dental team to help us meet the demand and reach many more remote places with improved oral health care."

It is likely that there is a huge selection of instruments sitting in the bottom of cupboards in dental practices across the country not being used. The highly successful instrument amnesty last took place at Showcase in 2005 where over 10,000 instruments were collected. It returns to this year's event as a way to once again replenish the diminishing stocks and enable Dentaïd to continue its important work.

Bring your instruments with you to BDTA Dental Showcase 2011

Please ensure your instruments have been properly sterilized and then donate, along with details of your practice, to the Dentaïd stand during the exhibition.

Source:

www.dentalshowcase.com
www.dentaïd.org



SINO-DENTAL 2012

The Biggest Dental Show in China

June 9 (Saturday) - 12 (Tuesday), 2012

Venue: China National Convention Center (CNCC)•Beijing

SINO-DENTAL, the largest dental exhibition in China, is a benchmarking dental show, which enjoys high reputation both in China and around Asia. In 2011, 72,328 professional visitors from 82 countries and regions had visited SINO-DENTAL.

In 2012, the total exhibition area will grow by 10% to 33,000 sqm and about 660 exhibitors from over 20 countries and regions will be presenting their products and service in SINO-DENTAL. Exhibitors from Germany, Japan, Korea, and USA will be participating as national pavilion. Our exhibits include various dental products such as dental instruments, equipment, materials and healthcare products, etc. The most advanced international products, as well as the Chinese ones which are superior in technology and quality while very competitive in price, will be exhibited in SINO-DENTAL to meet various demands of the visitors.

Jointly organized by the International Health Exchange and Cooperation Centre, Ministry of Health, P.R. China, Chinese Stomatological Association and Peking University School of Stomatology, SINO-DENTAL is no doubt the most authoritative and professional dental conference in China. In 2012, over 110 seminars, educational program, technical exchange courses will be held in SINO-DENTAL.

Embassies of Germany, U.S., France and Brazil will provide on-site assistance and guidance for you to explore Chinese market. Ideal business communication platform for dealers and producers from home and abroad.

Our visitor services are:

- Online visitor pre-registration
- Services for International Dealers:
 - Free food and beverage in the International Dealers Lounge
 - International Dental Dealers Day during 10:00-16:00 on June 10th in the International Dealers Lounge. Major Chinese dental manufacturers will introduce their products and we will provide free luncheon for this event.
 - Free interpretation service.
 - We encourage you to invite more international dealers or traders to SINO-DENTAL. We will provide you with free local accommodations during June 8-12 if you could invite 20 or more dealers or traders.

For more information contact us:

Ms. Sunny Yin // Ms. Carol Kang

Tel: +86-10-88393922/88393917

Email: info@sinodent.com.cn

www.sinodent.com.cn



Sofia Dental Meeting 2011

More Accessible Than Ever

This fall Sofia Dental Meeting (SDM) 2011 gives you the opportunity to witness live treatments performed by some of the best practitioners in the world directly on your TV screen.

Every year at the end of September in Sofia, Bulgaria you have the opportunity to be a part of an outstanding congress of dental medicine - SDM. The ambition of the organizers greatly exceeds the limitations usually imposed to such an event by the size of the country or the number of practicing dentists. At the last SDM edition there were more than 70 lectures, workshops, live dentistry arenas, and seminars going on simultaneously for four days in 7 different halls. An impressive constellation of star-lecturers have been prepared for the 2011 edition of the congress.

During each of the four days of the congress an internet streaming (transmission) will be available. It will give you the opportunity to look over the shoulder of the live dentistry arena demonstrators directly from the sofa in your living room or office. This alternative congress attendance allows you not only to spare the transport and accommodation costs but it also saves you precious time you would have otherwise spent at airports. By paying only one inscription fee you can watch the video together with your lab technician and colleagues sharing your passion for knowledge. Thus you can enjoy the work of some of the grandmasters of our profession in the comfort of your home together with friends and colleagues and at the same time save more than 90 % of the expenses for attending the congress the traditional way.

Some of the top events in the congress program will not be accessible via internet. Such is for instance the full-day lecture by Henry Salama dedicated to the correct decision making when dealing with complex implant aesthetic cases in the anterior segment. A constellation of impressive young stars on the international stage such as Dinos Kountouras, Stephen Koubi, Gil Tirlet and Walter Devoto will be handling the eternal conflict: porcelain laminates or direct composites when making anterior restorations. The role of periodontology as a key factor for stable aesthetic results in multidisciplinary cases will be discussed by Cobi Landsberg. Marcel Le Gall – a lecturer not well-known outside the French-speaking world – is going to challenge everything you know about occlusion with his functional concept.

In case you are already convinced that it is a not-to-miss event, it is up to you whether to take a plane and enjoy the full four-day congress, the cultural program and the intensive night life of Sofia, or just to connect the computer to the plasma screen in your office or home and invite friend colleagues to share the pleasure of the full HD spectacle. For more information visit sofiadentalmeeting.com



The results of the main spring dental forum in the North-West

The Dental Forum Stomatology 2011 took place on May 16-18 2011 in Lenexpo (Saint-Petersburg)

The forum organisers are PRIMEXPO (Saint-Petersburg), official partner ITE Group plc (London) and exhibition center DENTAL-EXPO (Moscow). The support was given by the Russian Dental Association (StAR), Association of Dental Manufacturers and Trade 'Dental Industry' (RoSI) and St.Petersburg Dental Association.

The leaders of the stomatological market gathered in the city on the Neva river to introduce the off-the-shelf equipment and expendable materials to the professionals. 106 companies took part in the show. More than 5,300 experts visited the exhibition within three days.

Traditionally, the organisers paid the special attention to the lecture section of the forum which is considered to be the most valuable to the professional visitors. The exhibitors were able to demonstrate their developments and come to a constructive dialogue between all the market members. This year, the exhibition business program became even more complete, informative and useful for dentists. The events gathered a record number of listeners: more than 1,050 specialists from 34 cities and 21 countries (France, Estonia, Israel, USA, Latvia, Lithuania, Kazakhstan, Azerbaijan, Belarus, Italy, Poland, Denmark, Germany, India, Pakistan, Slovakia, Finland, Switzerland, Sudan, the Ukraine and Russia) took part in the conferences, symposium, seminars and masters - classes.

The specialists who visited the show had an opportunity to learn the new methods and technologies in the industry: surgery, endodontics, aesthetic restoration, therapy, orthodontics etc.

Forum Stomatology Saint-Petersburg is an important professional event, an excellent venue for the business development, display of the latest innovations and professionals meeting place.

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EXPODENTAL WILL STAGE ITS NEXT EDITION BETWEEN 23RD AND 25TH FEBRUARY 2012

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

Another of the new features that will be introduced at the next edition of Expodental, an event organised by IFEMA and promoted by the Spanish Federation of Health Technology Companies (FENIN), consists of an increase in the amount of exhibition space available at the Show. In this respect, Expodental will now occupy Halls 7 and 9 at Feria de Madrid, which together offer a larger space than at the previous edition. The decision to increase the amount of exhibition space available at the event was taken after a strong show of interest on the part of numerous companies from the industry to take part at Expodental.

These new participants will join the considerable number of companies that took part at the last edition, the majority of which have expressed an intention to return to the event in view of the excellent results they managed to achieve. The fair's expansion will also make it easier and more comfortable to receive trade visitors at Expodental, given that, among other initiatives, the Show will feature wider thoroughfares in order to facilitate circulation throughout the event.

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

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

For more information visit
www.ifema.es/ferias/expodental/default.html



DENTAL ISTANBUL'11

OCTOBER 22-23, 2011

Dental Istanbul'11 is the name of event which brings local and international dental professionals together and provide them the opportunity to develop their knowledge, socialize and learn about new products. It also provides exhibitors and sponsors the opportunity to meet face to face dental professionals and give them detailed information about their products

Get your position

In last three years, dental professionals from many countries, proved us that our dream is coming true. Now, we are making preparations of the event planned for 2011. We will be very happy to see in you in Istanbul, as a visitor, exhibitor, attendee or observer.

Numerical Expectations of Dental Istanbul'11

Congress Attendance

750 Dentists
 300 Technicians
 200 Dental Assistants/Hygienists
 200 Students

TOTAL 1,450 Dental Professionals

Fair Visitors

1,000 Dentists
 750 Technicians
 250 Students
 500 Company Representatives

TOTAL 2,500 Visitors

Sponsor and Exhibitors

Sponsor 25 Companies
 Exhibitors 75 Companies

TOTAL 100 Exhibitors and Sponsors

Venue

Grand Cevahir Hotel & Convention Center

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For further information visit
www.dentalistanbul.com



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87th annual Greater New York Dental Meeting

The Sky's the Limit

New York City, November 25-30

The Greater New York Dental Meeting (GNYDM) is the largest healthcare and Dental event in the United States attracting 58,135 attendees from all 50 states and 132 countries which included 19,431 dentists in 2010. With no pre-registration fee for all dental professionals and their guests, the Greater New York Dental Meeting continues to be at the head of its class.

Exhibit Floor

In 2010, the Greater New York Dental Meeting's exhibit floor included over 1,500 exhibitors offering a unique opportunity to meet face-to-face with companies that export. Their continuous partnership with the U.S. Department of Commerce International Buyer Program allows exhibitors a free listing in the GNYDM Export Interest Directory, the opportunity to meet many worldwide senior level volume buyers, export counseling by government specialists and additional benefits derived from their extensive international marketing efforts.

International Pavilion

The GNYDM has significantly expanded its international program to accommodate 6,970 international visitors in 2010. In terms of education, the Greater New York Dental Meeting discounts all of their programs by 50 % for international attendees and there is never a registration fee for international attendees. In efforts to expand hospitality, free multi-language courses are offered in Portuguese, French, Spanish and this year adding Italian and Russian to the mix.

"Live" Dentistry Arena

This revolutionary concept offers 8 Free "Live" Patient Demonstrations right on the exhibit floor. By placing two large screens on either side of the stage as well as smaller screens scattered throughout the audience, attendees are able to get an up-close view of the procedures occurring in real-time. Attendees also have the chance to earn up to 24 hours of free CE credits.

Educational Programs

Once again, the Greater New York Dental Meeting offers an unparalleled educational program, featuring some of the most highly regarded educators in the field of Dentistry. There are choices of 300 essays, full-day and half-day seminars as well as hands-on workshops including exciting educational programs such as Salivary Diagnostics (offered in English and Spanish), Botox/Dysport and Dermal Fillers, Lasers, Orthodontics, Endodontics and so much more.

For additional information, please contact the Greater New York Dental Meeting by telephone (212) 398-6922 or e-mail: info@gnydm.com.



CEDE 2011

Poland – the country that took over the Presidency of the Council of the European Union on July 1, remains the economic leader in Europe and is a perfect place to invest.

In the 2010 Ernst & Young European Attractiveness Survey international concerns' managers indicated Poland as the top potential investment destination for their FDI projects in Europe. The report places Poland on the 5th position in terms of job creation and 8th among European countries which are most active in attracting FDI projects. Authors of the report emphasise that against the backdrop of other West European countries, Poland has been developing rapidly both in terms of job creation and foreign investment.

In the last three years Poles expenditures on private medical services grew annually by 13-22%. According to the PMR report "Dentistry services market in Poland 2011. Development forecasts for 2011-2013", the value of the market reached PLN 7.1bn (€1.8bn). Over the next years, a double-digit growth dynamic is expected, to the level of nearly PLN 10bn (€2.5bn) in 2013.

The market will be driven by the growing awareness of Poles in the area of health and aesthetics of teeth, a stable economic increase (positively influencing private spending), and interest in dental services generated by foreign patients. In the ensuing years (past 2013) an impact of increased revenues from the medical tourism on the overall market growth rate is anticipated by PMR. Due to the new European Union "Patients Without Borders" directive coming into force in 2013.

Privatization in Poland is most advanced in the dental and medical research sector. According to PBS DGA over 50% of Poles have their teeth being cared of in private health institutions. The dentistry market in Poland has always been a sector of healthcare known for high patient co-payment contribution, as the benefits guaranteed within public contributions are not sufficient. It is therefore an attractive area of investment for private medical and insurance firms.

A place where all the key participants of the dental market have been meeting for 20 years is the Central European Dental Exhibition – CEDE. The exhibition is held on Poznan International Fair grounds – September 22-24, 2011. More than 13,000 professional visitors, over 300 exhibitors, a very interesting programme of lectures for doctors, technicians, assistants and dental hygienists make CEDE the most important and biggest event in the dental industry in Poland and Central and Eastern Europe.

For more information visit www.cede.pl



419 companies, a new record for Dental Salon Moscow

29th Moscow International Dental Exhibition and Conference Dental Salon 2011 was held at the Crocus Expo from 25 to 28 April 2011.

The exhibition sponsors were companies Kerr and Rocada-Med, companies Colgate, 3M-ESPE, Procter&Gamble were the sponsors of scientific program and Company Kraftway was the sponsor of the business center of the exhibition.

Greetings from all leading professional associations in the dentistry field, such as Russian Dental Association (RDA), Russian Dental Industry Association (RDI), Moscow State University of Medicine and Dentistry (MSUMD) and from the major scientific center focused in the dentistry field (CNIIS) and from the representatives of sponsoring companies were heard at the opening ceremony.

The exhibition area of the forum has grown by 14% and the visitors showed great interest to the exhibition and scientific program. Exposition fully occupied exhibition halls 5 and 8, which made Dental Salon 2011 largest one for the whole its history starting from 1998 year.

Exhibition statistics:

Total attendees: 23,880

Visitors of the exhibition: 19,848

Conference attendees: 276

Exhibitor staff: 3,595

Organizer staff: 161

Total surface: 17,123sqm

Exhibitors: 419 companies

On-line education pavilion DT Study Club worked for the visitors of the exhibition for three days. DT Study Club's program at the Dental Salon 2011 included lectures on aesthetics, laser stomatology, implantology, and a certified course of the ADIA for the paramedical personnel. The organizational committee expresses gratitude to the ICOI association for support, as well as to the AMD LASERS, Discus Dental, BIOLASE, PreXion companies. It is due to their support that the visitors had the chance to listen to the speeches of the leading specialists at no charge. This year DT Study Club drew much attention due to its interesting program and new concept of the pavilion.

As judged by the reviews the participants were happy with the results of the exhibition in spite of some decline in attendance. It's no surprise since more than 70% of the visitors are decision making agents in issues of supplies, 55% of visitors were private clinics' representatives, 9% - from trade companies, more than 20% were heads of companies and clinics according to the statistics, and 30% of visitors checked search for new suppliers as the purposes of their visit.



For more information contact:
Web: www.dental-expo.com
Email: international@dental-expo.com

FDI Annual World Dental Congress 2011

Dental professionals from around the globe will gather Sept. 14-17 in Mexico's cosmopolitan capital for the 2011 FDI Annual World Dental Congress.

"It's a great satisfaction for the Mexican Dental Association that, for the third time in history, we will host the annual FDI World Dental Congress," said Dr. Víctor Manuel Guerrero Reynoso, chair of the local organizing committee. "We will have speakers from many parts of the world who will present current topics of immediate clinical use in endodontics, periodontics, prosthodontics, pediatric dentistry, maxillofacial surgery, implantology, dental caries, saliva, genetics and oral health. The trade show will feature the world's largest companies, offering products, equipment, instruments and cutting edge technology." Registered attendees will be able to participate in a daily raffle for a Mercedes-Benz car, Dr. Reynoso said.

The scientific sessions and trade exhibition will be held at Centro Banamex convention and exhibition center. Those who register in advance not only receive substantial savings on registration fees, they can also take advantage of digital planning resources, including a customized interactive scientific program guide, speaker information, exhibition floor plans and more.

Outside the convention center, the wonders of Mexico City await. "A visit to Mexico would not be complete without taking advantage of discovering the rich culture, gastronomic traditions and multicolored folklore the country provides," said Dr. Roberto Vianna, FDI president. "Many opportunities will be available to you to experience during the congress and, should you extend your stay in the country, you can take advantage to further discover Mexico's biodiversity through specially selected excursions throughout the country."

For more information about FDI 2011 visit www.fdicongress.org



Importing Dental Devices in Australia: A Regulatory Overview

Key regulatory requirements

Under Australian law most types of dental equipment and consumables are classified as “medical devices” that need to be supplied in accordance with the framework established by the ‘Therapeutic Goods Act (Cth) 1989’. This legislation is administered by the TGA which regulates the quality, safety and performance of medical devices (e.g. dental equipment) that are manufactured, imported and/or supplied in Australia.

The TGA has established a classification system for medical devices based upon the risk to the patient, user and environment. The classification allows the TGA to set more complex standards and monitoring regimes for higher-risk medical devices. All types of medical devices (including dental equipment) must appear on the Australian Register of Therapeutic Goods (ARTG). It is the responsibility of each Australian manufacturer or importer to organise the ARTG entry, even if an identical product (i.e. the same product) is being imported by another party already on the ARTG. Some types of equipment, such as x-ray and imaging devices, may also need to be installed and operated in accordance with state legislation.

Key standard requirements

Most types of equipment need to be manufactured in accordance with the relevant product technical standard which many include an International Standard (ISO), Australian Standard (AS), joint Australian/New Zealand Standard (AS/NZS), European Standard (CEN) or an American Standard (ANSI).

Manufacturers of medical devices must ensure that their devices comply with all applicable rules and regulations that relate to the operation or supply of their device in Australia, regardless of whether the requirements directly relate to medical regulatory aspects or not. For example, a manufacturer of an electrically powered medical device that uses water must comply with each of the appropriate electrical and water regulatory requirements that apply nationally and in each of the states and territories.

Depending on the piece of equipment these technical standards may govern the design, manufacture, installation, calibration and maintenance of equipment. In many cases these standards will be referenced in regulations thus compliance with the standards is mandated by law. There are more than five hundred standards relevant to dental equipment and consumables in Australia and it is not therefore practical for ADIA to provide advice as to which standards are relevant to each type of product. Importers should also familiarise themselves for Quality Systems standards. It is necessary for an importer to have on record, or access to, documentation providing an independent assessment that a product meets the required standard(s).

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The Australian Register of Therapeutic Goods

The ARTG is a computer database of information about therapeutic goods and in all but a very few cases medical devices must be included before they may be supplied in or exported from Australia. There are around 60,000 products listed on the ARTG.

The Therapeutic Goods Act (Cth) 1989 and subordinate legislation sets out the requirements for inclusion of therapeutic goods in the ARTG, including advertising, labelling, product appearance and appeal guidelines. Some provisions such as the scheduling of substances and the safe storage of therapeutic goods are covered by the relevant State or Territory legislation.

For a medical device to be included in the ARTG the TGA must be satisfied that evidence exists appropriate to the perceived risks of the device to support its safe and effective use, and that an appropriate system is in place for monitoring the ongoing performance and safety of the device.

If an importer wants to supply a device that is identical to a device that is already in the ARTG, even if both devices are made by the same manufacturer, an application to include the device in the ARTG must still be made to the TGA. This is because the ARTG is not only a record of the devices that can be supplied in Australia, it is also a record of all the sponsors who are legally responsible of the medical devices on the market.

The Essential Principles

For a medical device to be supplied in Australia, it must be demonstrated that the relevant Essential Principles have been met. The regulatory

framework provides flexibility for manufacturers and caters for technological advances and changes in the development of new medical devices by not dictating how a manufacturer must prove that they have met the Essential Principles.

The most common way to demonstrate compliance with the Essential Principles is to meet a standard published by an Australian or International Standards agency, or a similar standard. If the manufacturer chooses to use other voluntary standards they must provide evidence that the chosen standard is applicable to the manufacturer's quality system and that its application satisfies the requirements of the Therapeutic Goods Act (Cth) 1989 and subordinate Regulations.

There are six general Essential Principles that apply to all devices. There are a further eight Essential Principles about design and construction that apply to devices on a case by case basis.

General Principles for Medical Devices:

- Medical devices not to compromise health and safety
- Design and construction of medical devices to conform to safety principles
- Medical devices to be suitable for intended purpose
- Long term safety
- Medical devices not to be adversely affected by transport or storage
- Benefits of medical devices to outweigh any side effects

Principles about design and construction

- Chemical, physical and biological properties
- Infection and microbial contamination
- Construction and environmental properties
- Medical devices with a measuring function

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- Protection against radiation
- Medical devices connected to or equipped with an energy source
- Information to be provided with medical devices
- Clinical evidence

Once a design specification that minimises the identified risks has been defined, the manufacturer will need to decide how to demonstrate that it meets the relevant Essential Principles. In many instances this will be achieved through implementation, maintenance and regular inspection of a quality management system by the device manufacturer.

An importer must ensure that the medical devices that they import comply with the Essential Principles and that they have available sufficient information to substantiate that compliance with the Essential Principles or have procedures in place, including a written agreement, to ensure that such information can be obtained from the manufacturer within twenty working days. The TGA may request this information at any time without the need to show cause as to why they require the information.

Regulatory Compliance – Responsible persons

The legal framework established by the Therapeutic Goods Act (Cth) 1989 requires that each manufacturer and importer be responsible for ensuring that the piece of dental equipment complies with the requirements of the legislation and is supplied in the same fashion. The legislation refers to the manufacturer and suppliers as the "Sponsor" of product as they sponsor the supply of product to the Australian market place and are also responsible for ensuring that the product appears on the ARTG.

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Distribution Records

Under the Therapeutic Goods Act (Cth) 1989 the Sponsor of medical devices supplied in and exported from Australia are required to keep distribution records of the medical devices. This is required to expedite any recalls of batches of the medical devices and identify the manufacturer of each batch of devices.

Importers are not required to maintain records of the individual users of medical devices, however the importer should have records of distribution centres, hospitals and export countries the device has been supplied to. Each importer is required to retain the distribution records for their medical devices for between five and ten years (depending upon the class of medical device) after the last product has been distributed.

Importer's Ongoing Responsibilities

An importer of medical devices that has successfully had a medical device listed on the ARTG has ongoing responsibilities. They are required to ensure that an appropriate conformity assessment procedure has been applied to the device. An importer is also required to ensure that they have available sufficient information to substantiate the application of those conformity assessment procedures or have procedures in place to ensure that such information can be obtained from the manufacturer within twenty working days.

There are also guidelines governing the advertising and promotion of therapeutic goods and it is the importer's responsibility to ensure that any advertising material relating to the medical device complies with the TGA requirements.

Important Note About Medicines, Biological Products & Locally Manufactured Products

Please note that the TGA has put in place different arrangements for medicines, biological products (blood products and products for human/animal origin) and therapeutic devices that are manufactured locally. For further information on these please contact the TGA or an appropriately qualified consultant.

The Legislative Framework Changes so Keep Up To Date

The legislative framework governing the manufacture and supply of therapeutic devices is subject to constant review and it is a responsibility of each manufacturer and importer to monitor what changes are proposed, those that have been implemented and then determine how they apply to your company's operations and the way that you distribute or manufacture goods. An excellent way to monitor changes to the regulatory, commercial and technical environment is to join the Australian Dental Industry Association (ADIA). Via fortnightly news updates and monthly newsletters ADIA keeps its members informed.

• Source:

ADIA, "Importing Dental Devices in Australia: A Regulatory Overview" - <http://www.adia.org.au/imports>

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A wide-angle photograph of the Shanghai skyline at night, featuring the Oriental Pearl Tower and other illuminated skyscrapers along the waterfront.

Opportunities & Challenges in Chinese Emerging Cities

The Chinese dental market size is estimated to be worth about US\$220 million. According to the agency Export to China, imports of dental equipment and materials reached US\$153 million in 2010, with a growth of 21.37% on 2009. About 90% of imports were destined to the provinces of Shanghai, Beijing and Guangdong. Germany was the largest source of China's dental equipment in 2010, with exports worth \$27.17 million, followed by Switzerland, Japan, the U.S. and Brazil.



The potential market is huge, considering that according to figures provided by the organizers of Dental South China International Expo, there are 110,000 dentists and dental lab technicians in the country. Oral health coverage has improved dramatically in the last fifteen years, from a 1:50,000-60,000 dentist to population ratio in 1995 up to 1:13,000 in 2010. However, the goal of one dentist per 4-5,000 population, which is closer to the average ratio in developed countries, is still far and will require a much greater expansion of dental services and facilities across the country. Figures released in the Third National Survey of Oral Health Status (2006), for instance, showed that dental caries affect 66% of 5-year-old and 28.9% of 12-year-old children, but 90% of them did not receive proper treatment. 50% of adults suffer from periodontal disease and 37% from decayed teeth, that means about 500 million people. Increased awareness towards oral health and the growth of average incomes will contribute to support the market with such a big demand to meet.

It is therefore crucial for all dental companies wishing to access the opportunities offered by the Chinese market to carefully plan their approach. Major cities such as Beijing, Shanghai or Guangzhou have seen a tremendous increase in their population and are now long established international trade hubs. These large metropolis are preferred destinations since the concentration of clinics and facilities offering dental services is much higher, as well as the number of middle

income or wealthy people able to afford quality dental treatments, yet, second and third-tier cities are gaining importance as an attractive locations for foreign investments, especially with the improvements in transportation infrastructure and services. These cities act as important, expanding trade hubs for their regions, each with different characteristics according to the economic profile of the province.

The growth potential of the so-called “middleweight cities”, with a population of 150,000 to ten million, is described in McKinsey’s report “Urban World: Mapping the economic power of cities”. According to the report’s claim, currently about 30% of global GDP comes from 380 cities in developed regions. Over the next 15 years the growth of the so-called “middleweight” cities will outpace the growth of the megacities in developed and emerging countries. 577 of them will be accounting for more than half of global growth by 2025, and it is worth noticing that 7 of the 13 middleweight cities that are likely to become megacities by that date are located in China. Moreover, 136 new cities from the developing world are expected to enter the top 600 cities contributing to 60% of global GDP, and 100 of them are in China. These figures account for the important role that second and third tier cities are going to play in the next 20 years, especially considering the pace of urbanization. In fact, 49.7% of the 1.34 billion people living in China’s mainland (as per 2010 Census) are urban residents, an increase of 13.4% in the share of urban population compared to the year 2000.

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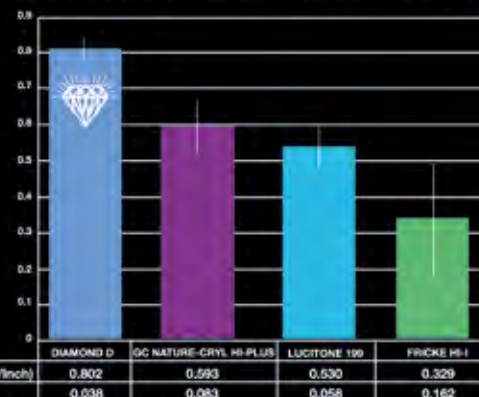


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According to the US Commercial service, the most interesting second-tier cities for the dental market are Suzhou, Shenzhen, Qingdao, Tianjin, Nanjing and Xi'an. Suzhou is a biotech center hosting over 1,500 foreign companies with a per capita GDP of US\$17,169. Shenzhen has the highest local GDP at US\$120 billion and is also an important high-tech hub as well as southern China's major financial centre. Qingdao has a strategic location close to Korea and Japan and is investing heavily on infrastructure and transportation, being a special Economic and Technical Development Zone with 50 large-scale projects currently running.

Tianjin, China's third largest city, is a municipality on its own not far from Beijing and its role as trade and distribution hub is supported by national transportation routes crossing its area, in addition to its being the 6th largest Chinese port. Imports are growing at a double-digit rate due to high per capita GDP and positive investment climate. Tianjin is a particularly attractive market for dental products and equipment as it closely mirrors Beijing's consumption trends.

Nanjing is eastern China's second largest trade center, enjoying high competitiveness rate and favoured by its proximity to Shanghai. This also impacts on market trends as regards purchasing habits for medical and dental equipment, following products and brands most known in Shanghai. In the northwestern region, Xi'an benefits from the general upgrade of Shaanxi Province's transportation and distribution infrastructure, with a good number of renowned dental hospitals and laboratories.

As reported by China Briefing Magazine, wages in these cities are rising along with their economies, especially considering that local governments are raising taxes as well as the annual minimum wages. The minimum employer contribution for mandatory welfare is ranging around 35% (but it reaches 44% in Tianjin, the same as in Beijing), compared to average 40.5% in first-tier cities. So this is also a factor to keep in mind, when considering the potential savings to be obtained by moving to second-tier cities.

The Magazine highlights that third-tier cities (defined as third largest city in a specific province) still have comparatively lower rates of minimum contributions, but not to such a great extent, in fact their average is estimated at 31.3%.

These figures are generally indicating that wealth is progressively, though not really evenly, spreading across the country, making work progressively more expensive. SMEs will benefit from a careful evaluation about the better location for their investment by considering these changes in course in the Chinese scenario.

Dental Imports, 2010

Imported commodity	million US\$
Dental cements and other dental fillings, bone cements	31.5
Toothpaste	27.8
Tooth brushes including dental plate brushes	23.1
Dental floss	0.89
Preparations for oral/dental hygiene	5.07
Dental drill engines (whether or not combined on a single base with other dental equipment)	24.9
Instruments and appliances used in dental sciences, excl. drills	44.2
Artificial teeth	2.4
Dental fittings (excl. artificial teeth)	29.6
Dental x-ray apparatus	20.9

Source: UNcomtrade

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2009 Economic indicators of selected Chinese provinces

Emerging Cities	Sub-provincial city inhabitants (million)	Region	Gross Regional Prod. (100 million yuan)	Indices (preceding year=100)	Regional exports (million USD)	Regional imports (million USD)
Tianjin	8.2	(municipality)	7521.85	116.5	29,892.72	33,938.52
Dalian	6.17	Liaoning	15212.49	113.1	33,414.93	29,519.45
Harbin	4.75	Heilongjiang	8587.00	111.4	10,082.13	6,147.39
Nanjing Suzhou	6.8 / 6.3	Jiangsu	34457.30	112.4	199,199.19	139,540.51
Hangzhou	8.7	Zhejiang	22990.35	108.9	133,012.95	54,717.91
Xiamen	3.5	Fujian	12236.53	112.3	53,319.11	26,330.48
Qingdao	7.5	Shandong	33896.65	112.2	79,490.71	59,562.66
Wuhan	6.6	Hubei	12961.10	113.5	9,978.8	7,272.22
Shenzhen Zhuhai	8.6 / 1.48	Guangdong	39482.56	109.7	358,954.89	252,139.16
Chongqing	7.5	(municipality)	6530.01	114.9	4,280.07	3,432.45
Chengdu	11	Sichuan	14151.28	114.5	14,169.45	9,999.2
Kunming	6.8	Yunnan	6169.75	112.1	4,513.25	3,534.34
Xi'an	8.2	Shaanxi	8169.80	113.6	3,988.15	4,417.24

Source: China Statistical Yearbook 2010

• Source:

National Bureau of Statistics of China - www.stats.gov.cn

McKinsey Global Institute - www.mckinsey.com

China Chamber of Commerce for Import and Export of Medicines and Health Products
- www.cccmhpie.org.cn

US Commercial Service, "China's Emerging Markets: Opportunities in the Dental and Dental Lab Industry" - www.export.gov

Companies.Asia Group - <http://companies.asia>

China Briefing - www.china-briefing.com



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» Henry Schein Celebrates 20th Anniversary In The United Kingdom

Company has evolved from a dental consumables business to a full-service dental, medical and animal health business over two decades. Henry Schein, Inc. (NASDAQ: HSIC), the largest provider of health care products and services to office-based practitioners, commemorated the Company's 20th anniversary in the United Kingdom with a celebration at Henry Schein's U.K. headquarters in Gillingham. Henry Schein, a U.S.-based company, entered the U.K. in 1991 as a dental consumables business, and has evolved over the past two decades to be a full-service distributor of health care products and services to dental, medical, and animal health office-based practitioners.



» Dentsply Buys Astra Tech For \$ 1.8 Billion

In a \$1.8 billion deal, Dentsply International agreed to buy Astra Tech, a provider of dental implant products owned by AstraZeneca. Swedish-based Astra Tech, which had revenue last year of \$535 million, is the world's third-largest dental implants maker after Straumann and Nobel Biocare. Dentsply said the transaction was expected to increase its

revenue by about 25 percent. The technology Astra Tech uses for abutment manufacturing could also enhance Dentsply's prosthetics division, which already uses some CAD/CAM technology.



» Stryker Corp. Signed A Definitive Agreement To Acquire Othovita Inc.

Stryker Corp. signed a definitive agreement to acquire Orthovita Inc., a small maker of orthobiologic and biosurgery products, for about \$304 million last month. Orthovita competes in the \$5 billion orthobiologics market, offering synthetic bone grafts through its Vitoss product and also competes in vertebral augmentation with its Cortoss product.



» Henry Schein Inc. Acquired Sogim Grimouille

Henry Schein, Inc., the largest provider of health care products and services to office-based practitioners acquired Sogim Grimouille, a full-service dental distribution company. This transaction is expected to strengthen Henry Schein's dental presence in France.



» Align Technology Finalized The Acquisition Of Cadent Holdings

Align Technology announced May 2 that it has completed the acquisition of privately-held Cadent Holdings (Cadent), a leading provider of 3-D digital scanning solutions for orthodontics and dentistry and makers of the iTero and OrthoCAD iOC scanning systems.



» Lifco Group Signed A Purchase Agreement To Acquire Edp

Lifco Group, a Swedish based industrial and dental trading group owned by Carl Benet AB, signed a share purchase agreement to acquire European Dental Partners (EDP) from private equity firm Silverfleet Capital. Following the acquisition, Lifco will become one of Europe's leading distributors of consumables, equipment and technical services to dental offices and dental laboratories.



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»» Wieland Acquired A Majority Shareholding In Digident GmbH

The WIELAND Dental group acquired a majority shareholding in the CAD/CAM-manufacturing centre Digident GmbH. The company announced that this investment represents a further stage in the expansion of its technological expertise and enables the offering of complimentary products to its customers, such as individual titanium abutments.



a privately held company specialising in web-based multimedia training and software development in the health-care sector, has announced the creation of the Acteon Viva Learning dental continuing education (CE) website. The new website will serve as a hub for Acteon's CE initiatives, which will include interactive live CE webinars, CE webinar archives, an online resource library and a variety of product training videos. Interactive and self-study CE credits will be awarded.



»» Biolase Establishes Offices In China And India

BIOLASE Technology announced the opening of its headquarters in Asia. The dental laser manufacturer and distributor has established BIOLASE Technology Asia Pacific in Shanghai, China, and a direct sales and service office, BIOLASE Technology India Private Limited, in Mumbai, India.



»» PerkinElmer buys X-ray detector maker Dexela

Health-technology conglomerate PerkinElmer has finalised its acquisition of Dexela, a UK-based start-up specialising in complementary metal-oxide-semiconductor (CMOS) X-ray detection technology. The take-over is intended to expand the US company's medical imaging portfolio to new areas, such as cardiology and dental CT.



»» Acteon Trusts In Dental Continuing Education

Acteon, French manufacturer of small equipment and imaging products for dentists, is investing in further education. Learn HealthSci,

»» Biomet 3i And Cadent Will Cooperate

Two leaders in the dental marketplace, BIOMET

3i and Cadent, have announced a collaboration to offer digital intraoral impressions through BIOMET 3i's patented Encode Impression System and Cadent's iTero System. Clinicians can now make an impression of a healing abutment with the use of an intraoral wand that will scan embedded codes on the occlusal surface of the abutment.



»» Darby Dental Supply And American Red Cross Send Supplies To Devasted Japan

Darby Dental Supply, the largest all-tele-sales national distributor of dental merchandise, recently partnered with students from the American Red Cross Molloy College Campus Club to create a 30' container of much-needed medical supplies for an area in Japan that was devastated by the recent earthquake and tsunami. The container included essential medical emergency items, such as isolation gowns, gloves and face masks. The supplies were shipped overseas directly to a temporary shelter set up in an elementary school in Kesennuma, Japan, located in the extreme northeast of Miyagi Prefecture. The Kesennuma area was hit especially hard by the recent earthquakes and tsunami, and was further devastated by the fires that broke out in the area following the two natural disasters.



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Silfradent New procedures for the construction of the implant tunnel using the new PEC Piezo Expansion-Cresttechnique

In recent years, the imperative of modern surgery has become minimal invasiveness and low biological impact. Piezo-electric surgical techniques fall perfectly into this category. In developing these procedures, I have devised a personal manoeuvre, which can be identified using the acronym PEC, Piezo Expansion-Crest. With this procedure, in one surgical session, it is possible to achieve the bone thickness necessary in order to insert one or more implants in crests which are atrophied due to post-extraction or post-traumatic infections.

Today, patients are coming to our surgeries with two priority needs: dental reconstruction with a high level of aesthetic importance and the rapid morphological and functional restoration of missing teeth. It is obvious that it becomes a priority to have surgical procedures that make it possible to replace missing teeth with implants. For this purpose, it is possible to use piezo expansion-crest procedures.

Let us now analyse this technique in detail: the expansion-crest makes it possible to create a permanent dilation suitable for accepting the implants, thereby making the surgical intervention quicker and more predictable. It is very important not to confuse the expansion-crest with the split-crest, two procedures which are apparently similar but totally different in terms of substance and results. The split-crest is performed by opening a partial-thickness flap and using greenstick fracture of the crest and elastic deformation under tension of the disjointed bone gaps. The expansion-crest, however, is performed with a full-thickness flap and takes advantage of the viscoelastic properties of the bone, allowing a gradual separation of bone segments with permanent dilation and plastic deformation devoid of tension. The lack of tension on the implants is the key feature that makes it easier to stabilise the bone, reducing the risk of absorption and allowing a more predictable therapeutic outcome in the short, medium and long term.

Operational difficulties in the execution of the separation of bone segments, especially in the jaw, are easily overcome by using the new PEC technique. As a matter of fact, the inserts that I have developed in cooperation with Silfradent, which provided the technical support necessary for their creation, make it possible to create

the appropriate plastic dilation with minimum effort in the progression in depth and with the maximum preservation of the adjoining bone walls. The result is a kind of new implant tunnel site that is both a passive stabilisation and active bone proliferation site, extremely vibrant from a biological point of view for the construction of the new implant site.



To this end, I have made a kit consisting of piezoelectric inserts with increasing diameter, calibrated for the most common implant procedures, with a non-working apex in order to avoid iatrogenic fenestrations and at the same time enable the tips to behave in a self-centring manner. The clinical case presented highlights the easy management of this procedure which, even in extremely critical clinical conditions, allows less experienced operators to easily insert fixtures in crests with marked atrophy which, with the usual procedures, would first require bone increase and then, at a later date, the implant could be performed.

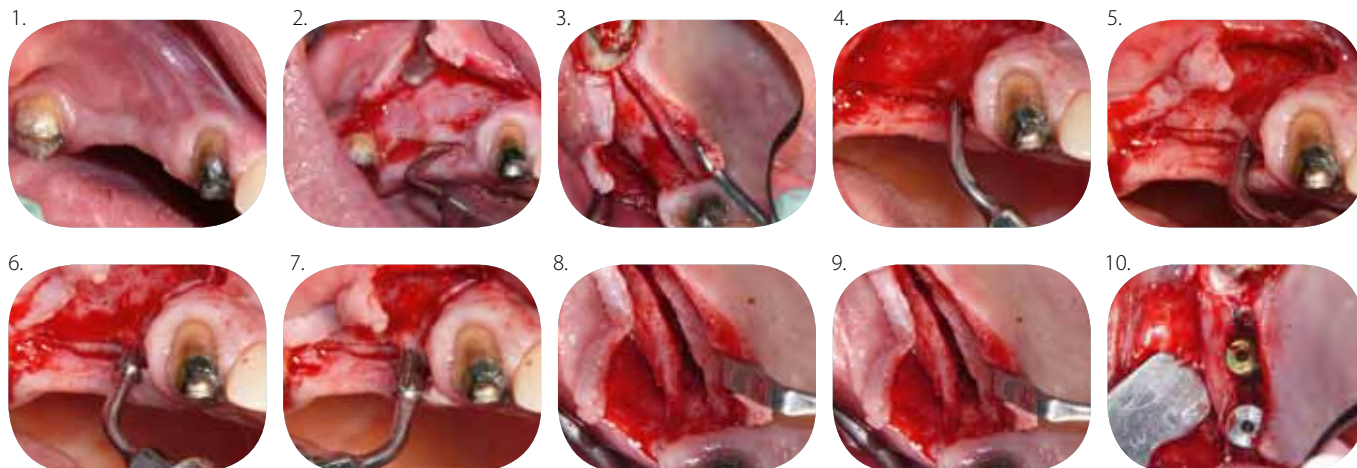
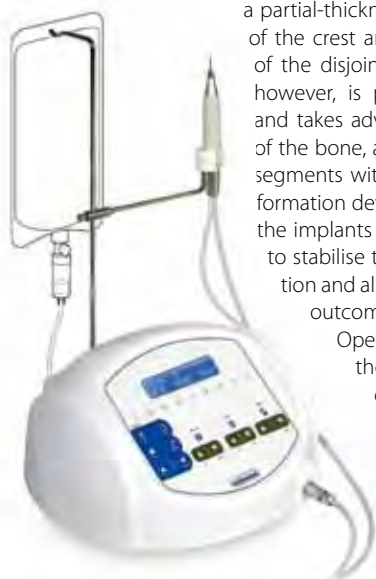
Today, using mini PEC procedures, it is possible to create implant tunnels without rotary cutters, creating biological conditions which are conducive to faster and more effective healing from both an aesthetic and functional point of view, improving the quality of the intra-operative stage and its course, satisfying today's contextual demand for minimally invasive surgery with low biological impact.

CAPTIONS:

- 1 - Upper right quadrant in need of implants in zone 14 and 15.
- 2 - Full-thickness flap and horizontal bone incision with piezo insert.
- 3 - Horizontal osteotomy completed.
- 4 - First deep piezo insert for implant tunnel.
- 5 - Second deep piezo insert for implant tunnel.
- 6 - Third deep insert.
- 7 - Fourth and final insert for implant tunnel.
- 8 - Dilating osteotomy completed.
- 9 - First implant inserted in zone 14 and simultaneous osteotomy in 15.
- 10 - Implant insert on 14 15 in PEC (Piezo Expansion-Crest)

AUTHOR BOX:

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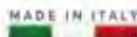
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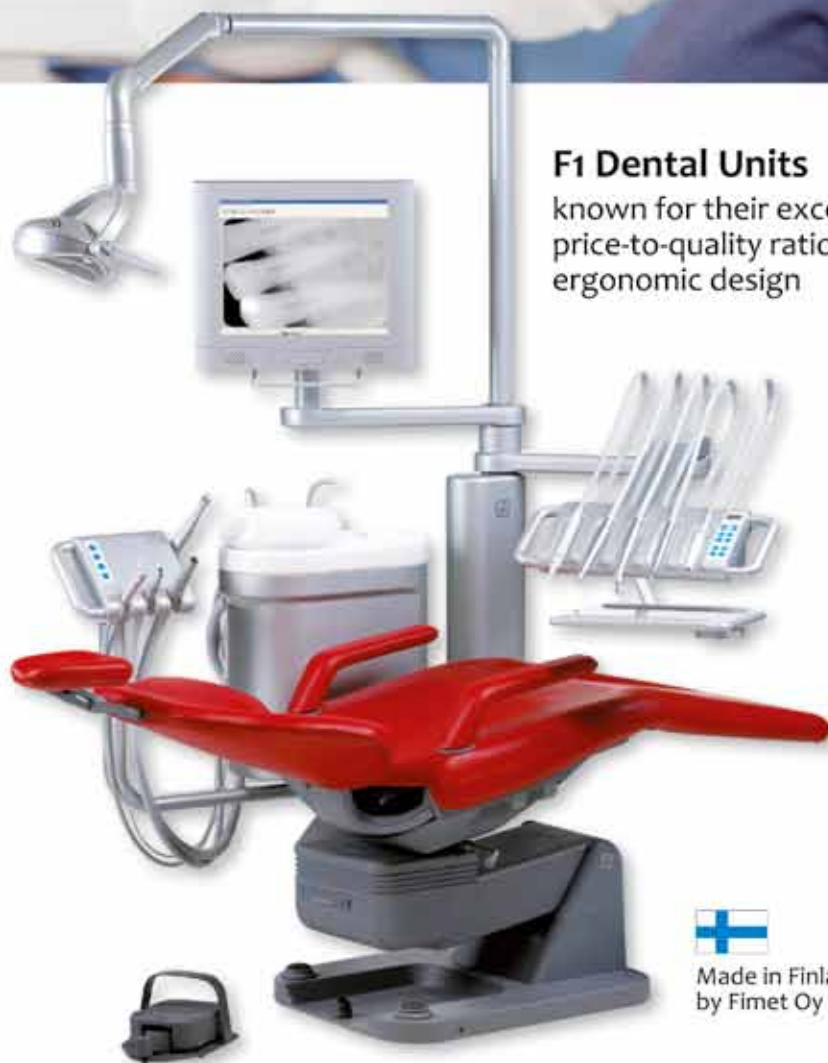
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Whpa Statement On Non-Communicable Diseases And Social Determinants Of Health



The World Health Professions Alliance WHPA is the world's largest and most powerful body for health professionals. Through its five constituent professional bodies it represents more than 600 national member organisations, speaking for 26 million health professionals in more than 130 countries.

The members are: the International Council of Nurses; the International Pharmaceutical Federation; the World Confederation for Physical Therapy; the World Dental Federation; and the World Medical Association.

The alliance works to improve global health and the quality of patient care, and facilitates collaboration between health professions and major stakeholders.

The global epidemic of non-communicable diseases (NCDs) is of major concern to the alliance, because it represents a significant threat to human health and development. Unless addressed, the burden of these diseases will continue to increase. WHO projects that globally NCD deaths will increase by 17% over the next 10 years. This document sets out the facts about NCDs, and sets out the course of action that WHPA believes should be taken to tackle them.

Causes of the non-communicable diseases epidemic NCDs – cardiovascular disease, cancers, chronic respiratory diseases, diabetes and oral diseases – account for 60% of global deaths, killing 35 million people each year. Eighty per cent of these deaths occur in low and middle income countries. Oral diseases, including dental caries, periodontal disease and oral cancer, are neglected but important NCDs with a significant burden on overall health.



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The four main risk factors are:

- tobacco use
- unhealthy diet
- physical inactivity
- harmful use of alcohol.

NCDs can be prevented or mitigated:

- reducing tension and stress
- improving diet and reducing sodium intake
- regular sufficient physical activity
- avoiding obesity
- supporting optimal mental health
- emphasizing preventive care and screening for preventable illness
- avoiding tobacco and harmful alcohol consumption

To make meaningful reduction in NCDs it is necessary to take action on the broader factors which influence people's health behaviour: the conditions in which they are born, grow, live, work and age, and the influence of society.

While health care services will attempt to repair the damage caused by premature ill health, these social, cultural, environmental and economic factors are the major influences on quality of life, good health and length of disability-free life expectancy. They also determine the magnitude of health inequalities.

Addressing the social determinants of health that are contributing to the increase in NCD burden is beyond the health sector alone. Strategies to prevent chronic disease demand the collaborative engagement of multiple sectors such as agriculture, finance, trade, transport, urban planning, education and recreation.

The need for action from governments

Health, social and economic policies need to be analysed and aligned at a national level to ensure the best possible health outcomes. A holistic health system built on a primary health care model and including prevention, rehabilitation and specialised health services is vital if the NCD epidemic is to be tackled.

Reducing inequitable access to safe, quality and affordable medicines and health services is equally important as part of a comprehensive national NCD strategy.

The need for action from health professionals

Health professionals have an ethical and professional responsibility to act in the best interests of patients at all times. From a public health perspective, they also play a significant role in reducing the global NCD burden through appropriate actions in health promotion, disease prevention, treatment and rehabilitation, and advocating for research and finance.

They have four main means of taking action:

- taking action within the health care system;
- advocating for action in other sectors that determine the level of disease burden;
- contributing to knowledge of best scientific evidence;
- monitoring what works to change the course of the epidemic.
- assuring the provision of services in keeping with a health promotion, life-style change model.

The global crisis in human resources for health is a significant barrier to reducing the NCD burden in many countries. Collaborative practice among healthcare professionals and delivery of coordinated multidisciplinary care, can maximise resources. This makes prevention and treatment of NCDs cost-effective.

Against this background, all national professional associations of nurses, pharmacists, physical therapists, dentists and physicians should collaboratively adopt the following specific recommendations:





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Recommendations for health professionals on health promotion

Health professionals should:

- enable the public to take responsibility for their own health;
- warn the public of hazards arising from tobacco, alcohol and illicit substance abuse and combat the prejudice, stigma and discrimination associated with substance abuse;
- encourage the public to adopt a healthy lifestyle by:
 - eating a healthy well-balanced diet
 - being physically active
 - avoiding obesity
 - stopping smoking
 - avoiding harmful alcohol consumption
 - practising good dental hygiene
 - reducing tension and stress
- disseminate public health information and education programmes that promote healthy lifestyles and reduce preventable risks to health;
- encourage the traditional and social media to send positive health education messages about healthy diet, physical activity, drug use, optimal mental health, cardiovascular risk, etc.
- help the public and the health sector understand that oral health is integral to general health.

Recommendations for health professionals on disease prevention

Health professionals should:

- educate the public on the availability of public health services and facilitate access to screening with proven efficiency, preventive, curative and rehabilitation services;

- advocate for, and facilitate, the provision of high-quality health services including immunizations, safe water supplies, good nutrition, unpolluted atmosphere, opportunities for exercise and recreation and other services contributing to good health across the population;
- identify those at high risk of NCDs and organise screening interventions for susceptible populations, and facilitate implementation of prevention programs.

Recommendations for health professionals on treatment and rehabilitation

Health professionals should:

- refer chronically ill patients to appropriate health and social services, including rehabilitation;
- work collaboratively in multi-disciplinary health professional teams to optimise outcomes from all interventions and to ensure continuity of care;
- provide equitable and accessible services for those newly diagnosed, those with long-term conditions and those experiencing relapses and remissions;
- take a holistic approach to working with individuals with NCDs, addressing functional limitations and achieving desired outcomes;
- advocate for a national plan to ensure the uninterrupted supply of essential medicines and vaccines and the monitoring of adherence to standard treatment guidelines, including the selection and use of medical products and services.



Recommendations for health professionals on advocacy for education, research and financing

Health professionals should:

- work with public authorities to establish preventive health policy and to create supportive environments that promote healthy behavioural choices;
- inform health professionals so that they can become major partners in the social movement towards public health;
- assess community health needs and marshal resources and policy to respond to them;
- advocate for the regular collection and evaluation of health data as part of routine health screening throughout life;
- train health professionals on standard treatment guidelines for NCDs, and the monitoring and evaluation of clinical interventions;
- ensure that standard diagnosis, treatment, care and other interventions of NCDs remains part of continuing professional development programmes for health professionals;
- establish an evidence base on the cost-effectiveness of health professional interventions in reducing the NCD burden, to support decisions made on financing NCD programmes;
- gather examples of practice that reduce inequalities in health, engaging health professionals in adopting new and innovative solutions;
- call on national governments to take steps to minimise the root causes of premature ill health.

Source: www.whpa.org



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The market for digital dental imaging



Digital dental imaging technologies such as digital x-ray, cone beam computed tomography, digital impression system and caries detection devices are spreading, though at a different pace, among the most developed dental markets such as the U.S. and Europe. However, in the long term their popularity is expected to rise also in emerging markets such as Russia, India, Brazil and China.

Digital dental radiography involves the use of an electronic sensor, an x-ray film scanner and a computer with an imaging software, generating computerized images of the dental structure of the patient. These computer systems may be intraoral or extraoral-based. Among the benefits of digital dental x-ray, there are reduced radiation exposure, efficient and fast production and transmission of images (resulting in shorter treatment times), increased accuracy and visibility thanks to

3-D and colour effects as well as environmental safety improved by the elimination of chemical processing or silver salts. On the other hand, the cost of a fully equipped digital x-ray unit is 3 to 5 times more than traditional analogue systems, preventing it from being a practical choice of smaller or start-up practices.

The market for dental implants is the fastest growing segment globally, at an annual rate of 15%. The rising demand for implants is boosting the request for modern imaging technologies used to plan implant treatments. Cone beam computed tomography (CBCT) is one of the most promising segments, as it allows more information being available with less invasive modalities. The market for CBCT scanners has registered a 35% growth in the last three years and is expected to expand at faster rates compared to other imaging technologies.

Dental diagnosis and treatment will increasingly use a combination of digital imaging and impression systems, with digital images turned into 3D models allowing an enhanced predictive capacity. Even guided surgery and restoration will be significantly impacted by digital imaging, as 3D digital design software can be used to operate implant interventions with a precise planning of implant location.


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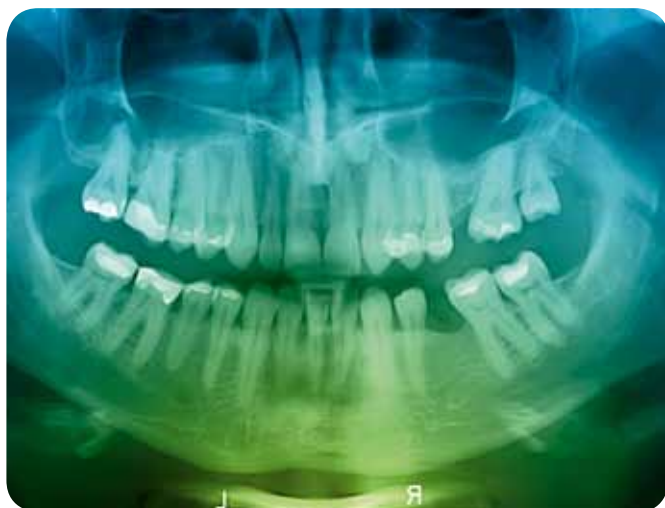
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The digitalization of the dental industry will undoubtedly bring benefits in term of efficiency, as the volume of work typically involved in analogue processes will be reduced, including the load of manual work and the cost of intermediate products. If all the different players across the value chain are digitally connected, the workflow management will have to be adjusted in terms of processes and materials just as it happened in other industries where the shift to digital has already taken place such as photography. Currently, only a part of dentistry involves digital technologies, basically planning and designing, as not all the steps can be carried on without relying on an analogue or physical tool. But in the near future, activities such as impression-taking and fitting tests for crowns could easily be replaced by intraoral scanning and digital fitting, thus eliminating the need for additional visits or correction of failures in the products respectively.

Moreover, digital images can be stored together with other information in electronic patient records and be ready for any application by practice management software, or available to the dental professional simply via a secure Internet connection. In the future, interactive consultations with digital x-rays showed by the dentist to the patient on screen, or discussions on complex cases with other distant professionals will be possible and interoperability will become the key issue in dental practices management.

Digital technologies do not only impact on dental professionals' diagnosis capability and treatment planning. Laboratories and dental manufacturers as well need to cope with the increasing integration of systems and processes. While the shift from analogue to digital dentistry is still underway, the role of the industry has become crucial not only as a provider of technology and equipment but also as educational driver to support the adoption of these new technologies. Manufacturers can increase the access to the digital marketplace by bringing education and support to smaller laboratory owners and dentists along with the new digital solutions and materials.



• Sources:

Inside Dental Technology, "The Rush to Digitize" – www.dentalaegis.com
Straumann Digitalization: The future of Dentistry – www.straumann.com

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Hot Topics

Patients better protected against faulty or poor quality medical devices thanks to new ISO standard

Thousands of new medical devices enter the market every year. Are they safe? A new ISO International Standard will help to assess better the safety and performance of medical devices and so improve the protection of patients, provide a technical basis for regulation and minimize technical barriers to trade.

ISO 14155:2011, Clinical investigation of medical devices for human subjects – Good clinical practice, will help to improve the quality of medical devices and encourage manufacturers to guarantee that their products do not compromise patient safety.

In 2007, the World Health Organization (WHO) reported that in the United States, more than one million accidents attributable to medical devices occur annually and that, in some developing countries, as much as half of medical equipment is unusable or only partly usable. ISO 14155:2011 addresses good clinical practice for the design, conduct, recording and reporting of clinical investigations carried out on human subjects to assess the safety or performance of medical devices for regulatory and other purposes.



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This International Standard specifies general requirements intended to:

- Protect the rights, safety and well-being of human subjects
- Ensure the scientific conduct of the clinical investigation and the credibility of the clinical investigation results
- Define the responsibilities of the sponsor and principal investigator
- Assist sponsors, investigators, ethics committees, regulatory authorities and other bodies involved in the conformity assessment of medical devices.

There are an estimated 1.5 million different medical devices available worldwide and thousands of new and innovative medical devices are introduced in the market every year. At the national level, different tests including clinical investigations on human subjects, are required before a medical device is granted marketing authorization. This process can be very costly if not carried out with the right methodology and constitute a barrier to international trade if not performed at a global acceptable level. ISO 14155 will help to overcome these barriers and to respond to the growing demand for standardized methods of assessment of medical devices available on the market.

Danielle Giroud, Convenor of the Working Group that developed the standard, comment, "The requirements laid out in ISO 14155 are a major step towards global acceptance of clinical data, following these requirements will ensure increased cost effectiveness to reach the global market and help keeping medical devices safe on the market. Applying the standard to any clinical investigation is just good business."

ISO 14155:2011 was developed by ISO technical committee ISO/TC 194, Biological evaluation of medical devices, Working Group 4, Clinical investigations in humans, and is available from ISO national member institutes (see the complete list with contact details). It may also be obtained directly from the ISO Central Secretariat, price 168 Swiss francs through the ISO Store or by contacting the Marketing, Communication & Information department.

Source: www.iso.org




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Australia - New Zealand Therapeutic Products Agency (ANZTPA)

The Australian Dental Industry Association (ADIA) is pleased to be working with the Australian government in the development of the proposed Australia-New Zealand Therapeutic Products Agency (ANZTPA). The creation of ANZTPA follows an agreement signed on 20 June 2011 between the Prime Ministers from Australia and New Zealand.

ADIA was a supporter of the ANZTPA proposal when it was first proposed several years ago, and the Association has always believed that its establishment is in the best interests of both patients and the Australian dental industry.

The agreement between the Australian and New Zealand governments signals the intent of both governments to progressively implement the joint agency over a period of up to five years. A staged approach focused on medicines, medical devices and biologicals will be adopted in order to establish the requisite building blocks for one regulatory system.

The stages over five years are:

Stage 1: Enhancing business to business and resource sharing arrangements

Stage 2: Establishment of a common regulatory framework and creation of single entry point

Stage 3: Establishment of ANZTPA

At a meeting convened by ADIA in Parliament House and held on 21 June 2011 - the day following the ANZTPA announcement - the Parliamentary Secretary for Health and Ageing, the Honourable Catherine King MP, provided an update on the agreement to dental industry business leaders. ADIA welcomes the Parliamentary Secretary's commitment to seeing this initiative through to delivery and her assurance

that, through ADIA, the dental will be consulted throughout the process. ADIA shares the view of the Australian Government that the creation of a joint regulatory scheme across both countries will safeguard public health and safety, while encouraging economic integration and benefitting industry in both countries.

It is likely that a select Ministerial Council, including Australian and New Zealand Health Ministers and other relevant ministers, will oversee the implementation. A task force will be established to inform the Ministerial Council and drive implementation, which will be achieved progressively, and ADIA will take the lead role on behalf of the dental industry of working with the Ministerial Council to ensure that the interests of dental equipment products and suppliers are represented as the need arises.

The ADIA-DRC Dental Regulation Committee provides the opportunity for members to assist in developing ADIA policy relevant to the establishment of ANZTPA.

For further information on ADIA's involvement in this initiative please contact the ADIA national office via email at dental.regulation@adia.org.au or by telephone on 1300 943 094 (Internationally: +61 2 9319 5631).

Source: www.adia.org.au/anztpa


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Naming of Internet domains liberalised

There has been much coverage in the marketing press of the imminent release of new 'top level domains', but as a brand owner what does it all mean for you and your company?

When the Internet went commercial in the mid-90's there were only three domain extensions for business to worry about: .com, .org and .net. From November 2011, the Internet Corporation for Assigned Names and Numbers (ICANN), the international body that oversees the naming structure of the web, will liberalise the market for domain name extensions. It's the most significant change since its inception and the implications for brands and corporations are extensive.

Currently there are fewer than 300 top-level domains: roughly 21 of them belong to familiar generic categories such as .com, .net, .org and .biz, plus there are close to 250 country domains such as .jp and .fr. Under the new plan any established company may apply for a generic Top-Level Domain (gTLD) representing nearly any industry or area of interest such as .car, .sports or .bank. Individual corporations and brands may also apply for branded domains such as .toyota, .barclays, and .apple. As an example, the new web address for Hilton Hotels could be www.hilton.hotel.

ICANN's initiative will open the door for hundreds, if not thousands, of new gTLDs and will profoundly transform the internet's hierarchy from its current vertical alignment into a much more horizontal structure. Brand owners will want to think about this change and decide whether to act on it or not.

The advantages of acquiring proprietary territory on the internet could be substantial, and the top-level domain expansion represents a new opportunity to secure and develop that territory. Additionally, a branded domain offers advantages and opportunities that haven't previously been feasible with the existing ones.

Companies will be able to use slogans, product names and advertising phrases in a URL as part of a marketing campaign. Companies will be able to set up sites for individual brands (e.g. highlander.toyota) and use specific sites to focus on different targets, such as customers and suppliers. Brands could develop bespoke customer service areas such as joeblogs.nike, one-off marketing campaigns such as haveit-yourway.burgerking, or bespoke regional networks (London.versace). Anything before the .BRAND can be changed to suit or match business needs and requirements.

From the search engine optimisation (SEO) perspective, securing a relevant "yoursite.brand" domain will most likely rank high in search engines. As result, you can tremendously improve your brand in search results to consumers driving more traffic and sales leads to your online properties.

However, it will not be a cheap option. It will cost about \$185,000 (£113,000) to register a brand domain name, such as 'hitachi', as well as \$25,000 (£15,000) a year in subscription and infrastructure costs.

The rules framing new top-level domains are also stricter. For example, no hyphen (dash) signs and no single or two letter domains are allowed, so it's OK if you want .ibm or .dell but not if you want .hp. Similarly, .bmi is fine but .ba is not possible.

A multi-brand company such as Procter and Gamble will have to make strategic decisions on how (or if) to apply for new domains. In this case it's also not possible to have .pg, and the alternative of having one extension for each product, for example .ace, .ariel, .bold, .bounce, .bounty, .cascade, .charmin, .cheer, .comet, at the cost of \$185,000 + \$25,000 per annum each doesn't scale well. With over 80 major brands, Procter and Gamble would need to spend over \$15,000,000 plus \$2,000,000 every year, compared with the existing annual system cost of just \$800.

Medium sized companies will have to consider whether it's worth spending such amounts to join ICANN's brand super league and start ups and smaller players will likely find the cost is prohibitive.

There will be further complication when it comes to brand name conflicts – who gets .merck for example? The U.S. drug company? Or the German drug company with the same name? This is a new area of uncertainty given that in the existing hierarchical system merck.de and merck.com can equitably coexist.

Regardless of all these hurdles, the pressure to decide is on. Given the relatively short timeline proposed by ICANN, companies should begin top-level domain strategy development immediately. Every brand owner will need to carefully assess the impacts, choose an offensive, defensive or combined strategy, and begin developing processes to execute that strategy. There will be a limited window in 2011 for major brands to apply for the first phase. Apparently, ICANN will only be releasing around 500 of these gTLDs in the first wave and companies can only apply for a gTLD if they have that domain trademarked. Once the deadline passes, it is expected that it will be 2-3 years before round two of top-level domains will become available.

Source: www.wcrsandco.com



What's next?



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Sept. 26-29, 2011	DENTAL-EXPO 2011	Moscow, Russia	SPECIAL PROMOTION
October 26-29, 2011	DENTECH CHINA 2011	Shanghai, China	AVAILABLE
Jan. 31 - Feb. 2, 2012	AEEDC 2012	Dubai, U.A.E.	AVAILABLE
March 7-10, 2012	DENTAL SOUTH CHINA	Guangzhou, China	AVAILABLE
April 5-8, 2012	IDEX 2012	Istanbul, Turkey	AVAILABLE
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FDI World Dental Federation

Tour de Cointrin

Avenue Louis Casai 84

Case Postale 3

1216 Cointrin - Genève

Switzerland

Tel: +41 22 560 81 50 - Fax: +41 22 560 81 40

E-mail: congress@fdiworldental.org

Website: www.fdiworldental.org

Manager, Congress Exhibition: Ms. Helene Marot

E-mail: HMarot@fdiworldental.org

Communications Manager: Aimée Dubrule

E-mail: ADubrule@fdiworldental.org

Venue: Centro BANAMEX Convention and Exhibition Centre

Av. Conscripto 311

Col. Lomas de Sotelo

Del. Miguel Hidalgo

C.P.11200, México D.F.

Tel: +1 55 5268 200



• **16-18/09/2011 World Dental Show 2011 (Mumbai - India)**

Indian Dental Association

2nd Floor, Bombay Mutual Terrace

534 Sandhurst Bridge, Opera House

Mumbai - 400 007 India

Tel: + 91 22 43434545 - Fax: +91 22 2368 5613

Co-ordinator WDS: Ms. Tejal Khanna

E-mail: info@wds.org.in

Website: www.wds.org.in

Venue: MMRDA Ground, Bandra Kurla Complex, Bandra (East) Mumbai, Maharashtra, India



• **22-24/09/2011 CEDE 2011 - 21st Central European Dental Exhibition (Poznan - Poland)**

Exactus spj.

Al. Kosciuszki 17 Ip.

90-418 Lodz

Poland

Tel: +48 42 632 28 66 - Fax: +48 42 632 28 59

E-mail: info@exactus.pl // cede@cede.pl // info@cede.pl

Referents: Mr. Dariusz Sobczak and Mr. Marek Wiktorowski

Website: www.cede.pl // www.exactus.pl

Venue: Poznan International Fair grounds

Pavillions 7, 7A, 8, 8A, 9

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• **26-29/09/2011 Dental-Expo 2011- 30th International Dental Forum - International Exhibition (Moscow - Russia)**

Infodent booth: F45.3

Dental Expo Ltd. / JSC "DE-5"

Bolshaya Yakimanka 38A

119049 Moscow - Russia

Tel/Fax: +7 495 921 40 69

International Affairs Manager:

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*Associate Professor, The Don and Sybil
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 E-mail: expodental@expodental.it // marketing@expodental.it
 Website: www.expodental.it
 Venue: Fiera Roma Exhibition Centre (Pav. 7-8-9)
 Via Portuense 1645-1647, near Fiumicino Airport, Rome – Italy



•• **10-12/10/2011 ADA 2011- 152nd American Dental Association Annual Session (Las Vegas, Nevada – USA)**

ADA Exhibit Office, American Dental Association
 211 East Chicago Ave. Suite 200
 Chicago, IL 60611-2678 USA
 Tel: +1 312 440 2876 - Fax: +1 312 440 2707 // 587 4735
 E-mail: international@ada.org
 E-mail: annualsession@ada.org
 Website: www.ada.org
 Venue: Mandalay Bay Resort and Convention Center, Las Vegas



•• **20-22/10/2011 BDTA Dental Showcase 2011 Birmingham (Birmingham - United Kingdom)**

The British Dental Trade Association (BDTA)
 Mineral Lane
 Chesham, Bucks, HP5 1NL
 United Kingdom
 Tel: +44 1494 782873 - Fax: +44 1494 786659 // 782873
 E-mail: info@dentalshowcase.com
 Website: www.dentalshowcase.com // www.bdtat.org.uk
 Exhibition Assistant: Darran Lacey
 E-mail: darranlacey@bdtat.org.uk
 Contact: Diana Keates
 E-mail: dkeates@bdtat.org.uk // admin@bdtat.org.uk
 Exhibition Venue: NEC Birmingham, Halls 6 & 20



•• **22-23/10/2011 Dental Istanbul 2011 (Istanbul – Turkey)**

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 E-mail: info@dentalistanbul.com // bilgi@vestiyer.com.tr
 Website: www.dentalistanbul.com // www.vestiyer.com.tr
 Exhibition Venue: Grand Cevahir Hotel and Congress Center
 Darulaceze Cad. Okmeydanı Sisli
 Istanbul, Turkey
 Venue Website: www.grandcevahirhotel.com



•• **26-29/10/2011 Dentech China 2011 Shanghai - China**

Shanghai ShowStar Exhibition Service Co., Ltd.
 Room 22C, Jiali Mansion, No. 1228 Yan'an Road (W),
 Shanghai 200052,
 P.R. China
 E-mail: mail@showstar.net
 Contact: Ms. Sandra Shen (Project Assistant), Frances Feng (Project Manager), Mr. Grant Chen
 E-mail: sandra@showstar.net
 E-mail: frances@showstar.net
 E-mail: mail@showstar.net
 Tel: +86 21 6294 6966 // 6968 // 6967
 Fax: +86 21 6280 0908
 Website: www.showstar.net // www.dentech.com.cn
 Exhibition Venue: Theme Pavilion of Shanghai Expo - Shanghai, China

•• Infodent will be present at the highlighted trade shows.
 For a complete list of trade shows visit www.infodent.com TRADE
 SHOW CALENDAR SECTION.



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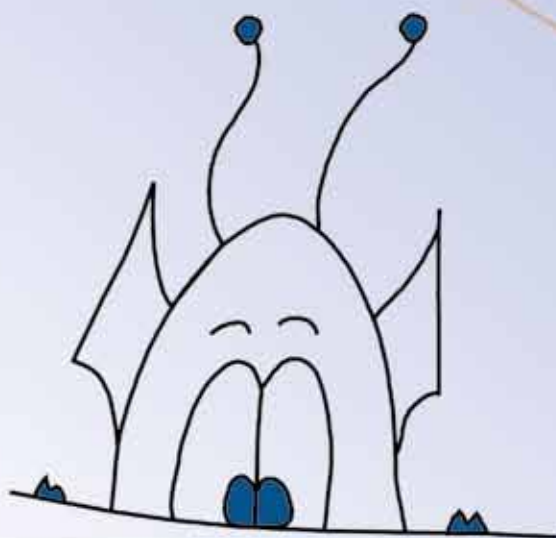
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