

FDI Congress officially opened in presence of Chinese and Hong Kong SAR officials

The Grand Hall of the Hong Kong Convention and Exhibition Centre saw its latest highlight yesterday, when the FDI World Dental Federation officially opened its centennial congress with an eye-catching traditional performance featuring a 100-foot long dragon dancing among a sea of lions and flags. The ceremony was attended by high-ranking officials from the Hong Kong Dental Association, the University of Hong Kong, among other institutions, as well as the Chinese and Hong Kong SAR governments, including China's Minister of Health Zhu Chen, who also received the FDI World Oral Health Recognition Award, which was handed over by FDI President Dr Orlando Monteiro da Silva.

Chen, who has served in this position since 2007, is the first person ever to have received this award. According to the FDI, he was selected for his contributions to the development of dentistry in China, as well as his leadership in the education of new dentists and the establishment of new dental schools.

In his welcome speech, Da Silva congratulated Chen, saying that the challenges the minister has had to overcome in the People's Republic of China are a good exam-

PRC's Minister of Health receives first FDI award



Zhu Chen (center) receives the World Oral Health Recognition Award.

ple of the challenges his own organisation is confronted with in its goal to improve oral health globally. With its "Vision 2020" document (see also page 6 of this edition), introduced at a special forum during the World Dental Parliament on Tuesday, Da Silva said that the FDI is able to provide not only a roadmap for the future of dental medicine, but also inspiration to the profession, prepar-

ing it for new and exciting partnerships in leading the world to optimal oral health.

"Vision 2020 demonstrates the FDI's agility and determination to address issues such as the huge disparities in access to oral care between countries and within countries between urban and rural areas," he commented.

Available for download from the FDI's website, the document focuses on significantly improving access to oral health care worldwide by 2020 by expanding the role of oral health professionals and developing a responsive model for future dental education, among other things.

In addition, the federation has launched two new websites in Hong

Kong, both for its Global Caries Initiative, developed jointly with Dental Tribune International, and for its noncommunicable diseases campaign with the World Health Professions Alliance. The latter aims to help professionals, including dentists, to respond to the epidemic of noncommunicable diseases, such as cancer and respiratory disease.

This year marks the 100th time that the FDI has invited dental professionals to its Annual World Dental Congress and it is the second time that it is being held in Hong Kong. Thousands of dental professionals from the region and around the globe are expected to attend the event from Wednesday to Saturday, which has been organised in collaboration with the Hong Kong Dental Association.

Besides a comprehensive scientific programme, including a presentation on oral health in China by Dr Lingzhi Kong, Deputy Director-General of the PRC's Center for Disease Control and Prevention, in a special session today (11:30, room S421), the latest dental materials and equipment are currently on display at the World Dental Exhibition on Level 3 of the Hong Kong Convention and Exhibition Centre.

Daily live education by DTSC

Hong Kong symposium continues today from 11:00 at Booth K30, Participants will be able to earn C.E. credits recognised by ADA CERP

Live education sessions will continue today through the Dental Tribune Study Club Symposium at Booth K30 in the exhibition hall on Level 3 of the Hong Kong Convention and Exhibition Centre.

There, participants will again have the opportunity to learn about clinical issues in dentistry like the use of rotary dental tools, practice management and the use of CBCT. The sessions will be presented live by speakers and through webinar video presentations.

According to the Dental Tribune Study Club representatives, visitors who attend the free sessions will be able to earn CE credits. The event is supported by a number of prominent global dental manufacturers and institutions.



Presenter Sabine Nahme.

Since 2009, Dental Tribune International has been running the web-based e-learning platform Dental Tribune Study Club. Additional local language platforms are also available for Latin America (representing 350,000 dentists), Brazil (representing 200,000 dentists), China (representing 60,000 dentists) and various

European countries. These platforms are experiencing steady growth in both local content and membership, and further international sites are planned for launch this year. Recognized as an ADA CERP provider, Dental Tribune Study Club aims to satisfy the educational needs of the whole dental team.

As official media and education partner of the FDI World Dental Federation, Dental Tribune International also develops and implements local e-learning platforms that ensure the highest standards in communication, education and the effective dissemination of research findings in close collaboration with national dental associations.

For more information, please visit www.dtstudyclub.com.

FDI 2013 Istanbul Annual World Dental Congress

28 to 31 August 2013 - Istanbul, Turkey

Bridging Continents for Global Oral Health

fdi
101st CONGRESS
2013 ISTANBUL

www.fdi2013istanbul.org
congress@fdi2013istanbul.org

Colgate-Palmolive extends oral health campaign

International consumables manufacturer Colgate-Palmolive announced an extension of its Bright Smiles, Bright Futures oral health programme yesterday at the FDI World Dental Congress in Hong Kong. The programme will target more than 10,000 preschool children in 100 kindergartens in Hong Kong from September onwards in order to promote better oral health care and to prevent early tooth decay among these children.

As early childhood caries is prevalent among young children in Hong Kong, the company partnered with the University of Hong Kong to promote better oral health care in this age group. According to Dr Chun Hung Chu, Clinical Associate Professor in Community and Family Dentistry and Assistant Dean at the university's Faculty of Dentistry, a recent survey of 10,956 preschool children receiving oral health treatment through the campaign revealed that about 40 per cent of those children were suffering from tooth decay. In almost all cases, the condition had been left untreated, he said.

"We are very proud to partner with the University of Hong Kong to continue Bright Smiles, Bright Futures in Hong Kong. With the support and expertise of the university's scholars, our programme will help improve the oral health of preschool children through free education and prevention," said Judy Chan, Associate Marketing Director at Colgate-Palmolive Hong Kong.

Bright Smiles, Bright Futures to benefit 10,000 preschool children in Hong Kong



Group picture with children. More than 10,000 children will benefit from Colgate's Bright Smiles, Bright Futures programme in the next two years.

With the start of the new school year in Hong Kong, the manufacturer will be providing free training workshops for kindergarten teachers to equip them with adequate knowledge and skills in oral health care education. In addition, the company will be delivering oral health education materials, including dental mod-

els, a cartoon video, posters, booklets, toothpaste and toothbrushes for children, to local kindergartens from next month onwards.

"Our aim is to make oral health care a part of the children's daily routine in order to empower them to be responsible for their own oral health.

The programme was thus designed to fit into the existing curricula of local kindergartens," said Dr Marsha Butler, Colgate-Palmolive's Vice-President of Global Professional Relations and Marketing.

According to Chan, the first phase of the campaign, which was initiated

in September 2010 and reached over 10,000 preschool children too, was very well received. "Over 95 per cent of teachers from about 80 participating kindergartens, who were surveyed during the first phase, were very satisfied with programme. They agreed that they had learned 'quite a lot' or 'a great deal' about early dental health care," she said.

Colgate's Bright Smiles, Bright Futures campaign has reached more than 650 million children in 80 countries since 1991. According to the company, it is among the most far-reaching, successful children's oral health initiatives in the world. The programme was developed by Colgate-Palmolive in collaboration with an advisory board of international educational dental experts and tested with children and teachers in the classroom.

"For over 40 years, Colgate has been committed to delivering oral health education to children around the world. This commitment to giving children the tools they need to make good oral health a permanent part of their lives continues in the Hong Kong community through the Bright Smiles, Bright Future programme," said Butler. "From the beginning, our company forged partnerships with different dental associations and institutions in order to raise awareness of dental hygiene at the earliest possible age by teaching children the basics."

According to Chu, the programme will run for another two years.

Live.Learn.Laugh. continues with great strength

Partnership runs oral health promotion project in Sri Lanka



A Sri Lankan primary school student demonstrating a good toothbrushing technique to her teachers and peers during an oral health education session.

A Live.Learn.Laugh partnership project in Sri Lanka is set to improve oral health standards among Sri Lankan school-children in 50 schools in the Kurunegala District by developing a programme for oral health education.

to encourage twice daily brushing, as well as on raising awareness of dental caries, periodontal disease and oral cancer through seminars for children. Screening and treatment of high-risk child patients will also be provided.

Under the title "Disseminate the 'Brush twice daily with a fluoride toothpaste' message among school-children and acquisition of healthy behaviour via the school system", the project is to be run by the Sri Lanka Dental Association and Unilever's Signal brand. It will focus on a behaviour-change programme

After receiving training in oral health education from dental professionals, school teachers will teach their students about the importance of an effective oral hygiene routine to protect themselves from caries and maintain good oral health. Following these lessons, student leaders will begin working with dental surgeons, dental therapists and teachers to

set up school health clubs, through which they will teach their peers about the importance of twice daily brushing with a fluoride toothpaste, using educational materials developed by the partners. In order to ensure that the improvements in oral health are sustainable, student leaders will train another set of leaders, with the help of their teachers, to

take over the responsibilities of the school health club once the current group has completed its primary schooling.

The prevalence of dental disease in Sri Lankan children is very high. According to recent statistics, the decayed, missing and filled teeth score for five- to six-year-olds is 3.6,

and 65 per cent of this age group suffers from dental caries, whilst three out of four 12-year-olds suffer from gum disease.

Please remember to visit the Live.Learn.Laugh. partnership stand to find out more about the exciting oral health-improvement projects taking place around the world.

fdi worldental daily

About the Publisher

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
Web site: 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
Web: www.dental-tribune.com

FDI Communications Manager: Christopher M. Simpson
Managing Editor: Daniel Zimmermann
Editorial Assistance: Claudia Duschek
Product Manager: Bernhard Moldenhauer
Photographer: Wallace Chan
Designer: Franziska Dachsels
Executive Producer: Gernot Meyer

FDI Worldental Daily appears during 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.

Professionals are leading a new global health agenda

FDI commits to important role of dentists in prevention and control of NCDs

Noncommunicable diseases (NCDs), such as cardiovascular disease, cancers, chronic respiratory diseases, diabetes, mental disorders and oral diseases, are a major concern globally because they represent a significant threat to human health and social and economic development. In 2008, NCDs were responsible for more than 60 per cent of global deaths and are expected to cause almost three quarters as many deaths as communicable, maternal, perinatal and nutritional diseases by 2020.

In urgently addressing the NCD challenge, now of epidemic proportions, governments have mandated the United Nations and World Health Organization to develop a global action plan. Furthermore, they have recognised that oral diseases (along with renal and eye diseases) pose a major health burden for many countries, share common risk factors with NCDs, and, therefore, can benefit from a common response and should be included in national NCD action plans.

report, as well as other information tools. The NCD toolkit is now in its evaluation phase through a pilot project in South Africa and the results are expected early next year.

The WHPA represents over 26 million health professionals—dentists, nurses, pharmacists, physical therapist and physicians—through over 600 national associations.



Information about the WHPA NCD campaign is available at the FDI Pavilion.

Stand Out from the Rest with High-Quality Care and Safety

NOMAD
by **ARIBEX**

Handheld X-ray Systems



You are a professional who wants only the best for your patients and staff. That is why you insist on the NOMAD® Handheld X-ray system. No other X-ray system offers the quality, safety and value of NOMAD. More than 30 independent evaluations and third-party studies have concluded that NOMAD Handheld X-ray systems are both safe and effective.

Why settle for less?

Come see the Aribex NOMAD at booth #E13 (TWL Dental / EagerTech)

www.aribex.com



WHPA NCD campaign website.

Within this context, dentists have a significant role to play in NCD prevention and control, particularly regarding monitoring and risk assessment, and it is vital for the future of the profession to seek to strengthen and expand this role in order to contribute to and deliver positive health outcomes.

With regular, affiliate and supporting members in some 130 countries, representing over one million dentists worldwide, the FDI has integrated this new role into its work agenda, demonstrating its commitment to prevention and control by leading the NCD campaign of the World Health Professions Alliance (WHPA). This campaign highlights the crucial contribution of health professionals to raising awareness about NCD risk factors and communicating messages of prevention. In the first phase, the FDI along with its WHPA partners developed and launched the NCD toolkit in 2011, featuring a health improvement card and *modus operandi* for both patients and health professionals.

Initially published only in printed format, the NCD toolkit is now available online at www.whpa-ncd-campaign.org, the campaign website. It features the interactive health improvement card and offers users the option to download their health

AD

Global oral health in the context of preventive/treatment interventions and materials



Dr Peter Cooney

By Dr Peter Cooney, Canada

Canada recently completed an oral health survey that established the current oral health status of Canadians and, in addition to describing the needs of the population, it established a baseline to which the

24 to 46 per cent reduction in caries. Another potential intervention could be a sealant programme, which has a cost per person of \$20 to \$36 and a potential 23 to 87 per cent reduction in caries; however, this programme

interventions) may be more suitable after an assessment of the situation.

In terms of treatment options, an understanding of the individual or community is also vital when making

easy to place. Composites may cost more, may not be as strong or durable in locations where they are subject to forces produced by chewing, and are often more difficult to place. In some remote communities with limited access to a dental professional, amalgam fillings may be the material of choice.

In summary, it is essential when making an intervention or treatment decision to evaluate and consider the results of a thorough needs assessment, the pros, cons and effectiveness of the proposed intervention, as well as the associated costs. This detailed planning from the outset will translate into health improvements in a population.

Dr Peter Cooney is the Chief Dental Officer of Canada. This morning, he will present a paper on dental materials together with Dr Gottfried Schmalz from Germany in Hall F of the HKCEC.

“...it is utterly important to first evaluate the needs and current oral health status of the individual or population first...”

The appropriate use of different oral health promotion/preventive interventions and materials, as well as treatment options in public policy is crucial for the improvement of the oral health of individuals and populations. Whether one is a private practice dentist doing treatment planning or a public health dentist assessing the needs of a community, the approach is the same.

In order to assess which preventive and promotion intervention to use, it is utterly important to evaluate the needs and current oral health status of the individual or population first, as well to conduct an assessment of the community. The oral health assessment would include the incidence of caries, periodontal disease, and oral cancer. The assessment of the community would include elements such as whether there is a community water system, whether the community is fluoridated and at what level, and the availability of dental and other health professionals.

effectiveness of any intervention can be compared. This assessment, along with an in-depth understanding of the dental public health community and the particularities of a community, lays the necessary groundwork for determining the intervention approach to take.

In addition to understanding the needs of an individual or a population, it is also important to compare the reach, effectiveness and costs of an intervention in order to determine which intervention will have the greatest impact. For example, a community with a high incidence of caries and a viable central water supply may benefit from introducing water fluoridation. At a cost per person of \$0.77 to \$4 and a potential 20 to 40 per cent reduction in caries, water fluoridation is a cost-effective initiative for the appropriate community. A community without a viable central water infrastructure might benefit from a fluoride-varnish programme, which has a cost per person of \$24 to \$51 and a potential

relies heavily on the availability and participation of dental professionals. All of the above-listed interventions have been proven to be successful in individuals and in communities and can improve the oral health of a population; however, one invention (or a combination of a few

clinical decisions involving different dental materials. For example, when deciding between composite or amalgam fillings for treatment of caries, establishing the ease of access to a dental professional and the size of the cavity are key. Amalgam is inexpensive, durable, and relatively fast and



One out of five implant patients are likely to develop peri-implantitis

An interview with Dr Frank Schwarz, Germany

This afternoon, the German implantology expert Dr Frank Schwarz will be presenting a lecture on the successful treatment of peri-implantitis. *Worldental Daily* had the opportunity to speak with him about the condition and the latest treatment approaches.

Peri-implantitis seems to remain a huge clinical problem. What challenge does the condition pose to the dental community?

Owing to the increasing number of dental implants placed, post-implant complications will gain relevance in the future.

How many patients are estimated to be affected?

According to the current consensus statement by the European Association for Osseointegration, one out of five implant patients is likely to develop peri-implantitis. Similar estimates concerning mucositis are lacking.

Experts say that the number of implant treatments will increase above average in the next few years, particularly in Asia. What consequences will this have on the dental



Dr Frank Schwarz

which of these are likely to have the most successful clinical outcome?

In general, surgical procedures seem to have an advantage over non-surgical treatment approaches.

Is there one effective method of treatment or is it a combination of different methods that ensures long-term success?

For a successful therapeutic outcome, several factors have to be taken into account. The configuration and morphology of peri-implant bone defects, which have been considered to be of lesser importance, seem to play a very important role actually.

New implants and implant surfaces promise even better osseointegration. Will this have an effect on the development and treatment of peri-implantitis?

New implant modifications have to be studied and assessed with regard to these aspects.

What are the most promising treatment approaches, in your opinion?

I will give a comprehensive review of them in my FDI lecture on Thursday.

Thank you very much.

AD

Pacific Dental Conference

Save these dates! March 7-9, 2013 Vancouver, BC

Join us in Vancouver for Canada's Premier Dental Conference!

- Earn up to 15 hours of CE credits during three days of lectures and hands-on courses
- Over 100 speakers and 150 open sessions and hands-on courses to choose from, as well as the Live Dentistry Stage in the Exhibit Hall
- Enjoy the largest two day dental tradeshow in Canada featuring all the newest equipment and products at over 500 exhibitor booths in the spacious PDC Exhibit Hall
- Lunches and Exhibit Hall Receptions included in the registration fee
- Online hotel reservations now available
- Shopping, hotels, restaurants and breath-taking Stanley Park are all within blocks of the spectacular Vancouver Convention Centre
- Excellent Spring skiing and snowboarding on local mountains or drive the scenic Sea to Sky Highway to Whistler/Blackcomb

Easy online registration opens October 15th, 2012 at ...

www.pdconf.com

Driven by Success...

Celebrating over 100 years of excellence in dental innovations, Novocol continues to be just as driven today as we have been in the past for excellence in producing the best dental products on the global market.

Visit www.novocol.com or contact Michael Cohen at mcohen@novocol.com to see what innovative solutions we have for you.



Anesthetics

Needle Systems

Syringes

Infection Control

Restorative Materials


novocol.com

101 YEARS OF DENTAL INNOVATION
1911 - 2012

Come visit us at FDI Hong Kong Booth E02/04

A vision for education in the field of oral health

By Dr Orlando Monteiro da Silva, FDI President, and Prof. Denis Bourgeois, Chair of the FDI Development Committee

The FDI World Dental Federation salutes and strongly supports the World Health Organization's ongoing initiative to develop policy guidelines on scaling up and transforming health professional education and training.¹

It is also keen to provide advice and input into this WHO process, which in itself is part of an ongoing worldwide reflection on the future of health care and health economics.

The FDI, representing nearly one million dentists worldwide, is currently undergoing its own reflections on the future of dental medicine, consolidated by the FDI's highly active participation in public health campaigns, most notably its work with the World Health Professions Alliance in the fields of counterfeit medicine and,

¹ WHO initiative on transformative scale-up of health professional education. Intervention Framework.



Dr Orlando Monteiro da Silva

more recently, noncommunicable diseases (NCDs).

A ROADMAP FOR THE PROFESSION

The NCD campaign, which involved high-level advocacy within both the WHO and the UN, has made a significant contribution to the FDI deliberations over the past few



Prof. Denis Bourgeois

months, which have yielded a draft policy document titled "Vision 2020", set to provide a roadmap for the profession during the next decade.

In it, education is presented as a multifaceted process, with a whole of society approach, involving the health professional, health authority

and patient. The vision comprises a review of current approaches and curricula—although not specifically mentioned, this could be matched by parallel strategies to develop oral health literacy among the teaching profession, in the interests of school health and prevention programmes, as well as among members of the general public. It further comprises an advocacy component to emphasise the crucial role of oral health in general health and ensure the appropriate allocation of resources to dental training and education. What is required is a sustainable economic environment to educate, train and retain oral health-care workers in adequate numbers for places and settings where a need has been identified.

ROLES AND RESPONSIBILITIES

With this in mind, "Vision 2020" places under review the roles and responsibilities of the oral health-care workforce and their educational and training needs, bearing in mind the widely variable and inequitable access to care. It goes without saying that national authorities, with their unique insights into local needs, retain ownership of national procedures, standards, and educational requirements and qualifications.

In this new collaborative model, the fully trained dentist takes a lead-

quality assurance, asepsis and infection control, as well as pain control and management. To ensure optimum care for patients, dentists would retain full responsibility for diagnosis, treatment and rehabilitation plans, and prescriptions.

DENTAL EDUCATION

Despite the growing recognition of oral health as an important factor in general health, there is a perceived growing disconnect between dental education and medical education, the former retaining a disproportionate focus on restorative care. Vision 2020 calls for a trans-professional perspective in dental education. This would help provide a public health focus, facilitate collaboration with other medical professionals and respond to WHO and UN calls for integrated disease prevention, notably with regard to NCDs.

In addition, the two-way communication between research and clinical practice would be greatly facilitated if all dental medicine faculties performed research—scientific, educational and social—to cultivate a good understanding of research mechanisms, enhance lifelong learning behaviour, skills and attitudes, and widen perspectives. It would also play a crucial role in reducing the lapse of time—currently estimated

“In this new collaborative model, the fully trained dentist takes a leadership role, supervising a team of assistants, hygienists, therapists and technicians, as well as primary-care workers, community nurses, and, within certain settings, educators.”

ership role, supervising a team of assistants, hygienists, therapists and technicians, as well as primary-care workers, community nurses, and, within certain settings, educators. He/she would also provide adequate training and delegate specific tasks as deemed appropriate.

This more collaborative approach to oral health care will be further fostered by state-of-the-art information and communication technologies—and mobile technology in particular—which will also improve access to expert knowledge for all, in urban and remote areas, in developed and developing countries alike.

A RESPONSIVE MODEL

This is a dental education model responsive to evolving trends and needs in both oral and systemic health, oriented towards patient care and integrated services, with a focus on transformative learning as a means of fostering critical thinking and equipping dentists for team leadership.

The model would ensure absolute compliance with the non-negotiables of the dental profession, in particular

at an average of 17 years—in implementing the results of research into daily practice.

LOOKING TO THE FUTURE

Our vision is that by 2020 young dental graduates will benefit from responsive, dynamic and modular curricula whose content will reflect state-of-the-art knowledge and technologies that can be used to provide optimal oral health care and provide learners with extensive critical thinking and analytical skills as a foundation for a career based on lifelong learning and continuing professional development.

Furthermore, sustained educational and communication efforts will have greatly improved the effective, rapid translation of research findings into daily practice. State-of-the-art use of information and communication technologies, and of mobile technology in particular, will have fostered a more collaborative approach to oral health care, as well as improved access to expert knowledge for all, in urban and remote areas, in developed and developing countries alike.

AD

58 ExpoDental
AMIC Internacional
world trade center
Mexico City
del 14 al 18 de Noviembre del 2012

Amic Dental México

Evita largas filas, imprime tu gafete en línea: www.amicdental.com.mx

70 aniversario

Mercedes-Benz



Expasyl™

Temporary Gingival retraction system

ART
by **RISKONTROL®**

Liven up your practice

- Disposable tips for air/water syringe
- New collection : 5 colors, 5 fragrances



PRIMACAÏNE™ adrénaline 1/100 000

& PRIMACAÏNE™ adrenaline 1/200 000*

A certain anesthesia



* HK60935 & HK59925

FDI
Booth 588

New ortho planning tool for Romexis

The Finish manufacturer Planmeca has added a new Cephalometric Analysis module to its Romexis software that is intended to bring benefits to orthodontic planning and treatment by providing flexible and easy-to-use features for creating cephalometric analyses and composing superimpositions of 2-D cephalometric images, facial photos and images of the dental arch.



According to the company, the Planmeca Romexis Cephalometric module renders routine analyses fast and easy. An analysis can be performed in minutes and the results are displayed and shared effortlessly, it said. During a treatment process, superimposing patient images from different time points can be also used for follow-up purposes. The novel concept also offers possibilities for cus-

tomising the analysis and software properties in order to meet different professional needs and requirements.

"We believe that with the Planmeca Romexis Cephalometric Analysis module, we can serve our orthodontics customers better than ever," Ms Helianna Puhlin-Nurminen, Vice President of Digital Imaging and Applications division at Planmeca Oy,

stated. Planmeca Romexis is a comprehensive software used by medical and dental professionals for acquiring, viewing and processing 2-D and 3-D images.

PLANMECA, FINLAND
www.planmeca.com

TESCO DENTAL
Booth G16/H19

AD

**In a
LEAGUE
of its
OWN ...**

Inject Beauty & Strength as you directly stack and shape Beautifil Injectable into life-like aesthetic restorations that exhibit superior endurance to occlusal load, sustained fluoride protection and unique anti-plaque effect.

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

Official Partner
SHOFU
miCD
Minimally Invasive
Cosmetic Dentistry

World-leading instruments

For more than four decades, Abrasive Technology has been recognised as one of the world's leading manufacturers of super-abrasive grinding wheels and tools but perhaps nothing defines the company's commitment to precision more than its dental products — most notably its Two Striper diamond dental instruments. In fact, the company says to have taken extra steps to ensure that these products are not only safer, but better balanced and easier to use.



AT's founders developed a unique diamond bonding process called P.B.S. that makes it possible to manufacture grinding tools that are superior to other products on the market, the company said. The process is said to increase productivity and part consistency simply because it will last longer, cut faster, run cooler and load less.

According to the company, the process is one of the most effective and innovative bonding processes in the industry. It's a science that the company said to have helped to transform itself—and a craft that it's working every day to perfect.

Through continuous innovation, product development and enhancement, Abrasive Technology aims to meet the most demanding specifications and solve the most challenging applications. From disks and trimming wheels to instruments and files, its dental products epitomise high quality, attention to detail and superior craftsmanship and makes them a number one choice in the industry.

For more information about the company's line of products, FDI visitors are invited to a Dental Tribune Study Club Symposia session at booth K30 inside the exhibition hall.

ABRASIVE TECHNOLOGY, USA
www.abrasive-tech.com
Booth K31

A unique event in Asia

In October, all eyes will be on Singapore for the 7th CAD/CAM & Computerized Dentistry International Conference, which is to be held at the Marina Bay Sands Expo and Convention Center. This remarkable networking event will bring together dentists, dental technicians and leading dental industry players to exchange knowledge and experience on the latest developments in dental CAD/CAM and computerised dentistry. Among other things, the dental technicians' session will be well worth attending.



This tailor-made programme with a focus on dental lab technicians has been integrated into the two-day main programme for continuing professional education. It will focus on providing them with contemporary, technology-focused education and cover various aspects of using digital dentistry in the lab environment. Participants will learn how to take advantage of the latest digital technologies and the most up-to-date CAD/CAM methods and applications for CAD/CAM systems. The unique course will demonstrate key factors in increasing lab productivity and improving the efficiency of the dental team.

The parallel session on the second day of the conference will be dedicated to dental lab technicians, with presentations by professional speakers on the state of the art. In his presentation, "CAD/CAM technology... Flexibility at its best", Lutz Ketelaar from DeguDent will review ten years of CAD/CAM in dentistry, including materials, production methods and indications. Patrizio Corso from Zirkonzahn will present quality, perfection, precision and an intelligent and wide variety of solutions in "Ready to face the future — Endless possibilities". This will be followed by a hands-on course, "Digital functional prosthetics — Best practice", by Barış Çakır from AmannGirrbach and a workshop on "IPS e.max CAD-on technique — Where STRENGTH and ESTHETICS combine" by Pitsnu Intoratat from Ivoclar Vivadent.

The session will conclude with a lecture by Rik Jacobs from Vertex Dental entitled "ThermoSens monomer-free thermoplastic denture base material".

CAPPASIA, SINGAPORE
www.capp-asia.com

DTI partners with Medical Tribune Japan

Dental Tribune International, the largest publishing group in dentistry, has joined forces with Medical Tribune Japan, a leading publisher in medicine and dentistry, in order to extend its broad range of media and educational services to Japan.

The recently formed partnership includes the establishment of

a Japanese language online edition of "Dental Tribune Japan", targeted at more than 60,000 dentists with weekly news in the local language sections of www.dental-tribune.jp, as well as regular distributed e-newsletters and dental educational programmes to be held in close cooperation with the global e-learning platform Dental Tribune Study Club.

Dental Tribune Japan will also be the official representative for all publications and services of the Dental Tribune International portfolio in Japan. It is inviting Japanese dental professionals, including researchers, dentists, dental technicians, hygienists and dental industry representatives to submit abstracts, articles, product reviews or other editorial contents. In addition, the

Dental Tribune Japan management and editorial team will be available for feedback and discussing future collaborations here at the FDI Annual World Dental Congress in Hong Kong.

DENTAL TRIBUNE JAPAN
www.dental-tribune.jp
Booth K31

AD

VITA Easyshade® Advance – To err was human!

More precise than the eye: digital determination and verification of all tooth shades



VITA shade, VITA made.

VITA

VITA Easyshade Advance features cutting-edge spectrophotometric shade measurement technology with an integrated light source. As a result, it is entirely independent of ambient conditions and delivers shade results in VITA

SYSTEM 3D-MASTER, VITA classical A1–D4 and VITABLOC shades in a matter of seconds. Increase your reliability and profitability – very easily and entirely digitally with Easyshade Advance. / www.vita-zahnfabrik.com

BeautiSealant

Based on the principles of modern adhesive technology, BeautiSealant from SHOFU wants to be a more simple and predictable dental sealant. According to the company, it completely eliminates the need for a conventional phosphoric acid etchant while establishing a durable chemical bond with the tooth structure. Being a member of SHOFU's Giomer family of restora-



tives, BeautiSealant is also a fluoride releasing pit and fissure sealant based on S-PRG technology. It seals deep grooves and fissures, while providing all round protection especially during the caries-prone years through the sustained release and recharge of fluoride.

BeautiSealant's accompanying self-etch primer has dual adhesive

monomers that penetrate the pits and fissures for an effective chemical bond to the sealant while minimising any damage to enamel. For long-term stability and retention, the formula is HEMA-free to prevent the occurrence of hydrolysis at the bonding interface.

A non-drip, fuss-free syringe design and an extrafine 27 gauge needle

tip allow precise delivery of the smooth, bubble-free sealant without the hassle of overfilling the grooves, the company said.

BeautiSealant is available as a set and refills.

SHOFU INC., SINGAPORE
www.shofu.com.sg
Booth B12/C13

AD



Superior Design, Unmatched Precision



Hanau
Wide-Vue

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



Denar
Mark 330
Slidematic Facebow

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.



Whip Mix
2240



Exchange mounted casts between articulators without loss of accuracy.



Scan code to visit us at whipmix.com



Like us on Facebook

Whip Mix Corporation • 361 Farmington Ave. • Louisville, KY 40209 USA: whipmix.com

Stop by our booth!
E06

Proface

W&H's new Proface light probe is supposed to enable direct visual detection of caries in opened cavities and minimise the risk of caries recurrence.

According to the Austrian company, it enables selective treatment during caries excavation based on Fluorescence Aided Caries Excavation (FACE).

This method works in the way that violet light is applied to the opened cavity where porphyrins, 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.

Diagnostic goggles with special filters also enhance this effect, the company said.

With Proface, dentists will also have more information in regard to treatment decisions in Caries Profunda.

Access to the treatment site is optimised by the probe's new slender design which was devel-



oped to guarantee flexible and painless application. W&H said that with Proface success of caries excavation can be assessed at a glance and at any stage of the process.

By assisting dentists with selective, minimally invasive excavating, it substantially contributes to maintaining the patient's healthy tooth substance, they added.

W&H, AUSTRIA
www.wh.com
Booth G22/26

INTRODUCING

Two Striper[®]



THE P.B.S.[®] 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

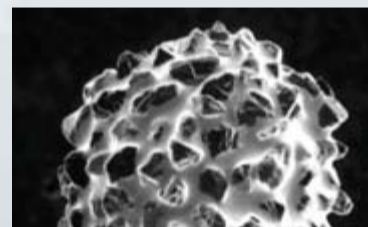
RAPID REMOVAL

- Uniform distribution & high concentration of diamond crystals

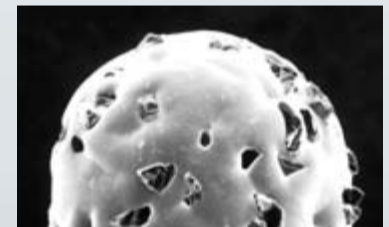
INDUSTRY INNOVATOR

- Only diamond bur on market manufactured using the P.B.S.[®] bonding process

New Diamond Bur Tip

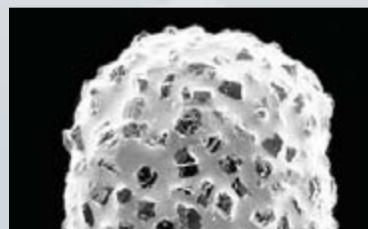


New Two Striper[®] bur tip

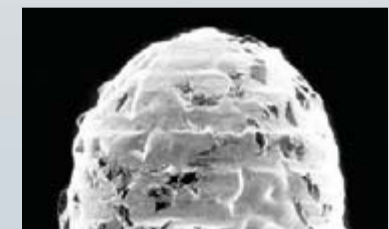


New electroplated bur tip

Used Diamond Bur Tip



Used Two Striper[®] bur tip



Used electroplated bur tip



**abrasive
technology**



800.964.8324 | www.abrasive-tech.com

VITA Easyshade Advance

With VITA Easyshade Compact, VITA is currently offering one of the most convincing dental spectrophotometers on the market. With its new improved version VITA Easyshade Advance, to be available at the FDI ADWC in Hong Kong, the German company is now introducing a new device that is supposed to allow the exact determination of tooth shades within seconds.



According to VITA, the user-friendliness and performance of the VITA Easyshade Advance was improved with a newly developed software, that combines the precision of electronic measurement data with the principle of visual and standardized shade recognition. The results will ensure reliable reproducibility for dental restorations since they cannot be impaired by external influences

such as ambient light or the user. Moreover, measurement data can be more easily interpreted with the device which leads to less errors and a better communication between dental practices and laboratories. Dental patients will receive a perfect shade result at one go regardless whether restorations are fabricated using conventional procedures or dental CAD/CAM, the company said.

Tooth shade measurement with VITA Easyshade Advance results are displayed in accordance with either VITA SYSTEM 3D-MASTER, VITAPAN Classical A1-D4 or VITABLOC shades.

VITA ZAHNFABRIK, GERMANY
www.vita-zahnfabrik.com
Booth G16/H19

AD



SIMPLY BETTER STRAUMANN® SLActive

The next generation in surface technology designed to deliver:

- Higher security and faster osseointegration for every indication^{1,2}
- Reduced healing times from 6–8 weeks down to 3–4 weeks³
- Increased treatment predictability in critical protocols¹

More information on www.straumann.com

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



¹ Ganeles et al. Clin. Oral Impl. Res. 2008;19:1119-1128
² Bornstein et al. J Periodontol. 2010 Jun;81(6):809-819
³ 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

Esthetic CrossRef

Whip Mix has announced the market launch of its Esthetic CrossRef centered bite record that, according to the US company, will enhance communication between practitioners and



dental labs by accurately recording the patient's midline and horizontal plane. In addition, it will enable labs to do a final check of completed crowns or veneers by removing the upper bite material and placing the lower impression on the articulated models, the company said.

Esthetic CrossRef comes in packages of 20 (vertical and horizontal bars & arches), and with 2 Nasion Extenders.

Besides the Esthetic CrossRef, Whip Mix has also its UltiRock Premium Die Stone as well as its Denar Mark 300 articulators on display. The new series, consisting of three models (Mark 310,



Mark 320, and Mark 330), is supposed to bring a new standard of interchangeability with factory set accuracy within 20 microns.

Based in Louisville, Ky. in the USA and Dortmund in Germany, the company has been manufacturing and distributing products for dental practices and laboratories since 1919.

WHIP MIX, USA
www.whipmix.com
Booth E06

NOMAD Handheld X-ray

When US manufacturer Aribex introduced the first handheld dental X-ray system in 2005, the aim was to create an inherently safe X-ray device that could be held during radiograph exposure. Two models exist that are available to clinicians around the world (varies by jurisdiction).

NOMAD Dental weighs 4 kg and features a pistol-grip design, with rechargeable NiCd battery. It generates sharp, clear images with digital sensors, conventional film, or phosphor plate systems.



The next generation NOMAD Pro, available since 2008, weighs only 2.5 kg and has a rechargeable Li-poly battery in the handle. It also features a full-colour LCD user interface, preset exposure settings, and additional time-saving features in a sleek design. Each model is capable of taking hundreds of diagnostic-quality radiographs with a single charge.

According to Aribex, the NOMAD allows the operator to remain chairside with the patient during radiography. With the handheld X-ray system, not only can the operator stay in the room, they can also reassure anxious patients (including children). This makes the device a first choice for the treatment of special needs or sedated patients. It also shortens procedure time and reduces mistakes and retakes, the company said.

More than 30 independent evaluations and scientific studies have concluded the Aribex systems are both effective and safe — made possible by patented shielding on the X-ray source and the leaded acrylic backscatter shield on the collimator cone, which protects the operator from reflected radiation.

“The NOMAD has forever changed the way that dental radiography is performed,” said Dr Clark Turner, Aribex founder and CEO. “With over 10,000 units now currently in use, it has become a staple in dental operatories everywhere.”

ARIBEX, USA
www.aribex.com

TWL DENTAL
Booth E13

SOPROCARE

Sopro is presenting its latest development in the field of intraoral imaging exclusively to visitors of this year's FDI Annual World Dental Congress. Officially available since June, the SOPROCARE dental camera is supposed to complete the company's market-proven range of SOPRO devices that include such recognised products such as SOPRO 617, SOPRO 717 first and SOPROLIFE.

According to the company, the new camera uses light induced autofluorescence for improved assessment of a patient's oral health and for the early recognition of dental diseases like periodontitis. In PERIO mode, one of three modes, the device is able to highlight gingival inflammation as well as old and new dental plaque. In addition, enamo-dental caries from

SOPROCARE

stage 1 (ICDAS II) can be detected (CARIO mode) as well as the stability of micro lesions and their progression monitored (DAYLIGHT mode).

Sopro said that the new device is minimally invasive compared to con-

ventional methods of diagnosis and enhances communication through the fact that results of the clinical assessment can immediately demonstrated to and discussed with the patient.

ACTEON GROUP, FRANCE
www.soprocure.com
www.sopro.acteongroup.com
Booth L16/M17

AD

PEOPLE HAVE PRIORITY



LED's be independent

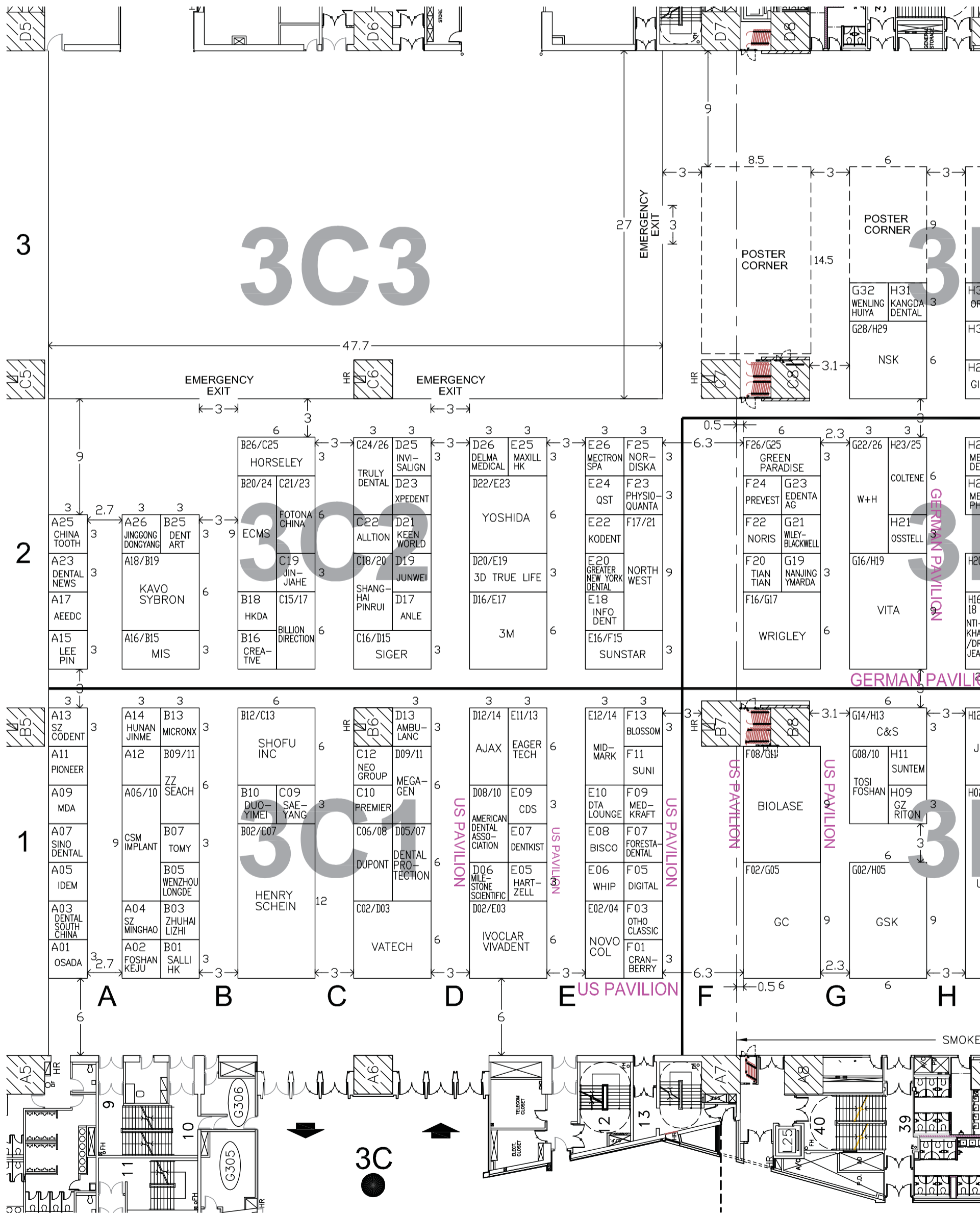


Regardless of which unit or drive you are using, Alegra LED+ contra-angles light your way with their very own light supply. The secret? A built-in generator. The plus? Ultimate LED technology for daylight quality light, exceptional reproduction of natural colours and clear, unparalleled colour contrast. The downside? No other LED solution comes close by comparison. The Alegra LED+ series: now available from your specialist retailer.

alegra led+

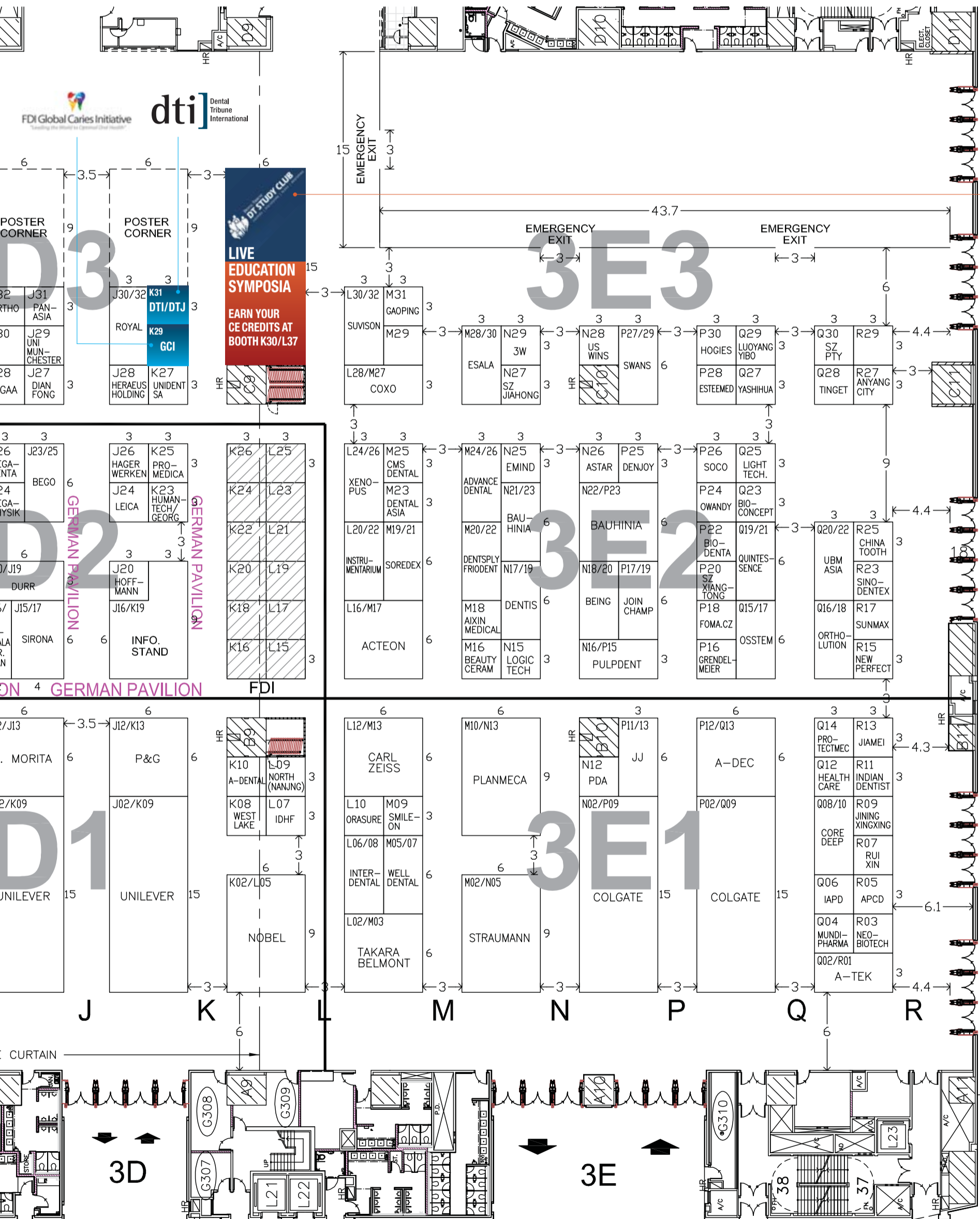
FDI Hong Kong, 29 August–1 September

This plan is subject to change. Last update was 13 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	Beauty Ceram Hk Ltd.	M16	China Way Instrument Co.	E07	DentArt Instrument Mfg Co.,/		Hunan Jinme	
3DTrueLife Limited	D20/E19	BEGO Bremer Goldschlägerei	J25	CMS Dental	M25	DentaLuck	B25	Dental Handpiece Co., Ltd.	A14
3W DENTALLAB	M38	BEGO Medical GmbH	J23	Colgate Palmolive		Dentis Co., Ltd.	N17/19	IDEM Singapore	A09
Acteon	L16/M17	Beijing Foshan		Company	No2/Q09	Dentkist Inc	R37	IDHF (The International	
A-dec International Inc.	P12/Q13	Medical Equipment	N18/20	Coltène/Whaledent AG	H23/25	Dian Fong		Dental Health Foundation)	L07
Advance Dental		Billion Direction Technology		ConXept Ltd.	P28	Industrial Company Ltd.	J27	Infodent	E18
Consulting Ltd.	M24/26	Technology Co., Ltd.	C15/C17	COXO Medical		Digital Docs	F05	Institute Straumann AG	Mo2/No5
AEEDC Dubai	A17	Bioconcept Co., Ltd.	Q23	Instrument Co., Ltd.	L28/M27	Dr. A. Grendelmeier & Co.	P16	Instrumentarium Dental	L20/22
Alltion (Wuzhou) Co., Ltd.	N29	Biodenta Corporation	P22	Cranberry (M) Sdn Bhd	F01	Dr. Jean Bausch GmbH		Interdental Ltd.	Lo6/o8
Ambulanc (Shenzhen)		Biolase	Fo8/G11	Creative Dental	B16	& Co. KG	H16/18	International Association for	
Tech Co., Ltd.	D13	Biotech Dental Ltd.	M20/22	CSM Implant	Ao6/10	DTA Lounge	E10	Paediatric Dentistry (IAPD)	R17
Anyang City Kangda Dental		Bisco Inc.	Eo8	Danisco (UK) Limited	Co6/o8	Dürr Dental AG	H20/J19	Invisalign Hong Kong Ltd.	D25
Abrasives Co., Ltd.	H31	Blossom Mexpo Intl.	F13	Delma Medical Instrument	D26	Eager Tech Company Ltd.	E11/13	Ivoclar Vivadent AG	Do2/Eo3
Anyang City U.S. Wins Dental		C&S Dental Technology Ltd.	G14/H13	Denjoy Dental Co., Ltd.	P25	Edenta AG	G23	J. Morita	H12/J13
Materials Sales Co., Ltd.	Q38	Carl Zeiss Meditec AG	L12/M13	Dental Asia	Ao5	eMind Biotech M.R. Co., Ltd.	N25	JADA/ADA	D10
APCD São Paulo	Ro5	Changsha Tiantian Dental		Dental News (Pakistan)	A23	Esala Foshan Medical		Jinan Jiamei Dental Material	
APDC	A11	Equipment Co., Ltd.	F20	Dental Protection	Do5/o7	Equipment	M28/30	Company	R13
Astar Orthodontics Inc	N26	Chicago Dental Society	Eo9	Dental South China	Ao3	Foma Bohemia Ltd.	P18	Jinan Yashihua Dental	
A-TEK	Qo2/Ro1	China Tooth		Dental Tribune International GmbH/		Foma CZ	P18	Materials	Q27
Bauhinia Dental Ltd.	N21/P23	Material Exchange	A25, R25	DT Study Club	K31, K30-L37	Forestadental Group		Jining XingXing Medical	
						Technology	Fo7	Equipment Co., Ltd.	Q28
						Foshan Anle Apparatus		Johnson & Johnson	P11/13
						Co., Ltd.	D17	Kallmanexpo	E10
						Foshan Core Deep Medical		KaVo Sybron China	A18/B19
						Apparatus Co., Ltd.	Qo8/10	Keenworld Technology Ltd.	D21
						Foshan Duoyimei Medical		Kodent Trading Co., Ltd.	E22
						Instrument Co., Ltd.	B10	Latin America Dental News	
						Foshan Joinchamp		(CMP Medica-UBM	
						Medical Device Co., Ltd.	P17/19	Medica Asia)	Q20/22
						Foshan Keju Medical		Lee Pin Enterprise Co., Ltd.	A15
						Apparatus Co., Ltd.	Ao2	Leica Microsystems Ltd.	J24
						Foshan Suntem Medical		Logic Tech HK Ltd.	N15
						Apparatus Co., Ltd.	H11	Luoyang Yibo Precision	
						GC Corporation	Fo2/Go5	Bearing Co., Ltd.	Q37
						Georg Schick Dental GmbH	K23	Maxill HK Ltd.	E25
						German Federal Ministry		Mectron s.p.a.	E26
						of Economics	J16/K19	Medkraft Othodontics	Fo9
						GlaxoSmithKline Ltd.	Go2/Ho5	Megadenta	H26
						Greater New York		Megagen Hong Kong	Do9/11
						Dental Meeting	R21	MEGA-PHYSIK Germany	
						Green Paradise		GmbH	H24
						International Ltd.	F26/G25	Micronx Co., Ltd.	B13
						Guangzhou Ajax Medical		Midmark	E12/14
						Equipment & Co., Ltd.	D12/14	Milestone Scientific	Do6
						Guangzhou Riton Biotech		MIS Hong Kong Ltd.	A16/B15
						Co., Ltd.	Ho9	Monitex Industrial Co., Ltd.	H30
						Hager & Werken	J26	Mundipharma	
						Hangzhou Westlake		(Hong Kong) Ltd.	Qo4
						Biomaterial	Ko8	Nanchang Light Technology	
						Hanzhong Rui Xin Precision		Exploitation Co., Ltd.	Q25
						Tools Manufactory	Q30	Nanjing Jin Jiahe I./E. Co., Ltd.	C19
						Hartzell & Son	Eo5	Nanjing Ymarda	
						HealthCare Dental Ltd.	Q12	Optical Instrument Factory	G19
						Henry Schein Inc.	Bo2/Co7	Neo Group Ltd	C12
						Heraeus Holding GmbH	J28	Neobiotech	Ro3
						Hoffman Dental		Nobel Biocare	
						Manufaktur GmbH	J20	Services AG	Ko2/Lo5
						Hogies Australia Pty Ltd.	Q26	Nordiska Dental AB	F25
						Hong Kong		Noris Medical Ltd.	F22
						Dental Association	B18/24	North (Nanjing) Instrument	
						Horseley Company Ltd.	B26/C25	Technology Industries Group	Lo9
						HumanTech		North Henan Anyang City Dental	
						Germany GmbH	K23	Material Limited Company	P37

AD

Under the Patronage of
H. H. Sheikh Hamdan Bin Rashid Al Maktoum
 Deputy Ruler of Dubai, Minister of Finance
 President of the Dubai Health Authority

تحت رعاية
 سمو الشيخ حمدان بن راشد آل مكتوم
 نائب حاكم دبي، وزير المالية
 رئيس هيئة الصحة بدبي

欢迎来到迪拜!

ايكس إيدك
AEEDC DUBAI

Delivering Science & Technology

UAE INTERNATIONAL DENTAL CONFERENCE & ARAB DENTAL EXHIBITION

5 - 7 February, 2013
 Dubai International Convention & Exhibition Centre

www.aeedc.com

- Excellent platform to network with over **28,000** dental professionals and oral health care providers.
- More than **900** exhibitors from **80** representing countries.
- **3 days** of quality education and business opportunities.

Find AEEDC Dubai on

BlackBerry PIN: 286FC1C7

twitter facebook LinkedIn YouTube

Organised by: INDEX CONFERENCES & EXHIBITIONS

In Cooperation with: GOVERNMENT OF DUBAI, DUBAI HEALTH AUTHORITY

Strategic Partner: ADA CERP

Supported by: Global Scientific Alliance

Strategic Sports Club Partner: [Logo]

INDEX Conferences & Exhibitions Organisation Est.
 Dubai Healthcare City, Ibn Sina Medical Complex #27, Block B, Office 203 | P.O. Box: 13636, Dubai, United Arab Emirates
 Tel: +971 4 3624717, Fax: +971 4 3624718 | E-mail: info@aeedc.com, Website: www.index.ae

Company	Booth(s)	Company	Booth(s)	Company	Booth(s)	Company	Booth(s)	Company	Booth(s)
Novocol	E02/04	Tianjin Aixin Medical Equipment Co., Ltd.	M18	Unilever ULLtd.	Ho2/Ko9	WENZHOU LONGDE MEDICAL TECHNOLOGY Co.,Ltd.	B05	Xpedent Ltd.	D23
NSK/Nakanishi Inc.	G28/H29	Tianjin Jinggong Dongyang International Trade Co.	A26	University of Manchester	J29	TECHNOLOGY Co.,Ltd.	B05	Zhejiang Protect Medical Equipment Co., Ltd.	Q14
NTI-Kahla GmbH	H16/18	Tinget Autoclaves	N38	Vatech Medical	Co2/Do3	Whip Mix	Eo6	ZHENGZHOU SEACH MEDICALEQUIPMENT Co., Ltd.	B09/11
OMD – Portuguese Dental Association	N12	Tomy International Inc	Bo7	VITA Zahnfabrik	G16/H19	Wiley-Blackwell	G21	ZHUHAI LIZHI DENTAL INSTRUMENT Co., Ltd.	B03
OraSure Technologies Inc	L10	Tosi Foshan Medical Equipment	Go8/10	W&H Dentalwerk Bürmoos GmbH	G22/26	Wrigley	F16/G17	Zhuhai Siger Medical Equipment Co., Ltd.	C16/D15
Ortho Anderson	P38	Truly Dental Material Co., Ltd.	C24/26	Well Dental Laboratory Co., Ltd.	Mo5/07	Wuhan Gigaa Optronics Technology Co., Ltd.	H28		
Ortho Classic	Fo3	Unident SA	K27	WENLING HUIYA MEDICAL APPARATUS FACTORY	G32	Xenopus (Tri Hawk)	L24/26		
Ortholution Co., Ltd.	Q16/18					Xian Yang North West Medical Instrument(Group)Co., Ltd.	F17/21		
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 Corportion	Lo2/Mo3								
Tesco Dental (HK) Ltd.	G16/H19								
The Indian Dentist	R11								
The Yoshida Dental Mfg. Co., Ltd.	D22/E23								



The Low Radiation Sensor* With the Best Images

suniray

New Impact Protection Technology
Low Radiation +- 40ms
Faster Acquisition**
Crystal Clear Images
Compact & Portable USB System
Superb AIM Filter
Safety Cable Release
CMOS FOP

*CR Foundation, September 2011
**depending on PC

Visit us at the
FDI in Hong Kong
Booth # F11

Now available for
Mac and Windows




+ 1 408 227 6698 www.suni.com international@suni.com

DESIGNED, FABRICATED AND BUILT IN THE USA

Also Available: Dr. Suni Plus, the worlds thinnest sensor!

SUNi

POSICAINE

I With Posicaine, the Canadian company, Novocol, presents a local dental anaesthesia that can be used in both routine (Posicaine 200, Articaine with Epinephrine 1:200,000) and complex procedures (Posicaine 100, Articaine with Epinephrine 1:100,000) when improved visualization of the surgical field is needed. According to Novocol, its formula offers predictable anaesthesia of



60 minutes for infiltration injections and 120 minutes for nerve blocks.

Posicaine does not contain methylparaben or latex in order to avoid aller-

gic responses from patients that are sensitive to these compounds. Dental clinicians benefit from the neutral Mylar label color-coded glass cartridges by minimizing the risk of wounds in case of cartridge breakage during use.

Additionally, the glass cartridges are siliconised to allow for smoother injections. Novocol manufactures its product in Canada according to the

highest quality and safety standards. Lot and Expiration dates are imprinted on the case label, as well as the box and cartridge label. Both formulas are available in terminally sterilized boxes of 50 cartridges each.

NOVOCOL, CANADA
www.novocol.com
Booth E02/04

Suni's digital radiography offering

I At its ISO-certified facility in San Jose, CA, in the US, Suni Medical Imaging manufactures two lines of digital x-ray sensors, SuniRay and Dr. Suni Plus, as well as a broad line of OEM sensor products and components. In addition, the company distributes SuniCam II, a lightweight, ergonomic intra-oral camera.

According to Suni, the SuniRay digital x-ray sensor offers high flexibility owing to an integrated USB module and a powerful software package that allows practitioners to use it with any Windows or Mac OS computer and all practice management systems. It has rounded corners for increased patient comfort and is available in two sizes for different anatomic requirements.

Since its creation in 1995, Suni Medical Imaging has gained a leading position in the digital radiography market, pioneering the development of digital sensor



technology for dental clinical applications, and is best known for designing and manufacturing sensors for many of the early leaders in this field. In 2002, however, the company added its own brand of high-quality sensors and intra-oral cameras to its product portfolio.

Suni says that its corporate culture is built on three basic principles—technological innovation, continuous improvement and exceptional customer service. Headquartered in Silicon Valley, the company's team of design engineers is credited with a number of firsts, including the world's thinnest intraoral sensor and the “best overall value for price” in the sensor marketplace.

Looking to the future, Suni announced that it will continue to focus relentlessly on developing products that simplify the lives of dental practitioners while providing the ultimate in clinical care for their patients.

SUNI MEDICAL IMAGING, USA
www.suni.com
Booth F11

AD

DenTech China 2012
www.dentech.com.cn

The 16th China Int'l Exhibition & Symposium on Dental Equipment, Technology & Products

The 6th Asian Dental Lab Outsourcing Exhibition

October 24~27, 2012
Shanghai World Expo Exhibition and Convention Center
(The Expo Theme Pavilion), Shanghai, China

Approved by: Ministry of Science and Technology of the People's Republic of China
Sponsored by: China Association for Science and Technology / Chinese Stomatological Association / Shanghai Stomatological Association
Organized by: China International Conference Center for Science & Technology / Ninth People's Hospital, School of Medicine, Shanghai Jiao Tong University
Co-organized by: College of Stomatology, Shanghai Jiao Tong University / School of Stomatology, Tong Ji University / Shanghai Stomatological Disease Center / Shanghai ShowStar Exhibition Service Co., Ltd.

If you are interested in participating or visiting the Exhibition, please fill the form below and fax or post to: Shanghai ShowStar Exhibition Service Co., Ltd. Room 22C/D, Jiali Mansion, No. 1228, Yan'an Road (W), Shanghai 200052, China
Tel: 86-21-6294 6966 / 6294 6967 / 6294 6968, Fax: 86-21-6280 0908, E-mail: mail@showstar.net

I am interested in DenTech China 2012, please send me more information on

EXHIBITING VISITING

Name _____ Company _____

Address _____

Telephone _____ Fax _____

Zip _____ E-mail _____

The 32nd Moscow International Dental Forum

Moscow 2012

The 32nd Moscow International Dental Forum



Dental-Expo
international dental fair

September 17-20

Crocus Expo exhibition grounds

more than
450
exhibitors

more than
25000
attendees

more than
35
countries

www.dental-expo.com

DENTALEXPO®





A premier global destination

Special administrative region attracts millions in capital and visitors each year

There is probably no other date in Hong Kong's recent history as significant as 1 July. On a stormy Tuesday night back in 1997, millions of people took to the streets in unprecedented celebrations when the People's Republic of China finally

took over control of the territory after 156 years of British rule.

While the handover was considered a fresh start by many Hong Kongers, it definitely marked Britain's final act as a colonial superpower.

In the joint declaration signed with China already in 1984, however, both parties had agreed to leave the colony's existing economic system untouched for another 50 years. Owing to this component of the Sino-British declaration, Hong Kong was able to



become the economic powerhouse we know today.

With a populace of slightly over seven million people, the former colony now produces a gross domestic product higher than those of states like Denmark and Portugal. It is also considered one of the most important international financial centres. According to global management consulting firm McKinsey, its stock exchange, already among the world's top ten when it comes to capitalisation, attracted the most capital in the world for the second consecutive year in 2011. While the government recently had to cut growth forecasts owing to the global economic slowdown, consumption in the city remained stable owing to a sound job sector and increases in income.



Similar to its economic success, the city has transformed itself into a first class travel destination, making tourism a major source of income. Boosted by attractions like Hong Kong Disneyland, which was opened in 2005, and major events like the recently held International Dragon Boat Championships, it sees 42 million visitor arrivals per year, a number currently only exceeded throughout the Asia Pacific region by Malaysia and mainland China.

"These results certainly underline Hong Kong's status as a preferred international travel destination and as Asia's world city," said James Tien, Chairman of the Hong Kong Tourism Board, in August. "We have already planned the launch of a series of mega events in the coming months to

AD

18th Dental South China 2013

International Expo 华南国际口腔展



Top Dental Show in China | 顶尖盛事 博览牙科

Feb. 27th - Mar. 2nd

Guangzhou

China Import and Export Fair Pazhou Complex

www.dentalsouthchina.com

Organizer: Guangdong Int'l Science & Technology Exhibition Company

Exhibitor Service Tel: 0086-20-83549150 Email: dental@ste.cn

Visitor Service Tel: 0086-20-83561589 Email: dentalvisit@ste.cn

Fax: 0086-20-83549078





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



Tsim Sha Tsui carnival (DTI/Photo mary416)

fdi page 20

further enhance Hong Kong's appeal and provide our tourist partners with different business platforms." According to Tien, highlights this year will include the Hong Kong Mid-Autumn Festival, which will take place in September/October and will see a giant lantern erected at Victoria Park on Hong Kong Island, among other things.

Owing to increasing competition from Hong Kong's greater brother in

the North and countries like Taiwan, the board which operates under the HK government, already began strategising Hong Kong's development as a tourist destination in the late 1990s. As a first step, travel restrictions within China were eased through the Individual Visit Scheme almost a decade ago. Since then, travel between mainland China and Hong Kong has skyrocketed to over 15 million visitors per year.

Funding for the Mega Events Fund has also recently been extended

until 2014. The financial assistance scheme, worth hundreds of millions of HK dollars, was established in 2009 in order to give non-profit organisations the means to host their meetings and events in Hong Kong.

As well as its large share of Chinese visitors, the city attracts millions of visitors from around the globe, of which many have decided to stay. Therefore, the city's cultural and culinary scene is as diverse as in any other major city in the world. With two 3-star and seven 2-star restaurants, Hong



A variety of dim sum in bamboo steam. (DTI/Photo Sutsai Sangham)

Kong now offers greater culinary excellence than London or San Francisco. Just last month, two Michelin-starred French-Italian chef Philippe Leveille announced the opening of a new Italian restaurant called l'Altro in the Central District.

Hong Kong is also the third largest art market after the US and China, drawing thousands of visitors to its International Art Fair held every year in May.

Despite its receptiveness to foreign influences, however, the city has never forgotten its Chinese roots, which will become important in 2047, when Hong Kong's guaranteed autonomy expires. Although relations with the motherland are close, observers are questioning whether the city, which is largely dependent on trade, can maintain its economic vitality over the next 30 years alongside a prospering China.

Until then, at least Hong Kong is likely to remain Asia's premier global destination.



Flag of People's Republic of China and Hong Kong Special Administrative region. (DTI/Photo Norman Chan)

The Hong Kong Tourism Board provides more information on city tours, sights and events. Its main visitor centres are located at the airport (arrivals level, Terminal 1) and at the Peak Piazza (between The Peak Tower and The Peak Galleria).

RESOURCES

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

AD

Dental Tribune for iPad – Your weekly news selection

Our editors select the best articles and videos from around the world for you every week. Create your personal edition in your preferred language.

ipad.dental-tribune.com



DENTAL TRIBUNE
— The World's Dental Newspaper —



LED's be independent



Regardless of which unit or drive you are using, Alegra LED+ turbines light your way with their very own light supply. The secret? A built-in generator. The plus? Ultimate LED technology for daylight quality light, exceptional reproduction of natural colours and clear, unparalleled colour contrast. The downside? No other LED solution comes close by comparison. The Alegra LED+ series: now available from your specialist retailer.

Further information at wh.com

alegra led+



What's on Thursday, 30 August

FDI SOCIAL PROGRAMME

HONG KONG NIGHT

Venue: Harbour Cruise – Bauhinia
(North Point Ferry Pier), 18:30–23:00

One of the best ways to enjoy the breathtaking vistas of Hong Kong is from the water. This night cruise will allow participants to enjoy the sunset

from its 360-degree open deck while dining on a wide selection of appetite-whetting food from a cosmopolitan buffet. Later in the evening, guests can dance to their favourite music performed by a live band. Dress code is casual.

For more information please visit the FDI pavilion in the exhibition hall.



EXHIBITION

“THE MAJESTY OF ALL UNDER HEAVEN: THE ETERNAL REALM OF CHINA’S FIRST EMPEROR”

Venue:
Hong Kong Museum of History,
100 Chatham Rd. South,
daily 9:00–22:30, admission is HK\$10
hk.history.museum


Celebrating the 15th 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.


AD

中华口腔医学会 第14次全国口腔医学学术会议(2012年会) 2012(西安)国际口腔设备器材博览会 The 14th CSA Annual Meeting & 2012 China Dental Show

主承办 / 协办单位 / 支持单位
Organizer / Co-organizer / Supported By





会议日期: 2012年9月13–16
Meeting Dates: 13-16 September, 2012

展览日期: 2012年9月13–15
Exhibition Dates: 13-15 September, 2012

西安曲江国际会展中心
Xi'an Qujiang International
Conference & Exhibition Center

*The Annual Meeting Place for Decision-Makers of
Chinese Dental Community!*

For more information contact:
Mr. Wei P: +86 10 84556616
E: Qinghua.wei@reedsinopharm.com

Mr. Liu P: +86 10 84556607
E: yao.liu@reedsinopharm.com

www.ChinaDentalShow.com



SHOPPING

TEMPLE STREET NIGHT MARKET

Venue: Temple St., 17:00–24:00

A visit to the night market at Temple Street 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.

MUSIC AND THEATRE

THE FUTURE SOUNDS OF HONG KONG MUSIC FESTIVAL: CHOCHUKMO

Venue: Shouson Theatre,
Hong Kong Arts Centre, 20:15
www.hkac.org.hk

Hong Kong indie rock does not get any more authentic than this band. Relatively new to city's music scene, Chockukmo independently released one major album in 2009 titled *The King Lost His Pink* (referring to the band's former habit of wearing shirts of this colour during performances).



Chockukmo (Photo Paul Stephen Tolentino)

Their musical style, called math rock, can be described as a mishmash of punk and rock mixed with flamenco chords and dubstep tunes. *Time Magazine* recently called Chockukmo “The most charismatic band to have emerged in southern China in recent years”.

Tonight they will be performing a concert at the Hong Kong Arts Centre as part of the Future Sounds of Hong Kong Music Festival.



Henry Schein, Inc. congratulates the FDI World Dental Federation on its extraordinary work to lead the world to optimal oral health and the occasion of the 100th FDI Annual World Dental Congress.

Henry Schein is proud of our long-standing partnership with the FDI World Dental Federation. We have been privileged to participate in the development of Vision 2020, and look forward to continuing to partner together to "help health happen."



www.henryschein.com

Henry Schein is the world's largest provider of health care products and services to office-based dental, medical, and animal health practitioners. A FORTUNE 500® company, Henry Schein also ranked number one in the Health Care Wholesalers category in FORTUNE's 2012 list of the "World's Most Admired Companies."



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>11.00 A.M. ABRASIVE TECHNOLOGY 'PRECISION TOOLS - WHERE YOU NEED THEM MOST' SABINE NAHME</p>	<p>11.00 A.M. OVERVIEW AND COMPARISON OF CLINICAL AND DIAGNOSTIC ASPECTS IN VOLUME TOMOGRAPHY SABINE NAHME</p>	<p>11.00 A.M. ABRASIVE TECHNOLOGY 'PRECISION TOOLS - WHERE YOU NEED THEM MOST' SABINE NAHME</p>	<p>11.00 A.M. SUCCESS FACTORS IN DENTAL OFFICES: EFFICIENT STAFF MANAGEMENT PASCAL STEICHEN PRACTICE MANAGEMENT EXPERT</p>
<p>12.00 P.M. CHANGING THE FACE OF DENTISTRY MYLES HOLT DIRECTOR OF THE AUSTRALIAN ACADEMY OF DENTO-FACIAL AESTHETICS (AADFA)</p>	<p>12.00 P.M. GCI: "HOW TO PREVENT CARIES IN THE DENTAL PRACTICE" VIDEO PRESENTATION PROF. ELMAR REICH</p>	<p>12.00 P.M. CHANGING THE FACE OF DENTISTRY MYLES HOLT DIRECTOR OF THE AUSTRALIAN ACADEMY OF DENTO-FACIAL AESTHETICS (AADFA)</p>	<p>12.00 P.M. CURRENT ORTHODONTIC PRACTICE: RME OR SME, NEW DEVELOPMENTS IN EXPANSION OF THE PALATE, FOR THE GENERAL DENTAL PRACTITIONER DR. DEREK MAHONY</p>
<p>13.00 P.M. GLOBAL ORAL HEALTH PROJECT DR. PETER COONEY</p>	<p>13.00 P.M. ABRASIVE TECHNOLOGY 'PRECISION TOOLS - WHERE YOU NEED THEM MOST' SABINE NAHME</p>	<p>13.00 P.M. CBCT IN AND TRADITIONAL X-RAY OUT? SABINE NAHME</p>	<p>13.00 P.M. CBCT IN AND TRADITIONAL X-RAY OUT? SABINE NAHME</p>
<p>14.00 P.M. CBCT IN AND TRADITIONAL X-RAY OUT? SABINE NAHME</p>	<p>14.00 P.M. SUCCESS FACTORS IN DENTAL OFFICES: EFFICIENT MARKETING AND COMMUNICATIONS PASCAL STEICHEN PRACTICE MANAGEMENT EXPERT</p>	<p>14.00 P.M. THE ROLE OF DENTAL HEALTH PROFESSIONAL IN THE GLOBAL EPIDEMIC OF TOBACCO DR. JUDITH MACKAY</p>	<p>14.00 P.M. GCI: THE FDI CARIES MATRIX VIDEO PRESENTATION DR. ANNEMARIE A. SCHULLER</p>
<p>15.00 P.M. SUCCESS FACTORS IN DENTAL OFFICES: EFFICIENT TREATMENT PROTOCOLS PASCAL STEICHEN PRACTICE MANAGEMENT EXPERT</p>	<p>15.00 P.M. MASTERING THE DIRECT POSTERIOR COMPOSITE RESTORATION DR. ALAN ATLAS</p>	<p>15.00 P.M. SUCCESS FACTORS IN DENTAL OFFICES: EFFICIENT PRACTICE MANAGEMENT PASCAL STEICHEN PRACTICE MANAGEMENT EXPERT</p>	<p>15.00 P.M. ABRASIVE TECHNOLOGY 'PRECISION TOOLS - WHERE YOU NEED THEM MOST' SABINE NAHME</p>

SUPPORTED BY:



REGISTER FOR FREE ON

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 Casaï 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.

CONGRESS REGISTRATION

Onsite registration is possible from Tuesday, 28 August, to Saturday, 1 September, 7:00 – 18:00. Fees range from CHF330 (US\$337) and CHF600 (US\$613).

FDI PAVILLION

At booth K16/125 in the exhibition hall, visitors will be able to find more information about the FDI, its 112-year history, as well as its diverse programmes and activities.

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.

EMBASSIES AND CONSULATES

Foreign representation offices can provide help in emergencies situation like lost passports. They can also assist with travel arrangements or give legal advice.

- Australian Consulate General**
23/F Harbour Centre, 25 Harbour Road,
Phone: +852.2827.8881
- British Consulate General**
1 Supreme Court Road,
Phone: +852.2901.3000
- Consulate General of Canada/
Consulat Général du Canada**
12th to 14th Floor,
One Exchange Square Central,
Phone: +852.3719.4700
- Deutsches Generalkonsulat**
21/F, United Centre, 95 Queensway,
Admiralty, Phone: +852.2105.8788

Consulate General of India

Unit A, 16th Floor, United Centre,
95 Queensway,
Phone: +852.3970.9900

Consulate-General of Japan

46-47/F., One Exchange Square,
8 Connaught Place,
Phone: +852.2522.1184

Consulate General of the Republic of Korea

5/F, Far East Finance Centre,

16 Harcourt Road,
Phone: +852.2529.4141

Consulate General of the United States of America

26 Garden Road, Hong Kong,
Phone: +852.2523.9011

EMERGENCY NUMBERS

- Police, fire, ambulance: 999
- Police Hotline: +852.2527.7177

Information provided in this section are subject to change.



(DTI/Photo Alberto Corrales)

AD



FDI connects with the future of dental medicine



FDI Global Caries Initiative

"Leading the World to Optimal Oral Health"

www.GlobalCariesInitiative.org

Connect with the future:
visit booth **K29**

FDI's Global Caries Initiative (GCI), launched in 2009, seeks to unite a broad alliance of key influencers and decision makers behind a common goal:
to effect fundamental change in health systems and individual behaviour to realize the overarching vision to stop caries by 2020.

— FOUNDRING SPONSORS —



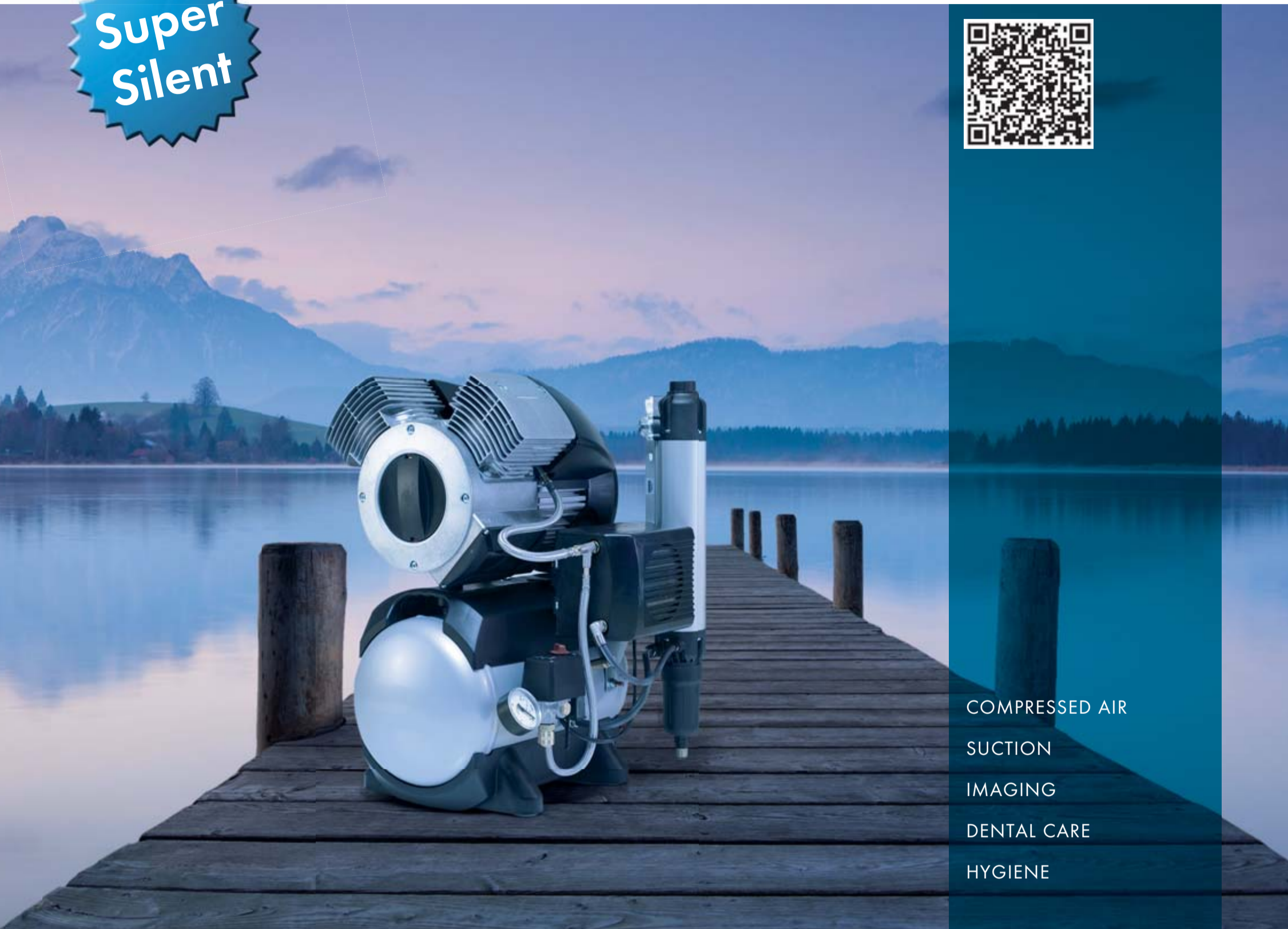







The Power. The Silence. The new Tornado

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



reddot design award
winner 2011

 DÜRR
DENTAL