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## Inside:



Focus on: **Iraq**



Market Overview  
**The “basic 56” Principles  
for Startups**



Hot Topic: **Outlook on  
emerging markets**

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## Focus on Iraq

"Iraq is known since ancient times as the "Land between the rivers" (Greek Mesopotamia), referring to the fertile alluvial plain between the two rivers Tigris and Euphrates that run across the country's central and southern regions..."



## Outlook on Emerging Markets

"A report released in February 2014 by Ernst & Young about Rapid Growth Markets highlighted some interesting figures from 25 emerging markets..."

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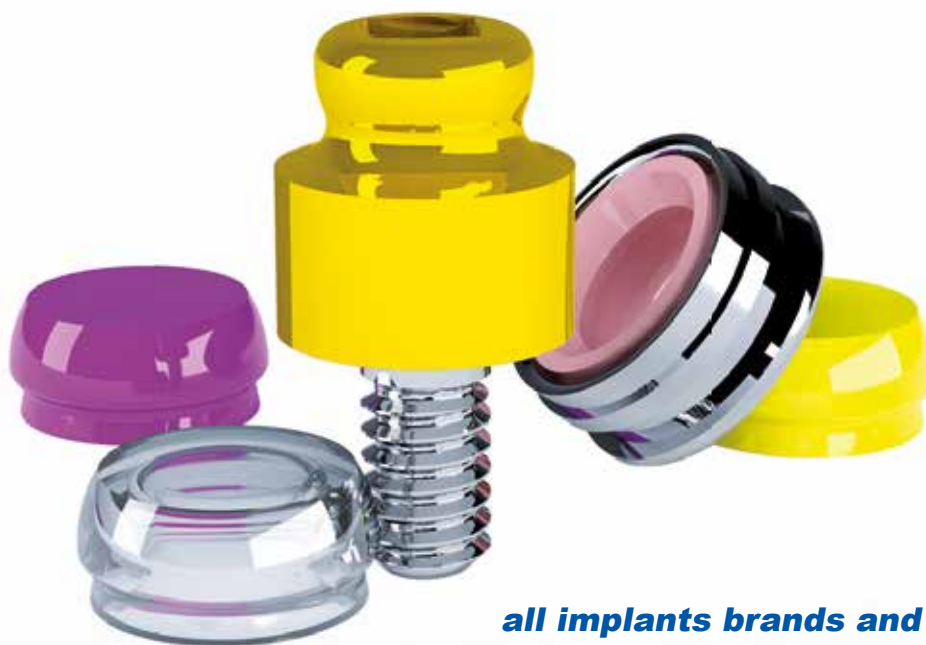
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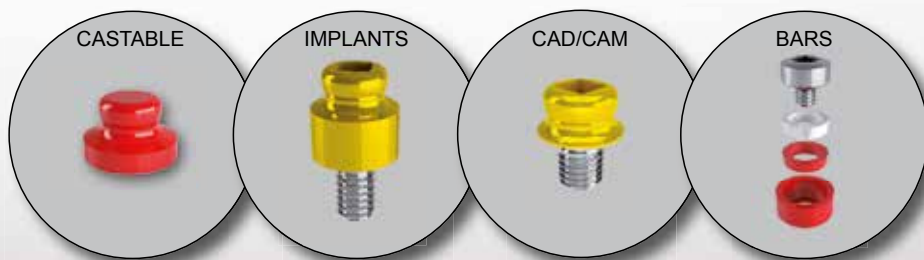


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## • Who we are



DenTag began manufacturing dental and surgical instruments in the early 1950s and over this period has acquired extensive experience in this specialist field. Our core business continues to centre on manufacture and many new types of instruments with different characteristics have been added to our range. Our company produces instruments, both for other companies and also with our own brand, for use in a wide variety of dental and surgical interventions. The materials used – stainless steels, aluminum and titanium alloys – are of the highest quality. Given the highly-specialized nature of our products, we receive requests almost daily for new instruments from our domestic and, above all, overseas customers. For this reason, our research focuses specifically on the manufacture of instruments which are innovative in every way – in their shape, materials used and surface finish.

Our production process makes the company highly versatile in producing small and medium-sized batches of instruments.

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Main specifications: 2000÷30000 rpm micromotor with internal led light, power supply with speed and reverse display, dial gauge 0.01 mm for vertical movement reading. The set included the 5D model-table with n.2 digital 0.001 micrometers

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\*Contact Dermatitis, 2006 Jul; 55(1):20-5.



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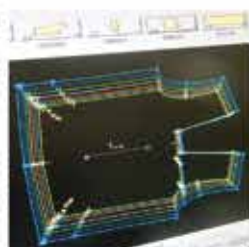
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## • Maestro 3D Open Dental Scanner



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

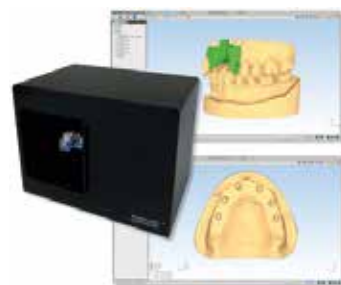
**Maestro 3D Easy Dental Scan** is the scan control software of the dental scanner.

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

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

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

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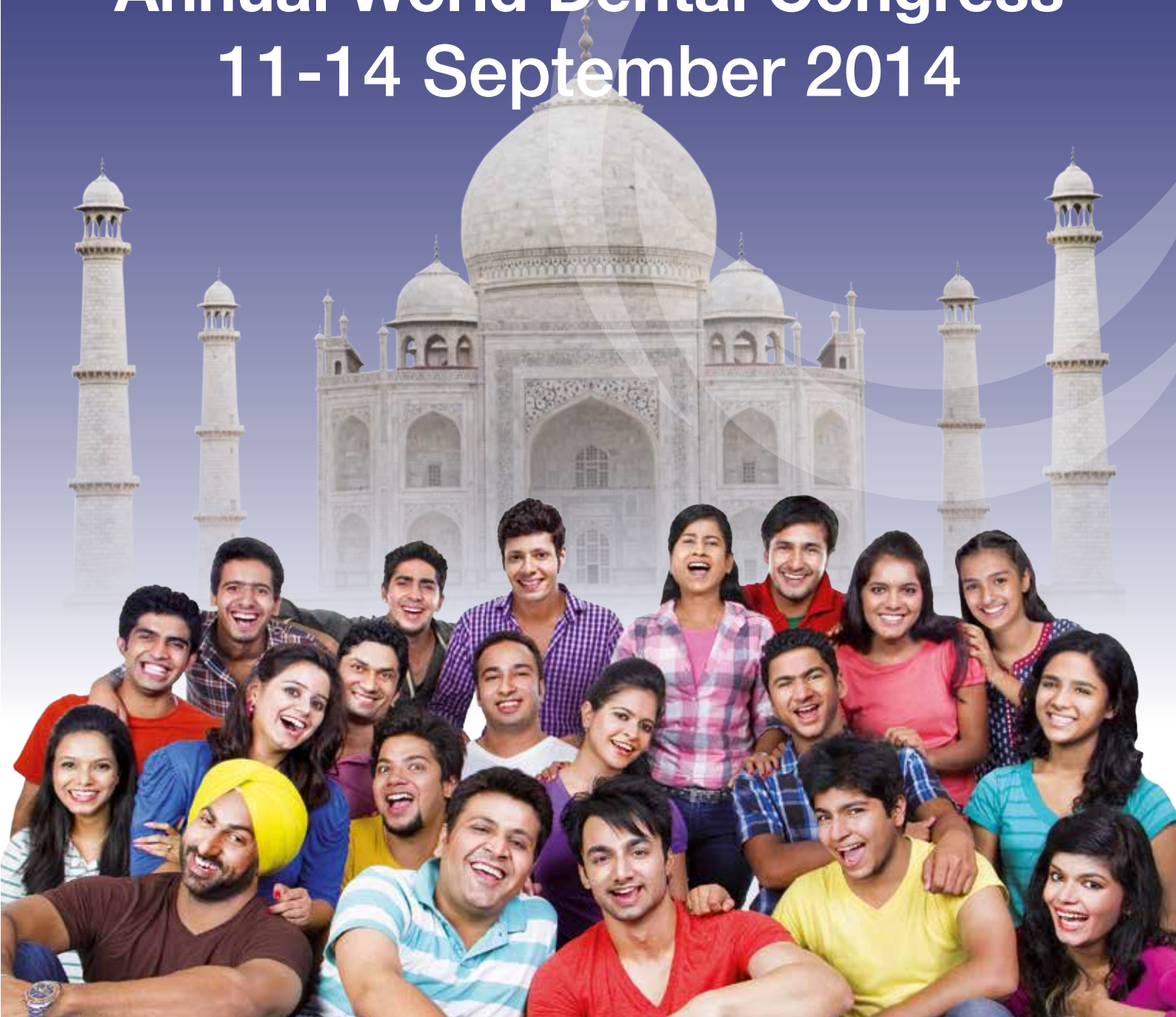


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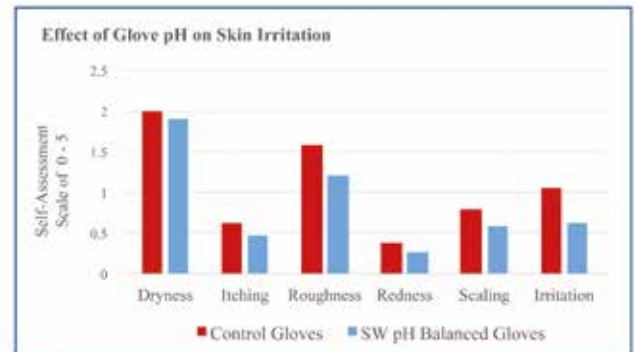
**A randomized, controlled, double-blind study of the effect of wearing coated pH 5.5 latex gloves compared with standard powder-free latex gloves on skin pH, transepidermal water loss and skin irritation**

### Abstract

Hand dermatitis is a common occupational disease. Altered skin pH plays an important role in the development of skin irritation. A glove that maintains tight control over skin pH may reduce hand dermatitis in glove users. The purpose of the study was to characterize the effect of glove wearing on skin pH, investigate the impact of study glove on skin pH compared with standard gloves and determine whether wearing study gloves reduced irritation. 20 healthy volunteers enrolled in a 4-week double-blind comparison of study and control gloves and served as their own controls. Gloves were worn 8 hr per day for 5 days per week. Skin pH and transepidermal water loss were measured during and 2 days after the glove-wearing period. The subject and an observer assessed the skin for irritation. The study glove maintained lower skin pH than the control glove ( $P < 0.05$ ) and trended towards having less irritation. Observers noted increases in dryness and scale in both hands after 4 weeks but significantly less dryness in the study hand at week 4 ( $P = 0.006$ ). Glove wearing increased skin pH and dryness. The pH 5.5 glove maintained lower skin pH levels than the control glove and may reduce irritation in long-term glove wearers.

Raeesa Mirza, Neda Maani, Cynthia Liu, June Kim and Wingfield Rehmus;  
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# Moscow 2014

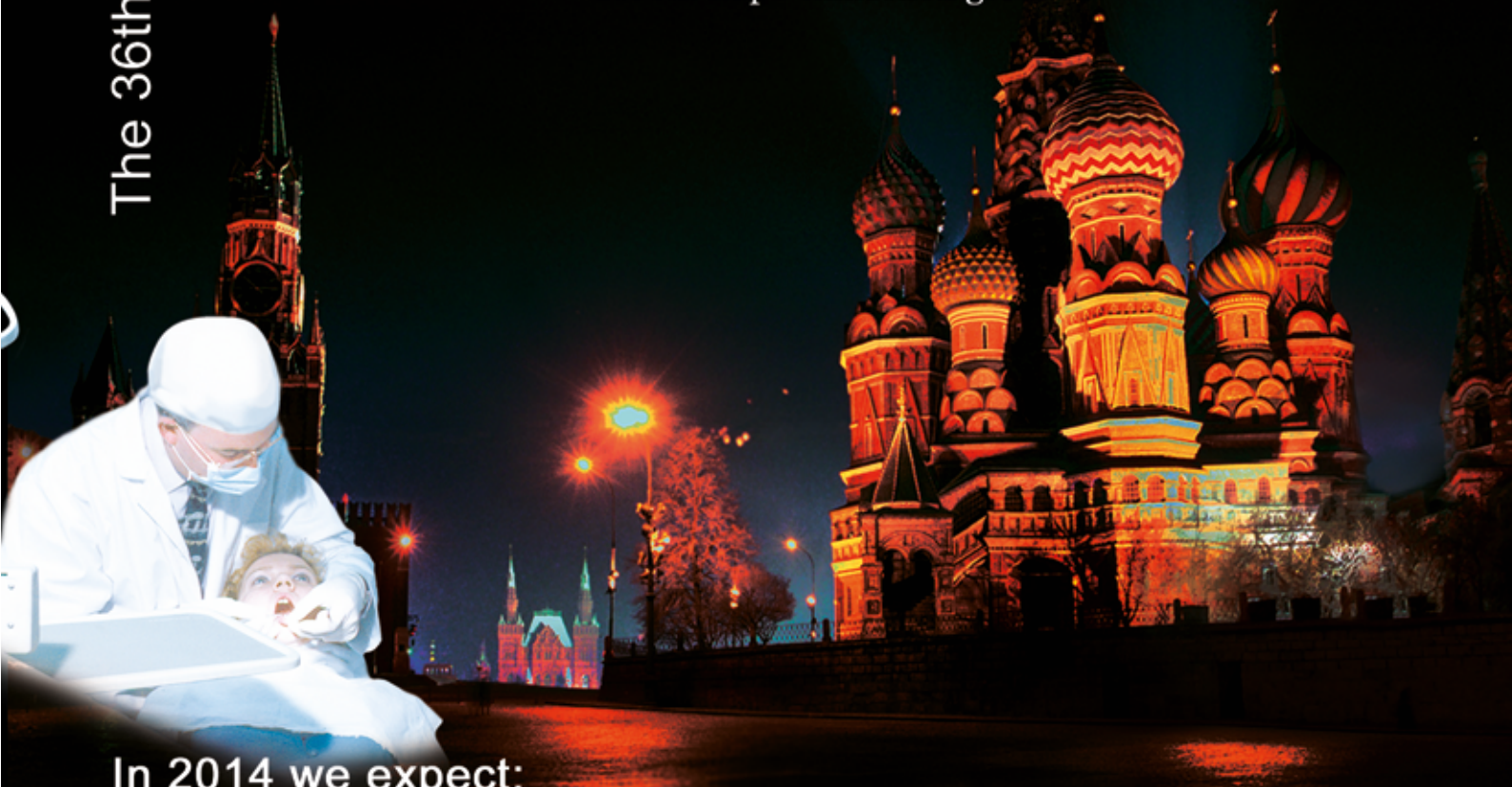
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# Focus on Iraq

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*Author: Michela Adinolfi*

Infodent International 2/2014

36 Sunset through Palm Trees in Ramadi, Iraq.

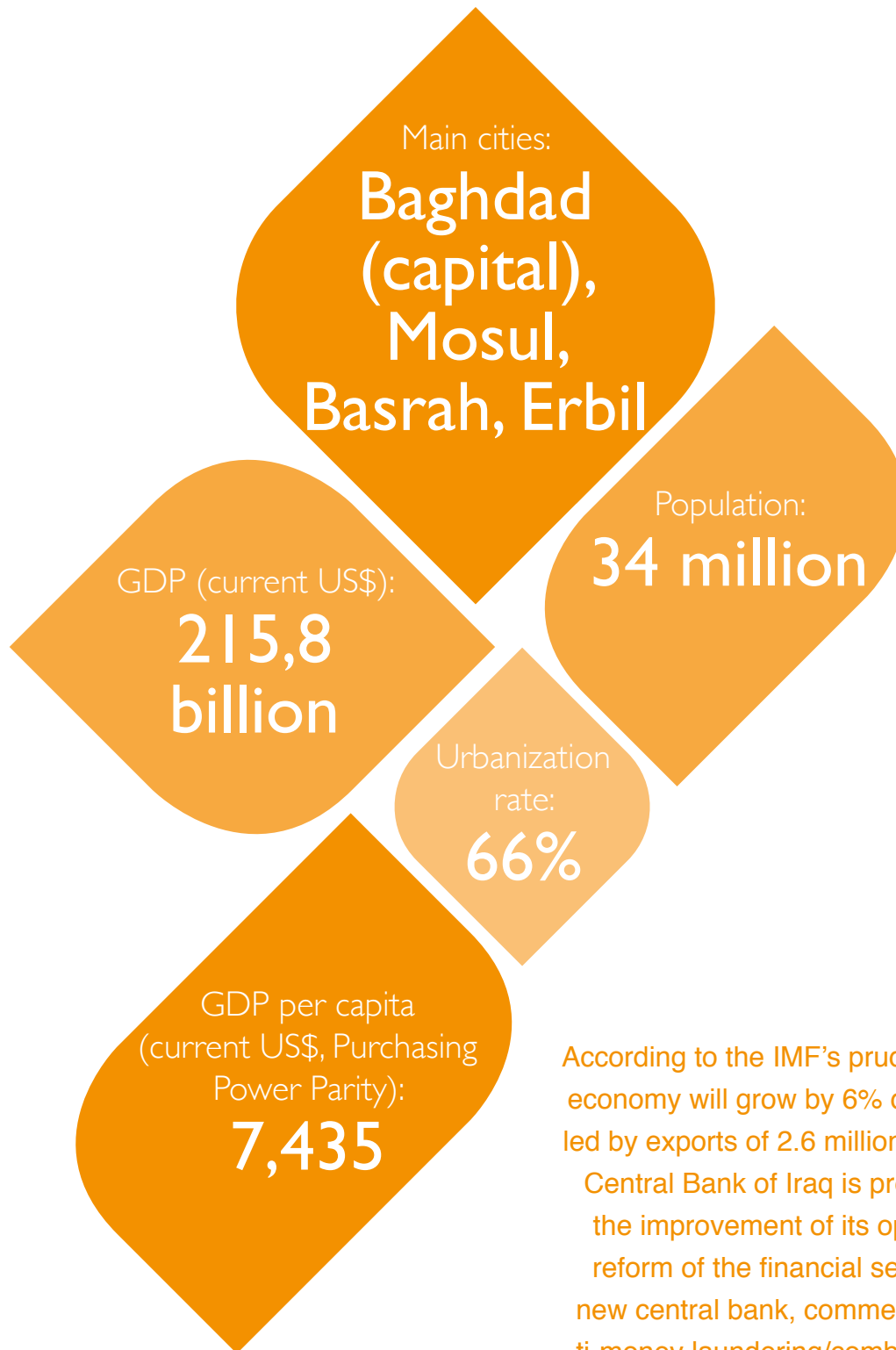
Rockfinder / istockphoto

focus

Iraq is known since ancient times as the “Land between the rivers” (Greek Mesopotamia), referring to the fertile alluvial plain between the two rivers Tigris and Euphrates that run across the country’s central and southern regions, ending in the Persian Gulf. This area is defined as the cradle of civilization, having been inhabited for nearly 6,000 years; this is where the earliest known civilisation, writing system and recorded history have begun.



## Country data



According to the IMF's prudent estimate, Iraq's economy will grow by 6% during 2014, mainly led by exports of 2.6 million oil barrels per day.

Central Bank of Iraq is pressing ahead with the improvement of its operations and the reform of the financial sector by preparing new central bank, commercial bank, and anti-money laundering/combating the financing of terrorism legislation, and introducing a new payment system.

## Historical background

Iraq is surrounded by Jordan, Syria, Turkey, Iran, Kuwait and Saudi Arabia. Its modern boundaries were settled after the dissolution of the Ottoman Empire as the League of Nations established the British Mandate of Mesopotamia in 1920. After having gained independence in 1932, the British-installed monarchy was overthrown in 1958 and ten years later the Arab nationalist Ba'ath (meaning "Renaissance") party took control of the Republic.

The oil boom during the following decade brought considerable wealth and became the main economic resource for Iraq. After Saddam Hussein took power, the Iran-Iraq war in the 1980s and the 1991 Gulf War, with the following imposition of strict international sanctions, destroyed the country's prosperity and caused the death of thousands of people and especially children.

In 2003, the Ba'ath Party and Saddam Hussein were removed from power by a US-led invasion and a Shia government resulted by multi-party parliamentary elections, whose effective ruling was hindered by insurgents from opposing factions. The last decade has been marked by high insecurity due to terrorist attacks and unrests, that led to a prolonged permanence of US troops, which ended in 2011. Threats to the country's internal security continue since Sunni-Shia contrasts and disputes with the autonomous Kurdistan Region result in violent clashes and terrorist attacks frighten the population. Moreover, the conflict in neighbouring Syria caused a great number of refugees to flow into Iraq, opening a humanitarian crisis in the Kurdistan Region.

## Economy

According to the International Energy Association, Iraq may become the world's second-largest oil exporter by the mid 2030s, reaching 8.3 million barrels per day and accounting for 45% of the growth in global output. The IEA predicts that Iraq is likely to gain almost US\$5 trillion in revenues from oil export over the period to 2035, an annual average of US\$200 billion.

However, the oil sector growth is not enough to take the country out of the stagnation and damage caused by years of war and destruction. One of the main problems is the low diversification of the economy, due to several factors such as a large public sector, employing about half of the labour force but affected by poor governance and regulations, and public spending on construction, transport and the limited agricultural sector depending much on oil revenues. Non-oil activities, on the other hand, account for only 46% of the economy.

The high unemployment combined with a difficult environment for private enterprises also pose a challenge to the immediate growth prospects. Although both poverty headcount ratio and national poverty have declined by around 4% in the period 2007-2012, the reduction hasn't spread equally all over the country.

After 35 years of conflicts, Iraq faces continued emergencies that complicate focusing on long-term strategies that might turn the country into a modern and stable economy. Security issues have so far discouraged many investors, despite the positive signals coming from a

sustained GDP growth that is projected to continue over the next 4/5 years, even if too much dependent on oil exports. A major issue is the lack of adequate infrastructures, many of which have been destroyed during the wars, and are now being rebuilt, although at slower than desired pace, and the widespread corruption that makes it difficult to enforce new rules to liberalize the economy.

Nevertheless, after a recent meeting between a team from the International Monetary Fund and Iraq's minister of finance and central bank governor, statements were issued that cast a positive light on the future economic prospects for Iraq, despite the several drawbacks. According to the IMF's prudent estimate, Iraq's economy will grow by 6% during 2014, mainly led by exports of 2.6 million oil barrels per day. However, budget deficit increased last year by 6% and the current government spending plans for security, social assistance and pensions arose some concerns about the ability to contain public spending over the long term. Moreover, concerning the ongoing financial reform, the IMF stated: "Central Bank of Iraq is pressing ahead with the improvement of its operations and the reform of the financial sector by preparing new central bank, commercial bank, and anti-money laundering/combating the financing of terrorism legislation, and introducing a new payment system. However, more needs to be done by the government and the central bank to restructure the large state-owned banks, and leveling the playing field for private banking sector, gradually increasing their access to government business. More efforts are needed to restructure the large state-owned banks and introduce measures that ease up the access of the private banking sector."

From a general perspective, Iraq offers indeed a very challenging environment, but also promising opportunities for the future. The FGM report "Two sides of the same coin" highlights that in the last decade Iraq has tripled its oil production and posted around 10% GDP annual growth rates, while in the past three years the market capitalization of its stock exchange has nearly tripled.

**The report cited several banking institutions' remarks and figures to support the claim for a greater confidence in Iraq's potential, such as:**

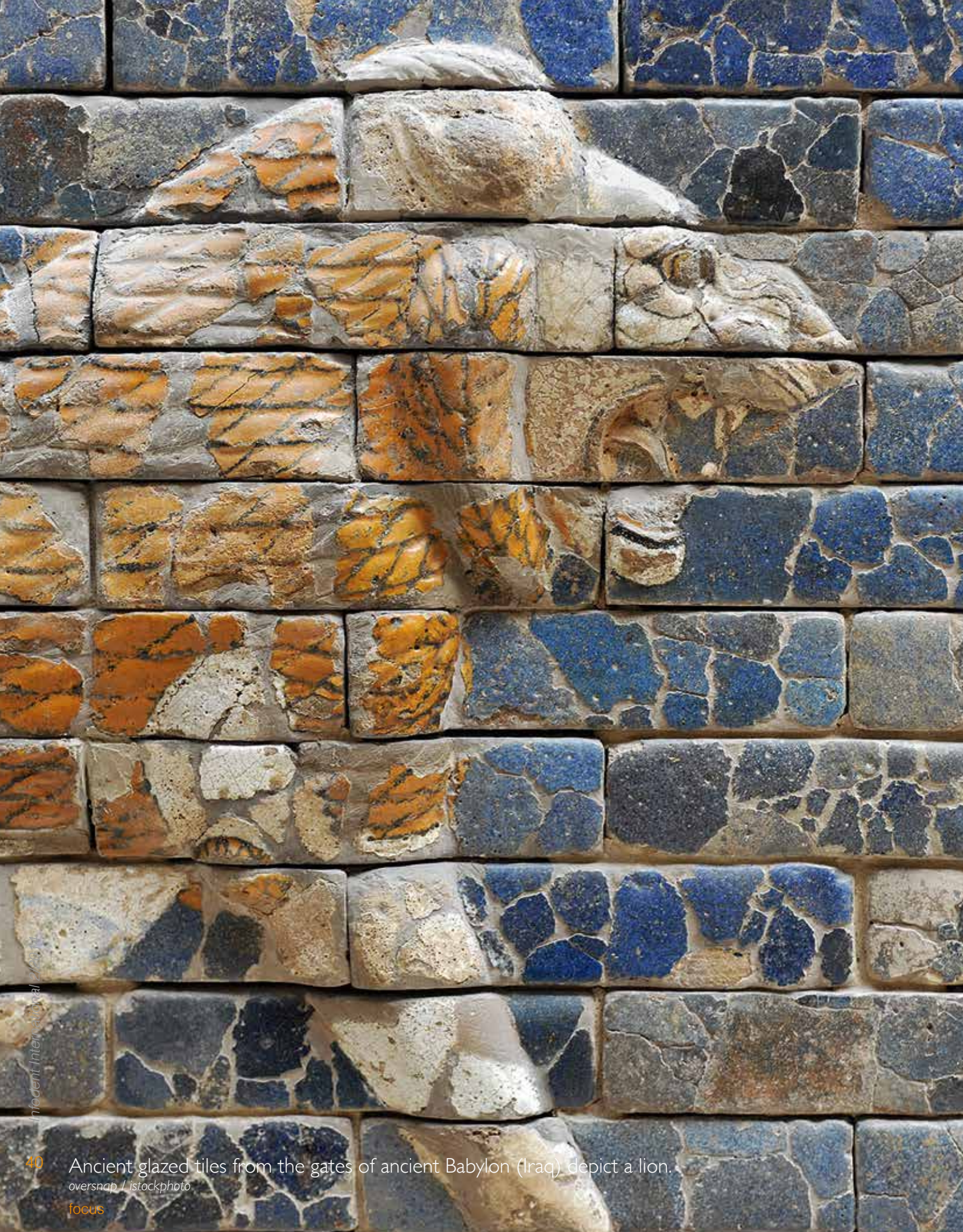
- Iraq central bank: expected 9.4% annual growth in GDP to 2016;
- Bank of America Merrill Lynch: the economy could triple in size by 2024;
- CitiBank: Iraq could become a US\$2 trillion economy by 2050, as the country becomes one of the largest oil exporters worldwide.

**These forecasts may well seem a little too optimistic, but the trends recorded between 2003 and 2013 account for at least part of such positive outlook:**

- Population has risen from 27 to 34 million (29 of which are mobile phone users)
- Nominal GDP has grown from US\$12 billion to US\$225 billion
- GDP growth rate went up from -41% to 9%
- GDP per capita has grown tenfold from US\$500 to US\$5,000
- Net foreign reserves have grown from US\$5 billion to US\$80 billion

*\*At the moment of writing this article, parliamentary elections are underway in Iraq. The future decision of the newly formed government will impact on the economic outlook and cannot be taken into account in the present.*







## The healthcare system

Once able to provide free health care and send medical graduates training in Europe, in over 30 years the country has seen its healthcare infrastructure compromised and resources largely drained by wars and sanctions that had a devastating impact on the whole healthcare system. Already at the time of the 2003 invasion, the health system lacked equipment, drug supplies, infrastructure and trained workforce. During the 2003-11 occupation period, the US\$53 billion spent for assistance schemes were effective only to a limited degree due to the absence of clear and coordinated long-term strategies.

The challenges faced by the Iraqi healthcare system are diverse and affect almost all sectors, from financing through delivery to outcome assessment. The system is organized on a provincial basis, with a Directorate of Health for each of the 18 governorates (two for Baghdad), overseeing the health districts at the lower level, while Kurdistan has a separate Ministry of Health. Weak governance and fragmentation have been the main cause for the failure of many health programmes, even if externally supported by the international donor community that has a strong presence in Iraq.

## Critical issues of Iraq's healthcare system

- Migration of skilled health workers and young graduates into other countries combined with a dual practice model (doctors run private practices along with their work in the public facilities) lead to the unavailability of adequate health staff in public sector facilities.
- Private healthcare is neither supported by widely implemented policies nor availability of health insurance, and plays a limited role.
- The system is still centralised and focused on hospitals and clinical treatment rather than primary care, despite national development plans aimed at developing primary healthcare; major investments continue to focus on secondary and tertiary healthcare.
- Unequal distribution and shortage of health facilities and workforce among the governorates and between urban and rural areas, with the latter more deprived of basic health needs.
- Communicable disease outbreaks continue, but non-communicable diseases have become the largest threat. Moreover, the long-standing conflict resulted in over 150,000 people affected by some form of disability or psychological disease, with insufficient resources for their rehabilitation.
- Financing for the health sector is low compared to the high number of facilities that need to be rebuilt or restored and the growing demand for medical services propelled by unplanned population increase.

- Difficult management of water, electricity, sewage, disposal of medical and nonmedical waste, and pollution of the environment, also in consequence of outdated or weak legislations.

## Health statistics

**Total population:** 32 million

**Life expectancy:** 68.9 years for men, 71.7 years for women

**Under 5 mortality rate:** 39 per 1,000 livebirths

**Infant mortality rate:** 31 per 1,000 livebirths

**Maternal mortality ratio** 63 (WHO) / 25 (Ministry of Health)

**Non-communicable diseases:** diabetes 10%, hypertension 44%, overweight or obese adults 67%

**Total doctors:** 26,250

**Nursing professionals:** 55,000

**Number of pharmacies:** 6,000

**Total hospitals:** 340

**Public clinics:** 2,331

**Total number of beds:** 41,600

**Laboratories:** 666

Sources: Naseba, National Investment Commission

**Primary care** - The Ministry of Health has designed a primary healthcare model based on family health services (mainly maternal and child health or environment issues) delivered in "health houses". The next level is the subcentre, and then various types of primary healthcare centres equipped with delivery rooms and an emergency room, and some used as training centres. Of the over 2,300 PHCs, 375 are located in areas without access to hospitals, and 140 are fully equipped facilities staffed with personnel trained through the USAID-funded Primary Health-Care Project.

However, many other centres are still inadequately staffed and equipped, therefore new PHCs are being constructed and about 10% of subcentres are being upgraded to PHCs in an effort to adjust their distribution to meet the health needs of the population. The shortage of qualified medical workforce and the high number of facilities and equipment in need of upgrading still limits the coverage of the family healthcare program. However, it is still an important step to improve the referral system towards secondary care facilities, since only about 40% of the population has access to referral services to hospitals from PHCs. The referral process, in fact, needs to be addressed also at the tertiary level of care.

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According to the report "Health Services in Iraq" by Dr Khadum Al Hilfi, a pilot family healthcare project was launched in one of the poorest provinces, Missan, using health visitors to link households and health facilities. Patients' health data were registered and computerised, to be kept on so-called smart cards, enabling mobile text messaging of prompts for required immunisations and clinic visits. The outcome showed that child immunisation coverage in targeted areas was greater than 90%.

**Hospitals** - Despite the renewed focus on primary healthcare, Iraq's 229 public hospitals remain the main provider of health services. Half of them is 30 to 40 years old, and the number of beds per population is low compared to regional average (13 beds per 1,000 population against 17/18). Baghdad concentrates the highest number of tertiary hospitals and facilities equipped with better technology.

The MoH has put in place several programs to build or re-equip hospitals and operating theatres across the country. 75 new projects for general hospitals and specialty centres, as well as drugs and medical appliances factories have been established, according to the National Investment Commission. Among them:

- 18 health project contracts worth US\$276 million will target nine provinces (Baghdad, Anbar, Babil, Najaf, Basra, Diyala, Ninawa, al-Muthanna and Wasit) and include: eight public hospitals, three specialised cardiac centre, one neurology and one cancer hospitals and primary care centres for women and children.
- US\$60 million are destined to the construction of six new 400-bed hospitals in Anbar, Diyala, Wasit, Babil, Basra and Baghdad provinces.
- Anbar provincial council has awarded 465 service projects worth US\$386.5 million to local and international companies. The projects include building hospitals, health centres and importing modern medical devices.
- Baghdad's Governor Ali Al-Tamimi has signed a US\$360 million to build three hospitals in Baghdad: 400-bed hospital in Al-Hurriya, 200-bed hospital in Al-Shaab and 200-bed hospital in Al-Fadhliyah.
- Two UAE-based companies will invest in the creation of a 58 million square feet city in Baghdad to accommodate up to 150,000 people, including a hospital and health centres, for total US\$4.5 billion.

The complete list of projects is available online on the Commission's website (<http://investpromo.gov.iq>).

**Health workforce** - The two major issues concern Iraq's health workers are the low number of doctors and specialists left after a decade of unrests, the drainage of new graduates due to migration, and the uneven distribution throughout the country. Before 2003 there were an estimated 32,000 doctors in Iraq, including those employed in teaching institutions. Many emigrated or were killed, and despite the average 1,500 to 1,800 new graduates each year, still around 25% of them leave after graduation, so the total number is now estimated at around 24,000. A large number of doctors are concentrated in or around Baghdad where 20% of Iraqis live. Other major concentrations are in the richest provinces as well as in Erbil and the Kurdistan region which was less affected by the violence and unrests shaking the rest of the country.

About 800 new dentists graduate each year from 12 public and two private schools. In 2008 were recorded over 3,500 dentists, but the National Investment Commission reported a total of 5,029 dentists in 2011.

**Health expenditure** - The first national health account was only created in 2010; back then, Iraq spent about 8.4% of its estimated US\$82 billion GDP on health, while external resources accounted for a tiny 0.8%. Per capita health spending was estimated at US\$247 per person, or US\$340 at purchasing power parity, a significant rise in two years from about US\$118 in 2008.

Government funding was mainly allocated to provide clinical services, while pharmaceuticals accounted for roughly one-third of the national health-care budget and administrative costs for around 2%. The World Bank expects the share of GDP allocated for healthcare to rise up to 10% in 2014, but about 20-22% of the total health expenditure is now estimated to be out-of-pocket.

## Private healthcare sector

Since many doctors that work in public hospitals also work privately, waiting times in public hospitals are long. However, only a few Iraqis can afford to seek private treatment, also due to the lack of health insurance programs. Private healthcare is therefore paid for almost exclusively by direct out-of-pocket payments.

There are 92 private hospitals and around 10,000 to 12,000 private clinics in Iraq. The exact figure is difficult to assess due to the under-developed capacity of collecting information and statistics from health centres. At any rate, private clinics are available only to a minority of richer households, while most of the population can only afford to receive medical services provided by public facilities.

While the public system is expected to remain the backbone of general hospital care, private primary care clinics and specialty hospitals are likely to be the main target for private providers, also in the form of contracted services. More affluent urban areas will of course be the preferred locations where the private sector may expand. However, this requires an upgrade of the regulatory system that is currently too weak and fragmented. The absence of clear guidelines and of a national policy based on reliable information makes it difficult for the government to go beyond the immediate effort to rebuild health facilities and restore at least the basic services on a national scale.

The government has envisaged to develop a social insurance system that would include universal health coverage. In time, this is expected to go along with a broader privatisation of services, but this will require a different employment system to separate the public and private sector, whereas doctors currently split their working time between the public services and the private practice.

## Market profile

The launch of a considerable number of projects for new hospitals and clinics and for re-equipping existing facilities offers a significant opportunity to medical manufacturers. Local production is practically absent and the Ministry of Health is almost entirely dependent on imports to supply the necessary equipment and drugs. Over 2007 to 2012 medical equipment imports have grown by 40%. In 2012 medical equipment spending reached US\$414 million and the growing trend is expected to continue. As regards pharmaceuticals, spending is estimated to reach US\$1.5 billion in 2014.

Naseba's "Iraq Health Report" underlines the commitment of Iraqi government to eventually privatize state owned enterprises, and to provide the existent and newly constructed healthcare facilities with advanced technology for diagnosis and treatment. The new development plans will open the market to foreign direct investment especially in local manufacturing, considering the costs reduction benefits and better access to public procurement tenders.

KIMADIA, the State Company for Marketing Drugs and Medical Appliances, is in charge of importing and distributing pharmaceuticals, medical appliances, laboratory equipment, laboratory consumables, and medical equipment for all public health care facilities, with US\$1.25 billion budget recorded in 2011. According to Naseba's report "Health-care Opportunities in Iraq," KIMADIA operates a central warehouses (Baghdad) and a local distribution chain of five governorate-based warehouses, with uncovered governorates supplied directly from Baghdad. 17% of its procurement goes to the Kurdish Regional Government while 83% to the rest of Iraq.

Foreign companies interested in supplying public hospitals in Iraq typically partner with a "scientific bureau" in order to apply for tenders with KIMADIA. These bureaus act as distributors offering storehouses and sales force, with the largest ones providing coverage over most governorates, and sometimes also equipped with training centres. Partnership with scientific bureaus, or with any local representing company, is not mandatory to participate in KIMADIA tenders, but these companies are the only authorised suppliers to private pharmacies, hospitals, and clinics, and they appear to be favored by KIMADIA. Therefore, establishing a joint venture with such partners is a preferred way to enter the Iraqi market. Once awarded the tender, companies are required to train end users on their technology and equipment.

After the success obtained by the Missan Governorate e-health system, the government wants to expand the program on a national scale. Health IT technology will also be procured through KIMADIA tenders. IT equipment and solutions are also targeted to upgrade the outdated inventory management systems and to address the lack of an integrated national health information system.

There are no regulations on medical imports nor any requirements for qualification of dealers. Companies that may be interested in local manufacturing can apply to the National Investment Commission for support on licenses, land concessions, tax exemptions and market entry.

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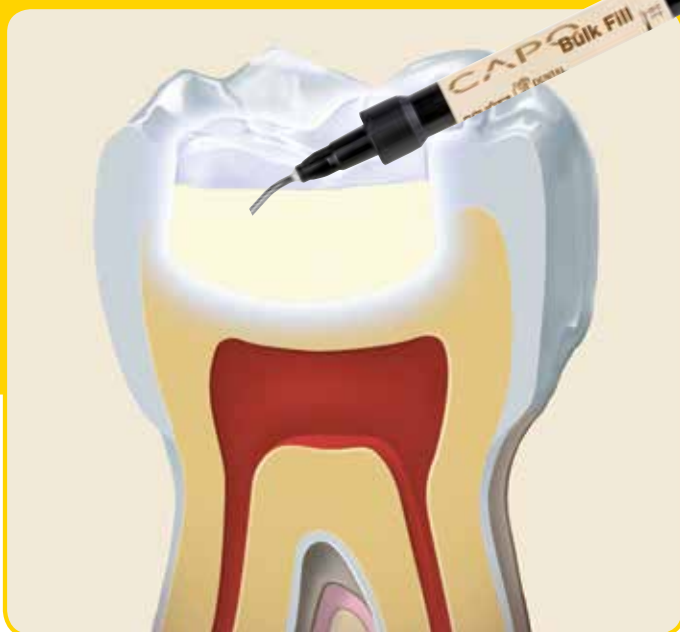
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#### Useful links:

Ministry of Health - <http://www.moh.gov.iq/english/>  
 National Investment Commission - <http://investpromo.gov.iq>  
 KIMADIA - <http://www.kimadia-iraq.com>

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# The “basic 56” Principles for Startups

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The following article features 12 of the 56 principles.



**56** basic

Principles for Startups

13

**Apply for Customer Awards**

Whether you've developed a new service for the business of your customers, or you are introducing a new product, unlike anything else, in the market — getting the recognition from a business award will surely increase your brand awareness. It is not so important if your award is small, because it will only mean an increase on the reputation of your company. Winning a local business award will also give your startup more legitimacy.

14

**The Marketing Plane**

Not only the big companies need marketing plans, also your startup needs one. I'm sure that you know the importance of a business plan, so a marketing plan will help you focus and decide where and how to spend your resources. A marketing plan could not guarantee your success, but what it will do is give you a guide that details how, when, and why you'll carry out certain efforts. This is extremely important because it increases your chance for success. Not only that, the work you put into developing such a plan will help you better understand your business and industry.

15

**Brainstorm**

Before writing a marketing plan, consult your business plan. Review the goals you've set for yourself and look at the products/services you offer: How do your products/services benefit a potential customer? How do you differ from your competitors? What makes you stand out? Start with a brainstorming session to determine your selling point and think about what you hope to get out of your marketing efforts.

16

**Identify Target Audience**

Defining a target audience is essential before developing a marketing plan. Your products and services may appeal to a lot of people, but that doesn't mean you should spend your time and money trying to reach everyone. Determining an audience can help you distribute what limited resources your startup has.

17

**Consult your business plan**

Anything you do to further promote your company should align with your original business plan. Before you decide to market your company, look at what you offer and figure out how it satisfies a need for your potential customers.

18

**Research**

Gather information from secondary sources! Your potential customers, like the leads, are one of the examples of secondary resources. If you can invest money, conduct some primary research. Use this research to determine how to define your niche.

19

**Customer profile**

At first you've to take the time to research, create a customer profile. This is an in-depth description of who your typical customer may be. It includes both demographic dentistry information—like age, gender, and location—and psychographic and personal informations, which offers insights regarding interests, hobbies, or behaviors. Both types of information are essential to gather early in the process of developing your marketing plan, because your seller force will be very interesting about this second area of informations...

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**Find your customer**

Take this step literally! Find out which social networks or apps your potential customers use. Which websites do they like? Determine everything you can about possible channels to reach your audience. Monitor and observe the environment where your customers express their opinions... I could tell to you. After you've determined who is your potential customer, you have to prepare a campaign to evaluate whether you hit the mark in terms of targeting the right audience.

21

**SWOT Analysis**

Before you set your marketing efforts and investment, you need to know where you stand. A SWOT analysis is an assessment of the internal and external factors or issues a company is facing. SWOT is an acronym that stands for Strengths, Weaknesses, Opportunities, and Threats. Why is this step in the marketing process important? When you determine your marketing objectives, you need to make sure they are built on the knowledge you acquired during a SWOT analysis because the information can help dictate those objectives. If you learn during your research that there's an untapped market that might be interested in your products or services, you can be the first among your competition to reach out to that audience. Essentially, it helps you establish YOUR place in the market.

Don't skip ahead for just a minute, the last part of the marketing process. You have to involve and to adjust your plan based on how your efforts have performed or the new information you have acquired. If you're a brand new startup, that's going to be essential because you might not be able to complete your SWOT analysis without some trial-and-error. Before launching your first marketing campaign, you can try to determine your SWOTs, but it all changes once you officially enter the market!

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**Set Objectives**

The information you compiled during your SWOT analysis should help guide the development of your objectives. For example, if you determine that you have low customer retention, you can take this into consideration as you complete the rest of your marketing plan. You'll know to focus some of your efforts on boosting customer retention.

Your objectives need to have several qualities: specific, measurable, achievable, realistic, time-sensitive. That means:

Specific: write your objectives in a manner that is clear about what you would like to achieve.



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**Measurable:** It doesn't matter which objective you set, you need to be able to verify whether you were successful. That means define each objective.

**Achievable:** this step is tricky. It's about ensuring you have the resources to realize the objectives you've set. This usually means having the money or people to support your objectives. As a startup, you might be short on both. Keep in mind what resources you have (or lack) as you develop your objectives.

**Realistic:** this might be one of the most difficult parts of developing objectives. You need to find the balance between challenging and obtainable. In my experience, when beginning every startup it's natural to have the drive and passion to grow the business. But, one mistake that the owners make is creating objectives that just aren't possible. This can be discouraging. Reach high, but don't set yourself up for failure.

**Time-sensitive:** for each objective, set a deadline. A Gantt diagram...

23

### Determine Strategies and Tactics

How do you intend to achieve your objectives? What do you hope to accomplish with your objectives or with your strategies and tactics? It is actually better to explain! You'll develop a strategy to tackle each objective, then decide on the tactics. This section is where you get into decisions whether you'll choose to advertise, focus on engagement through social media, or run an email campaign or classical advertisement. Make sure that the strategies you develop and tactics you choose align with the objectives you've set, for example your Business Plan. In addition, make sure you put together specifics about how you're going to measure all of your activities.

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### Finalize Budget and Timeline

Now try to put together the first association of points developed in this article. When you settle on the tactics you will use to market your company, you'll be investigating costs for various activities. Create a budget and timeline section that lists the name of each activity as well as the cost and budgeted time. As a startup, this section may actually be more focused on time and human resources. Regardless of the tactics you've chosen and how they'll be funded or accomplished, lay out how much you plan to spend and develop a timeline. Having all this information in one place will help you revisit it in the future and reconcile how much time and money you planned to spend versus actual costs and time spent.

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Antonio Pelliccia

Prof. Catholic University of Rome

Health Management

# 56<sup>basic</sup>

## Principles for Startups



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# Outlook on Emerging Markets

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A report released in February 2014 by Ernst & Young about Rapid Growth Markets highlighted some interesting figures from 25 emerging markets: Argentina, Brazil, Chile, China, Colombia, Czech Republic, Egypt, Ghana, India, Indonesia, Kazakhstan, Korea, Malaysia, Mexico, Nigeria, Poland, Qatar, Russia, Saudi Arabia, South Africa, Thailand, Turkey, Ukraine, UAE and Vietnam.

According to the report, a growing middle class is going to impact significantly on these countries' economies, although many of them suffer the consequences of political uncertainty and slowdown in exports to traditional trading partners among the more developed nations that are struggling with stagnation or low growth rates.

For instance, protests, conflicts and unrests have affected investors' confidence towards countries such as Nigeria, Egypt, Russia, Thailand and Ukraine. In other countries such as Brazil, India, Indonesia and Turkey, inflation and higher interest rates have slowed the pace of growth. At any rate, growth in RGMs will increasingly be depending on domestic demand rather than commodity exports, and a strengthening middle class is crucial to this shift.

EY estimates that by 2022 these countries will have a total of 200 million households with annual income higher than US\$35,000, a number that exceeds the US middle class. 80 million of them will be in China.

Estimated number of households with annual income over US\$10,000 by 2022:

- More than 220 million in China
- More than 15 million in Brazil and Russia
- More than 10 million in Mexico, Turkey, India and Nigeria

As income rises, household expenses will no longer be limited to basic food, clothing and housing necessities; health and education spending will therefore increase accordingly, expanding the demand for affordable yet higher quality services.

## Emerging markets forecasts

**Chile:** The healthy mining and services sectors are contributing to a continued growing trend on an year-on-year basis despite temporary slowdowns, while low inflation and a strengthening labor market support domestic demand. GDP is expected to grow by 4.3%, keeping the 2013 trend (4.2%). Macroeconomic and political stability create favourable conditions for this rate to be maintained over the next years, but further investments are needed in core energy sector.

**China:** Strong industrial production and retail sales, and a recovery in exports in the last quarter of 2013 brought the forecasted GDP growth to 7.6% in 2013 and 7.3% in 2014.

Economic reforms are going on especially regarding private participation in state-owned enterprises and the banking sector, including a probable lift of the 50% limit on private ownership in state-owned enterprises. Moreover, an improvement in property and social security rights for rural residents is expected by the reform of household registration and land.

Investment remains the key driver of growth, but domestic consumption is gaining a relevant role. Over the next three years it is expected to keep GDP growth above 7%. The particularly strong concerns about environmental issues are also leading to a shift towards more sustainable production and consumption patterns.

While China improves its economic position, some neighbors such as Korea, Indonesia and Taiwan are still struggling with export contractions, but as the manufacturing sector expands, it contributes to an overall expectation of 6% growth in Asia this year.


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**Czech Republic and Poland:** As the Eurozone shows moderate recovery signs, central and eastern Europe are in a good position to benefit from their close trading ties. The majority of exports from Poland (53%) and the Czech Republic (63%) are directed to this area.

The Czech Republic has a strong banking system and is ready to gain from the stronger exports. Its economy is predicted to grow by around 3% annually over the next three years. In the same period, Poland should score a slightly higher average rate (3.5%), after a 2.8% GDP increase expected in 2014 thanks to low inflation, rising consumption and strong economic fundamentals.

**India:** After almost a decade of more than 8% yearly GDP growth partly fueled by foreign investment inflows, a slowdown has affected the economy reducing it by half, also in consequence of financial markets turmoils. During the last months of 2013 India's GDP accelerated on a quarterly basis, resulting in an expected 4.9% growth in 2014. Despite the improved forecast, structural problems such as high inflation, large current account deficit and insufficient push towards liberalization reforms remain, making the economy vulnerable to capital outflows.

To prevent this, the central bank has introduced some measures to favour repatriation of capitals by Indians abroad, which has brought an estimated US\$35 billion back to the country, and to stabilize inflation and monetary policy.

Much more effort is needed to improve the business environment and reform the banking sector to improve access to credit for small- and medium-sized companies and poorer households. Other interventions needed are a further liberalization of FDI in some restricted sectors, improve the energy supply infrastructure and tackle the low and uneven performance of the education system.

**Indonesia:** High inflation and current account deficit are weighing on Indonesian growth, which has slowed to 5.6% in 2013, a minimum since 2009. However, both public and private spending are expanding and exports keep benefiting from weak currency. In 2013, 40% of households earned more than US\$10,000, but within a decade the share is expected to rise to 60%.

**Mexico:** Compared to other emerging markets, Mexico is scoring moderate growth around 1.3% in 2013 and forecasted 3.8% in 2014, boosted by strengthening external demand impacting on exports and manufacturing. Reforms are being implemented in several core sectors: fiscal system, energy, education, labor market and telecoms. The energy reform bill, in particular, is a key turning point as it removes the ban on private investments in the country's oil, gas, electricity and petrochemicals sectors. All combined, the reforms are expected to rise growth outlook to 4% over the medium term.

## Targeting emerging market consumers

In a recent article on the Huffington Post, Mr Tom Doctoroff (CEO of JTW Asia Pacific) highlighted some of the factors that influence consumers behaviours in emerging markets. Among the listed factors there were:

- **Relatively low protection of individual interests, both on the political and economic side, and safety;**
- **Higher perceived value of big brands as indicating a status in usually deeply hierarchical societies.**



These factors lead the author to define some elements to take into account for companies wishing to market their products in emerging markets. The most relevant one is the trend to focus on mega-brands rather than stand-alone brands: the reassuring power of mega-brands is reportedly a main decisional factor for 79% of Asian and 61% of Latin American consumers in developing countries. These shares drop to around 40% in Western Europe or more sophisticated Asian economies such as Korea and Japan (original source: Roper Reports). Citing another survey by McKinsey & Company, the article points out that 28% of Chinese consumers stick to previously used brands rather than trying new ones. Just to give a comparison, the correspondent share in the UK is reported at 16% and drops to 4% in Japan.

One of the main reasons behind this behaviour is the higher confidence in the integrity of the manufacturing process in large-scale brands. Furthermore, in many emerging markets a brand is not so closely identified with a specific category of products. Large conglomerate brands producing a wide array of consumer goods and equipment are perceived as more efficient and also much more widely advertised in a context of high media costs. So rather than establishing several stand-alone brands, corporations are focusing on building single, comprehensive master brands awareness.

Another factor is the so called "value for money", which implies a perceived justification of higher prices related to better quality, but the perceived value may be increased by adapting to local preference patterns. Composite multifunctional devices that ensure practical advantage are an instance of well-performing products.

When it comes to advertising, companies should take into account the different competitive environment, that points more to an influence on consumer behaviours offering new comprehensive post-sale or extra-sale experiences, rather than on establishing an objective superiority over the alternatives. This is even more the case with the rather rational than emotional approach of emerging-market consumers to purchasing. Pragmatism is a key factor and it is influenced by several factors including after-sale service or assistance, persuasion arising from shared information and renown opinion leaders.

**Source:**

Ernst & Young, "February 2014 - Rapid-Growth Markets Forecast" - [http://emergingmarkets.ey.com/wp-content/uploads/downloads/2014/02/1000759\\_RGM-Feb2014-OK-LR.pdf](http://emergingmarkets.ey.com/wp-content/uploads/downloads/2014/02/1000759_RGM-Feb2014-OK-LR.pdf)

The Huffington Post, "Emerging Markets, Consumer Insight and Business Strategy", by Tom Doctoroff, posted: 03/04/2014 - [http://www.huffingtonpost.com/tom-doctoroff/emerging-markets\\_b\\_4893113.html](http://www.huffingtonpost.com/tom-doctoroff/emerging-markets_b_4893113.html)

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# Medesy is awarded the *Unicredit OK Italia* prize



UniCredit is one of Europe's most prestigious commercial banks with strong roots in 17 European countries operating with a network spanning 50 markets, including more than 9,000 branches.

UniCredit is one of Europe's most prestigious commercial banks with strong roots in 17 European countries operating with a network spanning 50 markets, including more than 9,000 branches.

The group benefits from a strong European identity and has always sustained a strategic development plan focusing on innovation in order to provide rapid and efficient responses to its customers using all the means offered by technology to best meet their needs.

In adherence to this philosophy Unicredit every year sponsors an initiative to award the best Italian companies which stand out for their special approach to innovation and research. The prize "OK Italia" as it is called, is a very prestigious business award given to Italian manufacturing companies, not just belonging to the dental sector, in recognition of their outstanding achievement in International Trade. Business Enterprises and generational transition was selected as core theme for 2013 edition.

Protagonists of the event only family-run Companies, (corresponding to about 80% of the Italian entrepreneurial context), for which the passage from father to sons has revealed the potential of the company and has enabled the consolidation and the successful business take-off. MEDESY is among the 7 best Italian companies awarded by UniCredit where the passing of the torch has turned into a winning recipe creating effective formulas to innovate, revive the business, regain competitiveness and expand to new market areas.

Great joy and enthusiasm in the team Medesy for this acknowledgment as featured in the words of Claudio Ghezzi, CEO and President of the company.

*"We are delighted to receive the UniCredit Prize "OK Italia" because it rewards us for having always focused on craftsmanship and innovation. We have always pursued the best solutions to meet the needs of the market and thanks to the constant dedication of my family and all my staff over the years we have managed to maintain a high standard of quality much appreciated by our customers and more. This award gives us the right motivation and adds new enthusiasm, this is what we truly need to continue our business".*





Medesy was selected and awarded the ok prize for more than one reason, but let's discover the remarkable and distinguishing features which enabled Medesy to be retained among the seven top winners of the prize. A third generation family company located in **Maniago, the knives district of Italy famous worldwide for its centennial tradition and know-how in the manufacture of blades and cutting tools of the finest quality.** Claudio Ghezzi together with his daughter and son have truly succeeded in combining the great treasure left by the skilled artisans and craftsmen of the past with accurate technological research aiming at obtaining the production of high quality dental and surgical instruments. The company perfectly represents the fusion of 600 years of specialization of the great smiths' art with pure innovation.

This heritage and this background are the pillars and strength as well as the engine of Medesy production where each single instrument is the perfect combination between artisanal expertise and technological approach. The company management has indeed been able to exploit the artisanal competence locally available and to specialize on the development and manufacture of surgical instruments whose added value is the expression of the artisanal culture and a strong investment in innovation and research, a concept completed and reinforced also by a constant cooperation with university centres and leading professional figures of the dental environment.

Staying anchored to the values of the past but also oriented to the future, Medesy has adopted modern means of marketing and communication which facilitate the development of better relations and close partnerships with its customers. Special attention is placed on enhancing the image of the product both with frequent targeted promotions as well as by presenting its trademark in the most important international dental congresses. Thanks to the new communication strategies and to the continuous launch of new products MEDESy is considered one of the most dynamic Companies in the dental field, fast-reacting to the demand for innovation and for superior quality standards.

**The huge investments on last generation technological machineries as well as the opening of a new production factory prove the great ambition and strong will of Medesy Management to keep on improving the Quality Standard.**

Nowadays Medesy is firmly present and appreciated in more than **105 international markets** for the excellent quality of its products refined in all the details, from a technical point of view and in terms of design. **The entire Medesy team is daily committed to provide not just the best quality products but takes pleasure in looking after all its customers with a personalized attention and punctual pre and post sales-service.**

Medesy R&D department is committed to the realization of new instruments and testing new materials with the purpose of improving and facilitating the techniques and the daily tasks of dental practitioners. More than 2.400 instruments, some of them covered by an international patent, are now successfully on the market proving that Medesy commitment on innovation is the right formula to better fulfil the needs of modern dentistry and to achieve at the same time positive business results.

In line with this strategy a **new company has been created, Medesy Engineering, whose specific and unique mission is innovation and has already produced extraordinary results.** The most recent and remarkable is **Exomed™** an instrument which allows the extraction of teeth and roots with minimal trauma, a patented device revolutionary for the huge advantages and benefits which no other extraction technique can offer today.

Exomed has been experimented for about 3 years and submitted to several clinical tests before being considered suitable for a final market presentation. It has been tested by dentists and professors of various international universities and the feedback has been unanimous everywhere: Exomed is a real breakthrough.

The future and objectives of Medesy are openly conveyed and summed up in the words of CEO Claudio Ghezzi:

"We have achieved great and important goals so far, we are proud of these results but we are deeply convinced that we still have many other more to attain and the whole team is already working hard for this. A company is not a virtual entity, it is something more complex and made of human beings actively contributing to the company life. We have a strong and motivated team that adds passion and dedication on each daily task and without any doubt this is the key-ingredient to our success!"

Visit our web sites:

[www.medesy.it](http://www.medesy.it)

[www.exomed.it](http://www.exomed.it)



## Cede 2014

**CEDE is the standout event on Poland's dental calendar.**

It has become not only a European exhibition, but also a scientific-training "gathering" for dentists, technicians, dental assistants and students keen to keep track of the latest developments in their field.

CEDE hosts the Congress of Dental Teams and numerous lectures, courses and demonstrations organised by exhibitors and professional organisations, all of which ensure participants access to the latest, already proven advances in science that can be applied in dental practice.

CEDE is a place where dentists, dental technicians, assistants can see and touch the most up-to-date medical techniques and technologies, or hear the best and most assured lecturers and specialists in the field. You can shop on the internet, listen to lectures on tape or online, and read articles without leaving your home. But they are no substitute for personal contact with a lecturer, a salesperson, a creator, a demonstrator.... none of the most state-of-the-art communication technologies available can replace the opportunity to try out for yourself and test dental equipment, materials and tools before deciding whether to buy them.



Such an opportunity is only available to us through exhibitions and academic-training sessions/gatherings. And what about "extracurricular" activities, i.e. the chance to take part in wonderful social events? ...no television or radio can replace that. Therefore, attending CEDE is a must to visit event for many reasons, to mention just a few: a convenient platform for exhibitors, comfortable conditions for visitors, professionally organised events, computer facilities, digitalisation, road access, parking facilities, a large number of excellent exhibitors, many leading manufacturers, high-standard conference facilities, countless excellent lectures, courses, demonstrations – a warm, friendly atmosphere and social events...

Testimony to the standing of this "feast of dentistry", is the growing number of participants, both in terms of visitors (13,492 in 2012 and 13,769 in 2013), as well as in terms of those attending the Congress of Dental Teams: 1,250 participants in 2012 and 1,349 in 2013. And what will 2014 bring? Participants will still enjoy a free entry card to the exhibition, an exhibition app for mobile devices, access to an expanded Test Zone and Speakers' Corner, as well as to a new exhibition pavilion, lectures delivered by leading Polish and foreign lecturers, come-together free evening concert on the exhibition patio and many, many other important local attractions. You simply cannot miss CEDE 2014

**For more information visit: [www.cede.pl](http://www.cede.pl)**

press release

## Dental South China 2014

**Review of the 19th Dental South China International Expo**

The 19th Dental South China International Expo 2014 was successfully held in Guangzhou from March 6 to 9. With an exhibition area of 43,000m<sup>2</sup>, it has attracted 821 companies from 26 countries and regions as well as 45,285 dental professionals from around 90 countries and regions. Over 120 wonderful forums and seminars have been held, sharing leading technologies and management skills.

The grand show has ushered in four exhibition groups this year respectively from German, Korea, Taiwan and Nanhai, Foshan. The four pavilions featured regional dental products and advanced dental technologies, drawing attention from many professional buyers. Embodying the global top-class dentistry, the German Pavilion even debuted with an exhibition scale of 1,200m<sup>2</sup>.

Besides pavilions, other exhibitors showed to visitors dental products of all categories, including dental furniture, dental equipment, dental device, dental materials, pharmaceuticals, oral care products, denture, dental management software, dental teaching models as well as communication and office systems. They presented their new products and advanced dental technologies to professional buyers at the show, indicating the latest development trends of dental industry.

Over 100 Conferences and seminars have been held concurrently with the expo. Top experts from the USA, Germany, Japan, Korea, Italy, Portugal, Mainland China, Hong Kong and Taiwan have been invited to give lectures on cutting-edge achievements in dentistry. More than 7,000 dentists and relevant management personnel are attracted to attend the three-day seminars. The ADA Education Day and Training Workshop on Dental Technology for ASEAN Countries were successfully held again, promoting cross-regional Exchange.

The next Dental South China International Expo will be held in Guangzhou from April 5 to 8, 2015.

**Welcome to pay close attention to [www.dentalsouthchina.com](http://www.dentalsouthchina.com) for more information.**



## Idex 2014

### Over 25 million \$ trade volume in CNR IDEX!

Being the 3rd biggest fair of its industry worldwide, CNR IDEX - Istanbul Oral and Dental Health Materials and Equipment Exhibition, was organized in CNR EXPO Fairgrounds Istanbul, 03-06 April 2014.

**CNR IDEX has been visited by 9.053 professionals predominantly dentists.**

Fast growing industry of dental and oral health of Turkey and as being the only exhibition held in Turkey, CNR IDEX Istanbul Oral and Dental Health Materials and Equipment Exhibition, was organized in CNR EXPO Fairgrounds Istanbul, 03-06 April 2014.

IDEX has been organized in cooperation with DISSAD (Turkish Dental Businessmen Association) and CNR Ekspo Trade Fairs Inc, supported by KOSGEB where the latest Technologies in Dental Units and Chairs, X-ray Equipment, Oral Camera and Digital Radiography Devices, Implant Systems are showcased.



### Professionals visiting from 57 countries

The exhibition hosted 9053 total visitors of which are 718 foreign. Dentists, dental technicians, academicians, chief doctors and purchasing managers meet the latest technology products during the exhibition. The exhibition was visited from 57 different countries including Bulgaria, Germany, Kosovo, Bosnia & Herzegovina, Russia, Saudi Arabia, Iran, Montenegro, Serbia, Tunisia, Greece, Macedonia, Syria, Azerbaijan, Kazakhstan, Iraq, Poland, Jordan and Lebanon.

The exhibition has created a trade volume of 25 million \$. The most prominent products were the filling material totally natural and good for life time long, cream that prevents cavities and the "Cavity Scanner" localizes cavities beforehand.

### Exhibitors from 13 different countries

IDEX hosted 60 foreign companies as exhibitors from China, South Korea, Germany, Italy, Pakistan, Chinese Taipei, Israel, Hungary, Bulgaria, Georgia, Spain and UK.

**We will be glad welcoming you again in CNR EXPO Fairgrounds, 7-10 April 2016.**

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# IDEM Singapore 2014

## The Eighth Edition of IDEM Singapore 2014 was a Record-breaking Success

**This year's IDEM Singapore demonstrated why it is Asia's leading dental trade fair and scientific conference with record breaking numbers of exhibitors, conference tracks and attendees.**

IDEM Singapore 2014 saw more than 500 exhibitors from 38 countries showcasing the latest innovations in clinical dentistry, dental technology and patient care across every segment of the dental market, covering restorative and preventive treatments, surgical procedures and equipment, orthodontics, endodontics, periodontics and laboratory tools. The IDEM Singapore trade fair was the largest staged at the Suntec Singapore Convention and Exhibition Centre since it was refurbished, and the first ever to fill both floors of exhibition space covering 16,000 sqm. The trade fair and conference welcomed 7,842 participants from 61 countries over three and a half days.

ESRO the Swiss manufacturer of dental care products, at IDEM Singapore for the second time, had an excellent experience according to their General Manager Mr Patrick Sutter, "IDEM Singapore has been excellent for us. We came from Switzerland to build contacts in Asian markets. We've made some good contacts and had some good conversations. Every contact and every discussion has been fruitful. We do not sell direct here from the fair so the results will be afterwards, but we are positive there will be good results. We will definitely consider coming back."

### A Launchpad for New Products in Asia

IDEM Singapore is increasingly seen as the gateway to Asia for dental manufacturers and distributors wishing to break into Asian markets and this was reflected in the high number of first time exhibitors; 170 or 30% were new to IDEM Singapore this year.

First time exhibitors, Prophytex from France, brought several unique, patented products to IDEM Singapore to look for distribution partners in the Asia-Pacific region. Emmanuel Guigon the Commercial and Export Manager reported, "We have had a lot of interest from Asian dentists who have not seen our products before. The dentists were very impressed but we are not selling products at the exhibition, we are really here to meet possible distribution partners for Asian countries. We have had some interesting conversations with potential distributors but of course that is just the start of a process that might take months to settle."

American company Aribex, part of the Kavo Kerr group, were also exhibiting for the first time at this year's IDEM Singapore. "We had hoped to make it over for the 2012 show but were unable to make all the arrangements in time so we made sure we got here this year, Mr Marc Burrows explained. "We think the Aribex NOMAD handheld X-ray device could be the perfect product for many Asian dentists and IDEM Singapore is certainly the perfect exhibition at which to meet those dentists."

## The Preferred Platform for Success in Asia's Dental Markets

Many other exhibitors were IDEM Singapore veterans returning to what is for them, a tried and tested platform for reaching their Asian client base.

Mr Eyal Milman, President and CEO of ADIN Dental Implant System, explained why his company had come to IDEM Singapore for the second time, "ADIN is a major manufacturer of implants producing more than 450,000 units a year and exporting all over the world but we were looking for a venue to introduce our products to more Asian markets like Indonesia, Malaysia, Vietnam and Thailand and IDEM Singapore was the logical choice. We produce a range of narrow implants which are designed to be suitable for the finer Asian jaw structure and everyone told us if you want to do more business in South East Asia we have to come to IDEM Singapore. I am glad we came, it has been very good and we have had lots of enquiries. We are already the number one brand of implants in India and we hope IDEM Singapore can help make us number one in South East Asia too."

Domenic Arnz, Sales South East Asia, FONA was very happy to be back at IDEM Singapore 2014. "FONA came to IDEM Singapore for the first time in 2012 and it was good for us so this year we came back and we doubled the size of our stand. We also staffed the stand with regional managers from Vietnam, Indonesia, India, Korea, and the Philippines. We are very happy to launch several new exciting products like our new XPan 3D and the FONA 2000, which received lots of very good feedback and interest."

## Where East Meets West & East Meets East

The increase in the number of exhibitors, growth of attendee numbers by more than 8% and the increased representation from countries in the Asia-Pacific region such as Australia, Cambodia, Taiwan, Hong Kong, Korea, Japan, New Zealand, Myanmar and Sri Lanka, also highlighted another trend; IDEM Singapore, long considered the event where East meets West, is now also increasingly seen as the gathering point for different parts of the East to meet each other.

This is certainly the case for Nobel Biocare Asia Ltd, veteran of many IDEM Singapore exhibitions, and back again this year. As their South East Asian Sales and Marketing Specialist, Mr Richie Leung put it, "As a major manufacturer of implants supplying much of Asia we simply have to be present at IDEM Singapore; everyone is here: all our competitors and more importantly all our clients and potential clients. We have had a good show, got to meet and treat our established customers, and of course introduce ourselves to new customers. And the special deals we offered just for IDEM Singapore also did well."



Takara Belmont Corporation's Regional Manager, Mr Jackson Ang, said there had been plenty of interest in the company's dental chair range and X-ray equipment. "We have been coming to IDEM Singapore for many years, it is like a window to all the neighbouring countries in the region and we use it to showcase our products to the many, many dentists that come here from all over South East Asia and beyond."

Dr Tieng Chhnoeum, President of the Cambodian Dental Association was pleased with their association stand and thought IDEM Singapore was, "A very big event, a lot of people have joined. I see a lot of product displays; we saw a lot of new things we can't find at home. There are so many participants; it has been a successful one. I am sure that I will try my best to come back for the next one." The highlight for his colleague, Dr Yam Solita, President Elect, Cambodian Dental Association, was the networking opportunities, "Great networking for us at the association, a lot of exhibitors are also looking for agents in Cambodia so it's good for us. We will be back next time and also try to bring dental students here."

### **Illuminating the Future of Dentistry**

IDEM Singapore 2014 proved itself to be not only a "must-attend" event for dental practitioners and professionals in the Asia-Pacific looking for the latest cutting edge technology and innovations in dental solutions and services at its trade fair but also a "must-attend" scientific conference.

The conference theme this year was "Dentistry - The Future Is Now" with the programme focusing on the future of dentistry, addressing the challenges and the procedural and technical advances in the various fields of dentistry. The extensive scientific conference ran for three and a half days, and featured 45 different sessions and 36 international speakers.



Dr John Burgess, the Assistant Dean for Clinical Research at the University of Alabama at Birmingham, United States, knows all about the "The Future is Now". He gave two well-attended and fascinating lectures on Vital Pulp Therapy, and Effective Efficient Tooth Coloured Restorations. There is still a long way to go in the field of vital pulp therapy but Dr Burgess believes it might one day revolutionise the way we do dentistry. "It is fascinating to think that one day in the not too distant future we might be able to repair a tooth with stem cells or even grow a living tooth for implant." Dr Burgess thinks this is a time of wonderful opportunity for Asian dentists, especially those in South East Asia countries with rapidly expanding middle classes and a new generation of dentists to cater to them. "In the past, restorations were expensive, when we worked with metal-based materials that required lengthy, almost handmade processing. That put restorations beyond the reach of many people but today with ceramics and composite resins, and CAD/CAM imaging and milling technologies, they are both more affordable and affordable to more people."

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Another IDEM Singapore speaker, Prof Ken Hargreaves, the Professor of Pharmacology and Physiology at the University of Texas Health Science Center in the United States also enjoyed the event. "It's been a very fruitful event; for my talks on *Successful Management of Acute Dental Pain, Issues in Managing the Persistent Endodontic Infection* and *Regenerative Endodontic*, I've met participants from all over the world, such as Cambodia, Korea, Japan, Indonesia, Australia and New Zealand and even from as far as the United Kingdom."

It was not just the speakers that were impressed with the conference. Prof Tran Van Truong, a professor of odontostomatology from Vietnam was also impressed with the organisation of the event. "The exhibition and scientific meeting are very well-organised and there are many people. I hope to be back."

#### Addressing the Diverse Needs of the Modern Dental Team

The scientific conference also introduced new tracks this year to represent the diversity in today's dental team including dental technicians, dental hygienists and therapists.

Dr Yam Solita, President Elect, Cambodian Dental Association, was impressed with the new tracks. "It's really nice; there are a lot of programmes that's different from before. They also have scientific programmes targeted for the whole dental team: for dentists, dental hygienists, dental technicians."

Attendees of the new Dental Technician Forum were very positive about the new track. Mohd Khair Bin Abu Yamin, a lab technologist from Singapore, said, "It's good and I learnt many new things; although I might not use the techniques in my work currently, I definitely think some if not all of what I learnt will be useful in the future."

Elizabeth Witherington, a dental technician from Australia was also pleased, "The Dental Technician Forum has been very informative. I look forward to more programmes for dental technicians in future editions of IDEM Singapore."

#### Looking Ahead to 2016 and Beyond

Dr Kuan Chee Keong, President of the Singapore Dental Association (SDA) and Chairperson of the IDEM Singapore 2014 Committee, said "The Singapore Dental Association helps to promote the professionalism of dentistry through our support of continuing education programmes like IDEM Singapore, with a world-class conference, to help the dental team keep up with advances in dentistry. Through our community outreach and friendship with the various dental associations in the region, we hope to continue to spread the importance of continuing education and to increase the participation from the dental teams in Asia coming to IDEM Singapore."

"As dental markets in the region continue to develop and reach out to embrace the globalisation of dentistry and the opportunities it presents, IDEM Singapore will continue to play a strategic role for its exhibitors in facilitating that development and outreach. We will continue to strengthen IDEM Singapore's position as the preferred platform for companies looking to launch new dental solutions in Asia, by continuing to bring in the key buyers from the region. We hope that IDEM Singapore will grow to become not only a gateway to Asian markets but also a portal to the rest of the world," said Mr. Michael Dreyer, Asia-Pacific Vice President, Koelnmesse.

**The next edition of IDEM Singapore will be staged from April 8 – 10, 2016.**

## Sino Dental 2014

**SINO-DENTAL, the largest dental exhibition in China, is a benchmarking dental show, which enjoys high reputation both in China and around Asia. SINO-DENTAL 2014 will be held on June 9 -12 at China National Convention Centre, Beijing, China.**

In the past two decades, Sino-Dental has strived to introduce and promote advanced technologies and products; to provide a platform for national and international dental companies to demonstrate images, be informed of market information, learn the advanced technologies and develop new products; to provide opportunities for the exhibitors and professionals to communicate and exchange experiences. Many of the exhibitors all over the world now regard SINO-DENTAL as their first choice in China for new products launching. And SINO-DENTAL has always been the most ideal business platform for business cooperation and potential market exploring.

In 2014, over 700 exhibitors from nearly 30 countries and regions will be participating in SINO-DENTAL. Companies from Germany, Japan and Korea will be attending as National Pavilions. The state-of-the-art technologies and products, as well as excellent Chinese products with competitive price and service, will all be showcased on this platform. As the most influential dental exhibition in Asia-Pacific, SINO-DENTAL is expecting over 80,000 visitors from 90 countries and regions this year. Near 200 top-level academic seminars and workshops will be held during the exhibition period.

For many dealers, SINO-DENTAL has already become a one-stop solution for product purchasing. To encourage more business activities, SINO-DENTAL has the special event of International Dealers' Day for international dealers. International Dental Dealers Day will be held from 10:00-16:00 on June 10th in the International Dealers Lounge. Major Chinese dental manufacturers will introduce their products & services and we will provide free luncheon for this event. We would also provide free interpretation service for international dealers. We encourage our visitors to invite more international dealers or traders to SINO-DENTAL. We will provide free local accommodations during June 8-12 for the one who could invite a group of 20 or more dealers or traders to SINO-DENTAL.

Except for the great exhibition, we are sure you will enjoy the city a lot, too. Beijing, the capital of China, is no doubt one of the most popular tourist destinations in the world. As a historic city with glorious culture, and a perfect blend of ancient and modern, with a wide variety of famous tourist spots, Beijing's attractions are second to none in China.

**Looking forward to seeing you in Beijing this June!**





## BDIA Dental Showcase 14

### Dental brands prepare for BDIA Dental Showcase 2014

If you plan to visit just one dental event this year make sure it's the UK's largest. Rated the most important dental event in the UK based on independent visitor research, BDIA Dental Showcase will bring together the widest range of dental equipment, materials, products, technology and ideas to meet the practical requirements of the whole dental team when it opens its doors on 9-11 October at London's ExCeL.

Already, with six months until the event takes place, almost 250 leading dental companies ranging from global dental brands to local suppliers, have booked to exhibit and are preparing to meet and share their expertise with every member of the dental profession.

Simon Gambold, Managing Director UK & Ireland and Vice President European Dental Northern Region of Henry Schein says "BDIA Showcase is the leading event in the UK for dental team members looking to find out what's new, make purchases, learn or network with colleagues and Henry Schein has been an exhibitor and supporter for many years. "Showcase plays a crucial part in our marketing calendar and is a highlight of the year for our team."

Alexander Breitenbach, Managing Director, NSK United Kingdom Ltd says "We have exhibited at Dental Showcase for many years and have always found it an excellent platform for our products and services. "The calibre and number of delegates is exceptional, and the value it delivers is unmatched in the industry. Additionally, we have the reassurance that many exhibitors are BDIA members who are committed to the long-term development of the industry."

Each year, BDIA Dental Showcase attracts more members of the dental team than any other UK dental event. Busy dental professionals set aside crucial time to meet and share ideas with leading manufacturers and suppliers of state-of-the-art products and services who are constantly innovating new solutions to benefit patients and practices. Peter Gowers, Managing Director of Panadent comments "BDIA Dental Showcase is the biggest and best show, the footfall it generates provides us with the ability to meet and greet new as well as existing customers.

"Furthermore, as a specialist manufacturer, Dental Showcase connects us with the audience we are looking for, and so far is the only show to manage this in plenitude."

In addition to established leading industry players, BDIA Dental Showcase plays host to an ever-increasing number of new suppliers each year, from the UK and internationally.

Marcin Pakora, Managing Director of Lasotronix in Poland, one of a number of new exhibitors who will be attending the show in October, says "We are very positive about participating in BDIA Dental Showcase for the first time. We have decided to exhibit at this, the UK's most important dental event to launch our Smart M laser system. There is no comparable laser system currently offering the same versatility for soft tissue in the UK dental market."

Don't miss out on the UK's premier dental exhibition – save the date in your diary and visit [www.dentalshowcase.com](http://www.dentalshowcase.com) for more information.

### Register now for BDIA Dental Showcase 2014

The most highly anticipated dental event of the year, BDIA Dental Showcase has officially opened registration for 2014. This year's event will be held on 9-11 October at ExCeL London.

BDIA Dental Showcase is the ultimate place to explore the latest technologies and equipment in the UK dental industry, meet face to face with friendly experts on more than 350 exhibition stands and listen to keynote speakers sharing their expertise on the latest issues facing dentistry.



By registering and visiting the exhibition you will have direct access to today's dental innovators and can rest assured that the widest selection of dental products, equipment, technologies and services from global brands to newcomers will be on display, ready for you to test and trial for your practice, laboratory and patients.

BDIA's Executive Director Tony Reed said: "BDIA Dental Showcase plays a vital role within dentistry bringing together the industry and the profession to share ideas and expertise.

"With an increasing number of counterfeit and non CE-marked dental products in the marketplace, it is becoming even more important for the dental team to know the source of their dental equipment and products to ensure that all parties are protected.

"BDIA Dental Showcase is the perfect opportunity for busy dental professionals to form relationships with suppliers face to face and make informed decisions about the companies with whom they wish to conduct business as well as to engage more widely with colleagues and industry leaders."

Don't miss the dental event of the year! BDIA Dental Showcase is free to attend, but a £10 on-the-day entry fee will be charged to visitors who do not register in advance.

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Dr. Tawfik Harisha

tell 00218213404119

fax 00218213616002

email: [dr.tawfik@marina.ly](mailto:dr.tawfik@marina.ly)

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E-mail: [navoara@netsys.am](mailto:navoara@netsys.am)

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Tel.: + 374 10 533852

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Dr. Carlos Tobio.

e-mail: [consultores@planeta-dental.com.ar](mailto:consultores@planeta-dental.com.ar)

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Rajesh Patil

Orthosystems

F-08, Haware Centurion Mall , Sector 19-A, Nerul , Navi Mumbai

India, tel - 919819008120

Mail - [orthosystems@yahoo.com](mailto:orthosystems@yahoo.com)

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Room# 109, Lebel# 02

16, Purana palton, Dhaka-1000,

Bangladesh.

Tel. 9559334

Mobile. 01715-051019

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....

The company, well-known on the dental market of Ukraine, with the advanced dealer network, offers cooperation on exclusive distribution to manufacturers of the dental equipment, materials and instruments. The basic request - payment of obligatory registration of own production in Ministry of Health of Ukraine. Our Contact Details:

Service-Centre Ltd.

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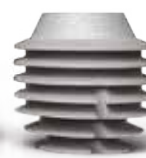
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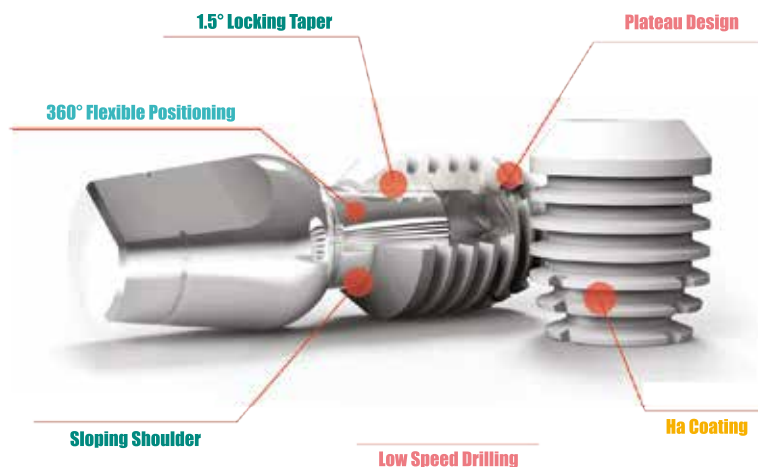
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# june 14

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(Kuala Lumpur – Malaysia)

Malaysian Dental Association  
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Plaza Damansara, Bukit Damansara  
50490 Kuala Lumpur - Malaysia  
Tel: +603 20951532 // 20951495  
Fax: +603 20944670  
Email: mdaassoca@mda.org.my  
Website: www.mda.org.my  
Venue: Kuala Lumpur Convention Centre  
http://www.mda.org.my/

• • 04-06/06/2014 -

**Stomatology  
St. Petersburg 2014**

(Saint-Petersburg – Russia)

DentalExpo  
119049 Moscow, P.O. Box 27, ZAO "DE-5"  
Tel: +7 495 921 40 69  
Fax: +7 495 921 40 69  
E-mail: info@dental-expo.com  
Website: www.dental-expo.com  
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Ms Tatiana Frolova (Moscow)  
Tel/Fax: +7 495 921 40 69  
E-mail: region@dental-expo.com  
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Tel/Fax: +7 812 380 60 00  
E-mail: med@primexpo.ru  
Venue: Lenexpo Exhibition Centre,  
St.Petersburg, Russia V.O., Bolshoy pr., 103  
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• • 09-12/06/2014 -

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19th China International Dental  
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Conference**

(Beijing – China)



International Health Exchange and Cooperation Center; Ministry of Health P.R. China  
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Chegongzhuang Street  
Beijing 100044 - P.R.China  
Tel: +86 10 883 93917  
Fax: +86 10 883 93924  
Email: info@sinodent.com.cn  
Website: www.sinodent.com.cn  
Contacts:  
Ms Carol Kang (Project Manager)  
Email: kangle@hecc.org  
Ms Sunny Yin  
E-mail: yinhaiyan@hecc.org / yhsunny@hotmail.com  
Venue: Venue: China National Convention Center (CNCC)  
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• • 17-19/06/2014 **APDC 2014 - The  
36th Asia Pacific Dental Congress**

(Dubai - United Arab Emirates )



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Kenes Asia (Thailand) Co., Ltd.  
10 Soi Lasalle 56, Sukhumvit Rd.  
Bangna, Bangna, Bangkok 10260 - Thailand  
Contact Person: Barbara  
E-mail: btandong@kenes.com  
Industry Liaison and Sales Associate:  
Yukonthon Pradsarakke  
E-mail: ypradsarakee@kenes.com  
Venue: Dubai World Trade Center,  
Dubai - UAE  
www.apdentalcongress.org  
**Infodent Booth: 8F 11**

• • 25-28/06/2014 **IADR -  
International Association for  
Dental Research**

(Cape Town - South Africa )

The International Association for Dental Research (IADR)  
1619 Duke Street, Alexandria,  
VA 22314-3406 USA  
Tel: +1 703 548 0066  
Fax: +1 703 548 188  
Website: www.iadr.org  
Exhibits, Sponsorship & Meetings Manager:  
Carman O'Quinn  
Tel: +1 703 299 8093  
Venue: Cape Town International Convention Centre  
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# august 14

• • 12-15/08/2014 **Meditech 2014 -**  
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 Website: [www.achc.org.co](http://www.achc.org.co)  
 Venue: Coferias  
 Bogota - Colombia  
 Venue: Kuala Lumpur Convention Centre  
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• • 21-23/08/2014  
**ICOI Summer Meeting 2014**  
 (Chicago IL – USA)

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 Wayne, NJ 07470  
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 Fax: +1 973 783 1175  
 Contact person  
 Credentialing & Meeting Exhibiting: Betty  
 Email: [blukacs2002@yahoo.com](mailto:blukacs2002@yahoo.com)  
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# september 14

• • 03-06/09/2014

## MEDVIN Dentistry Kiev 2014

(Kiev - Ukraine)

Organized by: Medvin  
Heroes of Stalingrad Avenue 12E, office  
"MEDVIN" Kyiv 04210 - Ukraine  
Tel: +38 044 501 03 44 // 501 03 42 // 501 03 66  
Fax: +38 044 501 03 44 // 501 03 42 // 501 03 66  
E-mail: mail@medvin.kiev.ua  
Website: www.medvin.kiev.ua  
Project managers:  
Project Manager: Ms Alexeenko Valeria  
Tel: +380 44 501 03 44 // 42 // 66 ext. 109  
Email: valery@medvin.kiev.ua  
Chief engineer: Mr Capcom Ivan  
Tel: +380 44 501-03-44 // 42 // 66 ext. 120  
Email: kapkoivan@ukr.net  
Venue: KievExpoPlaza  
Add: str. Salyutna 2b  
Kiev - Ukraine  
<http://www.medvin.kiev.ua>

## • • 11-13/09/2014 CEDE 2014 - 24th Central European Dental Exhibition

(Poznan - Poland)



Organiser:  
EXACTUS Sp.j.  
Al. Kosciuszki 17 1st floor  
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  
Website: www.exactus.pl // www.cede.pl  
Project manager: Mr Darek Sobczak  
Ph. +4842 632 28 66  
e-mail: d.sobczak@exactus.pl  
Venue: Poznan International Fair grounds, Glogowska Street 14, 60-734 Poznan, Poland  
**Visit us at Infodent stand: Hall 8, booth 5d.3**

## • • 11-14/09/2014 FDI Annual World Dental Congress - New Delhi 2014

(New Delhi - India)



FDI World Dental Federation  
Tour de Cointrin  
Avenue Louis Casai 84  
Case Postale 3  
1216 Cointrina Genève  
Switzerland  
Tel. +41 22 560 81 50  
Fax +41 22 560 81 40  
E-mail: info@fdiworldental.org  
E-mail: congress@fdiworldental.org  
Website: www.fdiworldental.org  
Contact Person: Mr Steeve Girod  
E-mail: SGirod@fdiworldental.org  
Direct Phone: +41 22 560 81 41  
Venue: India Expo Mart Ltd  
<http://www.fdiworldental.org/>  
**Infodent booth: B144 - 145**

## • • 18-20/09/2014 BIDM 2014 - The 24th Annual Beirut International Dental Meeting

(Beirut - Lebanon)

Organized by: Lebanese Dental Association  
Victoria Tower, Corniche du Fleuve Beirut  
Lebanon  
P.O.Box: 11-2266  
Tel: +961 1 611555 // 961 1 611222  
Fax: +961 1 611555 // 961 1 611222  
Email: lida@lda.org.lb  
bidm@lda.org.lb  
Website: www.lida.org.lb  
Venue: Congress Palace,  
Beirut - Lebanon  
<http://www.bidm-lda.com/>

## • • 18-20/09/2014 Dentex 2014 - The 19th International Dental Equipment Exhibition

(Brussels - Belgium)

Dentex International  
98 J.B. Depaire Avenue Brussels B-1020  
Belgium  
Tel: +32 (0)2 478 14 41  
Fax: +32 (0)2 4780567  
Website: www.dentex.be

Venue: Brussels Expo  
<http://www.dentex.be>  
18-20/09/2014 North Dakota Dental Association (NDDA) Annual Session 2014 (Minot, ND - USA)  
North Dakota Dental Association  
PO Box 1332  
Bismarck, ND 58502  
Website: www.nddental.com  
Contact: Elicia H. Jacobson, Exhibits Chairperson  
Tel: +1 701 223 8870  
Fax: +1 701 223 0855  
E-mail: ejacobson@midconetnetwork.com  
Venue: Holiday Inn, Minot, ND  
<http://www.nddental.com/>

## • • 19-20/09/2014 Fachdental West 2014 (Dusseldorf - Germany)

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Fax: 49 221 931813-90  
Email: idd@ccc-werbeagentur.de  
Website: www.ccc-werbeagentur.de  
<http://www.iddeutschland.de/id-deutschland-2014>

## • • 24-26/09/2014

### Medvin Dentistry - Donetsk 2014

(Donetsk - Ukraine)

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E-mail: mail@medvin.kiev.ua  
Website: www.medvin.kiev.ua  
Contacts  
Project Manager: Alexeenko Valeria  
Tel: +380 44 501 03 44 //42 //66 | ext. 109  
Email: valery@medvin.kiev.ua  
Chief engineer: Capcom Ivan  
Tel: +380 44 501 03 44 //42 //66 | ext. 120  
Email: kapkoivan@ukr.net  
Manager: Vitaly Spring  
Tel: +380 44 501 03 44 //42 //66 | ext. 112  
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 (Tashkent – Uzbekistan)

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 str: A. Timur, 107B, Suite 4C-02 International Business Center  
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 Email: [info@ieguzexpo.com](mailto:info@ieguzexpo.com)  
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 Tel: + 998 71 238 91 82  
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 Mobile: +998 93 501 02 78  
 Email: [metall@ieguzexpo.com](mailto:metall@ieguzexpo.com)  
 Venue: National Exhibition Complex «UzExpoCenter», Pavilion 1  
<http://www.ieg.uz/archives/243?lang=en>

• • **25-28/09/2014**  
**2014 China Dental Show-CDS**  
**The 16th CSA Annual Meeting**  
 (Shanghai – China)



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 Senior international Sales & Marketing Supervisor: Mr Leo Liu  
 Tel: +86 10 845 56607  
 Mobile: +86 1370 1016 544  
 Email: [yao.liu@reedsinopharm.com](mailto:yao.liu@reedsinopharm.com)  
 Venue: Shanghai Everbright & Convention Exhibition Center  
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• • **26-27/09/2014**  
**2014 MDLA Northland Exhibition -**  
**Midwest Dental Laboratory**  
**Association**  
 (Welch MN – USA)

Midwest Dental Laboratory Association  
 2345 Rice St  
 St. Paul, MN 55113 - USA  
 Tel: +1 651 317 8065  
 E-mail: [info@mwidentalab.org](mailto:info@mwidentalab.org)  
 Website: [www.mndentalab.org](http://www.mndentalab.org)  
 Venue: Treasure Island Resort and Casino  
 Welch MN – USA

• • **26-27/09/2014**  
**Fachdental Leipzig 2014**  
 (Leipzig – Germany)

Leipziger Messe GmbH  
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 04356 Leipzig  
 Postfach 10 07 20 04007 Leipzig  
 Tel: +49 341 678-0  
 Fax: +49 341 678-8762  
 Email [info@leipziger-messe.de](mailto:info@leipziger-messe.de)  
 Project manager: Joachim Sauter  
 Tel: +49 711 18560-2448

Fax: +49 711 18560-2275  
 Email: [joachimsauter@messe-stuttgart.de](mailto:joachimsauter@messe-stuttgart.de)  
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 Tel: +49 711 18560-2871  
 Fax: +49 711 18560-2872  
 Email: [susanne.weninger@messe-stuttgart.de](mailto:susanne.weninger@messe-stuttgart.de)  
 Venue: Leipziger Messe  
<http://www.messe-stuttgart.de/fachdental-leipzig>

• • **29/09-02/10/2014**  
**Dental-Expo Moscow 2014**  
 (Moscow – Russia)



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 Postal address: 119049 Moscow, P.O. box 27, ZAO "DE-5"  
 Tel: +7 495 921 40 69  
 Fax: +7 495 921 40 69  
 Email: [info@dental-expo.com](mailto:info@dental-expo.com)  
 Website: [www.dental-expo.com](http://www.dental-expo.com)  
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 Email: [rus@dental-expo.com](mailto:rus@dental-expo.com)  
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# october 14

• • 29/09-02/10/2014

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(Moscow – Russia)

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Fax: +7 495 921 40 69  
Email: [info@dental-expo.com](mailto:info@dental-expo.com)  
Website: [www.dental-expo.com](http://www.dental-expo.com)  
Director of Moscow International Exhibitions: Ms Khohlova Nataliya  
Email: [rus@dental-expo.com](mailto:rus@dental-expo.com)  
International Affairs Manager: Ms Pikulina Ekaterina  
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• • 02-05/10/2014

## 2014 Sofia Dental Meeting

(Sofia – Bulgaria)

Sofia Dental Meeting  
"Krum Popov" 62  
Sofia 1421 - Bulgaria  
Tel: +359 2 866 2257 // +359 884 27 84 83  
Email: [sofiadentalmeeting@gmail.com](mailto:sofiadentalmeeting@gmail.com)  
[sofiadentalmeeting@dir.bg](mailto:sofiadentalmeeting@dir.bg)  
[office@sdm.bg](mailto:office@sdm.bg)  
<http://www.sofiadentalmeeting.com/>

## • • 02-05/10/2014 78th Pacific Coast Society of Orthodontists Annual Meeting

(Anaheim CA – USA)

Pacific Coast Society of Orthodontists  
401 North Lindbergh Boulevard  
St. Louis, MO 63141-7816  
Tel: +1 415 441 2410  
Tel: 888 242 3925  
Fax: +1 415 441 5683  
Website: [www.pcsortho.org](http://www.pcsortho.org)  
Venue: Marriott Hotel and Conference Center  
Anaheim CA – USA  
<http://www.pcsortho.org/>

• • 08-11/10/2014

## Italian Orthodontic Society – SIDO 26th International Congress

(Florence – Italy)

SIDO - Società Italiana di Ortodonzia  
Scientific Secretariat:  
Via Pietro Gaggia, I  
20139 Milano, Italy  
Tel: +39 02 56808224  
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Website: [www.sido.it](http://www.sido.it)  
E-mail: [scientific@sido.it](mailto:scientific@sido.it)  
<http://www.sido.it/>

• • 09-11/10/2014 BDIA London 2014

(London – United Kingdom)



British Dental Industry Association  
Mineral Lane, Chesham  
Bucks HP5 1NL - UK  
Website: [www.bdia.org.uk](http://www.bdia.org.uk)  
Executive Director: Tony Reed  
Email: [tonyreed@bdia.org.uk](mailto:tonyreed@bdia.org.uk)  
Exhibition & Facilities Co-ordinator: Darrian Lacey  
Email: [darrianlacey@bdia.org.uk](mailto:darrianlacey@bdia.org.uk)  
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## • • 09-11/10/2014 Indonesian Association of Orthodontists - The 9th Annual Meeting

(Bali – Indonesia)

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Yogyakarta, Indonesia, 55281  
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• • 09-11/10/2014

## Pragodont 2014 - The 22nd International Dental Exhibition

(Prague – Czech Republic)

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Website: [www.incheba.cz](http://www.incheba.cz)  
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Fax: +420 220 103 492  
E-mail: [p.kutnohorsky@incheba.cz](mailto:p.kutnohorsky@incheba.cz)  
Venue: Incheba Expo Prah  
<http://hwww.pragodont.eu/en/contacts.html>

• • 09-14/10/2014

## ADA 2014 America's Dental Meeting

(San Antonio TX – USA)

ADA - American Dental Association  
211 East Chicago Ave.  
Chicago, IL 60611-2678  
Tel: +1 312 440 2500  
Website: [www.ada.org](http://www.ada.org)  
Contact person:  
Mary Michalik  
Tel: +1 312.265.9650  
Email: [mary@corcexpo.com](mailto:mary@corcexpo.com)  
<http://www.ada.org/>

• • 10-11/10/2014

## Fachdental Sudwest 2014

(Stuttgart – Germany)

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Website: [www.messe-stuttgart.de](http://www.messe-stuttgart.de)  
Venue: Messe Stuttgart  
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## • • 18/10/2014

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## • • 21-23/10/2014

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Tel /fax: +7 495 921 40 69 // +8 985 817

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• • 22-24/10/2014

**BelarusDent 2014 - The 10th International Stomatology Forum**

(Minsk - Belarus)

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E-mail: medica@tc.by  
Website: www.tc.by  
Exhibition Manager: Ms Irina Klimchenko  
Venue: Belarusian State Medical University  
Add: 83, Dzerzhinskogo Avenue  
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<http://www.tc.by/english/events/>

• • 22-24/10/2014 **Medikos 2014**

(Prishtina - Kosovo)

Organized by: Congress & Event Organization  
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• • 22-25/10/2014

**CAE Canadian Academy of Edodontics - 50th Annual General Meeting**

(Toronto ON - Canada)

CAE Canadian academy of Edodontics  
Dr. Wayne Maillet, Executive Secretary  
301-400 St. Mary Avenue, Winnipeg, MB, R3C 4K5  
Email: info@caendo.ca  
Website: www.caendo.ca  
Venue: King Edward Hotel  
Toronto ON - Canada  
<http://www.caendo.ca/>

• • 22-25/10/2014

**DenTech China 2014 - The 18th China International Exhibition and Symposium on Dental Equipment, Technology and Products**

(Shanghai - China)



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<http://www.dentech.com.cn>

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**Dental - Expo St. Petersburg 2014**

(St. Petersburg - Russia)

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• • 29-31/10/2014

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**Dental Ukraine - The 12th  
International Dental Exhibition**  
(Lviv – Ukraine)

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Fax: +380 (32) 2971756  
Email: [exhib@galexpo.lviv.ua](mailto:exhib@galexpo.lviv.ua)  
Website: [www.galexpo.lviv.ua](http://www.galexpo.lviv.ua)  
Forum director: Ms Natalya Lozytska  
Tel: +380 (32) 2971369 // 2970628  
Email: [nml@galexpo.lviv.ua](mailto:nml@galexpo.lviv.ua)  
[fairmail@galexpo.lviv.ua](mailto:fairmail@galexpo.lviv.ua)  
Venue: Lviv Palace of Arts  
Add: 17, Kopernik St.  
Lviv – Ukraine  
<http://www.dental-ukraine.info/>

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• • 01/11/2014

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<http://www.iddeutschland.de/>

• • 04-07/11/2014 **DTA - Dental Trade  
Alliance Annual Meeting 2014**

(Indian Wells CA – USA)

Dental Trade Alliance  
4350 N. Fairfax Drive, Suite 220  
Arlington, VA 22203 - USA  
Tel: +1 703 379 7755  
Fax: +1 703 931 9429  
E-mail: [info@dentaltradealliance.org](mailto:info@dentaltradealliance.org)  
Website: [www.dentaltradealliance.org](http://www.dentaltradealliance.org)  
Venue: Hyatt Grand Champions Resort  
Indian Wells CA – USA  
<http://www.dentaltradealliance.org/>

• • 05-07/11/2014

**Dental Expo Samara**

(Samara – Russia)

Dental Expo  
119049 Moscow, P.O. box 27, ZAO "DE-5"  
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Fax: +7 495 921-40-69  
Email: [info@dental-expo.com](mailto:info@dental-expo.com)  
Website: [www.dental-expo.com](http://www.dental-expo.com)  
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Tel /fax: +7 495 921 40 69 // +8 985 817  
43 76  
Email: [region@dental-expo.com](mailto:region@dental-expo.com)  
Venue: EC "Expo-Volga"  
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Website: www.unidi.it  
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Email: info@ideadakar.com  
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• • 14-15/11/2014 **Dentamed 2014**

(Wroclaw - Poland)  
Organized by: Targi w Krakowie Sp. z o.o.  
ul. Centralna 41a  
31-586 Krakow - Poland  
Tel: +48 12 644 59 32 // +48 12 644 81 65  
Fax: +48 12 644 61 41  
Website: www.targi.krakow.pl  
Contact person: Ms Beata Simon  
Tel: +48 12 651 90 27  
Mobile: +48 501 402 495

Email: simon@targi.krakow.pl  
Venue: Centennial Hall  
Add: ul. Wystawowa 1  
51-618 Wroclaw - Poland  
Website: www.convention.wroclaw.pl  
http://www.targi.krakow.pl/

• • 20-22/11/2014 **Denta 2014**  
(Bucharest - Romania)



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011465 Bucharest-Romania  
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Ms Roxana Ionescu  
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Fax: +40 21 207 7070  
Email: denta@romexpo.ro  
Venue: Romexpo Exhibition Center  
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http://www.denta.ro/

• • 20-22/11/2014

**Dental Expo Rostov**  
(Rostov - Russia)

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Tel: +8 63 201 74 65 /66 /67  
Email: expo@aanet.ru  
Venue: Dvorec sporta  
Halturinsky pereulok, 103, Rostov-na-Dony  
http://www.dental-expo.com/rostov.html

• • 20-22/11/2014

**The Finnish Dental Congress and  
Exhibition 2014**  
(Helsinki - Finland)

The Finnish Fair Corporation, Helsinki  
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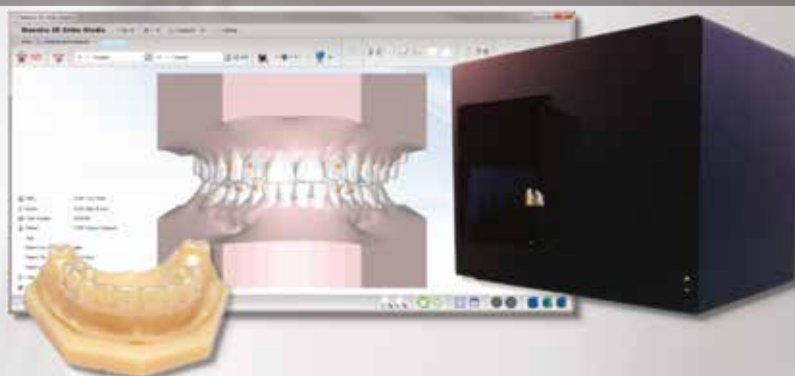
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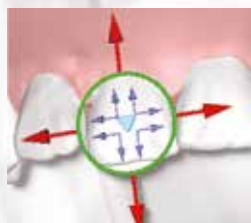


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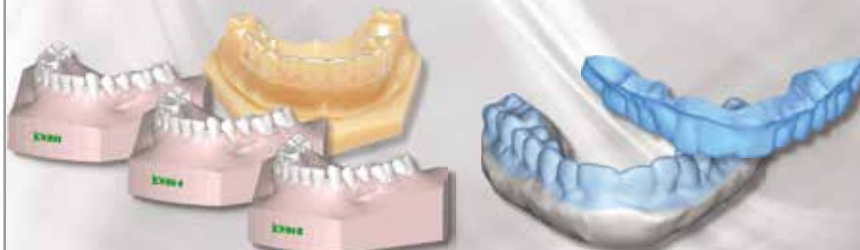
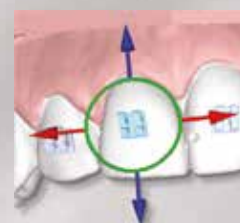
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Circulates: August- September - October

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- **Market overview: the dental market in Botswana**
- **Hot Topic: The "basic 56" Principles for Startups (part III)**
- **The hidden costs of business travel. Improve traveler wellbeing and corporate productivity**

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