

## FDI World Dental Federation showcases future vision in Hong Kong

100<sup>th</sup> Annual World Dental Congress to highlight latest achievements in dentistry

Hong Kong (DTI/Photo.mongkok172002)

**T**his month, the FDI World Dental Federation once again invites dental professionals to its Annual World Dental Congress (AWDC). To be held for the second time in Hong Kong after the successful 1995 edition, the event is expected to attract thousands of dentists and other members of the dental team, as well as researchers and dental industry representatives from Asia and all over the globe, to the city known as the “Pearl of the Orient”.

Organised in partnership with the Hong Kong Dental Association, the event will not only give participants the opportunity to bring themselves up to date on the latest technologies and methods in various fields of dentistry, but also to network with peers from all over the world and discuss current issues related to their profession. According to the latest figures, the scientific programme will comprise presentations by over 100 internationally renowned experts on such topics as practice management, peri-implantitis, the use of CBCT in oral surgery and the treatment of endodontic lesions. More than 200 companies and traders will present their newest dental equipment and materials at the World Dental Exhibition, hosted at the Hong Kong Convention and Exhibition Centre in Causeway Bay, Central Hong Kong. In addition, a number of sessions and meetings will be held for military dental officers, young and women dentists, as well as professionals involved in paediatric dentistry.

“The FDI event in Hong Kong will further substantiate the international

status, reputation and competitive edge of Hong Kong professionals,” Chairman of the Hong Kong Coalition of Professional Services Leung Chun-ying said.

### FDI HONG KONG 2012: THE CENTENARY CONGRESS

This year marks the 100<sup>th</sup> time that members of the World Dental Federation will come together for the AWDC since the founding members met for the first time in Cambridge in the UK in 1901. Since then, the global federation of dentists has invited its members annually to congresses in over 30 countries and five continents with the goal of contributing to the advancement of dentistry.

Recent editions include congresses held in Singapore, Salvador da Bahia in Brazil and Mexico City, among others.

Meetings were halted only twice in the last century owing to the breakout of the world wars in 1914 and 1939. While all AWDCs were held in Europe and North America during the first half of the 19<sup>th</sup> century, the organisation has increasingly selected host cities in developing regions like Asia and Latin America recently, a tendency that has paid off and is reflected by the larger representation of nations like Iran, India and China in the number of abstracts submitted for this year’s free communication and poster sessions.

According to the FDI, 444 abstracts from 56 countries on issues like public health, dental materials and endodontics have been accepted for the 2012 congress. They will be available in a special supplement of the *International Dental Journal* after the congress, the federation said.

### FUTURE VISION

Launched during an international conference in Rio de Janeiro in 2009, the Global Caries Initiative (GCI) has become an important cornerstone of the FDI’s policy roadmap for 2020. Its main objective is the introduction and implementation of a paradigm shift in the classification and management of caries. While there has been an increase in the prevalence of other

dental conditions, tooth decay remains the most common dental disease worldwide. Although there has been a decline in caries in industrialised nations in recent years through fluoridated toothpaste and improved dental hygiene, up to 90 per cent of all people in most low-income countries suffer from the condition, which often remains untreated.

At this year’s congress, the new website for the GCI, developed jointly with Dental Tribune International (DTI), will be launched. It is the second online project that FDI has initiated this year, the first of which was the launch of the campaign website for noncommunicable diseases (NCDs) in May on behalf of the World Health Professions Alliance, of which FDI is a member. It is intended to bring together individuals and groups from around the world to share knowledge on caries management and the development of a new preventive paradigm. Furthermore, it will include information and case studies on caries from FDI member dental associations around the globe.

“We have been working on the Global Caries Initiative since 2009 and it is very heartening to see it now become a reality,” commented FDI President Orlando Monteiro da Silva. “The website will offer new opportunities for communicating and exchanging information among experts in the field and that should lead to some serious progress.”

“By extension, this will have a huge impact on our strategy for the promotion of oral health within the context of the prevention and control of noncommunicable diseases,” he added.

The FDI has been campaigning for the integration of oral health into the list of NCDs for priority action by the United Nations and WHO for years. The current list comprises cancer, diabetes, and respiratory and cardiovascular diseases, which the FDI says should be extended owing to the fact that all oral conditions share common NCD risk factors, including unhealthy diet (particularly

high sugar consumption), tobacco, and harmful alcohol use.

### AWDC COVERAGE

The latest news and developments from the congress in Hong Kong will again be available this year through the FDI’s official daily congress newspaper, *Worldental Daily*, which will be published for the seventh time together with DTI. Both organisations have been collaborators since 2005, when the international dental media group was appointed official media partner for the FDI’s AWDC in Montreal in Canada. Since then, DTI has published the FDI’s *Worldental Daily* at its congresses in Dubai, Stockholm and Singapore, to name a few, as well as the FDI’s *Worldental*

*Communiqué* bi-monthly newsletter through its network of international publishers.

From Wednesday to Saturday, a team of experienced editors will be hitting the convention floor in Hong Kong in order to bring you the latest results from the World Dental Parliament sessions, exclusive interviews with congress speakers and the current buzz in the industry. For the first time, online coverage will also be available through *Dental Tribune*’s news site [www.dental-tribune.com](http://www.dental-tribune.com).

For more information about FDI Hong Kong 2012, the latest congress programme and how to participate, please scan the QR code at the bottom left or visit [www.fdicongress.org](http://www.fdicongress.org).

AD

**FDI World Dental Federation**  
Leading the World to Optimal Oral Health

**2012 Hong Kong**  
FDI Annual World Dental Congress  
29 August - 1 September 2012

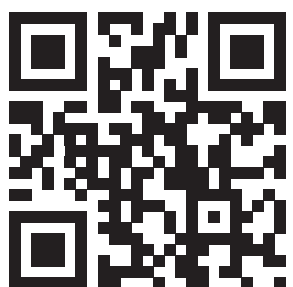
**10 reasons to join FDI in Hong Kong, World Oral Health Capital 2012**

- Celebrate** the uniqueness of FDI at its 100<sup>th</sup> Annual World Dental Congress;
- Learn** about the latest developments from international and regional experts;
- Discover** the newest technology, equipment, products and materials;
- Interact** with renowned world specialists;
- Empower** yourself through FDI sessions on policy and public and oral health;
- Enjoy** exclusive face-to-face encounters with your peers worldwide;
- Develop** your knowledge and skills through a new and innovative programme;
- Sample** some of the best cuisine in Asia: one restaurant for every 600 inhabitants!
- Marvel** at the breathtaking views of Hong Kong and Macau;
- Uncover** the riches and mysteries of mainland China.

www.fdicongress.org    congress@fdiworldental.org

Leading the world into a new century of oral health

ADA CERP





# Professor Chen Zhu to receive first FDI award

China's Minister of Health selected for his contributions to the development of dentistry

The FDI World Dental Federation has announced that China's Minister for Health, Prof. Chen Zhu, will be the first recipient of the organisation's Inaugural World Oral Health Recognition Award. The 59-year-old haematologist was selected owing to his contributions to the

development of dentistry in China, the organisation said last week.

Politically independent Zhu was appointed Minister of Health of the People's Republic of China in early 2007. Since then, he has implemented reforms of China's health-

care system, which included the expansion of basic health coverage to urban and rural areas, among other things. He also remains professor at Jiao Tong University's School of Medicine in Shanghai, as well as a member of the Chinese Academy of Sciences in Beijing.

It is the first time that the FDI has awarded an individual for his or her contributions to dentistry.

The award will be given to Zhen officially during the opening ceremony of this year's FDI Annual World Dental Congress in Hong Kong in August.



Prof. Chen Zhu

AD

**Adopt the trend...**

**miCD**  
Minimally Invasive Cosmetic Dentistry

SHOFU recognizes the development of new clinical techniques in minimally invasive cosmetic dentistry (MiCD) procedures and is fully committed to support the MiCD movement through the contribution in developing and providing dental professionals with newer aesthetic biocompatible materials to achieve their goals.

For more information, simply contact your nearest SHOFU dealer.

**SHOFU INC. SINGAPORE BRANCH**  
Tel (65) 6377 2722 Fax (65) 6377 1121 eMail mailbx@shofu.com.sg website www.shofu.com.sg

## Vision 2020: shaping the future of oral health

Principles unveiled at special World Dental Parliament session

The FDI World Dental Federation will unveil its Vision 2020: *shaping the future of oral health* on Tuesday, 28 August, at a special panel session of the World Dental Parliament. Here, in brief, are the principal elements of the FDI Vision.

- 1. Meet the increasing need and demand for oral healthcare**  
Our Vision is that by 2020, inequities with regard to access to oral healthcare will be substantially reduced and the global need and demand for oral healthcare more largely met.
- 2. Expand the role of oral healthcare professionals**  
Our Vision is that, by 2020, oral health will be fully recognized and accepted as a crucial part of overall health and well-being.
- 3. Shape a responsive educational model**  
Our Vision is that by 2020, our young graduates will benefit from responsive, dynamic and modular curricula, with a focus on extensive critical thinking and analytical skills as well as public health and trans-professional education.
- 4. Mitigate the impacts of socio-economic dynamics**  
Our Vision is that, by 2020, collaboration and partnerships between the private and public sector will have led to the inclusion of Oral Health in all Policies and the focus will shift to models viewing promotion, prevention, and treatment as equally important.
- 5. Foster fundamental and translational research and technology**  
Our Vision is that, by 2020, major improvements in oral health will have been achieved and inequalities will have been reduced through research-led strategies for more effective disease prevention, with the integration of oral health into healthcare in general.

Look out for the 30 August edition of *Worldental Daily* for fuller coverage!



Booth n° 588

**P**MAX<sup>2</sup>  
NEUTRON POWERED

Build your own PMAX



Unrivalled choice

- Perio ■
- Endo ■
- Prophylaxis ■
- Boost ■

Trilogic™ system



For the first time in dental, SATELEC® features a unique Trilogic™ system which consists in customizing your PMax ultrasonic generator in three possible configurations.

SATELEC  
**ACTEON**



# FDI Hong Kong 2012: sentimental, political, visionary



Orlando Monteiro da Silva

By Orlando Monteiro da Silva, FDI President

The Congress is political in the sense that the latest orientation of in oral health policy is also on display with the launch of the much-anticipated FDI Global Caries Initiative (GCI) website, which brings together individuals and groups from around the world to exchange, communicate and share knowledge on caries management and the development of a new preventive paradigm.

The GCI prevention paradigm dovetails with FDI's most recent concerted effort in public and oral health in the field of noncommunicable diseases (NCDs). FDI has long advocated that oral health should be integrated into a common risk factor strategy with other NCDs, in particular cardiovascular and respiratory disease, diabetes and cancer. This principle is now, thanks in part to FDI, enshrined in public policy in the United Nations Political Declaration on NCDs, which calls for an approach based on control and prevention.

The Congress is visionary because two days before, the World Dental Parliament, meeting here in Hong Kong, saw the launch of and debate on FDI's Vision 2020, a roadmap for the coming decade in dental medicine. This document, developed by a specially-created constituted task team in collaboration

with our members, is, as its preface proclaims, inspirational and aspirational.

sion is to help the population and decision-makers to achieve health through good oral health."

pacts of socio-economic dynamics; and fostering fundamental research and translational technology. It is a blueprint for adapting and changing the dental profession to a world in constant evolution.



Hong Kong (DT/Photo Daumit)

**O**fall the reasons that FDI Hong Kong 2012 is special, three spring most immediately to mind, one sentimental, one political and one visionary.

The sentimental reason is that this is the 100<sup>th</sup> anniversary of the Annual World Dental Congress, a landmark event celebrating scientific research and education in dental medicine. I do urge you to visit the FDI stand, where one exhibit traces the milestones of FDI since its founding in 1900.

In many ways, the exhibit also reflects well over a century of the history of dentistry and of international cooperation and understanding among the world's oral health community.

The opening sentences contain principles with which all delegates attending this FDI congress no doubt agree: "Oral health is an essential component of good health, and good oral health is a fundamental human right. The role of the dental profes-

sion is to help the population and decision-makers to achieve health through good oral health."

On this opening day of the FDI Hong Kong 2012, I would like to bid you all welcome and express the hope that you will have a profitable, informative and an enjoyable stay during the ... congress of the century!

## Moving forward with Live.Learn.Laugh.

By Drs Monica Carlile & Virginie Horn

**P**hase II of Live.Learn.Laugh. continues to go from strength to strength. We kick started the year with a global workshop in Istanbul in February, which brought partnership participants together to share experiences, achievements and, in some cases, challenges. These face-to-face encounters are central to LLL's continued relevance and success.

plicity—a call to action based on sound science and professional support. All evidence shows that this is the best way to improve oral health globally.

This single focus enables FDI and Unilever to provide targeted sup-

port to all local teams and brings benefits of scale across the partnership, for greater impact. Through offering a menu of implementation options, focusing on patients, schoolchildren, prenatal and infants,

our national dental association and Unilever partners in each country can choose the option that is right for them. This flexibility makes the most of valuable local expertise to ensure project relevance, accepting that adaptation can be essential for real, health in target populations, and to educate them in good preventive oral health behaviours. As with many other behaviour change interventions, we focus particularly on children, for whom we hope that learning healthy habits will provide benefits over a lifetime. All projects are evaluated through data collection, some with a clinical component. Overall, we anticipate tangible impact in terms of surveillance, community-level care and follow-up.

From our perspective as global partners, LLL remains a model partnership within the overall FDI vision of leading the world to optimal oral health, and contributes to Unilever's aim of helping one billion people improve their health and well-being, as part of its Sustainable Living Plan. Our commitment to working together, combining our skills and resources and applying them towards a shared goal, is the first example of a truly global health partnership in the field of oral health and dentistry.

Oral health is an integral part of general health and well-being; improving oral health means improving people's lives: it means less pain from decaying teeth, and fewer school- or work-days lost through oral disease-related absences. Unilever Oral Care and FDI are proud to be partners in Live.Learn.Laugh. Look out for updates from LLL in Asia through World-dental Daily at the congress.



Dr Monica Carlile



Dr Virginie Horn

*Dr Monica Carlile is Global Professional Marketing Manager at Unilever Oral Care. Dr Virginie Horn is Education and Development Manager at FDI. Both are working together to manage the LLL partnership on behalf of the global partners.*



Phase II of our partnership has potential for significant impact, both through its conceptual design and implementation of projects locally. Our message: "brush twice daily with a fluoride toothpaste" is powerful in its sim-

port to all local teams and brings benefits of scale across the partnership, for greater impact. Through offering a menu of implementation options, focusing on patients, schoolchildren, prenatal and infants,

sustainable benefit within local communities.

The four implementation options are designed to promote increased awareness of the importance of oral



# Refocus on the relevance and importance of dental health



Prof. Lakshman Samaranayake

A short interview with Prof. Lakshman Samaranayake, Dean of the Faculty of Dentistry, University of Hong Kong

for the territory, which has long been considered a developed country.

One has to say that awareness of the benefits of good oral health is generally improving especially among the educated groups. The dentists in the territory, who deliver the major share of dental services, however,

need to convey the message to the public that oral health is intimately related to systemic health and quality of life.

**What can a major dental congress like FDI Hong Kong 2012 add to the improvement of dentistry in Hong Kong?**

The focus and priority of the HK government has been on the general health rather than dental health of the populace. Fortunately, the new Chief Executive and President of the Executive Council of Hong Kong, Leung Chun-ying, is a friend and an ardent enthusiast of the dental profession, and we trust that under his leadership den-

tal services will improve vastly and be given the recognition needed. The FDI's Annual World Dental Congress will help to refocus the attention of both the government and the public on the relevance and importance of dental health.

**Thank you very much for this interview.**

2012 is not the first time that an FDI congress is taking place in Hong Kong. Two years before the city's handover from Great Britain to China, dentists from all over the world gathered here for the 1995 Annual World Dental Congress. *Worldental Daily* had the opportunity to speak with the Dean of the University of Hong Kong's Faculty of Dentistry, Prof. Lakshman Samaranayake, about the current state of dental health care in Hong Kong and what this year's congress might mean for HK dentistry.

**Worldental Daily: The last FDI congress in Hong Kong took place in 1995. What significant changes have taken place in HK dentistry over the last 17 years?**

**Prof. Lakshman Samaranayake:** There have been incipient but decisive changes in Hong Kong dentistry. Particularly after 1997, when the territory was handed over to China, changes in the HK dental ecosystem could be seen both in the general provision of dental health care to the population, as well as in the education and training opportunities for dentists in Hong Kong.

As for the dental ecosystem in general, since the handover to China the executive-led HK government has paid little heed to dental health care for underserved populations and continued in the British style of administration, where an elite civil service was able to receive virtually free dental care, while the rest were exposed to the quirks of a private practice system, which the majority could not afford.

Recently, the government introduced a subsidised dental scheme, for the elderly in particular. However, the vestiges of colonial times remain, and free dentistry is still only available to civil servants. Being an exception, schoolchildren have benefited under both governments. The School Dental Service is generally well funded and regarded as a good service provider.

**Apart from the younger population, where do Hong Kongers rank in the field of oral health?**

As mentioned, the vast majority of the population is still in need of dental service, yet the demand is poor as in most Asian countries. The reasons for this may be the financial constraints of expensive dental care or general ignorance regarding the importance of dental health. Although Hong Kong does not have highly neglected oral care, compared with developed nations the dentist to population ratio of approximately 1 to 4,000 is rather low



## SIMPLY BETTER

### STRAUMANN® SLActive

The next generation in surface technology designed to deliver:

- Higher security and faster osseointegration for every indication<sup>1,2</sup>
- Reduced healing times from 6-8 weeks down to 3-4 weeks<sup>3</sup>
- Increased treatment predictability in critical protocols<sup>1</sup>

More information on [www.straumann.com](http://www.straumann.com)

**FDI AWDC**  
**2012**  
VISIT US AT BOOTH  
# M02/N05

<sup>1</sup> Ganeles et al. Clin. Oral Impl. Res. 2008;19:1119-1128

<sup>2</sup> Barnstein et al. J Periodontol. 2010 Jun;81(6):809-819

<sup>3</sup> Oates et al. The International Journal of Oral & Maxillofacial Implants. 2007;22(5):755-760

For more details see summary SLActive® Scientific Studies.

COMMITTED TO  
**SIMPLY DOING MORE**  
FOR DENTAL PROFESSIONALS

AD



## Industry preview of FDI AWDC 2012

**I** New products and technologies on display at World Dental Exhibition

**W**ith more than 200 companies and dealers from Hong Kong and around the globe to be participating in this year's World Dental Exhibition, there will be plenty of new products to see and discover for dental professionals. In addition, participants of this year's

congress will be able to get hands-on the latest dental tools and technologies during a daily symposium presented by the Dental Tribune Study Club inside the exhibition hall.

Among the new products will be the AIR-N-GO by the French company

Acteon (Fig. 1, Booth L16/M17). The dual purpose air polisher with direct connection to the chair was designed for ultraactive supra-gingival polishing as well as sub-gingival periodontal diseases and peri-implantitis treatment through an optional AIR-N-GO PERIO Kit.



Fig. 1

High quality dental materials will be on display at Promedica's booth (K25). Besides its proven lightcuring micro hybrid composite Composan LCM, the German manufacturer will be also showcasing its Composan bio-esthetic composite material that offers extremely low polymerisation shrinkage and more resistance to strong abrasion.



Fig. 2

W&H's new Proface light probe (Fig. 2, Booth G22/26) is supposed to enable direct visual detection of caries in opened cavities and, therefore, minimise the risk of caries recurrence. According to the company, the device enables selective treatment during caries excavation based on Fluorescence Aided Caries Excavation (FACE), a method in which violet light is applied to the opened cavity where metabolic by-products, left by the bacteria in infected dentine and not visible to the human eye, fluoresce red while healthy tooth substance fluoresce green.

Dürr Dental (Booth H20/J19) is presenting the latest generation of its successful compressor series. First introduced at IDS Cologne in Germany last year, both the Tornado 1 and 2 are said to be more robust, ultrasilent as well as economical than their predecessors.

Abrasive Technology's Two Striper dental diamond instruments (Booth L36) offer superior quality and lifespan through the P.B.S. brazed bonding system achieved by a specially developed nickel chrome alloy.

Novovol (Booth E02/04) from Canada is showcasing its local dental anaesthesia Posicaine that, according to the company, can be used in both simple and complex dental procedures.



Fig. 3

Finally, orthodontic specialists will be able to get hands-on the latest series of articulators by the US manufacturer Whip Mix (Fig. 3, Booth E06) and well its centered bite record Esthetic CrossRef which comes in packages of 20, and with two Nasion Extenders.

AD



**No Pre-Registration Fee**

**The Largest  
Dental Meeting/  
Exhibition/Congress  
in the United States**

**MARK YOUR CALENDAR**

**Scientific Meeting:  
Friday - Wednesday,  
November 23 - 28**

**Exhibit Dates:  
Sunday - Wednesday,  
November 25 - 28**

**ATTEND AT NO COST**  
Never a pre-registration fee at the  
Greater New York Dental Meeting

**MORE THAN 600 EXHIBITORS**  
Jacob K. Javits Convention Center 11th Ave.  
between 34-39th Streets (Manhattan)

**HEADQUARTERS HOTEL**  
New York Marriott Marquis Hotel

**LIVE DENTISTRY ARENA - NO TUITION**

**LATEST DENTAL TECHNOLOGY  
& SCIENTIFIC ADVANCES**

**MORE THAN 350 SCIENTIFIC PROGRAMS**  
Seminars, Hands-on Workshops, Essays  
& Scientific Poster Sessions as well as  
Specialty and Auxiliary Programs

**EDUCATIONAL PROGRAMS  
IN VARIOUS LANGUAGES**

**SOCIAL PROGRAMS FOR THE ENTIRE FAMILY**

**ENJOY NEW YORK CITY AT ITS BEST  
DURING THE MOST FESTIVE TIME  
OF THE YEAR!**

**FOR MORE INFORMATION:**  
Greater New York Dental Meeting®  
570 Seventh Avenue - Suite 800  
New York, NY 10018 USA  
Tel: (212) 398-6922 / Fax: (212) 398-6934  
E-mail: victoria@gnydm.com

**GREATER  
NEW YORK  
DENTAL MEETING**

**WWW.GNYDM.COM**

Sponsored by the New York County Dental Society and the Second District Dental Society

**2 0 1 2**



# See four times more

The new Synea range with LED+



Optimal  
illumination

Small  
head

High  
colour rendering  
index

Perfect  
LED positioning

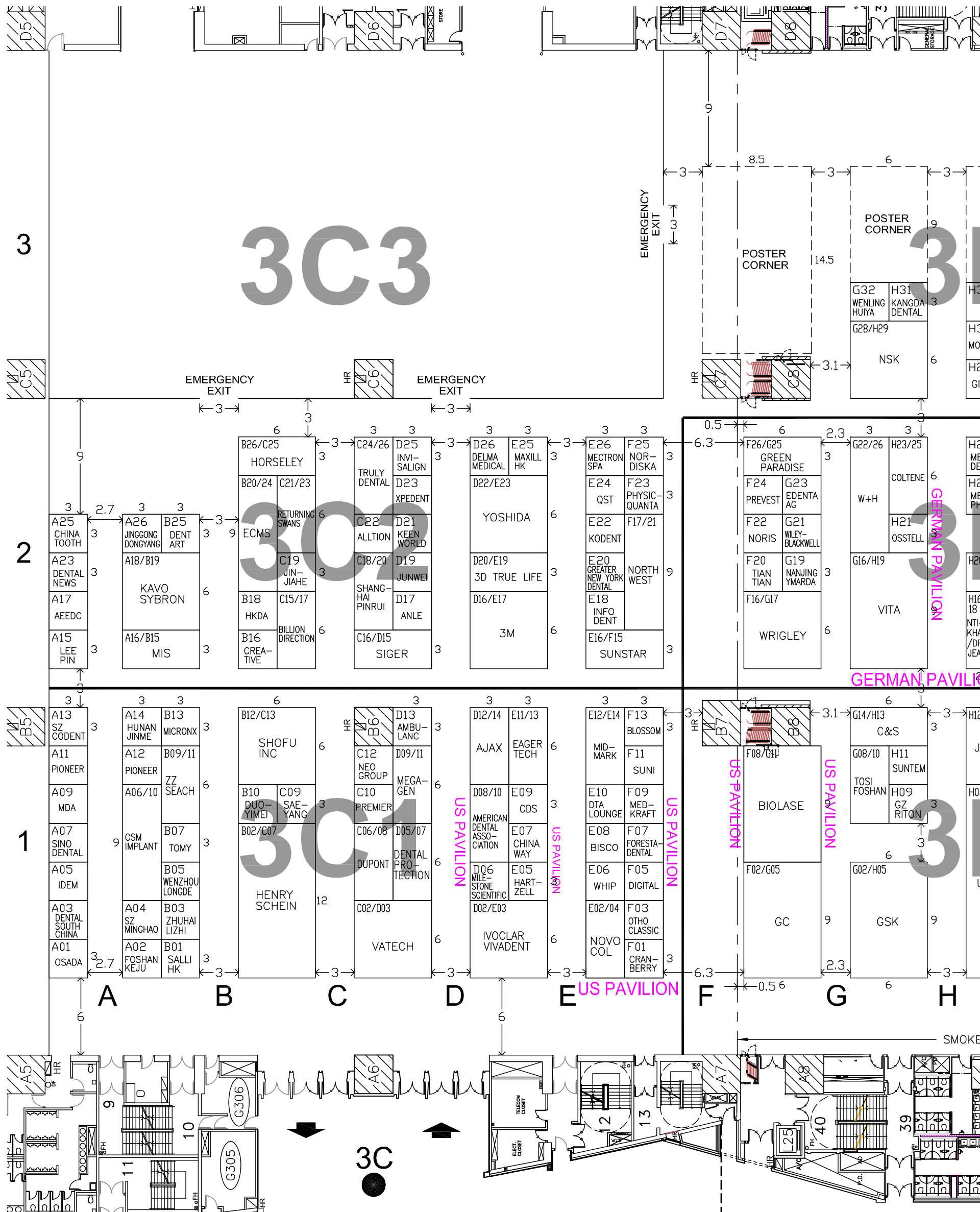
**One light – four advantages, the perfect combination.** Optimal illumination; a colour rendering index of more than 90; a perfectly positioned LED; and a small head: Four reasons why you should use the new **Synea turbines** with LED+.

synea led+



# FDI Hong Kong, 29 August–1 September

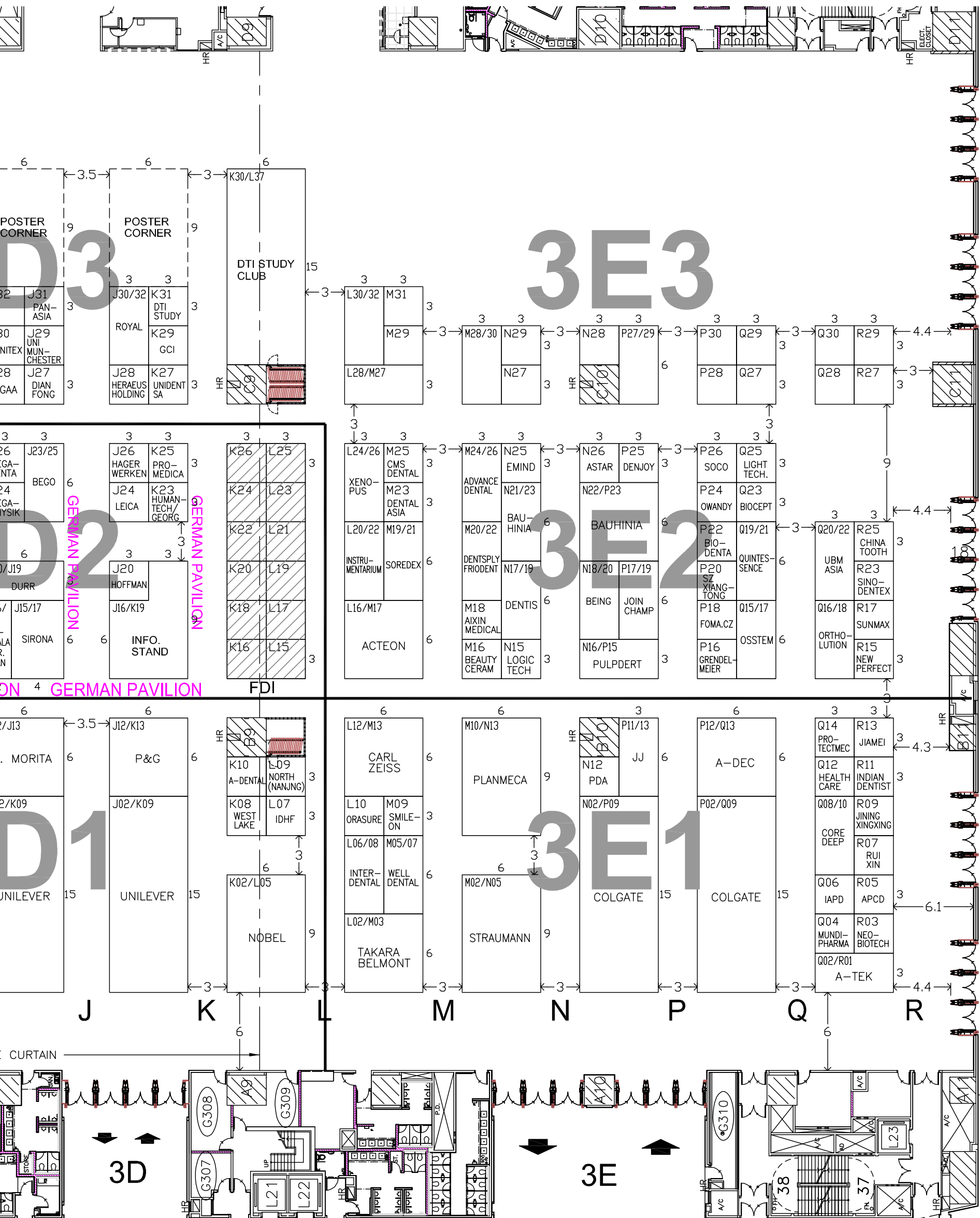
This plan is subject to change. Last update was 1 August, 2012. Copyright





# September 2012 — Floor plan, HKCEC, Hall 3C-E

Copyright Reserved 2012. Reproduction may only be granted by contacting the FDI.





# FDI Hong Kong 2012 – Exhibitors List

This list is subject to change. Last update was 31 July, 2012. Copyright Reserved 2012. Reproduction may only be granted by contacting the FDI.

Company	Booth(s)	Company	Booth(s)	Company	Booth(s)	Company	Booth(s)	Company	Booth(s)
3M Hong Kong Ltd.	D16/E17	Chicago Dental Society	E09	eMind Biotech M.R. Co., Ltd.	N25	Hartzell & Son	E05	Latin America Dental News	
3DTrueLife Limited	D20/E19	China Tooth		Esala Foshan Medical		HealthCare Dental Ltd.	Q12	(CMP Medica-UBM	
3W DENTALLAB	M38	Material Exchange	A25, R25	Equipment	M28/30	Henry Schein Inc.	B02/C07	Medica Asia)	Q20/22
Acteon	L16/M17	China Way Instrument Co.	E07	Foma Bohemia Ltd.	P18	Heraeus Holding GmbH	J28	Lee Pin Enterprise Co., Ltd.	A15
A-dec International Inc.	P12/Q13	CMS Dental	M25	Foma CZ	P18	Hoffman Dental		Leica Microsystems Ltd.	J24
Advance Dental		Colgate Palmolive		Forestadental Group		Manufaktur GmbH	J20	Logic Tech HK Ltd.	N15
Consulting Ltd.	M24/26	Company	No2/Q09	Technology	F07	Hogies Australia Pty Ltd.	Q26	Luoyang Yibo Precision	
AEEDC Dubai	A17	Coltène/Whaledent AG	H23/25	Foshan Anle Apparatus		Hong Kong		Bearing Co., Ltd.	Q37
Alltion (Wuzhou) Co., Ltd.	N29	ConXept Ltd.	P28	Co., Ltd.	D17	Dental Association	B18/24	Maxill HK Ltd.	E25
Ambulanc (Shenzhen)		COXO Medical		Foshan Core Deep Medical		Horseley Company Ltd.	B26/C25	Mectron s.p.a.	E26
Tech Co., Ltd.	D13	Instrument Co., Ltd.	L28/M27	Apparatus Co., Ltd.	Q08/10	HumanTech Germany GmbH	K23	Medkraft Othodontics	F09
Anyang City Kangda Dental		Cranberry (M) Sdn Bhd	F01	Foshan Duoyimei Medical		Hunan Jinme		Megadenta	H26
Abrasives Co., Ltd.	H31	Creative Dental	B16	Instrument Co., Ltd.	B10	Dental Handpiece Co., Ltd.	A14	Megagen Hong Kong	D09/11
Anyang City U.S.Wins Dental		CSM Implant	A06/10	Foshan Joinchamp		IDEM Singapore	A09	MEGA-PHYSIK Germany	
Materials Sales Co., Ltd.	Q38	Danisco (UK) Limited	Co6/08	Medical Device Co., Ltd.	P17/19	IDHF (The International		GmbH	H24
APCD São Paulo	R05	Delma Medical Instrument	D26	Foshan Keju Medical		Dental Health Foundation)	L07	Micronx Co., Ltd.	B13
APDC	A11	Denjoy Dental Co., Ltd.	P25	Apparatus Co., Ltd.	A02	Infodent	E18	Midmark	E12/14
Astar Orthodontics Inc	N26	Dental Asia	A05	Foshan Suntem Medical		Institute Straumann AG	Mo2/No5	Milestone Scientific	Do6
A-TEK	Q02/R01	Dental News (Pakistan)	A23	Apparatus Co., Ltd.	H11	Instrumentarium Dental	L20/22	MIS Hong Kong Ltd.	A16/B15
Bauhinia Dental Ltd.	N21/P23	Dental Protection	Do5/07	GC Corporation	Fo2/Go5	Interdental Ltd.	Lo6/08	Monitex Industial Co., Ltd.	H30
Beauty Ceram HK Ltd.	M16	Dental South China	A03	Georg Schick Dental GmbH	K23	International Association for		Mundipharma	
BEGO Bremer Goldschlägerei	J25	Dental Tribune International GmbH/		German Federal Ministry		Paediatric Dentistry (IAPD)	R17	(Hong Kong) Ltd.	Q04
BEGO Medical GmbH	J23	DT Study Club	K31, K30-L37	of Economics	J16/K19	Invisalign Hong Kong Ltd.	D25	Nanchang Light Technology	
Beijing Foshan		DentArt Instrument Mfg Co.,/		GlaxoSmithKline Ltd.	Go2/Ho5	Ivoclar Vivadent AG	Do2/Eo3	Exploitation Co., Ltd.	Q25
Medical Equipment	N18/20	DentaLuck	B25	Greater New York		J. Morita	H12/J13	Nanjing Jin Jiahe I./E. Co., Ltd.	C19
Billion Direction Technology		Dentis Co., Ltd.	N17/19	Dental Meeting	R21	JADA/ADA	D10	Nanjing Ymarda	
Technology Co., Ltd.	C15/C17	Dentkist Inc	R37	Green Paradise		Jinan Jiamei Dental Material		Optical Instrument Factory	G19
Bioconcept Co., Ltd.	Q23	Dian Fong		International Ltd.	F26/G25	Company	R13	Neo Group Ltd	C12
Biodenta Corporation	P22	Industrial Company Ltd.	J27	Guangzhou Ajax Medical		Jinan Yashihua Dental		Neobiotech	R03
Biolase	Fo8/G11	Digital Docs	Fo5	Equipment & Co., Ltd.	D12/14	Materials	Q27	Nobel Biocare	
Biotech Dental Ltd.	M20/22	Dr. A. Grendelmeier & Co.	P16	Guangzhou Riton Biotech		Jining XingXing Medical		Services AG	Ko2/Lo5
Bisco Inc.	E08	Dr. Jean Bausch GmbH		Co., Ltd.	Ho9	Equipment Co., Ltd.	Q28	Nordiska Dental AB	F25
Blossom Mexpo Intl.	F13	& Co. KG	H16/18	Hager & Werken	J26	Johnson & Johnson	P11/13	Noris Medical Ltd.	F22
C&S Dental Technology Ltd.	G14/H13	DTA Lounge	E10	Hangzhou Westlake		Kallmanexpo	E10	North (Nanjing) Instrument	
Carl Zeiss Meditec AG	L12/M13	Dürr Dental AG	H20/J19	Biomaterial	Ko8	KaVo Sybron China	A18/B19	Technology Industries Group	Lo9
Changsha Tiantian Dental		Eager Tech Company Ltd.	E11/13	Hanzhong Rui Xin Precision		Keenworld Technology Ltd.	D21	North Henan Anyang City Dental	
Equipment Co., Ltd.	F20	Edenta AG	G23	Tools Manufactory	Q30	Kodent Trading Co., Ltd.	E22	Material Limited Company	P37

AD



**Booth K25**  
German Pavilion

## PROMEDICA

Highest quality made in Germany



- high quality glass ionomer cements
- first class composites
- innovative compomers
- modern bonding systems
- materials for long-term prophylaxis
- temporary solutions
- bleaching products ...

**All our products convince by**

- excellent physical properties
- perfect aesthetical results



**Glass ionomer filling cement**

- perfectly packable consistency
- excellent durable aesthetics



**Light-curing nano-ceram composite**

- universal for all cavity classes
- highly aesthetic
- virtually no residual monomers
- outstanding biocompatibility



**Light-curing micro-hybrid composite**

- universal range of application
- high filler content
- excellent physical properties
- fast and easy application



**Dental desensitising varnish**

- treatment of hypersensitive dentine
- fast desensitisation
- fluoride release
- easy and fast application

**PROMEDICA Dental Material GmbH**  
phone: +49 43 21/5 41 73 · fax +49 43 21/5 19 08 · eMail: info@promedica.de · Internet: www.promedica.de






Company	Booth(s)
Novocol	E02/04
NSK/Nakanishi Inc.	G28/H29
NTI-Kahla GmbH	H16/18
OMD – Portuguese Dental Association	N12
OraSure Technologies Inc	L10
Ortho Anderson	P38
Ortho Classic	F03
Ortholution Co., Ltd.	Q16/18
Osada Electric Co., Ltd.	A01
Osstell	AB H21
Osstem Hong Kong Ltd.	Q15/17
Owandy	P24
Panasia	J31
PhysioQuanta	F23
Pioneer of Dentistry Column	A12
Planmeca Oy	M10/N13
Premier Dental Products Company	C10
Prevest Denpro Limited	F24
Procter & Gamble HK Ltd.	J12/K13
Promedica	K25
Pulpdent Coporation	N16/P15
Quintessence	A19/21
Returning Swans	P27/29
Royal Dental Laboratory	J30/32
Saeyang	C09
Salli HongKong Ltd.	B01
Shanghai A-Dental Products Co., Ltd.	K10
Shanghai Pinrui Medical Equipment Co., Ltd.	C18/20
SHENZHEN CODENT INDUSTRY Co., Ltd.	A13
Shenzhen Jiahong Dental Technological Development Co., Ltd.	N27
SHENZHEN MINGHAO DENTURES Co., Ltd.	A04
ShenZhen New Perfect Exact Dental Research Co., Ltd.	R15
SHENZHEN PTY MEDICAL DEVICE Co., Ltd.	N37
SHENZHEN XIANGTONG PHOTOELECTRICITY TECHNOLOGY Co., Ltd.	P20
SHOFU INC.	B12/C13
Sino Dental	A07
Sino-Dentex Co., Ltd.	R23
Sirona Dental Systems Hong Kong Ltd.	J15/17
Smile-on Ltd.	M09
SOCO Precision Instrument Co., Ltd.	P26
Soredex	M19/21
Suni	F11
Sunmax Biotechnology Co., Ltd.	R27
Sunstar	E16/15
Suvison Europe	R19
Suzhou Junwei Medical Equipment Co., Ltd.	D19
Takara Belmont Corporation	Lo2/M03
Tesco Dental (HK) Ltd.	G16/H19
The Indian Dentist	R11
The Yoshida Dental Mfg. Co., Ltd.	D22/E23

Company	Booth(s)
Tianjin Aixin Medical Equipment Co., Ltd.	M18
Tianjin Jinggong Dongyang International Trade Co.	A26
Tinget Autoclaves	N38
Tomy International Inc	B07
Tosi Foshan Medical Equipment	Go8/10
Truly Dental Material Co., Ltd.	C24/26
Unident SA	K27


Company	Booth(s)
Unilever ULLtd.	Ho2/K09
University of Manchester	J29
Vatech Medical	Co2/Do3
VITA Zahnfabrik	G16/H19
W&H Dentalwerk Bürmoos GmbH	G22/26
Well Dental Laboratory Co., Ltd.	Mo5/07
WENLING HUIYA MEDICAL APPARATUS FACTORY	G32

Company	Booth(s)
WENZHOU LONGDE MEDICAL TECHNOLOGY Co., Ltd.	B05
Whip Mix	E06
Wiley-Blackwell	G21
Wrigley	F16/G17
Wuhan Gigaa Optronics Technology Co., Ltd.	H28
Xenopus (Tri Hawk)	L24/26
Xian Yang North West Medical Instrument(Group)Co., Ltd.	F17/21


Company	Booth(s)
Xpedent Ltd.	D23
Zhejiang Protect Medical Equipment Co., Ltd.	Q14
ZHENGZHOU SEACH MEDICAL EQUIPMENT Co., Ltd.	B09/11
ZHUHAI LIZHI DENTAL INSTRUMENT Co., Ltd.	B03
Zhuhai Siger Medical Equipment Co., Ltd.	C16/D15



## Superior Design, Unmatched Precision




**Hanau**  
Wide-Vue




**Denar**  
Mark 330  
Slidematic Facebow

Enhanced view when positioning tooth-to-tooth contacts on models




**Whip Mix**  
2240




**Whip Mix**  
2240

The Mark 330 brings a new standard of interchangeability with factory set accuracy within 20 microns. The Slidematic Facebow is a fast, easy and accurate means of transferring proper maxillary relationships.

Exchange mounted casts between articulators without loss of accuracy.



Scan code to visit us at [whipmix.com](http://whipmix.com)



Like us on Facebook

**Stop by our booth!**  
**# E06**

**Whip Mix Corporation • 361 Farmington Ave. • Louisville, KY 40209 USA: [whipmix.com](http://whipmix.com)**

AD



# 22 tips for visitors to Hong Kong



Hong Kong (DTI/Photo leungchopan)

## RESTAURANTS

**Amber at The Landmark Mandarin Oriental**, 11–19A Queen's Rd., [www.amberhongkong.com](http://www.amberhongkong.com)

As one of Hong Kong's few restaurants with two Michelin stars, this venue is dedicated to contemporary French cuisine at its finest. Culinary Director Richard Ekkebus, a Dutch native, learned his art among such world-renowned chefs as Pierre Gagnaire, Alain Passard and Guy Savoy. His signature dishes include Hokkaido sea urchin in a lobster jelly with cauliflower, caviar, and crispy seaweed waffles and duck foie gras, steamed then chargrilled with virgin pistachio oil salt-roasted beetroots in a cherry juice and hibiscus reduction.

**Bo Innovation**, 60 Johnston Rd., [www.boinnovation.com](http://www.boinnovation.com)

Headed by culinary extremist Alvin Leung, this restaurant serves "X-treme Chinese Cuisine", a unique mix of the Chinese cooking tradition and modern culinary concepts like molecular gastronomy. Therefore, visitors to this restaurant will find themselves relishing familiar yet deconstructed forms of dishes like *lap mei fan* (waxed meat rice) and *mui choy kau yuk* (stewed pork with preserved mustard leaves). Praised by many of his patrons, Leung has become a kind of celebrity lately with appearances in several TV shows.

**Yung Kee**, 32–40 Wellington St., [www.yungkee.com.hk](http://www.yungkee.com.hk)

This eatery is usually recommended as a must-see restaurant in Hong Kong. Famous for its roasted goose, it began as a small food stall selling street food to travellers near the Hong Kong–Macau Ferry Pier in the late 1930s. Nowadays, the restaurant occupies a six-storey building in Wellington street and sells almost any form of meat you can imagine, ranging from duck, beef and pork to more exotic offerings like frog or pigeon.

**Piggy Grill**, Shop 1, G/F, 17 Shun Ning Rd., [www.piggygrill.com](http://www.piggygrill.com)

The pork meat enthusiast will love this place. Located in Sham Shui Po in Kowloon, this rather unremarkable restaurant has become locally and internationally renowned for its roasted suckling pig, which is cut into little pieces and served simply on a platter. This is probably one of the best places

in Hong Kong to hang out with friends and indulge in simple food and a couple of beers.

**Maxim MX**, various locations, [www.maxims.com.hk/en](http://www.maxims.com.hk/en)

Although this chain of restaurants technically sells fast food, its offering is very different from places like McDonald's and KFC. Operated since 1972 by a company with the same name, these food outlets serve inexpensive but tasty Chinese and localised Western dishes in a spacy decor that would make Stanley Kubrick proud. Besides its quick-serving restaurants, the Maxim Group also runs other Asian-style food restaurants, as well as a couple of bakeries and cafés. Since 2000, the company has also been operating all Starbucks coffee shops in Hong Kong.

## TIPS FOR INTERNATIONAL VISITORS

*Smoking is prohibited in all indoor public places, including restaurants, karaoke venues, malls and bars. Tipping is not mandatory, as most restaurants add a 10 per cent service charge to the bill.*

## BARS AND NIGHTLIFE

**Club 97**, 9 Lan Kwai Fong, [www.ninetysevegroup.com](http://www.ninetysevegroup.com)

First opened in the early 1990s, this club has remained one of most popular night spots in Lan Kwai Fong and is frequented by local celebrities. It might therefore be difficult to get into on busy nights without a reservation. On Fridays, the club stays open until four in the morning.

**Mes Amis**, 83 Lockhart Rd., [www.mesamis.com.hk](http://www.mesamis.com.hk)

With its open façade, this place was a novelty in the local bar scene when it opened at the corner of Lockhart and Luard roads in 2000. While it has clearly lost some of its hipness over the last decade, it's still a great place to chill out, listen to music and have some drinks.

**Fly**, G/F, 24–30 Ice House St., [clubfly.com.hk](http://clubfly.com.hk)

Opened last year by the people who operate the Volar and Lily & Bloom clubs, this place was extensively redesigned by Hong Kong interior designer Alicia Tan to give it a sleek and contemporary design. Clubbers can dance away to the latest

dance and R & B beats generated by a massive sound system synchronised with a large LED wall.

**The Globe**, Garley Building, 45–53 Graham St., [www.theglobe.com.hk](http://www.theglobe.com.hk)

This bar is said to offer probably one of the largest selections of beers in the city. Here, ales and draughts from Britain and Belgium are complemented by lighter brands from Australia and the US. Some local brews like the Typhoon T8 English bitter are also on the list.

**Penthouse Sky Lounge**, 29<sup>th</sup> Floor, The Sun's Group Centre, 200 Gloucester Rd., [www.penthouseskylounge.com](http://www.penthouseskylounge.com)

For those who fancy a view, this chic and trendy karaoke bar in the heart of the Causeway Bay and Wan Chai district offers a breathtaking panorama of the Victoria Harbour skyline. In addition to a wine bar, the facility offers several VIP rooms with karaoke facilities, high-speed Internet access and private restrooms.

## SHOPPING

**Harbour City**, Canton Rd., [www.harbourcity.com.hk](http://www.harbourcity.com.hk)

Built on former docking warehouse ground, this interconnected complex of shopping malls offers one of the largest selections of high-street retailers in Hong Kong. Overall, Harbour City boasts 700 shops, with emphasis on fashion and cosmetics.

## Ladies' Market, Tung Choi St.

This market on Tung Choi Street stretches over one kilometre with rows of over 100 stalls that sell mainly clothing and accessories. While women of all ages are the target group, as implied by its name and its extensive offering of items appealing mainly to the female sex, men will also be able to find a bargain or two. Despite the already low prices, haggling is still considered a must.

## Temple Street Night Market, Temple St.

A visit to the night market at Temple Street—open from 17:00 to midnight—is worth it for the atmosphere alone. The place centred around the Tin Hau temple is your standard outdoor market experience mixed with lots of oddities like fortune-tellers, low-quality Cantonese opera performances and foods difficult to identify from one of the many street hawker stalls.

## Arts and Crafts Fair, Hong Kong Cultural Centre Piazza, Salisbury Rd.

Share in the creativity of local artists at this unique display of Hong Kong craftsmanship. The Arts and Crafts fair, held on Sundays and public holidays from 14:00 to 18:00, exhibits a wide variety of services including live photography, painting, portraits, sketching, silhouette cutting, calligraphy and stalls selling handicrafts.

## SIGHTSEEING

### "The majesty of all under heaven: The eternal realm of China's first emperor", Hong Kong Museum of History, 100 Chatham Rd. South, [hk.history.museum](http://hk.history.museum)

Celebrating the 15<sup>th</sup> anniversary of the establishment of the Hong Kong Special Administrative Region, the Hong Kong Museum of History is currently exhibiting the largest display of relics from the Qin Dynasty. On display are 120 historical artefacts, including original terracotta warriors, horses and chariots. The exhibition's highlight is a multimedia presentation in the lobby of the museum that brings the period of China's first emperor to life through state-of-the-art digital projection technology. Except on Tuesdays, the exhibition is open daily from 9:00 to 22:30. Admission is HK\$10.

### Temple of Ten Thousand Buddhas, Off Pai Tau St., Sha Tin

Located in the central New Territories, this temple exhibits 13,000 Buddha figures donated by Buddhist worshippers since the 1950s. In order

to reach the site on the foothills of Sha Tin, you have to climb a few hundred steps, but the temple's breathtaking interior makes the effort worthwhile. Moreover, entrance to the temple is free.

### Star Ferries, Star Ferry Pier, [www.starferry.com.hk](http://www.starferry.com.hk)

Star Ferry boats, connecting Hong Kong Island and Kowloon, are an HK icon not only for the millions of tourists, who only take the ride to enjoy magnificent views of Victoria Harbour, but also for locals who still prefer this rather ancient form of transport despite the fact that both sides of the harbour are linked by various tunnels. Founded in the 1880s, the 12 vessels carry more than 25 million passengers per year nowadays.

### Victoria Peak, [www.thepeak.com.hk](http://www.thepeak.com.hk)

You can't say you've been to Hong Kong without having visited the Peak. Located in the western half of Hong Kong Island, it clearly offers the best views over the city. Besides being a tourist trap with its large offering of restaurants, shops and other attractions, like the Madame Tussauds wax figure exhibition, the top of the mountain is also the starting point for a number of nature walks that allow visitors to explore the wilder side of Hong Kong.

### Ocean Park, Ocean Park Rd., [www.oceanpark.com.hk](http://www.oceanpark.com.hk)

Despite the opening of Hong Kong Disneyland in 2005, this attraction has remained a favourite getaway for Hong Kongers of all ages. In addition to its 11 animal exhibitions, including a Giant Panda habitat and a four-storey aquarium, it also provides a large number of theme park rides, such as rollercoasters, water rides and bumper cars. However, admission isn't cheap and you will probably be queuing most of the time when you visit in summer.

## TIPS FOR INTERNATIONAL VISITORS

*Operators offer a large selection of HK day and night tours for all interests. For more information, please visit the Hong Kong Tourism Board website at: [www.discoverhongkong.com/eng/see-do/tours-walks](http://www.discoverhongkong.com/eng/see-do/tours-walks)*

## OTHER RESOURCES

- [www.discoverhongkong.com](http://www.discoverhongkong.com)
- [www.timeout.com.hk](http://www.timeout.com.hk)
- [www.lonelyplanet.com/china/hong-kong](http://www.lonelyplanet.com/china/hong-kong)
- [travel.nytimes.com/travel/guides/asia/china/hong-kong](http://travel.nytimes.com/travel/guides/asia/china/hong-kong)
- [www.fodors.com/world/asia/china/hong-kong](http://www.fodors.com/world/asia/china/hong-kong)
- [www.diarygrowingboy.com](http://www.diarygrowingboy.com) (HK food blog)

## fdi worldental daily

WDD is published by the FDI World Dental Federation in partnership with Dental Tribune International GmbH (DTI).



**FDI World Dental Federation**  
Tour de Cointrin, Avenue Louis Casai 84,  
Case Postale 3, 1216 Cointrin – Genève  
Switzerland  
Phone: +41 22 560 81 50  
Fax: +41 22 560 81 40  
E-mail: [media@fdiworldental.org](mailto:media@fdiworldental.org)  
Web site: [www.fdiworldental.org](http://www.fdiworldental.org)



**Dental Tribune International GmbH**  
Holbeinstraße 29  
04229 Leipzig, Germany  
Phone: +49 341 48474-302  
Fax: +49 341 48474-173  
E-mail: [info@dental-tribune.com](mailto:info@dental-tribune.com)  
Web: [www.dental-tribune.com](http://www.dental-tribune.com)

**FDI Communications Manager:** Christopher M. Simpson  
**Managing Editor:** Daniel Zimmermann  
**Editorial Assistance:** Claudia Duschek  
**Product Manager:** Bernhard Moldenhauer  
**Advertising and Sales:** Jan Agostaro  
**Designer:** Franziska Dachselt  
**Executive Producer:** Gernot Meyer

FDI Worldental Daily Advance Issue appears in advance of the FDI Annual World Dental Congress in Hong Kong, 29 August–1 September 2012. The newspaper and all articles and illustrations therein are protected by copyright. Any utilisation without prior consent from the editor or publisher is inadmissible and liable to prosecution. The FDI or DTI will not be liable for any damages of any kind or loss of profits that might arise from information found in this publication, regardless of whether the FDI or DTI has been advised of the possibility of such damages. While all attempts have been made to ensure the accuracy of the provided information, neither FDI nor DTI can be held responsible for any errors or omissions.



INTRODUCING

# Two Striper<sup>®</sup>

## THE P.B.S.<sup>®</sup> BOND ADVANTAGE

### LONGEST LASTING BUR

- Permanently bonded diamond crystals result in no diamond pull out

### FAST, SMOOTH CUTTING

- More diamonds freely exposed at every point for greater exposure

### RAPID REMOVAL

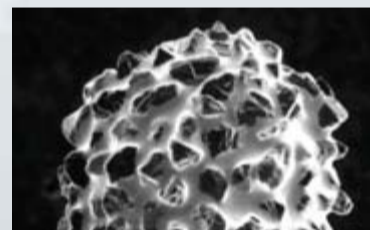
- Uniform distribution & high concentration of diamond crystals

### INDUSTRY INNOVATOR

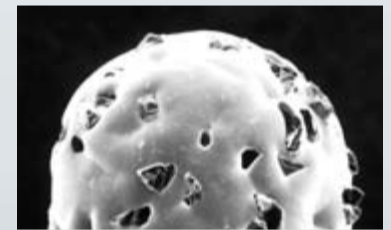
- Only diamond bur on market manufactured using the P.B.S.<sup>®</sup> bonding process



#### New Diamond Bur Tip

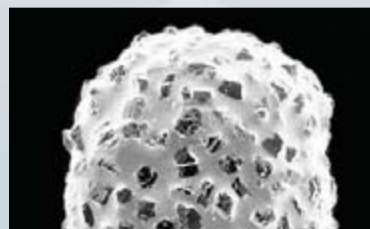


New Two Striper<sup>®</sup> bur tip

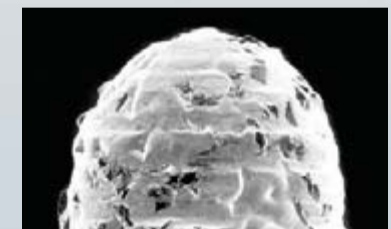


New electroplated bur tip

#### Used Diamond Bur Tip



Used Two Striper<sup>®</sup> bur tip



Used electroplated bur tip



**abrasive  
technology**



800.964.8324 | [www.abrasive-tech.com](http://www.abrasive-tech.com)





DENTAL TRIBUNE  
**DT STUDY CLUB**  
 COURSES | DISCUSSIONS | TECHNOLOGY | MENTORING

**EARN  
 YOUR C.E.  
 CREDITS AT  
 BOOTH  
 K30**

# DAILY LIVE Education Symposia at FDI Hong Kong 2012

Find us at **BOOTH K30** in the exhibition hall



WEDNESDAY, AUGUST 29	THURSDAY, AUGUST 30	FRIDAY, AUGUST 31	SATURDAY, SEPTEMBER 1
<p><b>11.00 A.M.</b> ABRASIVE TECHNOLOGY 'PRECISION TOOLS - WHERE YOU NEED THEM MOST' SABINE NAHME</p>	<p><b>11.00 A.M.</b> OVERVIEW AND COMPARISON OF CLINICAL AND DIAGNOSTIC ASPECTS IN VOLUME TOMOGRAPHY DR. DAN MCOWEN ICBI DIRECTOR OF EDUCATION</p>	<p><b>11.00 A.M.</b> ABRASIVE TECHNOLOGY 'PRECISION TOOLS - WHERE YOU NEED THEM MOST' SABINE NAHME</p>	<p><b>11.00 A.M.</b> SUCCESS FACTORS IN DENTAL OFFICES: EFFICIENT STAFF MANAGEMENT PASCAL STEICHEN PRACTICE MANAGEMENT EXPERT</p>
<p><b>12.00 A.M.</b> CHANGING THE FACE OF DENTISTRY MYLES HOLT DIRECTOR OF THE AUSTRALIAN ACADEMY OF DENTO-FACIAL AESTHETICS (AADFA)</p>	<p><b>12.00 A.M.</b> VIDEO PRESENTATION GCI: "HOW TO PREVENT CARIES IN THE DENTAL PRACTICE" PROF. ELMAR REICH</p>	<p><b>12.00 A.M.</b> CHANGING THE FACE OF DENTISTRY MYLES HOLT DIRECTOR OF THE AUSTRALIAN ACADEMY OF DENTO-FACIAL AESTHETICS (AADFA)</p>	<p><b>12.00 A.M.</b> OVERVIEW AND COMPARISON OF CLINICAL AND DIAGNOSTIC ASPECTS IN VOLUME TOMOGRAPHY DR. DAN MCOWEN ICBI DIRECTOR OF EDUCATION</p>
<p><b>13.00 P.M.</b> VIDEO PRESENTATION GLOBAL CARIES INITIATIVE: EXPERIENCES OF CHANGE MANAGEMENT DANIEL M. MEYER AMERICAN DENTAL ASSOCIATION</p>	<p><b>13.00 P.M.</b> ABRASIVE TECHNOLOGY 'PRECISION TOOLS - WHERE YOU NEED THEM MOST' SABINE NAHME</p>	<p><b>13.00 P.M.</b> CBCT IN AND TRADITIONAL X-RAY OUT? DR. DAN MCOWEN? ICBI DIRECTOR OF EDUCATION</p>	<p><b>13.00 P.M.</b> VIDEO PRESENTATION GCI: THE FDI CARIES MATRIX DR. ANNEMARIE A. SCHULLER</p>
<p><b>14.00 P.M.</b> CBCT IN AND TRADITIONAL X-RAY OUT? DR. DAN MCOWEN? ICBI DIRECTOR OF EDUCATION</p>	<p><b>14.00 P.M.</b> SUCCESS FACTORS IN DENTAL OFFICES: EFFICIENT MARKETING AND COMMUNICATIONS PASCAL STEICHEN PRACTICE MANAGEMENT EXPERT</p>	<p><b>14.00 P.M.</b> VIDEO PRESENTATION GCI: TRANSFERRING KNOWLEDGE INTO ACTION - CONTINUING EDUCATION FOR DENTAL PRACTITIONERS NERMIN YAMALI FACULTY OF DENTISTRY OF UNIVERSITY OF ANKARA, TURKEY</p>	<p><b>14.00 P.M.</b> ABRASIVE TECHNOLOGY 'PRECISION TOOLS - WHERE YOU NEED THEM MOST' SABINE NAHME</p>
<p><b>15.00 P.M.</b> SUCCESS FACTORS IN DENTAL OFFICES: EFFICIENT TREATMENT PROTOCOLS PASCAL STEICHEN PRACTICE MANAGEMENT EXPERT</p>	<p><b>15.00 P.M.</b> TBC DR. YUN PO ZHANG DIRECTOR OF CLINICAL DENTAL RESEARCH AT COLGATE-PALMOLIVE</p>	<p><b>15.00 P.M.</b> SUCCESS FACTORS IN DENTAL OFFICES: EFFICIENT PRACTICE MANAGEMENT PASCAL STEICHEN PRACTICE MANAGEMENT EXPERT</p>	<p><b>15.00 P.M.</b> VIDEO PRESENTATION GCI: THE CURRENT STATUS OF THE INTERNATIONAL CARIES DETECTION AND ASSESSMENT SYSTEM (ICDAS) DR. ISMAIL AL</p>

SUPPORTED BY:



REGISTER FOR FREE ON

[www.DTStudyClub.com](http://www.DTStudyClub.com)

**ADA C.E.R.P.**® Continuing Education Recognition Program



# Useful information

## ORGANISERS

**FDI World Dental Federation**  
(Booth K16/125)  
Tour de Cointrin, Avenue Louis Casarì 84  
Case Postale 3  
1216 Genève-Cointrin  
SWITZERLAND

**Hong Kong Dental Association**  
8/F., Duke of Windsor Social  
Service Building  
15 Hennessy Rd., Wanchai  
HONG KONG

## CONGRESS VENUE

Hong Kong Convention  
and Exhibition Centre  
1 Expo Drive, Wanchai  
HONG KONG

## EXHIBITION HOURS

- Wednesday, 29 August:  
10:00–18:00
- Thursday, 30 August:  
10:00–18:00
- Friday, 31 August:  
10:00–18:00
- Saturday, 1 September:  
10:00–16:00

**VISITORS ACCESS** is absolutely free.

## WELCOME CEREMONY

The Welcome Ceremony of the AWDC 2012 will be held on Wednesday, 29 August, in the Grand Hall at Level 3 of the HKCEC. Admission starts at 17:45.

## CONGRESS REGISTRATION

Onsite registration is possible from Tuesday, 28 August, to Saturday, 1 September, 7:00–18:00. Fees range from CHF330 (US\$337) to CHF600 (US\$613) and are for the full four inclusive days. This does not guarantee a seat at any particular scientific session. Therefore, arriving early is recommended to secure participation.

## OFFICIAL LANGUAGES OF THE CONGRESS

- English, Mandarin  
(specific sessions only)

## CERP

Delegates who have registered for the congress are eligible to receive continuing education points (20 points maximum) by attending scientific sessions during the meeting.

## PRESS AND MEDIA

Free copies of the Worldental Daily congress newspaper will be available onsite and provide visitors with the latest news, as well as information about the congress, new products and what to do in Hong Kong.

## PASSPORTS AND VISAS

Currently, nationals from over 170 countries and territories visiting Hong Kong do not require a visa for visits of seven to 180 days. If you do require a visa, please visit the Hong Kong Immigration Department's website at [www.immd.gov.hk/ehhtml/hkvisas.htm](http://www.immd.gov.hk/ehhtml/hkvisas.htm).

## CLIMATE

Hong Kong has a subtropical climate with distinct seasons. Summer (June to August) is usually hot and sunny, with occasional showers and thunderstorms. The temperature can exceed 31°C (87°F), but high humidity levels can make it feel even hotter.

## AIRPORT TRANSFER

Travellers have plenty of choices for getting to and from the airport. The Airport Express links Hong Kong International Airport directly to Hong Kong's central business district, and buses connect the airport with most of the city. While taxis and coaches provide additional options for passengers, there are also limousines to take passengers to their destinations directly.

## BANKING & CURRENCY

The legal tender is the Hong Kong dollar (HK\$), which is linked to the US dollar at a rate of about 7.75 HKD (as of 1 August, 2012). While most shops in Hong Kong accept common credit cards, vendors at open air markets will only accept cash. All goods, other than alcohol and tobacco, are tax-free. Banks are open from 9:00–16:30 on weekdays and 9:00–12:30 on Saturdays.



Hong Kong Convention and Exhibition Centre

AD

PEOPLE HAVE PRIORITY



W&H sterilizers created for you!



**Lisa and Lina, two type-B sterilizers with one single aim:**  
to meet your needs and adapt to your practice requirements through Lisa's automatic traceability system and made-to-measure cycles, and the essentials of sterilization with Lina.

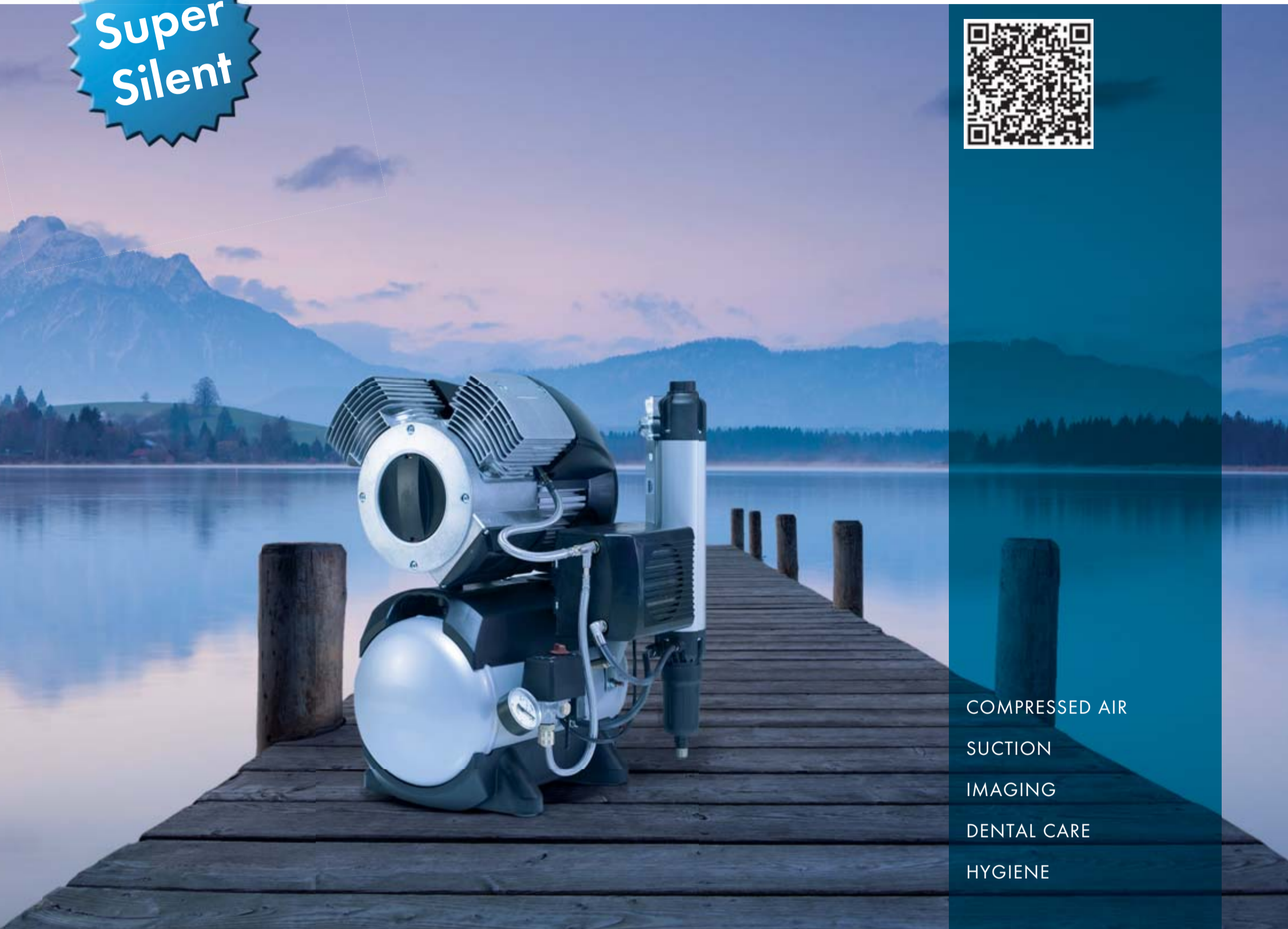
[wh.com](http://wh.com)

Totally type B



# The Power. The Silence. The new Tornado

Super  
Silent



COMPRESSED AIR  
SUCTION  
IMAGING  
DENTAL CARE  
HYGIENE



## Tornado – the new generation of compressors from Dürr Dental

Dürr Dental, the inventor of oil-free dental compressors, presents an unbelievably quiet and powerful compressor for dentistry in the form of the new “Made in Germany” Tornado.

- Oil-free, dry, and hygienic
- One of the quietest of its kind
- Great reliability thanks to closed crankcase
- Antibacterial inner tank coating
- Low-maintenance thanks to membrane-drying unit

Visit us on the FDI Hong Kong 2012, Booth H 20  
or our website [www.duerrdental.com](http://www.duerrdental.com)



reddot design award  
winner 2011

 DÜRR  
DENTAL