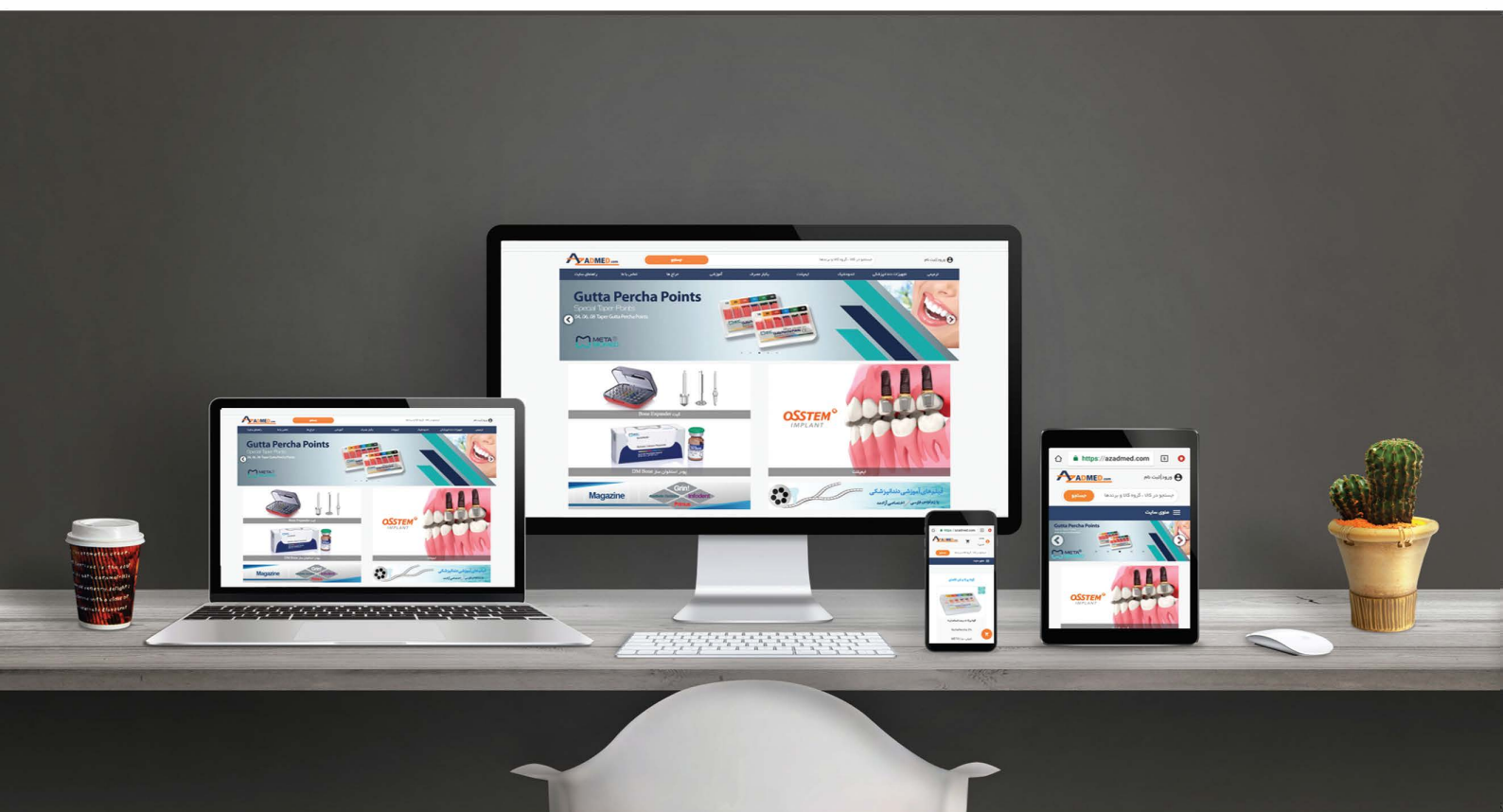




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Inside:



Focus on: **United Kingdom**



Market Overview
**The "basic 56" Principles
for Startups**



Market Trends: **Outlook on
Botswana**

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Focus on United Kingdom

"The United Kingdom includes the island of Great Britain, consisting of England, Wales and Scotland, and the north-eastern part of Ireland, together with many smaller islands..."



Market Trends: Outlook on Botswana

"Botswana is a landlocked country located in southern Africa, bordering with South Africa, Namibia, Zimbabwe and Zambia. The Kgalagadi desert covers 70% of the area, determining a semi-arid climate with milder enclaves..."

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Editorial

Reinventing Marketing



Communication is at the moment facing a period of marked uncertainties making it difficult to focus on the current situation and to correctly foresee future perspectives.

We are daily confronted with a stressing environment which gives us no time to reflect and to think about our tomorrow in a positive mood. On the other hand, times

of crisis often open up new opportunities and motivate us further to look for newer and more concrete approaches. The structure and size of the market is being reshaped: in the future, there are likely to be less actors on the scene but better qualified and organized to face the new-business on an international scale.

The main task of a marketing professional is to be sincere and to go beyond the schemes that communication itself has created: dreams, unfulfilled promises etc. As such a sincere dialogue with the reference target becomes essential.

The crisis brings with it new opportunities of growth and improvement to those companies ready for it. Infodent International operates as counselling and business partner for Italian and international companies. Our "global" attitude that brings us in the international medical and dental markets, attending all the main events in these sectors, gives us a deep understanding of what is going on in the different markets and helps us discern direct and diverse feedbacks: trade/consumers.

We strive to create new opportunities for companies also in terms of services and type of communication offered: strategic insight, creativity mixed with technology, social networking and search engine marketing and, most of all, the interaction among all these ingredients.

Infodent International has a marked attitude towards identifying new ways to communicate even with less resources and in a consumer environment that is changing rapidly and radically. We focus on the creation of models and strategies, mono- or multi-medial, with greater ability than in the past to captivate and have an impact on the consumer. This implies a new structure of communication, more complete, sophisticated, enveloping and engaging towards the reference target. Of course, these strategies are made possible by our high level of interaction and market penetration, mainly, but not only, in the medical and dental trade sectors, that we have achieved through many years of participation at countless international exhibitions and events.

Against this background, we are capable of measuring results before and after we implement custom-made communication strategies, constantly improving the understanding of what means work better for which products. The necessary requirements for our company to achieve this result is a good organization coupled with flexibility, aimed at finding always more effective approaches. We need to keep up to date with an international scenery of rapid and continuous market transformation, where factors such as innovation, quality and availability play a key role.

Nevertheless, even in the hardest times, there aren't necessarily "saturated markets"; we prefer to think of them as "tired" or "opportunistic" markets, but it is always possible to stimulate them and companies can benefit from knowing that they can create great value through information and right interpretative counselling. Not all companies can support and coordinate such issues all by themselves. Therefore, here is our core mission, to always increase our ability and passion to team up with our customers in getting to their goal.

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• Cortex



Easy2Fix System

Easy2Fix, a unique dental implant system was developed to overcome the surgical trauma, the lack of adequate bone volume and its elevated cost by using small diameter guided implants with biomechanical enhanced primary stability, allowing immediate and

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The Easy2Fix System is another revolutionary product from Cortex Dental Industries Ltd.



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The SATURN Dental Implant is another revolutionary product from Cortex Dental Industries Ltd.



For more information:

[Cortex Dental Industries Ltd](http://www.cortex-dental.com)

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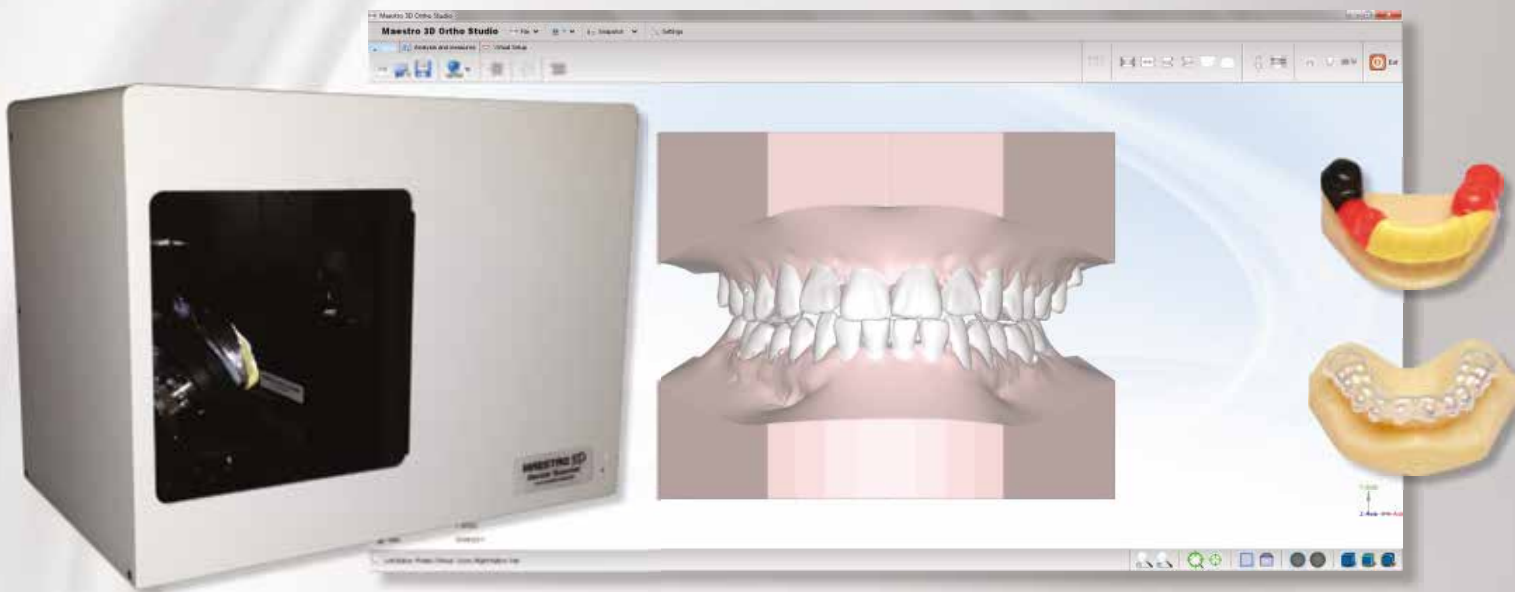
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highlights

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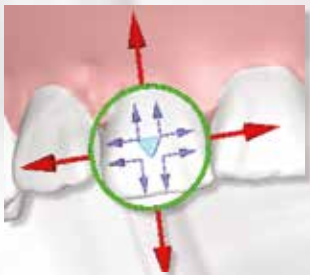
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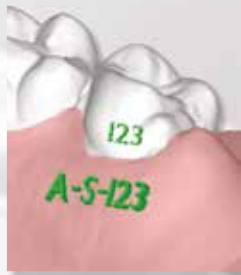


OPEN 3D DENTAL SCANNER

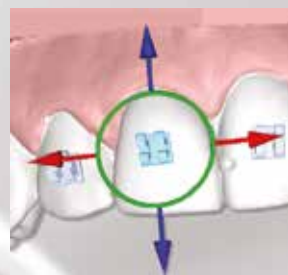
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Label designer



Brackets module



IPR
Interproximal reduction



Models Builder module



Clear aligner module



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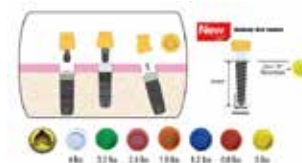
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ACTIValoe®

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- Textured Fingertips

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Am J Infect Control. 2003 Dec;31(8):516.



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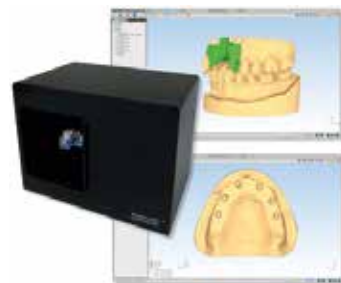
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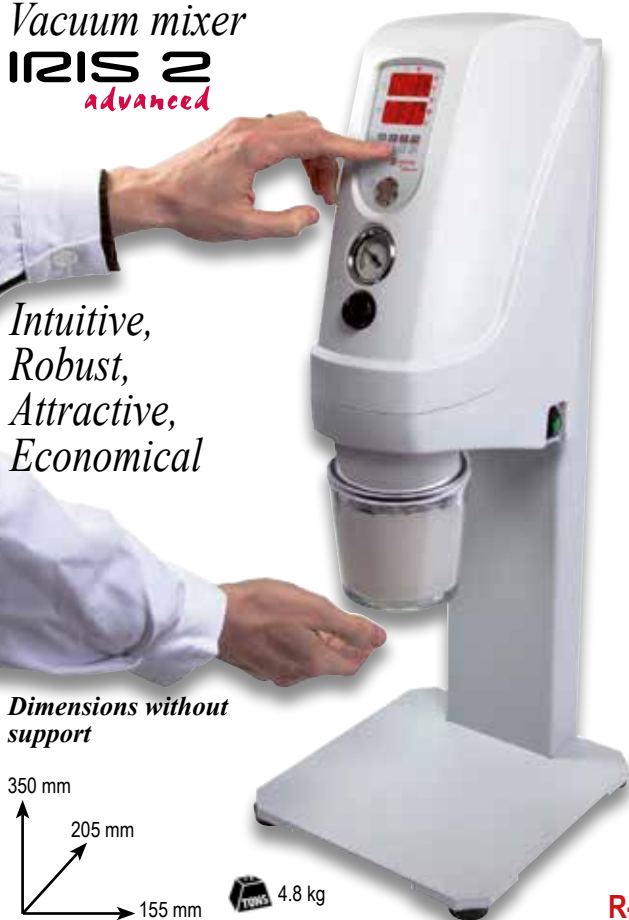
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Model Trimmer Mulhacen 3000 L



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R-080093

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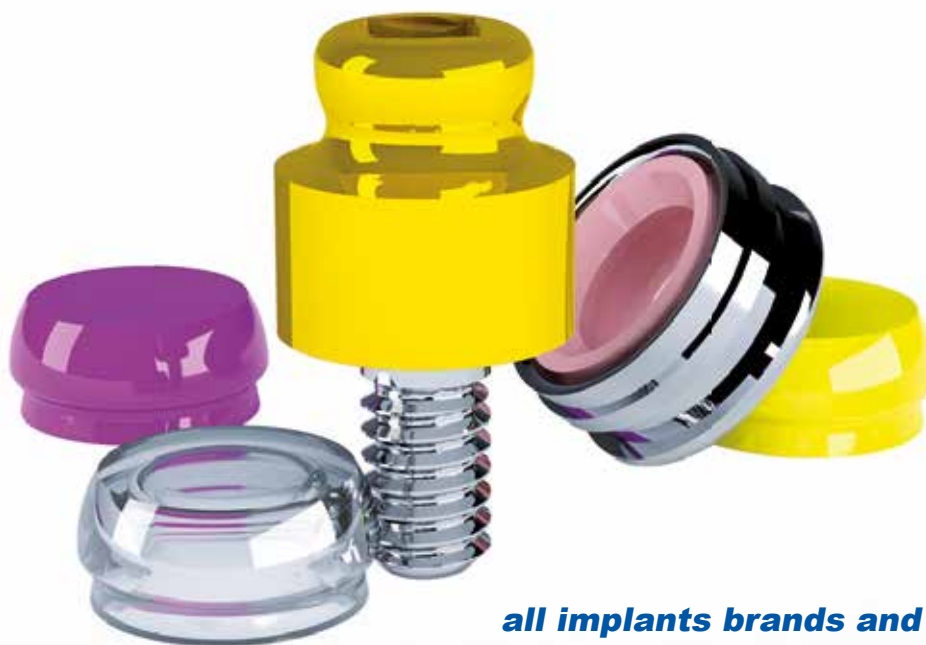
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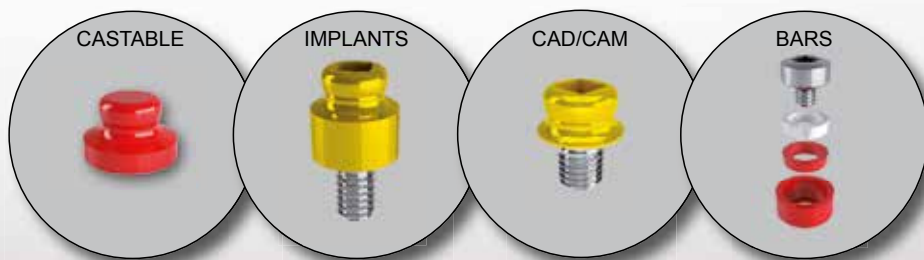


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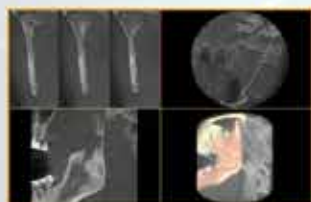
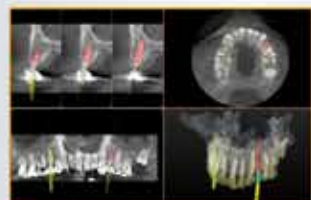


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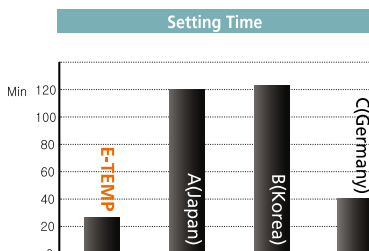
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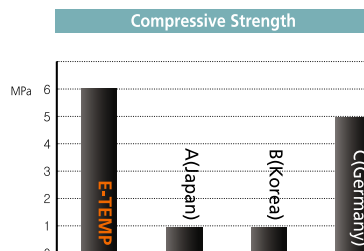
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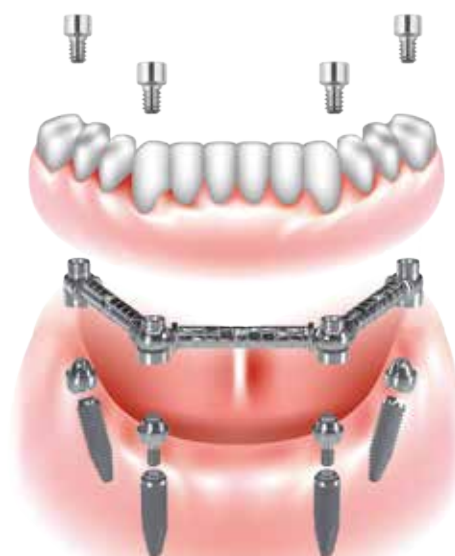
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Focus on United Kingdom

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36 The mysterious Stonehenge in England

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focus

The country has played a determinant role in modern history: the UK was the first industrialized country and the center of the scientific revolution



Overview

The United Kingdom includes the island of Great Britain, consisting of England, Wales and Scotland, and the north-eastern part of Ireland, together with many smaller islands. Moreover the country has 14 British Overseas Territories, the remnants of an empire that lasted until the early 20th century and was the largest ever in history, extending over a quarter of the world's land mass.

The government is a constitutional monarchy and a parliamentary democracy. Besides the Parliament of the United Kingdom, Scotland, Wales and Northern Ireland have a parliament or assembly with devolved administrative powers.

Although the largest share of the population is made up by English, Scottish, Welsh and Irish, the UK has numerous immigrant communities, mostly from the ex colonial territories in the Indian subcontinent and Africa.

The country has played a determinant role in modern history: the UK was the first industrialized country and the center of the scientific revolution, and in 1922 the British Empire had come to encompass about 458 million people, one-fifth of the world's population. Its legacy is evident in the political, legal systems and cultures of the territories once belonging to it.

The UK is a member of the Commonwealth of Nations, the European Union, the G7, the G8, the G20, the International Monetary Fund, the Organisation for Economic Co-operation and Development, the World Bank, the World Trade Organisation and the United Nations.

Economy updates

During the last century the UK has maintained its status as economic power with considerable international influence. Its capital, London, is one of the world's most important financial centers. Financial services play a very important part in the services sector which, as a whole, contributes over three-quarter of GDP.

Aerospace, automotive and pharmaceutical industries are big in size and in share of R&D and exports. North Sea oil and gas reserves also contribute to the economy, despite the fact that in the last decade UK has become a net importer of both.

According to the latest release by the Office for National Statistics, the UK was the world's 8th largest economy in 2012 in nominal GDP terms. After a decade of rapid growth the emerging economies of Brazil, Russia, India and China have outpaced the UK in GDP size, but not in per capita GDP (where UK stands at \$36,333).

When considering real GDP, without the distortion of price variations, over the last 12 years, UK has seen a marked downturn during the 2007 – 2009 financial crisis, with real GDP falling by 7.2% in about 18 months until mid 2009. The recovery was slow (about 1.2% annual growth) and real GDP still remains below the pre-crisis peak.

However, the pace has significantly changed during the last year: Recently, the IMF has stated that UK economy will grow 2.9% in 2014, the fastest pace among the G7 and one of the best performing western economies. In the first quarter of the year the Office for National Statistics has confirmed 0.8% growth, 3.1% on a yearly basis.

Household spending and companies investments were the main drivers for the growth, which gives hopes that the trend might be sustainable over the long term and both consumer spending and business investment may keep on a confident growing path.

In details, in the first quarter of 2014 household consumption grew by 0.8% (accounting for much of the 0.8% increase in GDP) and business investment grew 2.7%, scoring the fastest growth rate since the same period in 2013.

Among the factors contributing to the increased household expenditure there is an improvement in employment rates that makes many economy experts positive about achieving a permanent recovery. Nevertheless, despite the number of jobs has risen, wages and incomes are expected to recover at a slower pace, lessening the material perception of the end of the recession period for low and middle income level households.

The National Health System

The healthcare sector is largely dominated by the state-funded and state-run National Health Service (NHS), which operates independently in the four countries of the UK under different administration, rules, and political authority and accountability. They are individually known as:

- **National Health Service (England)**
- **Health and Social Care in Northern Ireland (HSCNI)**
- **NHS Scotland**
- **NHS Wales**

As a whole, the NHS accounts for over 80% of all healthcare expenditure in the country and it is one of the largest employers in the world with around 1.7 million workers. The main funding source is general taxation and most of the health services provided by the NHS are free for legal UK residents. Despite the separate management, a UK citizen can seek medical treatment under all of the four systems.

Foreigners are treated under the UK Department of Health with different arrangements but they are entitled to free emergency care, and totally free treatment under particular circumstances (12-month legal residence, taking up permanent residence, claiming asylum and some others). Citizens from EU or other countries with such agreement in place can also receive free treatment through the European Health Insurance Card.

Apart from general taxation, other much smaller sources of funding are National Insurance contributions, overseas visitors insurances, prescriptions and dental treatment fees and logistic hospital services such as parking and telephone. A tiny percentage of revenue for NHS Trusts comes from treating patients privately.

Planned expenditure for 2013/14 is:

- **£95,6 bn (US\$162.7bn) for National Health Service (England)**
- **£4 bn (US\$6.8bn) for Health and Social Care in Northern Ireland**
- **£11,9 bn (US\$20.2bn) for NHS Scotland**
- **£5.9 bn (US\$10bn) for NHS Wales**

Country data

Population:
**64.1
million
(2013)**

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GDP (2012):
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billion**

Currency:
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While the Parliament sets the overall budget available to the NHS in England, it allocates a general budget for local needs to the devolved national governments, who can determine by themselves the share to spend on healthcare.

Between 1997 and 2009 the healthcare spending level increased on average by 8% every year, but after 2009 this rate has slowed down to 1.6%, and another significant indicator is that volume of healthcare services consumption by UK households fell by 2.4% between 2007 and 2012. Total expenditure on healthcare in 2013 was £132,6 bn (US\$225.6bn). On general terms, the share of GDP spent on healthcare is among the lowest in the G7 group of countries.

Oral healthcare in the UK

According to the latest EU Manual of Dental Practice, about 40% of primary dental care in the UK is funded by the state system, integrated by patients' co-payments and private treatments. As a result of an increased expenditure on private oral healthcare and the high co-payments required in the public system, 60% of the total oral health spending is currently provided for by private sources.

There are about 39,000 dentists in the UK, with a density of one dentist per 1,936 people, but the actual number of dentists in active practice is around 33,000. The majority of dental care is provided by independent private practitioners from whom the NHS commissions services under the "General Dental Service".

Dentists working in general dental practices are not salaried by the NHS, and they are responsible for their employees and for practice management. Many of them offer both NHS-funded and private services.

There are also a number of professionals in the specialty areas:

Orthodontics	1,338
Endodontics	255
Paediatric Dentistry	236
Pedodontics	334
Prosthodontics	421
Restorative Dentistry	308
Dental Maxillo-facial Radiology	24
Oral Surgery	728
Dental Public Health	114
Oral Medicine	69
Oral and Maxillofacial Path	31
Oral Microbiology	7
Special Care Dentistry	314

(Source: EU Manual of Dental Practice, 2014)

Many of these specialists work in general practices where they can also perform general dentistry, but as specialists they usually receive patients by referral from general dental practitioners or from other specialists.

As for auxiliaries, known in the UK as Dental Care Professionals, there are:

Hygienists	6,374
Technicians	6,323
Clinical dental technicians	251
Dental nurses	50,709
Therapists	2,257
Orthodontic therapists	353

(Source: EU Manual of Dental Practice, 2014)

The breakdown of dental practices shows the predominance of general dental practice over the other types:

General (private) practice	31,615
Public dental service	1,800
University	566
Hospital	2,084
Armed Forces	244
Administrative	250

(Source: EU Manual of Dental Practice, 2014)

Most practices have two or more dentists working together, with dental hygienists and/or dental therapists

There are different arrangements for the provision of dental services according to the country:

1. England and Wales

Patients do not need to register with a specific dentist or practice; they pay an annually reviewed fixed charge, divided into monthly payments, based on a Contract Value that is related to a target of activity. The dental charges system contributed £653m (US\$1.1 bn) to the NHS budget last year. Additional services may be paid for directly.

2. Scotland and Northern Ireland

Patients are registered with a dentist and are charged a co-payment of a fee set by the NHS. Complex treatments with costs over a certain threshold must receive prior approval from a central authority.

In the UK primary dental care is available free of charge for children under 18 years-old, pregnant or nursing mothers, welfare benefiting people and full-time students under 19, while some treatments such as domiciliary care for housebound patients and repairs to dentures are free for all. The primary care dental team includes dentists, dental therapists, dental hygienists, dental technicians, clinical dental technicians and dental nurses.

The Salaried Primary Dental Care Service (SPDCS) provides public oral healthcare to disadvantaged groups with limited access to other dental services. General hospitals and dental teaching hospitals also provide dental treatments, in particular specialist care upon referral.

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Scenic view of stream running past Helmsley town with church in background, Ryedale, North Yorkshire, England.

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focus

Oral surgery is the most common dental specialty in outpatient secondary care, accounting for 39% of dental specialty attendances. The share of oral surgery treatment performed in general dental practices is increasing, while orthodontics, already largely provided in this setting, accounts for 28% of dental specialty attendances. For inpatient secondary care, the main attendance is for treatment of dental caries.

Despite the majority of dentists in the UK have some form of contract with the NHS, which is negotiable and individual, there is a growing number of them who only accept privately paid fees. The public provision of dental services is also challenged by demographic pressures, rising public expectations and budget constraints.

There is a geographic distribution of practices that mirrors the concentration of population and also affluence, since higher income households opt for private dental services to reduce waiting times or receive treatment unavailable through the NHS. The most populated areas such as London and its suburbs, and in general the South East region, have a higher density of dental practices and above average earnings.

The new NHS dental contract: findings from pilot projects

As the process of redefining the contract between dentists and NHS is underway, the objective is to shift the focus of NHS dentistry towards prevention and oral health rather than focusing primarily on treatment and repair. Pilot schemes are exploring two mechanisms:

- Introducing a new clinical pathway based on managing risk, preventive care and encouraging healthy behaviours
- Supporting the pathway by exploring new remuneration models based on the number of patients they care for, and the quality of that care, rather than simply the number of treatments of different types provided.

Some results have been highlighted by the Dental Contract Pilots Evidence and Learning Group, a group of stakeholders and experts set up to oversee the analysis and presentation of the data generated for the dental contract pilots run by the Department of Health.

Seventy NHS dental practices in England began as dental contract pilots between July and September 2011, and further 24 NHS dental practices in England joined the pilot programme in April 2013. They are testing a new prevention based clinical pathway beginning with an oral health assessment (OHA), a comprehensive assessment of the patient's current oral health and medical and lifestyle factors. On this basis, patients will be advised of their oral health risk status based on a red/amber/green (RAG) rating and given preventative advice supported by a self-care plan. Besides any necessary treatment, follow-up appointments for preventive advice and treatment called interim care appointments (Ics) may be planned, together with the next oral health review (OHR) based on their risk status.

In order to support the new care pathway and OHA, three IT systems were developed to collect data from the OHA, including some very well established dental software packages. The data entered into the system at the chairside generate a simple risk indicator named RAG rating (red, amber or green) for each of four important oral conditions. The use of RAG rating linked to evidence from clinical trials and reviews should theoretically provide the clinician with clear evidence-based support, such as advice about the recall interval and ev-

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idence-based prevention matched to risks. However, it is not intended to replace the professional's clinical decisions.

In this framework, remuneration models no longer based on the Units of Dental Activity, the current basis for remuneration in NHS, but rather on capitation, namely the number and type of people for whom care is provided. By not explicitly rewarding "operative" treatment, capitation contracts indirectly reward the dentist for preventing it and being able to see more patients, so they should incentivise prevention; of course this has no impact on the duty to properly and timely treat diseases in need of treatment.

Oral healthcare status of the population

Despite the developed economy and high level of health services, there are wide regional and social differences across the UK when it comes to oral health. There has been a general increase in the number of patients treated by NHS contracted dentists, and their feedback on the experienced care has also improved according to sector surveys. According to official statistics, between 1998 and 2009 the percentage of non-edentulous adults in England who have reported experiencing one or more problems on the Oral Health Impact Profile scale (OHIP-14, a method to evaluate the social impact of oral disorders) fell by from 51% to 39%.

In 2009 17% of adults with teeth had no evidence of periodontal disease, in particular, good periodontal health was much more prevalent amongst adults under 45 years than in older age groups.

The Health and Social Care Information Centre reported that about 56% of adults (about 30 million patients) and 69% of children (7.8 million) visited a dentist in the two years to June 2013.

The UK dental market in figures

- The NHS in England spends around £3.4bn per year on dental services; the value of the private market is estimated at £2.3bn per year.
- There are over a million patient contacts with NHS dental services each week.
- About 85% of NHS dental spend occurs in Primary Care
- General Dental Practices treat the majority of the patients: in 2012/13 they carried out 39.3 million NHS dental treatments.
- The number of patients accessing primary care NHS dentistry has increased steadily since 2008, to 29.9 million patients in December 2013.
- In England, 94.8% of adults who tried to get an NHS dental appointment in the last two years were successful. A higher proportion of the population see an NHS dentist in the North, with the lowest levels found in London.
- In 2012/13, 2.7 million outpatient appointments (3.5%) came under a dental specialty. Of these, 1.4 million appointments (1.9%) were under 'Oral Surgery' and 'Oral & Maxillo Facial Surgery'. In the same period, there were 320,000 inpatient consultations (1.8%) under a dental specialty.
- In 2011-12, there were 209,874 inpatient admissions for which the primary operative procedure was dental. About half were for caries, but their distribution varied with income level: amongst the wealthier 10% of the population caries accounted for 31.9%, amongst the most deprived 10% for 61.2%.

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Private dental care - Most dental practitioners provide some form of private care, either contracting privately with their patients or adding privately paid treatments under a course of NHS care. The dentist usually charges the patient a fee that must be explicit and can be individually set.

Private dental insurance is very limited, and mostly arranged as personal schemes with premiums paid directly to the insuring company. The sector is not regulated and each company can set its own fees, establishing the standard scales and coverage conditions for its members.

According to a recent report by analysts Laing & Buisson, about one in four patients pays entirely out-of-pocket for their dental treatments. Among the main findings of the report there were the following interesting figures:

- private patients account for 51% of dentists' income, up from 38% in 1998; while the proportion of private patients hasn't grown substantially, their contribution to dentists' income has risen;
- more than a quarter of UK dental patients pay privately for dental care including specialist and cosmetic treatments;
- 75% of them pays out-of-pocket directly at the moment of receiving care, the rest use systems of regular contribution plans;
- wide variations occur in the cost of dental treatments with private charges, that range from almost two to six times the NHS rate;
- the private dental market is valued at £1.9 billion (US\$3.2bn) a year, although the figure is not officially recognized;
- corporate dentistry (groups of three or more practices) is now represented by 6,950 dentists in the UK and is valued at £1.3bn (US\$2.2bn) for 2013/2014.
- the dental insurance market in the UK was estimated to be worth £719m (US\$1.2m) in 2012; it is seeing an increase due to stronger demand, particularly by employers: dental insurance made up 13% of the total dental plan spend in 2012, up from 9% in 2007;
- real spending on dental plans plans dropped by only 2% in real terms between 2008 and 2012 and was less affected by the economic downturn than out-of-pocket payments.

Some of these figures have been questioned in some points by Dr John Renshaw, Chair of the Executive Board of the British Dental Association, who stated that according to BDA research, 65% of dentists still earn more than 75% of their income from the NHS.

Dr Renshaw explained that since most family dentists provide both NHS and private care, patients opt for private treatments more frequently due to rising expectations and a wider range of treatments offered that are not generally available on the NHS, for example white fillings, bonded crowns, and increasingly, implants and whitening. Citing a report by dental marketing agency Manan Limited, an article on Dentistry.co.uk showed some of the current forecasts for the private dental market in the next few years. The agency estimated 2.5% growth between 2014 and 2016, and an acceleration in 2017-18 led by a more favourable economic climate and increased disposable income. The report predicted an overall five-year forecast of 14% growth, with some peaks for particular specialties such as the market cosmetic dentistry, expected to grow by 21% over the same period.

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The “basic 56” Principles for Startups

The following article features 12 of the 56 principles.

Starting a business is exhilarating. Unfortunately, the “build it and they will come” theory doesn’t hold much weight and those overnight success stories you hear about are often the result of behind the scenes years of hard work. Simply put, startup marketing is a unique challenge many times because of limited resources, whether it’s time, money or talent. You have to be sure every effort, no matter how small, is well-planned and flawlessly executed. And to make it even more difficult, the traditional marketing strategies don’t always work.

Startup marketing is a whole different science. How so? The secret is properly combining the right channels: Content Marketing and Public Relationship. So, continuing from the second article that we published on this magazine, here’s the third part on Marketing for Start Up.

Before you start laying bricks, you need a solid foundation. A successful startup marketing strategy follows that same principle. Before you jump into marketing your startup, make sure you have the following bases covered.

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Evaluate, Review and Adjust

After you’ve completed your plan, your work isn’t finished. It’s up to you to monitor and adjust your plan as time goes on. Evaluate each marketing campaign you run. Figure out if you’re meeting your objectives. If you’re easily meeting your objectives, consider challenging yourself a bit more. If not, are you setting the bar too high? Is something amiss with your strategies or tactics? Your marketing plan shouldn’t be something that you write and set aside. It’s something designed to help and guide you and it should be reviewed frequently and updated if new information is acquired.

Remember: There’s really no wrong way to compile your plan. Just make sure you’re gathering as much information as you can and putting your goals down on paper before launching your marketing efforts. Taking the time to do this is only going to help boost your chances for success!

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Choosing a Market

It’s easy for startup founders to believe the whole world will love their products. After all, founders eat, sleep and breathe their products. The reality is that only a small portion of the population is interested in your product.

If you try to market your startup to everyone, you waste both time and money. The key is to identify a niche target market and go after that market share aggressively. How do you choose a market? There are four main factors to consider:

Market Size – Are you targeting a regional demographic? Male? Children? Know exactly how many potential customers are in your target market.

Market Wealth – Does this market have the money to spend on your product?

Market Competition – Is the market saturated? Are there many competitors?

Value Proposition – Is your value proposition unique enough to cut through the noise?

market overview

56^{basic}
Principles for Startups

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Defining Keywords

With a clearly defined market, you can begin building a keyword list. You'll use the keyword list primarily for blogging, social media and your main marketing site. Essentially, you want to build a list of words or phrases that are highly relevant to your brand. Ask yourself: What would someone type into Google to find your startup's website?

Start with a core keyword list. This is a list of three to five keywords that completely summarize what your startup does. For example, Company's core keyword list is: customer acquisition, content marketing and startup PR. Your core keyword list should be based on your value proposition. What is it that you're offering customers?

(Tip: Your core keywords make excellent blog categories).

Now you'll want to expand your core keyword list to include secondary keywords. Secondary keywords are more specific. Take "content marketing", the core keyword from earlier; for example. Secondary keywords might include: corporate blogging, blogging best practices, email marketing how to, etc.

Use free tools to find the keywords already sending traffic to your website. Then run your core keywords through Google's Keyword Tool and Uber Suggest. The best keywords found through those tools will be identified by low competition and high traffic. In other words, a lot of people are searching for them, but few results are displayed.

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Defining Success

Success is different for every startup. Maybe success is 500 new signups per month for Startup A while Startup B thinks success is \$50,000 in revenue per month. Whatever your idea of success may be, define it early and define it rigidly. Write it down or send it to the entire team. Just make sure everyone you're working with knows your definition of success and is prepared to work towards it.

Be sure to stay consistent. It doesn't matter if you're defining success by signups, revenue, profit or anything else you can think of. What matters is that it's tied to real growth (no vanity successes) and that it's measured the same way each month. For example, don't define success as 500 new signups one month and then \$50,000 in revenue the next. Pick one definition and commit to it.

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Setting Core Metrics

Just as you shouldn't indulge vanity success, you shouldn't indulge vanity metrics. Somebody refers to working with vanity metrics as "playing in success theatre". While vanity metrics are appealing, if only to

your ego, they are useless. They are not tied to real growth, meaning you won't know if your startup is a roaring success or total flop until it's far too late.

Be sure your core metrics are accurately measurable and specific. For example, let's assume you've defined success as 500 new signups per month. You might measure the conversion rate of three calls to sign up. The idea is to have a few highly valuable metrics based on actions taken throughout the customer acquisition funnel (e.g. signups, newsletter subscriptions, eBook downloads). Don't try to measure everything. Focus on the key indicators of success.

(Tip: Record baseline metrics right away so you can easily determine your growth).

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Estimating a Conversion Rate

The next step is to assign conversion rates and values. Consider newsletter signups, for example. 100 new newsletter signups per month could be incredible growth if your conversion rate is 20%. That is, if 20% of your newsletter subscribers become paying customers. If your conversion rate is closer to 1%, those 100 newsletter signups might be insignificant.

Estimate (based on historical data) your lead conversion rate. Now, do the same to estimate the lifetime value of a customer. If you know how many of your leads convert and how much those conversions generate for your startup, you can assign values to goal completions like newsletter signups. € 2 500 per month from your newsletter is a lot more indicative of success than 100 new newsletter signups.

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Setting a Budget

At the end of the day, it all comes down to money. How much can you afford to spend on your startup marketing strategy? Remember that while inbound marketing leads cost 61% less than outbound marketing leads, they are not free. Set a budget early in the game and accept that limitation. "57% of startup marketing managers are not basing their marketing budgets on any ROI analysis."

More importantly, carefully plan how you intend to divide that budget. Maybe your blog has been your most powerful tool to date and you want to invest 40% of the budget on it. Or maybe you want to spend 35% of the budget to develop a new eBook or online course. Just be sure you have the logistics settled before you start spending (or you might just lose your hat).



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Social Media

Social media is one of the most popular ways to promote your content and reach influencers. Since a great content promotion plan brings potential customers to your website and influencing the influencer can generate thousands of new leads, social media is invaluable to startups. Of course, there are a few tricks to get the most out of it.

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Choosing the Right Social Media Networks

Startups tend to choose the social media networks they engage on without much strategy. The two most common mistakes are trying to master every network and trying to master certain networks just because the competition is doing it. If all of your competitors are on Facebook, Twitter and LinkedIn, you should be too, right? Maybe, but maybe not. Facebook, Twitter, LinkedIn, Tumblr, Reddit, Pinterest and now Instagram, are some of the most popular social networks today. All of them can be great content promotion and community building tools, but they all have unique characteristics. Facebook, for example, is typically powered by your existing customers who enjoy visual posts like pictures and video. Twitter, on the other hand, is often powered by potential customers who respond well to links (e.g. blog links). Each social network 'works' differently, as such, how the community takes, interprets and digests your sharing and content varies. Reddit is often referred to as a very guarded network and detests spammers. Unlike twitter, here you can't just schedule various messages every day. The content you share in Reddit has to be specific and unique to the categories you choose. Reddit, like other networks, requires a slower approach. You can't just jump on, run some ads and expect people to upvote all your content. Be mindful of the network and community you are trying to reach, it may not be in the social space you first thought.

(Tip: Consider the demographic of the social network itself. Take Tumblr, for example. Tumblr caters to a young, laid-back audience that loves sharing inspiring quotes and funny pictures. If you're targeting this audience, don't spend your time on LinkedIn.)

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Defining the Best Times to Post

The idea that there is a perfect time to post a tweet or Facebook update is a myth. If you're targeting teenagers, mornings and nights might be the best times to post during the school year. During the summer? That's a whole other story. There simply is no universal "perfect time to post". There are, however, some best practices.

Facebook:

Saturdays are best.

12 p.m. EST is the best time to share.

0.5 posts per day is the best frequency.

Twitter:

5 p.m. EST is the best time to get a retweet.

1 to 4 link tweets per hour is the best frequency.

Tuesdays, Wednesdays, Thursdays, Saturdays and Sundays are best.

6 a.m. EST, 12 p.m. EST and 6 p.m. EST are the best times to tweet in terms of clicks.

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Using a Keyword List

Now it's time to put that keyword list you created earlier to good use. When it comes to social media, you'll use your keyword list to maximize your engagement efforts. If you're marketing an online shopping

club for families like HappyFarmJeans, you'll want to ensure you're having family and shopping focused discussions on social media.

The easiest way to do this is to use a social networking management tool like HootSuite. That way you can setup search streams of your core keywords. Using HappyFarmJeans as an example, one of their streams might be for the keyword "online shopping club". They'll be able to monitor all of the conversations happening around that keyword and join in. More importantly, HappyFarmJeans will solidify a re-putation in the space.

Tip: Use your keyword list to help target any online ads you may be running.

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Creating and Using an Influencer List

As mentioned above, one of the best marketing techniques online is to influence the influencer. It will take a long time for your startup to develop a highly influential relationship with thousands of people. Instead, focus on connecting with the people who already have that influence. "78% of social media users said posts by brands influenced their purchase behavior moderately or highly."

For example, HappyFarmJeans might look to connect with a famous celebrity mother via Twitter. If that mom loves what they're doing for families and tweets about them to thousands (if not millions) of loyal followers, HappyFarmJeans will see a huge surge in both followers and traffic.

(Tip: Journalists and community leaders are great influencers as well. Don't limit yourself to celebrities, who can be very tricky to connect with.)

Build your influencer list with a bit of market research. Start by finding popular blogs in the space. Who writes for those blogs? Who owns them? Search for your core keywords on Twitter. Who appears in the results? Who are they following? Remember that a high follower count is not always a good indication of influence. Look for how engaged their followers are and their follower to following ratio.

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Setting Up a Blog

Setting up a blog can be quite simple. It's a matter of downloading the software, uploading it to your server and following the setup instructions. WordPress, for example, is free and offers many amazing plugins.



One, for example, is Yoast SEO. Start by installing Yoast, a SEO plugin that will help Google and other search engines locate and rank your content (other great plugins include Akismet, Calendar, and featured posts). Then, setup the basics like blog categories and tags.

Once the back-end of your blog is ready to go, think about the curb appeal. How does your design look? Ask a professional designer to help you design your blog or give it a small revamp. Then invite ten friends to check out the design and offer feedback. You'll get a feel for the aesthetic appeal. Remember, design is important as it relates to user experience, but it shouldn't be all consuming. Your blog is about publishing really great content, at the right time to the right people. Your design should simply enhance that experience.

Be sure your design is also functional. Ask yourself these questions:

If I stand back and squint my eyes, does my call to action still pop?

Do I have search functionality?

Do I have social media information and sharing functions (e.g. Twitter feed, Facebook plugin)?

Do I have a blog subscription and RSS feed option?

Do I have featured images on my blog's homepage?

Do I have social sharing buttons on each blog post?

Note: While WordPress is not the only blogging platform, it is one of the most widely used.

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PR Remains a Mystery in Many Startup Circles.

When's the right time to tell people about your startup? Is there value in getting early coverage on industry blogs? What message is going to resonate with writers? How can you maximize the press coverage you get and

translate it into sales? Should I hire a PR firm to help me out? The good news is that it doesn't need to be such a mystery. Fundamentally, it all boils down to this:

What to say.

When to say it.

Who to say it to.

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Craft Meaningful Positioning Statements

Much like a great elevator pitch should lie in the mind of any entrepreneur, a series of engaging positioning statements is vital. And while constructing two sentences may seem easy, crafting effective statements is quite the challenge.

Start by identifying what the product is and how it will affect others. Think of the product as the solution created to solve a worldwide problem. This is an important measure to remember when marketing and selling the product. Don't think of it as selling a product. Think of it as solving a problem. Lastly, who will care about your product?

What is your product?

How will it affect others?

Who will care?

Positioning statements combine these three key factors into two sentences that are used to market the product and pitch it to the media. To ensure success, it is important that these statements not only articulate what the product is capable of but that they clearly describe its value proposition as well.

Continued ... the forthcoming publication ... ask for the 23 points previously published!

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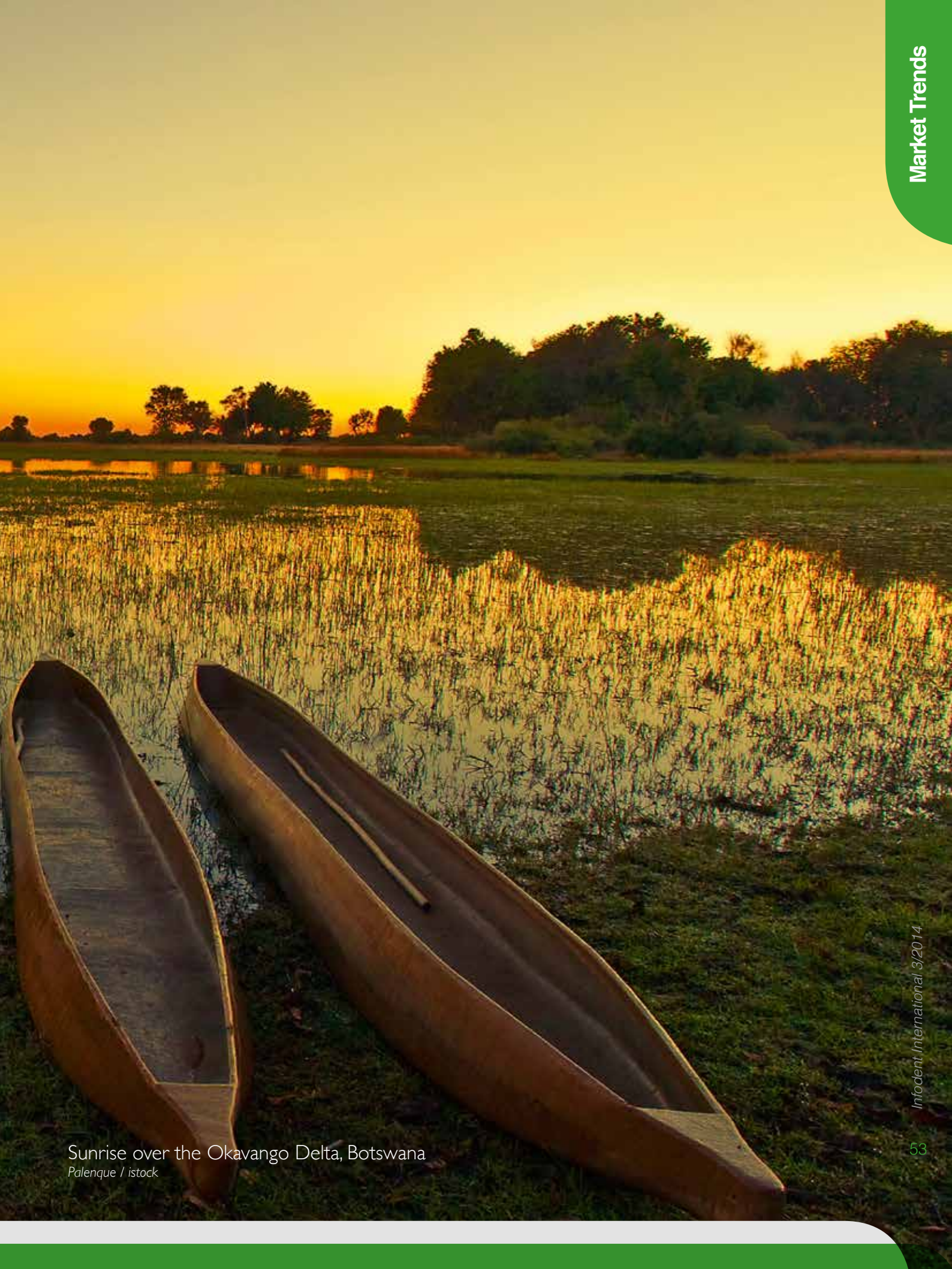
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Outlook on Botswana





Sunrise over the Okavango Delta, Botswana
Palenque / istock

Relevant Figures

Population: 2.04 million

GDP (PPP, 2012): \$31.5 billion

GDP growth (2012): 3.8%

5-year compound annual growth: 2.7%

GDP per capita: \$16,820

Inflation (CPI): 7.5%

FDI Inflow (2012): \$292.5 million

Public Debt: 14.9% of GDP

Source: BITC

Overview

Botswana is a landlocked country located in southern Africa, bordering with South Africa, Namibia, Zimbabwe and Zambia. The Kgalagadi desert covers 70% of the area, determining a semi-arid climate with milder enclaves.

In the north-western part of the country, the Okavango river has created the world's third-largest inland delta, which waters flow directly inside the Kalahari desert forming an alluvial plain crossed by an intricate network of waterways and channels. This environment creates a unique ecosystem with a peculiar wildlife concentration.

34% of the population (over 2 million) is under 15 years and 6% over 65. About 12% of the population has access to the internet and the rate of mobile penetration is one of the highest in Africa, with more than 3 million cards for a population slightly over 2 million.

The urbanization rate is around 22% and the country has a network of tarred roads connecting urban centers and major villages, but roads in remote areas are still undeveloped. 8 daily one-hour flights connect the capital, Gaborone, to Johannesburg.

Compared to other African countries, Botswana enjoys a good reputation for governance and low violence rates, recording a stable democracy and peaceful history since its independency in 1966. According to Transparency International it is also the least corrupted country in Africa.

Currency

The local currency, the Pula, is convertible with (and pegged against) major currencies and it is strongly tied to the South African Rand, given the well-rooted trading links with South Africa. The exchange control regime is fully liberalized, allowing investors to operate foreign currency bank accounts to facilitate international transactions.

Economic Performance

Botswana is a market-oriented economy, endowed with abundant natural resources. Economic activities are essentially based on mining, as minerals (principally diamonds) account for about 75% of exports and

over 40% of GDP. Tourism is increasing its role in the economy, accounting for 10% of GDP.

On the other hand, food production and agricultural activities are undermined by the poor rainfall and soils quality, but also by a cultural resistance to modern farming methods, further increasing the dependence on revenues generated by the mining sector.

The political stability achieved over the years has helped maintain sound growth as 2013 GDP increased by 5.4% (1.2% more than in 2012), after a drop below 4% in 2012 partly due to a slowdown in the mining sector. The prospects remain positive for 2015 as well, with growth forecasted at 5%.

Nominal per capita GDP currently stands around US\$3,500, which is one of the highest in Sub-Saharan Africa, classifying Botswana as a middle-income country. However, wealth is quite unevenly distributed, with both unemployment and poverty rates ranging around 18%.

The Challenge of Diversification

Botswana's dependence on mining activities, particularly on the diamond sub-sector, is still excessive. In 2013, the government determined to reserve part of the country's diamonds for local processing. Moreover, it has focused on tourism as one of the means for economic diversification, increasing the efforts on environment conservation and creating extensive nature preserves. Other strategies to boost the non-mining economic sectors include measures to increase private sector competitiveness, investment in broadband width and the modernization of the payment system.

Despite the good performance of trade, transport and communication and financial services, accounting for some degree of effectiveness of the diversification strategies, a severe drought and consequent water and electricity shortages created some challenges to the business environment.

Foreign Trade

Botswana is a member of the Southern African Customs Union (SACU), providing a common tariff regime and revenue sharing that also includes South Africa, Namibia, Lesotho and Swaziland. It is also a member (and headquarters) of the Southern African Development Community (SADC).

Economic Freedom

According to the Heritage Foundation and the Wall Street Journal's 2014 Index of Economic Freedom, Botswana has been ranked the 2nd freest economy in Sub-Saharan Africa after Mauritius and the 27th freest in the world, above countries such as Norway, Belgium and France. Its overall score improved by 1.4 points over 2013, thanks to increased freedom in investment, trade and management of public finance.

The country's competitiveness is favored by the sound management of its large natural resources, the relatively high degree of regulatory efficiency and market openness as well as the increasing economic diversification and foreign investment attracted by stable environment and low taxes.

market trends



Poler in the Okavango Delta, Botswana, watches as her companions move into the wilderness.
Krilt / istock

Attracting Factors for International Investors:

- rated as world's 2nd most attractive investment location (NY University's Altman's Baseline Profitability Index) and 2nd Freest Economy in Africa with the highest sovereign credit rating;
- adheres to international conventions and guidelines on combating money laundering and financial crime;
- public spending is 31.8% of GDP, and public debt is 15% of the domestic economy;
- one of the fastest growth rates in per capita income in the world, with 82% literate workforce, mostly English-speaking; relatively flexible labor regulations;
- top individual income tax rate is 25%, and top corporate tax rate is 22%, with remittance and full repatriation of profits and dividends allowed; overall tax burden stands at 28% of GDP;
- the average tariff rate is 3.6%.
- with no minimum capital required, launching a business costs less than 2% of the average annual income;
- access to the Southern African Development Community (SADC) with over 230 million people and duty-free access to South Africa, Namibia, Lesotho and Swaziland;
- investments underway in infrastructures such as power plants, fiber-optic networks, roads, railways and international banking institutions;
- privatization policies to boost private employment and participation of the private sector to services provision, including government services;
- financial sector is small but vibrant, including banks, insurance companies and a growing stock market; private access to credit is well supported by the banking sector and capital markets.
- the legal system based on Common Law facilitates business is sufficient to enforce secure commercial dealings

Possible Challenges for Investors in Botswana

- obtaining permits for new investments and importing containers may be time-consuming and costly;
- still significant government intervention in the economy with subsidies to the agricultural sector and state-owned enterprises influencing prices;
- the population is small and has a slow growth rate;
- despite the good literacy rate, the proportion of highly skilled workforce is low; however, the government has invested a high budget share on education and skills training.
- landlocked location;
- low level of ICT development.

Conditions and Incentives to Foreign Investors in the Manufacturing Sector

- If the investment is wholly owned by non-citizens, the minimum investment required is \$100,000; for joint ventures with Botswana citizens it is \$75,000; for enterprises with more than two shareholders an additional \$50,000 is required per shareholder.
- All machinery and equipment imported for purposes of manufacturing is duty free.
- Manufacturing companies that export outside the customs area may be entitled to exemption from sales tax on imported raw materials and a duty drawback facility.
- Companies securing development approval order can get a tax holiday and special treatment of capital expenditure.
- Companies certified by the International Financial Services Sector (IFSC) have additional incentives including 15% corporate tax rate, exemption from withholding taxes in Botswana and credits for withholding taxes levied elsewhere, and access to Botswana's Double Taxation Treaty network.

Social and Health Issues

There is a shortage of human resources for a range of social services; while rural-urban migration increases the pressure on housing and other services to the population.

Life expectancy was valued at 68 years in 2011, a considerable improvement against the past decade achieved after a large-scale government effort to tackle HIV prevalence, which has dropped from 17.6 in 2008 to 16.9 in 2013.

Among the unsolved health issues there are diseases such as multi-drug-resistant tuberculosis and high tuberculosis/HIV co-infection. At the same time, however, the implementation of the Malaria Strategic Plan has decreased the malaria incidence rate from 0.8% in 2008 to 0.23% in 2013, making Botswana theoretically able to eradicate it by 2018.

Among non-communicable diseases there are hypertension (prevalence of 33.1%) and overweight (prevalence of 38.6%). Alcohol and tobacco levies are being introduced, but there is still need of extensive interventions in other areas such as maternal and neonatal mortality reduction and access to health services.

Healthcare System

The health system includes public, private for-profit, private non-profit and traditional medicine practice. Besides establishing policies, regulations and guidelines, the Ministry of Health is the major provider of health services, operating 98% of the health facilities. The private sector is small and the Ministry of Health is also responsible for the registration of private facilities. Although the government is the main funder of health services, it has opened up to alternative forms of health financing. Public health services are almost free for the population and totally free for vulnerable groups. More than 90% of the population (namely, 95% of the total population, 89% of the rural population) lives within 8 km of a health facility. An essential health services package covers up to 80% of the disease burden but in general terms quality of health facilities is uneven; in the capital Gaborone there is a concentration of higher-level equipment and services. The inequality in the distribution and skill level of health workers is also a key issue.

A 450 bed Medical Teaching Hospital is expected to open by 2015 encompassing both undergraduate and post graduate studies, healthcare and research. It is hoped that this will improve quality of healthcare through highly trained personnel.

Healthcare is delivered through a decentralized model based on a hierarchical network of health facilities extended over 27 health districts. Primary health care services are integrated by hospital services provided in the outpatient sections of all levels of hospitals. There are also nongovernmental organizations providing mostly HIV/AIDS-related services and traditional health practitioners that operate informally.

The Health Facilities Network Consists of:

- 844 Mobile Stops: Non permanent structures, visited by nurses, Health Education Assistants and lay counselors, serving population in remote areas or those outside the 8 km radius of a health facility.
- 338 Health Posts: no beds, staffed by nurses, with visits by midwives, mental health nurses, eye nurses and doctors.

- 277 Clinics: staffed by doctors, nurses, midwives, pharmacy & lab and radiology technicians. If maternity clinics, the staff includes a midwife and catchment area doctor.
- 17 primary hospitals
- 14 district hospitals
- 3 referral hospitals
- 167 private medical clinics/practitioners
- 2 private hospitals.

Public Sector Resources

- 2 acute care referral hospitals
- Southern (+500 beds)
- Northern (435 beds)
- 1 referral psychiatric hospital (300 beds)
- 7 District hospitals (270-330 beds)
- 16 Primary hospitals and three mine hospitals (50-90 beds)
- Multiple regional clinics (20-30 beds)

Private Sector Resources

- 2 hospitals in Gaborone (300 beds) and a smaller private hospital in Francistown
- Multiple private practices offering comprehensive health services nationwide.
- Specialized outsourced services in partnership with Government available to the public sector; such as haemodialysis and cardiology services.

Main Healthcare Investment Opportunities

- Diagnostic Facilities (imaging and laboratory): many diagnostic and laboratory analysis services are located outside Botswana resulting in long delays in analysis.
- Pharmaceutical and medical manufacturing: Botswana imports all of its pharmaceutical products and medical equipment from Europe, Asia and the Americas. All biomedical equipment is also imported.

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Innovating for success

Astek Innovations is an award winning producer of dental products which are designed in the UK and distributed and used in over 60 countries.

Founded and managed by dentist Dr Alan Segal products are developed under one of the Astek brands however Astek have also developed products for other world leading companies.

Innovation is at the heart of everything the team at Astek do, designing products that make life easier for the dental team. This, combined with its exceptional client service, makes Astek products a great choice when seeking new products to offer dental customers.

Astek Innovations frequently attends and participates in a number of international tradeshows including: Greater New York Dental Meeting, FDI Istanbul, AEEDC Dubai, California Dental Association Meeting, IDS Cologne and soon to exhibit at FDI New Delhi. This allows Astek to highlight and demonstrate its product range to both end users and dealers and to stay close to its customers.

Astek Innovations ensures it constantly takes feedback and requests for products under the Astek brand. From the initial idea there is a rigorous process that follows, Dr Segal says "Meticulous development and extensive testing by our product design engineers and experienced dentists, ensure that all of our products meet the highest levels of clinical performance demanded by modern dentists and they all meet or exceed the latest ISO and CE standards". As such Astek products are well respected amongst practitioners.

An extensive understanding of international logistics and accreditation requirements combined with a highly knowledgeable and experienced team ensures that Astek Innovations delivers the best possible customer service.

Quality, Performance, Value

The Astek team have developed a number of exciting products all of which meet differing dental needs and all of which must meet Astek's core values of quality, performance and value.

The award winning inSafe safety syringe system provides complete protection from needlestick injuries, from the beginning of the medical procedure through to the disposal of the needle. The specially designed syringe protects the needle at all times and its partnering sharps container removes the contaminated needle in complete safety.



One of Astek's latest products is the fully disposable Pro-Matrix Band, which provides a one stop solution for clinically superior amalgam or composite restorations. With 87% of dentists surveyed stating they would switch to a Pro-Matrix Band this is a great accolade for the innovation of the Astek team.



Continuing the drive for constant innovation the Pro-Tip Turbo, a disposable three in one syringe nozzle, is a highly regarded advancement in the delivery of clean, dry air. A double chamber design separates air and water and with a new design configuration the air is propelled at a greater velocity. With converters to fit a wide range of syringes the Pro-Tip Turbo is a great addition to dental practices.



The highly acclaimed Alma product range is a unique set of prosthetics instruments that facilitate the production of highly accurate dentures. The range is used and recommended by leading Dentists, Dental Technicians and teaching schools.

These innovations sit alongside the long established Pegasus brand, a much trusted range of dental consumables which ranges from impression trays to amalgam carriers, mouthwash tablets to barrier covers. And, in line with Astek's customer focussed ethos, products have been added to the range over time in direct response to customer demand.

Astek are continuously seeking new ways to innovate. With demand for products growing and a number of new projects in the pipeline the company is entering an exciting new phase of development.

For more information on Astek Innovations or any product enquiries email info@astekinnovations.co.uk, visit www.astekinnovations.co.uk or call +44 (0)161 942 3900 quoting reference IN0814

Quality | Performance | Value

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Latex Dental Dam

Sanctuary ... innovatively powder-free natural latex dental dam

The world's first powder-free and low-protein rubber dental dam, Sanctuary Latex Dental Dam offers better comfort, making it a better alternative compared to ordinary rubber dental dam.

Manufactured using a special latex casting technique, it has a uniformed thickness throughout the entire piece, making it equally tear-resistant at every point. With a 100% content of natural latex, with absolutely no fillers, it has a high tensile strength and particularly high elongation at break, clocking in above 700%.

Especially significant is the fact that Sanctuary Latex Dental Dam is low-protein and powder-free. A proprietary cleaning technique enables the reduction of the extractable proteins in latex (< 50 micrograms).

Designed to be especially resilient, Sanctuary Dental Dam guarantees an expansion of 10 times from any original hole punched making it easy, fixing of clamps.

Significant Point of Difference: Powder-free & Low-Protein



Powder-free and low-protein, Sanctuary Dental Dam has significantly less protein content, making it safer and more comfortable for the use of all.



Manufacturing facility in Malaysia

Non Latex Dental Dam

Made from a special material –Polyisoprene – which very closely resembles natural rubber, Sanctuary Non- Latex Dental Dam is highly tear resistant. Polyisoprene is widely used as a material for making surgical gloves. Sanctuary Non-Latex Dental dam is the ideal choice as a replacement for or alternative to traditional rubber dental dam.



With properties and physical structures similar to latex, it offers the flexibility and pliability of rubber dental dam, sans the potential allergen which can cause negative reactions in some patients.

Using a specially formulated version of Polyisoprene, It has a minimum expansion of 10 times from any hole punched, significant tensile strength above 20MPa and a low modulus level, all the characteristics which are crucial and necessary for the practical and efficient application of the dam.



Sanctuary Non-Latex Dental Dam is manufactured using a specific casting procedure which allows for uniformed thickness along the entire piece. This makes it equally tear tolerant in any part of the dam which facilitates the ease and practicality of use. This high tear tolerance allows the easy fixing of clamps, making it the optimal choice for professionals. In addition, it is also powder free.

Significant Point of Difference: Latex-free

It is the best option especially for those who display sensitivities or allergies to natural latex. Being powder-free, it offers more comfort during dental procedures.

Visit us at: Dental Expo 2014 Moscow, Hall 7 Stand P102.I

For more info:

Please visit our website: www.sanctuary-dental.com

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Hunter Wise Securities

Hunter Wise Securities Advises in the Acquisition of DUX Dental and Vettec by Kerr Corporation.

IRVINE, California, July 9, 2014

Hunter Wise Securities, LLC (a subsidiary of Hunter Wise Financial Group, LLC) and Managing Director, David Luvisa, are pleased to announce that its clients DUX Dental and Vettec of Oxnard, California, have been acquired by Kerr Corporation of Orange, California, to further expand its product portfolio and to better serve dental professionals and healthcare providers globally.

DUX Dental is a manufacturer and distributor of high quality dental products, including Zone Temporary Cement, Identic Alginate and Bib-Eze disposable bib holders, as well as its award-winning PeelVue sterilization pouches. Vettec Inc. is a worldwide provider of animal healthcare products.

"DUX Dental is an excellent complement to Kerr's portfolio of dental consumables and small equipment and broadens our consumable and restorative offerings to the general practitioner, dental specialist, hygienist, and institutional customer," says Damien McDonald, Group President at Kerr Corporation. "Further, with Vettec we unlock new opportunities for growth in the attractive animal healthcare market. We welcome the associates of both businesses into the Kerr family and look forward to expanding their potential with our global reach and clinical, technological and R&D capabilities."

"I am pleased that DUX Dental and Vettec have found a good home with Kerr. These were my family's companies and I am confident that Kerr will continue to support our products and people going forward," remarked Paul Porteous, former owner of DUX Dental and Vettec.

DUX Dental and Vettec will proudly join Kerr and the KaVo Kerr Group global platform of brands that include KaVo, Kerr, Kerr Total Care, Pentron, Axis/SybronEndo, Orasoptic, Pelton & Crane, Marus, DCI Equipment, Gendex, DEXIS, Instrumentarium, SOREDEX, i-CAT, NOMAD, Implant Direct and Ormco.

David Luvisa, the Hunter Wise investment banker representing DUX Dental and Vettec remarked that, "This transaction is the second time that I have had the pleasure to work with Paul Porteous and his talented team. Access to Kerr's robust international distribution infrastructure should accelerate the growth of the DUX and Vettec portfolios."

Contact:

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Source: <http://www.hunterwise.com/hunter-wise-securities-advises-acquisition-dux-dental-vettec-kerr-corporation/>

Henry Schein

Henry Schein Enters Brazilian Dental Market with Investment in Dental Speed Graph

Business Serving Dental Practitioners in Brazil Marks Henry Schein's First Operation in South America

On May 28, 2014, Henry Schein, Inc. (NASDAQ: HSIC), the world's largest provider of health care products and services to office-based dental, animal health and medical practitioners, announced a 50 percent ownership investment in Dental Speed Graph, the largest direct marketing provider of dental consumable merchandise in Brazil with a robust e-commerce platform, marking Henry Schein's entrance into South America. Headquartered in the State of Santa Catarina, Brazil, Dental Speed Graph is a fast growing, privately held company with 2013 sales of approximately \$28 million. The company's dental business was founded in 2010 by Luciano Chaves, who will retain a 50 percent ownership position in Dental Speed Graph and continue as the company's Managing Director. Dental Speed Graph has 170 team members and serves approximately 55,000 customers.

With its investment in Dental Speed Graph, Henry Schein now has operations or affiliates in 27 countries. Financial terms of the transaction were not disclosed.

"We have long sought to establish a presence in Brazil, Latin America's largest economy and the seventh largest in the world, and we are delighted to be entering the Brazilian market in partnership with Dental Speed Graph," said Stanley M. Bergman, Chairman of the Board and Chief Executive Officer of Henry Schein. "Dental Speed Graph is an entrepreneurial company with proven success in direct marketing and e-commerce. We look forward to working with all of our new colleagues at Dental Speed Graph to build on its heritage of leadership and offer dentists in Brazil a full range of products and services for operating successful practices."

Brazil has an estimated 150,000 practicing dentists who serve a market whose growth is being fueled by an aging population and an expanding middle class.

"With the combined resources of Henry Schein and Dental Speed Graph we have the opportunity to serve our customers with a broader array of products, services and integrated solutions than ever before," said Mr. Chaves. "We look forward to working together to enhance the already strong reputation that Dental Speed Graph enjoys in Brazil, expanding our market, and continuing to set the standard for excellence in customer service."

Henry Schein's dental business is the leading global distributor of products and services, including innovative digital dental technology solutions, to office-based general dental practitioners, dental specialists and dental laboratories. The Company serves its customers through a multifaceted sales and marketing approach that includes more than 2,600 dedicated field sales consultants; product specialists, telesales representatives and direct marketing programs. Henry Schein's global dental business had 2013 sales of approximately \$5 billion.

Source: http://investor.henryschein.com/phoenix.zhtml?c=74322&p=Rss-Landing_pf&cat=news&id=1935013

BIOMET 3i

BIOMET 3i announces the 11th winner of the Richard J. Lazzara Fellowship in Advanced Implant Surgery

Palm Beach Gardens, FL – (5/6/2014)



BIOMET 3i and the American Academy of Periodontology Foundation are pleased to announce that Dr. Tapan N. Koticha is the winner of the 11th annual Richard J. Lazzara Fellowship in Advanced Implant Surgery. The Lazzara fellowship was established as a tribute to the numerous significant contributions made by Dr. Richard J. Lazzara to the field of implant dentistry.

The fellowship is intended to provide educational and clinical expertise that reflects the most current techniques in implant dentistry. The AAP Foundation Lazzara Fellowship provides a stipend for the Fellow as well as funds to offset the hosting institution's overhead and administrative costs. It is a 12-month fellowship that takes place at the student's training institution. It may begin upon the completion of the Fellow's periodontal training program or when the Fellow starts the last six months of his/her periodontal program.

Dr. Koticha is undergoing his periodontal program studies at the University Of Michigan School Of Dentistry, where he has been widely praised for his professionalism, innovative thinking and leadership ability. Dr. Koticha has already published in numerous journals including the Journal of Periodontology, Journal of Prosthetic Dentistry, and Implant Dentistry.

"We congratulate Dr. Koticha on this prestigious accomplishment," says BIOMET 3i President, Bart Doedens, "and we look forward to his future accomplishments in the field of implant dentistry. BIOMET 3i is proud to be associated with this prestigious fellowship and we thank the AAP Foundation for the opportunity to partner in its offering."

Dr. John Kobs, President of the AAP Foundation adds, "The AAP Foundation is grateful for the support of BIOMET 3i, and we truly value our ongoing partnership. Together, we are helping the specialty's best and brightest to achieve more than ever in the field of implant dentistry."

BIOMET 3i, a division of Biomet, Inc., is a leading manufacturer of dental implants, abutments and related products. Since its inception in 1987, BIOMET 3i has been on the forefront in developing, manufacturing and distributing oral reconstructive products, including dental implant components and bone and tissue regenerative materials. The company also provides educational programs and seminars for dental professionals around the world. BIOMET 3i is based in Palm Beach Gardens, Florida, with operations throughout North America, Latin America, Europe and Asia-Pacific. For more information about BIOMET 3i, please visit www.biomet3i.com or contact the company at (800) 342-5454; outside the U.S. dial (561) 776-6700.

About the AAP Foundation The AAP Foundation is a 501(c)(3) public charity and the only organization of its kind designed exclusively to serve the community of periodontal caregivers and patients. It was organized by the specialty's leaders to benefit patients served and enhance the quality of care given, and is supported by members of the Academy, corporate partners, grateful patients, and state and regional periodontal societies. The mission of the American Academy of Periodontology Foundation is to improve the periodontal and general health of the public through increasing public and professional knowledge of periodontal diseases and their therapies, stimulating basic and clinical research to generate new knowledge, and enhancing educational programs at all levels to create opportunities in periodontal education and practice. www.periofoundation.org

BIOMET 3i Raises More than \$20k for Operation Smile From Recent Philanthropic Events

Palm Beach Gardens, FL – (May 19th, 2014) – BIOMET 3i is pleased to share that it has raised more than \$20,000 for Operation Smile from its recent philanthropic events, including the Smile Seminar, which took place the weekend of May 3rd.

The company has recently organized events such as a Bowl-A-Thon, the Smile Seminar and a Golf Tournament to raise money for Operation Smile. The Smile Seminar, which featured a lecture from Dr. Stephen Chu, was held at the Institute for Implant and Reconstructive Dentistry* and the Golf Event, was held the next day at the PGA National Resort.

Operation Smile provides free surgeries to repair cleft lip, cleft palate and other facial deformities for children around the globe.

"We are very pleased with the response we've received from dental professionals regarding these philanthropic events," said BIOMET 3i President, Bart Doedens. "There are children around the world who desperately need dental help and organizations like Operation Smile are truly changing lives."



Dr. Otto Slater, Dr. James Gillespie and Dr. James Curtiss

About Operation Smile

(www.operationssmile.org)

Operation Smile, headquartered in Virginia Beach, Virginia, is an international children's medical charity with a presence in more than 60 countries, whose network of more than 5,400 medical volunteers from over 80 countries is dedicated to helping improve the health and lives of children. Since its founding in 1982, Operation Smile has provided more than 220,000 free surgical procedures for children and young adults born with cleft lip, cleft palate and other facial deformities.

About BIOMET 3i

BIOMET 3i LLC is a leading manufacturer of dental implants, abutments and related products. Since its inception in 1987, BIOMET 3i has been on the forefront in developing, manufacturing and distributing oral reconstructive products, including dental implant components and bone and tissue regenerative materials. The company also provides educational programs and seminars for dental professionals around the world. BIOMET 3i is based in Palm Beach Gardens, Florida, with operations throughout North America, Latin America, Europe and Asia-Pacific.

For more information about BIOMET 3i, please visit www.biomet3i.com or contact the company at (800) 342-5454; outside the U.S. dial (561) 776-6700.

*The Institute for Implant and Reconstructive Dentistry is the Training and Education Department for BIOMET 3i.

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Communications & Exhibits for BIOMET 3i

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No more fillings as dentists reveal new tooth decay treatment

From "The Guardian", Monday 16 June 2014

Scientists have developed a new pain-free filling that allows cavities to be repaired without drilling or injections.

The tooth-rebuilding technique developed at King's College London does away with fillings and instead encourages teeth to repair themselves.

Tooth decay is normally removed by drilling, after which the cavity is filled with a material such as amalgam or composite resin.

The new treatment, called Electrically Accelerated and Enhanced Remineralisation (EAER), accelerates the natural movement of calcium and phosphate minerals into the damaged tooth.

A two-step process first prepares the damaged area of enamel, then uses a tiny electric current to push minerals into the repair site. It could be available within three years.

Professor Nigel Pitts, from King's College London's Dental Institute, said: "The way we treat teeth today is not ideal. When we repair a tooth by putting in a filling, that tooth enters a cycle of drilling and refilling as, ultimately, each 'repair' fails.

"Not only is our device kinder to the patient and better for their teeth, but it's expected to be at least as cost-effective as current dental treatments. Along with fighting tooth decay, our device can also be used to whiten teeth."

A spinout company, Reminova, has been set up to commercialise the research. Based in Perth, Scotland, it is in the process of seeking private investment to develop EAER.

The company is the first to emerge from the King's College London Dental Innovation and Translation Centre, which was set up in January to take novel technologies and turn them into new products and practices.

King's College is a participant in MedCity, a project launched by the London mayor, Boris Johnson, to promote entrepreneurship in the London-Oxford-Cambridge life sciences "golden triangle".

The chairman of MedCity, Kit Malthouse, said: "It's brilliant to see the really creative research taking place at King's making its way out of the lab so quickly and being turned into a new device that has the potential to make a real difference to the dental health and patient experience of people with tooth decay."

Source: The Guardian, "No more fillings as dentists reveal new tooth decay treatment", <http://www.theguardian.com/society/2014/jun/16/fillings-dentists-tooth-decay-treatment>



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Costa Rica among America's top dental tourism destinations

In an interview to the magazine "The New Economy", Dr Alberto Meza, from Costa Rican Meza Dental clinic, stated that "cosmetic and dental tourism is a burgeoning industry in Costa Rica". He estimated that dental tourists account for about 15% of visitors to his country.

Mr Meza explained that besides having been a traditional destination for holidays, Costa Rica is becoming a popular medical and dental tourism spot, due to the offer of quality yet affordable services. This is not just a top-level condition for foreigners, but rather the result of Costa Rican good performance in providing healthcare services and social security, as testified by some interesting indicators and rankings:

- life expectancy is 79 years; infant mortality rate is 8.6 deaths per 1,000 live births.
- literacy rate at 96%;
- the capital San Jose is ranked as the 4th city in Latin America with the best quality of life (The Economist Intelligence Unit);
- Among Latin American countries, Costa Rica ranks as:
 - 1st in the Social Progress Index (Social Progress Imperative, Social Progress Index, 2013);
 - 1st in the Global Gender Index (World Economic Forum, The Gender Gap report, 2013);
 - 1st in Environmental Performance Index (5th country worldwide)
 - 3rd in the International Property Rights Index 2012 (Property Rights Alliance)
 - 3rd country with less Corruption Perception (Transparency International)
 - the safest country in the region (Latin Business Chronicle, Latin Security Index, 2012).
- in 1948 Costa Rica eliminated its military force and destined the related budget to health and public services;
- potable water and sanitation facilities are accessible in 95% of the country.



Costa Rica has reached universal healthcare coverage through public medical service delivery funded by a 9% employee income tax and a variable employer contribution. To avoid long waiting times, patients may opt for private insurance and seek treatment in private clinics and hospitals. Some public facilities are in need of upgrading and there is a relative shortage of physicians, but nevertheless the overall health outcomes are well above the Central American average.

Among the most popular dental procedures for dental tourists there are high end cosmetic, restorative, and implant dentistry. The majority of clients according to Dr Meza's experience come from the United States and Canada, given their closeness, but also from Australia, Japan and Europe. Even high-end treatments are cheaper by 50-60% compared to fees in the largest European or American cities. According to the article "Trends in the dental tourism market in 2014" published by the International Medical Travel Journal, while a dental implant costs around \$4,000 in the US and \$3,500 in the UK, price can drop to \$850 in Costa Rica, and teeth whitening can go down from \$2,300 in the US to \$250. The number of international tourists visiting Costa Rica to get some medical or dental treatment is estimated at 50,000 a year.

As one of the oldest and most stable democracies in America, Costa Rica has a well established political and judiciary system and an open economy, with foreign trade representing above 80% of GDP. Therefore it represents not only an attractive destination for medical and dental tourism but also an operational base for more than 250 high-tech multinational companies employing prevalently young, bilingual local workforce.

Sources:

The New Economy, "Meza Dental on Costa Rica's burgeoning dental industry" - <http://www.theneweconomy.com/videos/meza-dental-on-costa-rica-burgeoning-dental-industry-video>

"Trends in the dental tourism market in 2014" - <http://www.imtj.com/articles/2014/trends-in-the-dental-tourism-market-in-2014-30195/>

Centre Daily Times, "Health care in Costa Rica: An up-close examination" - <http://www.centredaily.com/2014/01/11/3979463/health-care-in-costa-rica-an-up.html#storylink=cpy>



Sofia Dental Meeting 2014

7 Wonders of Dental Medicine at the 7th International Sofia Dental Meeting

We would like to welcome you into a world of modern and innovative dental medicine from 2nd to 5th October in the beautiful Balkan city of Sofia, the capital of Bulgaria.

You will have the chance to enjoy the unique four-day program of Sofia Dental Meeting, featuring a team of leading professionals and moderated by Prof. Nitzan Bichacho as a Scientific Chairman. The venue is the four-star Sofia Ramada hotel which traditionally hosts the event in the elegant atmosphere of its lecture halls and offers hospitality to our guests from all over the world every year.



Under the sign of the magic number 7 of this year's conference, you will have the amazing opportunity to learn from the experience of 7 leading specialists on the international scene.

The concept of beauty and precise symmetry nowadays puts new standards to our work, making patients' requirements and expectations higher than ever. That is why we have invited some of the most renowned speakers in the field of esthetics to share their knowledge with us - Dr. Didier Dietschi, Prof. Pascal Magne and Dr. Francesco Mangani. Dr. Dietschi, regarded as one of the most charming speakers of our time, will demonstrate a technique for two-layer composite anterior restorations which gives predictable and highly esthetic results in several simple steps. Dr. Mangani will guide you through the secrets of Biomimetics while Dr. Pascal Magne, the founder of the famous Bioemulation group, will share his views on ultraconservative esthetic treatments in an amazing whole-day presentation.

Two opposite concepts of tooth preparation will be presented and challenged by two of the leading prosthetic specialists of our time - Dr. Mauro Fradeani and Dr. Ignazio Loi. In a webinar session Dr. Fradeani will discuss the tradition versus innovation in prosthetic dentistry while Dr. Ignazio Loi will present his innovative Biologically Oriented Preparation Technique which has brought him a lot of clinical success and international popularity over the recent years.

In the field of Periodontology you will have the chance to see another star - Prof. Giovanni Zucchelli who is a distinguished member of all periodontal societies throughout the world and a co-author in many

press release



books considered as contemporary bibles on esthetic periodontal surgery. His presentation will discuss the ways to achieve perfect mucogingival esthetics around implants while his live clinical demonstration will show a surgical technique for treatment of multiple recessions.

Another accent in the program will be the participation of Dr. Rafi Romano - one of the biggest names in modern orthodontics. He will review the most recent trends in lingual orthodontics where the CAD/CAM technologies have found new exciting applications.

Apart from these 7 stars on the agenda you will see many other famous specialists in all fields of dentistry. They will give presentations and do hands-on workshops on a variety of topics - endodontics, esthetic rehabilitation with porcelain veneers, implantology and bone regeneration, occlusodontics, ergonomics, dental photography and many more. The program is so rich that you will soon find yourself into a dilemma which events to go and see and which ones to omit!

In the evenings we will take you to some of Sofia's best restaurants and taverns where you will try the traditional Bulgarian dishes and relax in the company of your colleagues and friends.

At SDM you will learn a lot and will make many new acquaintances, but most importantly - you will return home charged with amazing inspiration for work!

So, save the dates in October and we look forward to meeting you soon in Sofia!

The SDM Team



BDIA Dental Showcase 2014

10 reasons why you need to visit the BDIA Dental Showcase this year!

BDIA (formerly BDTA) Dental Showcase is taking place from 9-11 October at London's ExCeL.

You simply can't afford to miss it if you are serious about putting your practice or laboratory ahead in an environment in which the pace of change is continually accelerating:

1. To meet your suppliers in person – following several warnings issued by the MHRA (Medicines and Healthcare Products Regulatory Agency) and an upsurge in the availability of counterfeit products there is a growing need to get to know your supply chain. With over 350 exhibitors to choose from, use BDIA Dental Showcase as an opportunity to meet face-to-face with the suppliers of every product you could possibly need, all under one roof, and to make informed decisions!
2. Take advantage of exclusive deals – typically more than 75% of all exhibitors offered not-to-be-missed deals, on products and services, exclusively to BDIA Dental Showcase delegates.
3. Get ahead of the rest – leading dental companies use BDIA Dental Showcase to launch their newest clinical and business-related innovations, make sure you see them first!
4. New skills and techniques – live demonstrations offer you hands-on opportunities to keep up-to-date with the latest techniques in dentistry, with the added benefit of CPD!
5. Hear about the latest developments and thinking from industry leaders – the popular mini lecture programme features relevant and thought provoking sessions, presented by experts in dentistry, and also offering valuable CPD.
6. Network with peers – an amazing 12,000 members of the dental profession and industry attended last year's event, making it the best-attended event in dentistry! Use BDIA Dental Showcase as a unique networking opportunity for you.
7. An enjoyable day – 70% of visitors to last year's Dental Showcase voted it the most enjoyable event in the dental calendar, and 2 out of 3 consider it to be the most important.
8. Increase business for your practice or laboratory – companies such as Dental Focus Web Design and FooCo Video Marketing will be on hand to help you discover new ways to market your practice or laboratory effectively.
9. Catch up with your professional body – BDA, DTA, ADAM and the BSDHT, among many others, will be at BDIA Dental Showcase – use the opportunity to catch up with them and get your questions answered face-to-face.
10. Advanced registration is free and only takes a minute! – Visit www.dentalshowcase.com to register now and find out all you need to know about the 2014 BDIA Dental Showcase.

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APDC 2014

Participants From More than 50 Countries Attend the 36TH Asia Pacific Dental Congress

Dubai, July 3: Nearly 1,700 dentists and allied dental professionals representing more than 50 countries converged at the Dubai World Trade Center from 17 – 19 June 2014 to 'Improve Quality of Life Through Better Dental Care'. There was a significant presence of attendees from United Arab Emirates and its neighboring countries along with India, Pakistan, China, Vietnam and Sri Lanka.

"For three days," says APDC 2014 Chairperson Dr Aisha Alsuwaidi "participants attended interactive scientific sessions on Implant Dentistry, Aesthetics, Orthodontics, Endodontics, Periodontics and other disciplines of dentistry, with presentations on clinical cases followed by cross-examinations that allowed objective evaluation".

The three-day scientific programme featured 64 scientific sessions facilitated by 79 international speakers. The congress provided high quality dental continuing education in a broad variety of topics with a maximum of 24 hours of CME credits.

"Alongside the scientific programme," adds Dr. Alsuwaidi, "an international trade exhibition showcased the latest trends and technologies in the dental sciences. The congress hosted 47 exhibitors and, judging from the success of this year's event, the number will probably rise at next year's, which will be held in Singapore from 3 – 5 April. On behalf of the local organising committee, I extend my sincere thanks and appreciation to every member, every doctor, every guest, every government authority and sponsor who support this event."



Denta 2014

The 30th edition of DENTA – an event where you meet the professional smile

At the end of November we are waiting for you at DENTA - Dentistry and dental technologies international exhibition. We are proud to present you the 30th edition of the leading international event for the entire Romanian dental market that will take place at ROMEXPO Exhibition Centre, in Bucharest, Romania.

DENTA represents the best platform for presenting the most recent technologies developed in the field, for entering new markets and also for purchasing products and equipment at special prices, offered only during the exhibition.

"For any company, participating at trade fairs and exhibitions is one of the most important steps for development. Furthermore, taking into consideration the current economical state, we strongly recommend you to start communicating, cooperating, creating new projects. And DENTA is the place to create a perfect smile for the dentistry domain" says Catalin Trifu, General Manager, ROMEXPO S.A.

At DENTA, companies from Romania and abroad exhibit equipment, accessories, materials, oral hygiene products and dentistry chemical-pharmaceutical products.

During DENTA, will be organized a wide range of conferences and seminars held by important authorities in the field, during which the knowledge and the new technologies will blend in unique sessions.

Save the date: 20th – 22nd of November 2014 – DENTA - Dentistry and dental technologies international exhibition



Sino Dental 2014

The 19th China International Dental Exhibition & Scientific Conference

SINO-DENTAL 2014 has been successfully held at China National Convention Center (CNCC)•Beijing during June 9-12th, 2014.

Exhibition

German, Japanese, and Korean companies participated as national pavilions. Many of the exhibitors have chosen SINO-DENTAL for their new products launching.

Visitors

SINO-DENTAL 2014 has attracted over 109543 professional visitors in total. SINO-DENTAL is a platform for enterprises both at home and abroad to have business conversations and seek potential cooperative partners.

Seminar and Workshop

SINO-DENTAL 2014 was no doubt a benchmarking dental show, pushing the event and its academic performance to a new level. 105 top-level academic seminars and workshops covering 255 topics has been held during the exhibition period to introduce the most updated academic and technology development in dental filed.

SINO-DENTAL Survey Result Release

In order to promote product development and technological innovation, meet the clinical needs, and provide professional guidance for professional visitors, SINO-DENTAL launched industry technology and product survey in June, 2013. The survey includes collecting data on-site and laboratory testing, collecting satisfaction questionnaire, and carrying out objective and subjective evaluation after the exhibition. In 2014, the research result was first released at SINO-DENTAL and received well recognition from both the industry and the dentist.

Channel 3 International Dental Opinion Leader Summit

Jointly organized by Channel 3 Club and SINO-DENTAL, Channel 3 International Dental Summit invited about 50 of the world's well-known professionals and offered workshops and seminar, and exchange ideas with Chinese dentist on-site. With over 15 world-class lecturers, the summit has offered top-level lectures which have never been presented in Asia-Pacific Region before.

CFDA Close-door Meeting

SINO-DENTAL invited representatives from China Food and Drug Administration (CFDA), IDM, VDDI, and JDIA and Chinese enterprises to join the meeting. They shared experiences on international product registration regulations, interpreted regulations and guidance, and discussed the impacts on the dental industry due to policy changes in China.

SINO-DENTAL 2015 will be held at China National Convention Center (CNCC) • Beijing during June 9-12, 2015. Looking forward to seeing you next June!

Please follow up with more information on our website www.sinodent.com.cn follow us on WeChat or download our APP



Stomatology 2014

The 17th International exhibition Stomatology St.Petersburg is held on 4-6 June 2014 at the Lenexpo Exhibition Complex.

One of the most important events in the field of dental industry exhibition Stomatology St.Petersburg will unite specialists in the Northern Capital yet again.

Every year, the exhibition Stomatology St.Petersburg grows in scope: more than 130 exhibitors displayed their products in an exhibition space totalling 2776 m². According to surveys carried out at the exhibition, 90% of exhibitors rated their participation as highly effective. 3210 people visited the exhibition over three days, with 80% of the visitors having purchasing decision making authority or influence over purchasing decisions.



The organisers expect to improve upon these results in 2014, considering that many exhibitors are booking their stands already. The newest models of dental equipment and the most modern medical materials will be presented in the following sections of the exhibition:

- Dental equipment and tools
- Dental materials
- Dental mechanical equipment and tools
- Supporting materials for dental laboratories
- Systems and tools for implant dentistry
- Materials and tools for graftless and maxillofacial surgery
- Orthodontic products
- Surgical instruments
- Dental drugs and medication
- Equipment, tools and materials for antisepsis and bacterial purification
- Dental anaesthesiology
- Disposable materials
- Medical uniforms
- Medical furniture
- Hygiene equipment for oral cavities
- Dental services
- IT in dentistry
- Diagnostic equipment and appurtenance

The exhibition has also earned respect from the professional audience due to its rich business programme. As always, the following events will take place as part of the exhibition:

- Symposium "Strategies to achieve long-term results in dental practice",
- XIX International conference of maxillo-facial surgeons and stomatologist "Modern technology in dentistry",
- X Research conference "Current issues of pediatric dentistry and prevention of dental diseases",
- Council meeting of the St. Petersburg Stomatologists' Association,
- Press conference "Condition of dental care in St. Petersburg".

There are nearly 30 business events taking place at the exhibition every year, which are aimed at facilitating professional discussions of various medical issues, improving the skills of the specialists and medical provision for the population as well as the promotion of a healthy lifestyle. Exhibitors are offered the opportunity to attend the events of the business programme and are also invited to speak at the events. Exhibitors are also offered to organise their own seminars, master classes and lectures to present their products to visitors and exhibitors and invite them to enter into business relations.

The importance of the International exhibition Stomatology St.Petersburg to the development of dental science and practice in the North-Western region of Russia is also shown by the official support afforded to the exhibition. The exhibition is held with the official support of state bodies and industry associations: Committee on Public Health of the St.Petersburg Government, Committee on Public Health of the Leningrad Region, Russian Dental Association, Association of Dental Manufacture and Trade «Dental Industry» and St.Petersburg Dental Association.

The International exhibition Stomatology St.Petersburg 2014 will be held in the period of White Nights - from 4 to 6 June. Guests and participants of the exhibition will be able to visit the branch business event during the most beautiful season of the Northern capital.



Dental Salon 2014

Specialties at the spring dental show

Dental Salon re-opens its doors for field leaders from all over Russia and abroad at the Moscow Forum in April

On April 21, at the opening session of exhibition V.K. Leontyev, Member of the Russian Academy of Sciences. Prof. O. O. Yanushevich, Senior Free Lance Dentist of the Ministry of Health of the Russian Federation, Rector of A. I. Evdokimov Moscow State University of Medicine and Dentistry, V. V. Sadovsky, President of the Russian Dental Association, Director of the National Institute of Informatics, Analysis and Marketing in Dentistry, V. D. Vagner, Deputy Director of the Central Research Institute of Dental and Maxillofacial Surgery, P. V. Dobrovolsky, President of Dental Industry Association (RoSI), A. A. Tabakov, President of the company sponsoring S.T.I.dent exhibition, I. I. Brodetsky, General Director of DENTALEXPO Exhibition Company, took the floor:

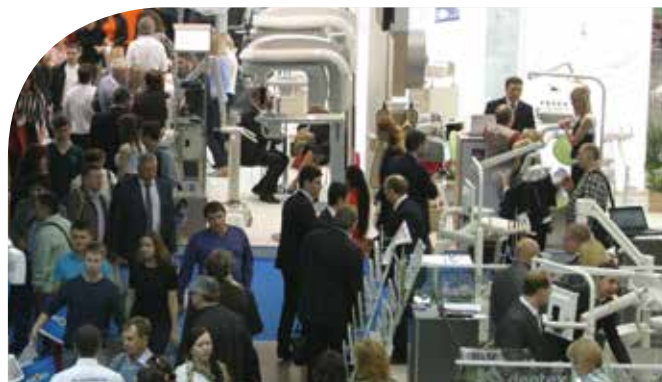
A few tens of the companies presented their new products including implant systems, personal hygiene and prophylactic products, dental technology equipment and materials, therapy, endodontic and whitening materials, prosthetic materials and dental units, lasers and radiovisiographers, materials for osteointegration, disinfectants, surgical and implantation equipment, binoculars and microscopes, CAD/CAM systems, rotary tools, composites and nanocomposites, medical appliances and diagnostic systems, intra-oral scanners and many more... Senior executives and consultants of leading global producers were customarily present at the exhibition, as the Russian market, despite a complicated world political situation, remains significant and promising for the global dental industry.

All the guests unanimously noted that the exhibition is getting more and more attractive year by year. Booths become increasingly designed in the European style intended to realize live contact between visitors and exhibit items and consultants that is the exhibition's key feature. Booths now have more light and open space, exhibition participants pay more attention to guests' comfort and booth personnel training, as the service quality in a booth is important for company's overall success at the exhibition.

A Forum program is as always diverse and hard-driving - Forum participants were presented more than three hundred events of various levels and formats. According to guest polling, an educational component of exhibition is highly popular - more than 60% of visitors combine display overview with education process. A conference of the Russian Dental Association "Urgent problems in dentistry" became naturally a main event there. The Russian Dental Association is DENTALEXPO Exhibition Company strategic partner playing a key role almost in all the events organized by the company, and in terms of the total number of annual dental exhibitions DENTAL-EXPO in the major network in the world. This time, Russian Dental Association's executive board demonstrated a new approach to conference organization: workshop topics were adjusted and agreed with the exhibition organizing committee, a flexible price policy for different workshop formats was realized, and advertising support was provided. Over the years it was actually the first experience of cooperation between the managerial board of conference and exhibition for promotion of Russian Dental Association's workshops.

As a result, just few of workshops demonstrated poor attendance, rooms were mainly packed. According to the exhibition organizing committee, this clearly signifies transition from quantity to quality, and here it's necessary to thank Russian Dental Association's managers and, in particular, Vladimir Viktorovich Sadovsky, President of the Association.

The conference was focused on the field key aspects at the following events: International Congress "Indirect Dental Restorations"; The 1st Congress of Chief Medical Officer of the Russian Dental Organizations; The 1st All-Russian Session of Dental Organizations' General Accountants; meetings of the Dedicated Commission of the Ministry of Health of the Russian Federation on Maxillofacial Surgery, select committees of the Russian Dental Association "On Education", "On Law and Legal Regulation", "On Clinical and Expert Questions", award commission of the Russian Dental Association, ethic committee of the Russian Dental Association, management board of the Russian Dental Association, grand committee "On Dental Service Organization and



Management", Council of the Russian Dental Association, Dedicated Commission of the Ministry of Health of the Russian Federation on Dentistry; Russian periodontists' club; workshops "Guided Tissue Regeneration upon Surgical Dental Treatment", "Solving a Problem of Gingival Recession", "Prosthodontics Malpractice in Implant Dentistry", "Best in Tooth Whitening", "Visualization of Oral Abnormalities: Instrumental, Psychological, Deontological and Orthopedic Aspects"; All-Russian Workshop "Biotechnology and Tissue Engineering in Dentistry and Maxillofacial Surgery", the 5th Anniversary Workshop of the Russian Dental Association's section "Dental Students and Interns".

On April 22, it was the third time when DENTAL LAB dental workshop took place. The workshop supervisor was Prof. Sergey Darchoevich Arutyunov, Dean of the Faculty of Vocational Secondary Education of A. I. Evdokimov Moscow State University of Medicine and Dentistry, Head of the Association of Dental Lab Technician, Honoured Doctor of Russia. The workshop then was focused both on vocational issues of the dental lab technician's work and on profitability and process control in the dental lab.

On April 23, the course of world renowned master of aesthetic restorations, Dr. Didier Dietschi, took place. Maestro appeared in Russia for the second time, and this time he spoke on topic "Application of composites in the complex functional and aesthetic rehabilitation of teeth abrasion": "much better than you could imagine". Full-day course included the theoretical and practical training with a demonstration of the doctor's work. The course brought together more than 350 trainees from across the country and caused a lot of positive feedback.

During the exhibition the visitors' survey has been conducted, and over 5,000 questionnaires have been collected. The results of the survey show high activity of Russian dentists, mainly from the regions of the RF, focus on advanced training and interest in innovations.



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The advertisement for MaCo Dental Care features a smiling woman with long brown hair on the right side. The background is a blue and white graphic with the company logo 'MaCo DENTAL CARE' in the upper left. Below the logo, there are six dental implants shown in a row, each with a corresponding label in a colored box: 'THREE LOCKS' (pink), 'OCTOPLUS' (blue), 'SEVENTEEN' (green), 'INTROSKIP' (orange), 'OMNIA' (grey), and 'EASY' (purple). At the bottom of the advertisement, there is a 'MADE IN ITALY' logo on the left, the website 'www.macointernational.com' and email 'info@macointernational.com' in the center, and a 'CE 0476' certification mark on the right.

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The advertisement features a collage of dental equipment and disinfection products. On the left, under the word 'STERILIZATION', are three white dental units. On the right, under the word 'DISINFECTION', are various cleaning and disinfection products. The products include:

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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:

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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)



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Fax: +48 42 632 28 59

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

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

Project manager: Mr Darek Sobczak

Ph: +4842 632 28 66

Mobile: 668 828 838

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•• 11-14/09/2014

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(New Delhi - India)



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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

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Infodent booth: B144 - 145

•• 18-20/09/2014

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(Beirut - Lebanon)

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Website: www.lida.org.lb

Venue: Congress Palace, Beirut - Lebanon

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•• 18-20/09/2014

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(Brussels - Belgium)

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•• 18-20/09/2014 North Dakota Dental Association (NDDA) Annual Session 2014

(Minot, ND - USA)

North Dakota Dental Association

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Elicia H. Jacobson, Exhibits

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•• 19-20/09/2014

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•• 24-26/09/2014

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(Donetsk - Ukraine)

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Project Manager: Alexeenko Valeria

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Chief engineer: Capcom Ivan

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Email: kapkoivan@ukr.net

Manager: Vitaly Spring

Tel: +380 44 501 03 44 // 42 // 66 | ext. 112

Email: vitaliy@medvin.kiev.ua

Venue: State Medical University

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<http://www.medvin.kiev.ua/index.php>

•• 25-27/09/2014

UzMedExpo 2014

(Tashkent - Uzbekistan)

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Tel: + 998 71 238 91 88

Email: info@ieguzexpo.com

Website: www.ieguzexpo.com

Manager of the project: Saida Tangrikulova

Tel: +998 71 238 91 82 // Fax: +998 71 238 91 82

Email: metall@ieguzexpo.com

Venue: National Exhibition Complex

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<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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(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
Website: www.mndentalab.org
Venue: Treasure Island Resort and Casino
Welch MN – USA

•• 26-27/09/2014

Fachdental Leipzig 2014
(Leipzig – Germany)

Leipziger Messe GmbH
Messe-Allee 1 04356 Leipzig
Postfach 10 07 20 04007 Leipzig
Email info@leipziger-messe.de
Project manager: Joachim Sauter
Email: joachim.sauter@messe-stuttgart.de
Project Assistant: Susanne Weninger
Email: 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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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
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Website: www.pcsortho.org
Venue: Marriott Hotel and Conference Center
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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, 1
20139 Milano, Italy
Tel: +39 02 56808224
Fax: +39 02 58304804
Website: www.sido.it
E-mail: 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
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Email: tonyreed@bdia.org.uk
Exhibition & Facilities Co-ordinator: Darran Lacey
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(Bali – Indonesia)

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<http://hwww.pragodent.eu/en/contacts.html>

•• 09-14/10/2014

ADA 2014 America's Dental Meeting
(San Antonio TX – USA)

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Tel: +1 312 440 2500
Website: www.ada.org
Contact person:
Mary Michalik
Tel: +1 312.265.9650
Email: mary@corcexpo.com
<http://www.ada.org/>

•• 10-11/10/2014

Fachdental Sudwest 2014
(Stuttgart – Germany)

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Fax: +49 711 18560-2440
Email info@messe-stuttgart.de
Website: www.messe-stuttgart.de
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•• 16-18/10/2014

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•• 21-23/10/2014

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•• 22-24/10/2014

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(Prishtina – Kosovo)

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Add: Luan Haradinaj p.n
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•• 22-25/10/2014

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(Toronto ON – Canada)

CAE Canadian academy of Edodontics
Dr.Wayne Maillet, Executive Secretary
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Email: info@caendo.ca
Website: www.caendo.ca
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•• 22-25/10/2014

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18th China International Exhibition
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Technology and Products**
(Shanghai – China)



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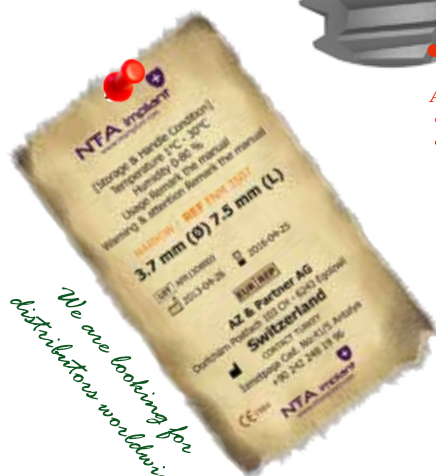
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Forum director: Ms Natalya Lozyska

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Email: nml@galexpo.lviv.ua

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•• 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

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Fax: +1 703 931 9429

E-mail: info@dentaltradealliance.org

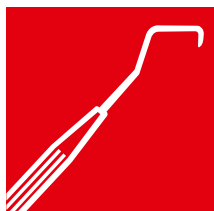
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(Dakar - Senegal)

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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
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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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•• 30/11-03/12/2014 Greater New York Dental Meeting 2014 - 90th Annual Session

(New York NY – USA)



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(part IV - conclusion)

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