

Turkish Dental Association invites dental professionals to 101st FDI AWDC

As decided at an FDI conference in Lisbon in March, the next FDI Annual World Dental Congress will take place in Turkey for the first time. In anticipation of the event, which will be hosted by the Turkish Dental Association (TDB) in Istanbul next year, TDB President Prof. Taner Yücel invited dental professionals to attend the 2013 congress at a lunch yesterday at this year's meeting in Hong Kong.

Alluding to the city's unique geography and history, the event's theme will be "Bridging continents for global oral health". Yücel said that he and his organisation are looking forward to bringing dentists from five continents together in the city of Istanbul for the first time.

"Hosting the annual meeting in Istanbul is like winning the dental Olympics and offers similar added value. A widely publicised international event, held under the auspices of the President of the Republic of Turkey, provides an ideal opportunity to raise awareness among members of the public about the importance of oral health," he said. "We hope that the 2013 Annual World Dental Congress will also have a posi-

Next year's meeting to be held in Istanbul



Vice-Consul Mustafa Ünal addressing participants of the FDI 2013 lunch on Thursday. In the background TDB president Prof. Taner Yücel and FDI president Dr Orlando Monteiro da Silva (from left to right).

itive impact on government decisions in the field of public dental oral health."

According to the 2010 survey analysis published by the Turkish

Ministry of Health, 85 per cent of young people in Turkey aged between six and 19 are affected by dental caries. The organisation also found that as many as 74 per cent of those aged between 15 and 19 and

96 per cent of those between 30 and 34 are affected by periodontal disease.

In addition to benefits to oral health, the TDB believes that organ-

ising the FDI congress will be a significantly positive step towards international recognition of the country.

The organisation currently represents about 22,000 Turkish dentists. It has been a member of the FDI World Dental Federation for 24 years. Since the year 1992, it has been organising dental congresses throughout Turkey, including its own national dental congress, which brings together between 2,000 and 2,500 dentists every year.

Its 2013 congress, held in partnership with the FDI, will take place at the Istanbul Convention and Exhibition Centre from 28 to 31 August.

With regard to the dental industry, more than 50 dental manufacturers are located in Turkey and dental products from over 300 companies are available on the market. The country's dental equipment and material sector has an estimated value of US\$150 million.

According to the ministry, the sector's growth rate has increased in recent years from an estimated 3 per cent in 2009 to an estimated 10 per cent in 2011.

The first review-driven health care community in Asia

CompareClinic.com presents a whole new way of connecting patients to clinics



Compare Clinic is a review-driven community that aims to help people connect with trusted medical specialists, both locally and overseas. Recently Dental Tribune interviewed co-founders Henrik Petersen and Virginia Chan about the concept of Compare Clinic and its benefit to the dental community.

How does CompareClinic.com facilitate communication between patients, dentists and manufacturers using Web 2.0 technology?

Henrik Petersen: Using Web 2.0 technology, Compare Clinic facilitates three-way communication between dental manufacturers, dental surgeons and patients, and helps people make informed decisions about dental and medical treatments. The ultimate goal of Compare Clinic is to connect patients with trusted dental professionals. To this end, our community also helps dental clinics reach out to more patients and build a trustworthy reputation.

Medical tourism is on the rise in Asia, according to Reuters. It is esti-

mated that it will reach over one million by end of this year. In the past, medical tourists came primarily from the US and Europe looking for cheaper treatment alternatives owing to high costs in their home countries or a lack of dental insurance. In recent years, affluent Asians have become the driving force behind the advanced medical centres in Korea, Singapore, Thailand, the Philippines and India. It is common for people to live in different places throughout their lifetime and consequently they will seek dental and medical treatment in an environment that is entirely new to them. Compare Clinic will be able to connect patients around the world to quality dental treatment.

Virginia Chan: Being a practice management consultant, I understand many dental clinics are looking for a cost-effective way to market

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FDI 2013 Istanbul Annual World Dental Congress

28 to 31 August 2013 - Istanbul, Turkey

Bridging Continents for Global Oral Health

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Raising awareness of oral health in China

In this series of reports in *Worldental Daily*, FDI and Unilever have sought to highlight the achievements of their landmark Live.Learn.Laugh. partnership. The partners said that they are looking forward to reporting to delegates at FDI Istanbul 2013 on further progress around the globe and demonstrating once again the partnership's role in achieving their joint vision of improving people's lives through better oral health.

In Dalian, China, Unilever's Zhong Hua brand and the Chinese Stomatological Association are currently working together with central and local government to improve oral health care standards in young mothers and their children by integrating oral health into the standard maternal and child health care system. Oral disease in young children in China is a common problem, with half of children enrolled in kindergarten showing signs of tooth decay. Recent studies have found the prevalence of caries in three-year-olds

LLL partnership targets mothers with young children



Dental assistants demonstrating effective oral hygiene measures on a model to a Chinese mother.

in Beijing to be 50.1 per cent, whilst the prevalence in five-year-olds is 73.3 per cent.

The project aims to improve the oral health of 700 children by raising awareness of oral health problems among mothers with young children through oral health education, increasing the proportion of mothers who brush their teeth twice a day with fluoride toothpaste, and increasing the proportion of mothers who practise healthy feeding habits and take responsibility for the oral hygiene of their children, thus reducing the incidence of caries in young children. The project uses a dental pass to promote regular visits to the dentist and teach young mothers that oral health is as important as general health in bringing up a healthy, happy child.

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 page 1

their clinics, and fill their appointment schedule. Three areas are important for generating new patients and maintaining excellent patient management: (a) a cost-effective and targeted channel for connecting with new and potential patients directly; (b) keeping and retaining your patients with excellent service and clinical work; (c) building your clinic's reputation by encouraging patients to be your advocate and to refer others to your clinic. A healthy clinic should have 80 per cent retained and referral patients. By using Compare Clinic, we

facilitate these three areas and connect patients directly with dental clinics with a free clinic profile.

As I have worked in the field of health care for the past 12 years, friends all over the world ask me where to go for dental or medical treatment. People may not know what the best treatment options are and which clinics can they trust. This is even more difficult as people become increasingly mobile, living and travelling around the world. Everyone wants to have a reliable source of reference, as health is of very high priority. In the past, we had to go through different forums.



Now people can simply use *CompareClinic.com* for the information they need from three different angles.

What inspired you to start Compare Clinic?

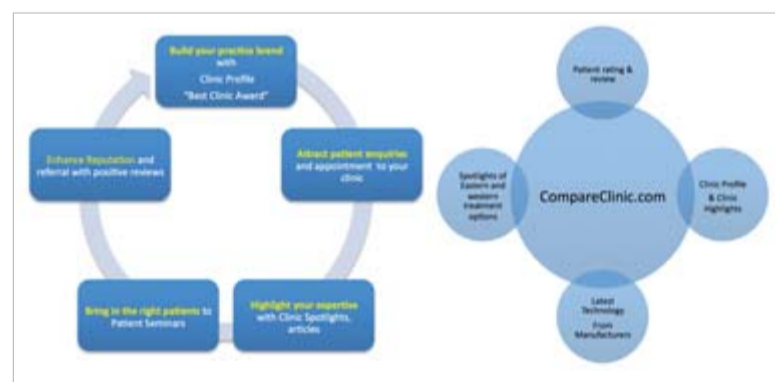
Henrik Petersen: I am foreign to Singapore and it was not easy to find out where to go for medical and dental treatment. I used to browse different web forums and research papers to look for the best treatment and identify the best service provider. There were mainly web directories of clinics but not much information of actual patient experience. Once I was sitting at Starbucks with Virginia, and we were discussing it would be nice to be able to go to one place, you can get information for the latest treatment options, from clinical aspects and patients' peer-review, and be connected with the right clinics directly. My tech-

nology background and Virginia's industry experience made it an easy choice to launch. We are launching now in Hong Kong and Singapore, and will soon be ready to expand to other countries in the Asia Pacific region.

How can dentists and dental manufacturers benefit from Compare Clinic?

Virginia Chan: Our public promotion will start from October 2012. To benefit from it, any clinic or dental facility can visit *CompareClinic.com* to receive a free basic profile, with the option of upgrading to a premium account, which will allow them to showcase their services and engage with our users. For manufacturers, they can contact us at *enquiry@CompareClinic.com* for discussing how to become a more integrated part of our community.

Thank you very much for the interview.



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An action document for global oral health

Members of the Vision 2020 Task Force yesterday released a new report that discusses oral health problems and ways to address the crisis on a global scale for the first time. The document, available as a download from the FDI's website, recommends expanding the role of existing oral health care professionals and access to care, among other measures, in order to improve oral health worldwide by 2020.

Members of the task force present included FDI President Dr Orlando Monteiro da Silva, Task Force chair Dr Michael Click, USA, and the Dean of the Peking University School of Stom-

"Vision 2020" report released at FDI congress

atology Dr Tao Xu. In total, eight people have worked on the project.

"Our mandate was to identify the main challenges to expanding access to oral health care at a time when it is more urgent than ever," Xu told members of the press. "This report represents a call to action to ensure that

oral health priorities receive sufficient attention and resources to combat the spread of oral disease."

Stanley Bergman, CEO of Henry Schein, a company that also participated in the drafting of the document, remarked that although accomplishing the goal of 2020 will be a huge

challenge, the blueprint will set an unprecedented example for private-public partnerships in tackling health problems.

According to Da Silva, oral diseases, including tooth decay, periodontal disease and oral cancer, affect large parts of populations worldwide. "We must act now if we hope to deal with the crisis by 2020," he said.



(DTI/Photo Daniel Zimmermann)

Oral health in the PRC

Ministry of Health official visited FDI congress



Dr Lingzhi Kong

In a special session held yesterday, Dr Lingzhi Kong, Deputy Director-General of the PRC's Center for Disease Control and Prevention, discussed her country's latest strategies to improve oral health.

Kong stated that treatment is still significantly lacking owing to insufficient resources and inadequate capacity in primary health care. To improve the situation, therefore, the PRC government is seeking to improve access to oral care by increasing dental care services in primary health care centres throughout the country by 2015. Efforts to improve oral health education and promotion in schools will be strengthened as well, she explained.

In recent years, the ministry has increased funding for dental health care services and launched a number of oral health campaigns, like the Healthy Teeth, Happy Family health-promotion project in 2011. The PRC has also celebrated National Teeth Day in September for the last 24 years.

Kong said that a next National Oral Health Survey will probably be conducted in 2015. According to the latest evaluation, dental caries was observed to be highly prevalent in all age groups, particularly in young children and the elderly. Only between 22 and 35 per cent of people were found to be brushing their teeth at least twice a day.

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The surveillance of patients is a dentist's duty



Prof. Newell Johnson

An interview with Prof. Newell Johnson, Australia

FDI. Are we in danger of losing the battle against the disease?

Prof. Newell Johnson: There is some good news. In countries that have long had the reputation of having very high rates of oral cancer, such as parts of France, India and Sri Lanka, the rates of alcohol and tobacco-related oral cancer are indeed falling. The same is true of the US, much of Western Europe, and Australia. Here rates are falling from a lower base. In those countries or populations with traditionally very high rates, however, hundreds of thousands still die of oral cancer every year. In parts of Eastern Europe and the former Soviet republics, rates of these cancers are rising, we think, because of still high tobacco use, abuse of alcohol and a poor diet.

The other piece of bad news is that the incidence of cancers of the oropharynx (as opposed to the lip and in the mouth itself) is also increasing worldwide.

HPV has been identified as a growing risk factor for oral cancer. What

part does the sexual transmission of the virus play in the development of the disease compared with more commonly known factors like smoking or drinking?

Certain types of the human papillomavirus are indeed strongly associated with cancers of the upper aerodigestive tract, particularly of the tonsils and base of the tongue, rather than

survival rates/treatment outcomes are better than for most other head and neck cancers.

For the past decade, there have been extensive immunisation programmes against these particular papillomaviruses delivered to girls in many countries. These are intended to prevent cancer of the uterine cervix

plays an important part in the spread and return of oral cancer.

What are your views on this research and what are other promising therapeutic approaches?

There are very many biochemical/molecular pathways involved in cell division, maturation, migration and metastasis, and death within tissues. Many are targets of investigation and manipulation. Some will prove irrelevant—or at best epiphenomena.

Oral cancer poses a continuing challenge for dental practitioners worldwide. *Worldental Daily* had the opportunity to speak with congress presenter Prof. Newell Johnson from Griffith University's School of Dentistry and Oral Health in Southport, Australia, about the disease and new methods of identification and treatment.

Worldental Daily: Oral cancer figures seem to be increasing worldwide, despite awareness campaigns run by dental organisations like the

“In South Asia, and emigrant communities therefrom, potentially malignant oral disorders are common...”

in the mouth itself. These are the same viruses that we know cause cancers of the uterine cervix, penis and anus. It is generally thought that sexual transmission is involved. The evidence is largely circumstantial; that is, these cancers are more likely among younger adults, and there are associations with the number of sexual partners.

Fortunately—if that is an appropriate word—these cancers are more sensitive to radiotherapy, and the

interference with some will also affect normal tissues, especially if they represent exaggeration of pathways that are part of normal cellular controls.

Some forms of oral cancer have a patient survival rate of only 50 per cent. What makes it so difficult to achieve a more successful therapeutic outcome?

The average survival at five years after diagnosis of oral cancer has hovered around 40 to 50 per cent for decades in most countries. In the high-volume specialised treatment centres, patients are indeed doing better, in terms of long-term survival and quality of life/minimisation of disability and side-effects. The major reasons that we are not doing even better is because so many cases are diagnosed and treated so late, and/or patients have severe co-morbidities such as diseases of the cardiovascular system or cancers at other sites.

Dentists can play a vital role in the identification of early signs of oral cancer. Is the profession sufficiently prepared for this role?

Well, of course one cannot generalise. Many dentists and other members of the oral health team carry out excellent surveillance of each patient. This is indeed our duty. It might be called “opportunistic screening”. Many national dental associations, and the FDI, vigorously promote such behaviour. There are many excellent training programmes for the detection of patients and lesions at risk. This should go hand in hand with support from dentists for tobacco prevention/cessation, moderation of alcohol consumption, promotion of healthy diets and good hygiene (oral and sexual) for all their clients.

On the other hand, the prevalence of potentially malignant disorders, and certainly of overt oral cancer, is low in many countries, so maintaining a high level of awareness and interest among general practitioners is difficult. Some are discouraged because cancer screening may not be a remunerable activity.

In South Asia, and emigrant communities therefrom, potentially malignant oral disorders are common, and we have much activity with the professions and the public in these parts of the world. Recently, a study published in the *Cancer Research* journal has proposed a method of treatment by blocking a protein that

interference with some will also affect normal tissues, especially if they represent exaggeration of pathways that are part of normal cellular controls.

An attraction of this particular work is that it seeks to understand pathways critical to stem cells—those cells that provide the basis for continued cell renewal. At the moment, the observations on this pathway in human cancers have been explored in experimental animals. It is some way from human treatment trials, though there are many human studies of other putative biological treatments for oral and other cancers. In principle, this is the way forward.

There are a number of oral cancer screening systems available on the market but their penetration is still very low. Why is this technology not yet part of dental practice?

For cancers, and for potentially malignant disorders, in the mouth itself, direct visual inspection and palpation, followed by referral or biopsy, is the best approach. Adjunctive screening tests have not been demonstrated to have utility beyond this and commercialisation can be counterproductive.

You have already mentioned genetics. What role will it play in the evaluation of oral cancer in the future?

Well cancer is, of course, a genetic disease. There is a small component of inherited genetic susceptibility, but nothing as important as with breast cancer, for example. There is a large component of acquired genetic abnormality, which is being gradually unravelled. So genetic testing is of increasing importance, perhaps for susceptibility, more so for early changes in the tissue during carcinogenesis, the latter perhaps detectable in saliva or blood too.

However, every cancer is a unique biological event in an unique individual. Detecting the spectrum of genetic abnormalities in the individual patient, and targeting these with particular designer drugs, or gene therapy or immunotherapy is exciting; we are in the era of personalised medicine.

Extensive surgery, radiotherapy and chemotherapy have not brought the improved outcomes we so desperately need. For the afflicted, the future will be individualised biotherapies. For the world, the future must be primary prevention.

Thank you very much for this interview.

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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.”

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ture previously used primarily in medical CT imaging, the device is said to provide higher quality images as well as precise measurements of tissue density.

Both the primary reconstruction FDK algorithm and visualization software

have been developed in-house and therefore conform perfectly to the WhiteFox scanner which results in images of outstanding and a software easier to handle for DMF radiology and surgery, the company said.

According to Acteon, Whitefox currently offers the most complete and precise diagnostics in fields like cephalometry, orthodontics and

gnathology, endodontics, TMJ analysis, implantology planning, as well as oral and maxillofacial surgery. The system includes the WhiteFox scanner and workstation with "inclusive" software.

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Straumann Bone Level Implants

The Straumann Dental Implant System includes the new generation Bone Level Implant which is now available all over Asia, including China, Taiwan and Japan. According to the company, these new implants, developed in close collaboration with internationally renowned experts and confirmed through clinical studies, combine new and innovative concepts with well-documented design elements to provide dental professionals with aesthetic flexibility.



Bone Level Implants feature Straumann's novel Bone Control Design, a concept which follows the five fundamental biological principles to optimise bone preservation and stabilising soft tissue. While the SLActive implant surface offers unparalleled implant surface osteoconductivity, the conical implant-abutment connection provides a strong and tight joint in all cases of loading. In addition, the biomechanical design of the implant and thread optimises the transmission of the chewing forces to the bone, provide high primary stability and make the basis for crestal bone preservation, Straumann said.



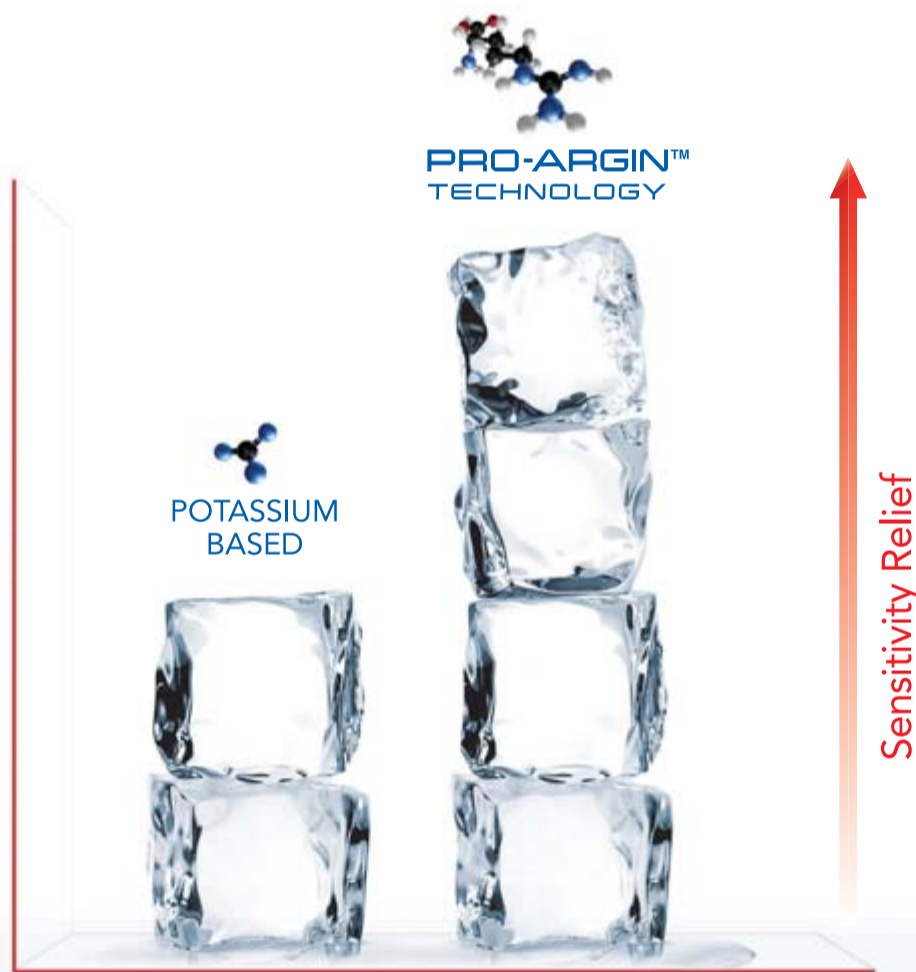
The biological distance is respected by the horizontal distance between the microgap and the bone. Moreover, the transition of the rough to the smooth surface is optimally positioned at the level of the crestal bone to provide the maximum surface for osseointegration and soft tissue growth.

The Straumann Bone Level Implant is available in three endosteal diameters and four lengths and comes with a comprehensive prosthetic portfolio. According to the company, they can be placed with the same surgical kit and procedure as the other implants in the company's current range, thus providing even greater flexibility, broader treatment options and higher reliability.

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minimal intervention treatment and ART techniques are other fields of application, the company said.

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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 intraoral 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 practi-



tioners 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 intraoral 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

UltiRock Die Stone

With its UltiRock Die Stone, the US manufacturer Whip Mix is showcasing a premium die stone that allows the production of precision models and dies with excellent detail reproduction and high abrasion resistance for fixed restorations.

According to the company, its low setting expansion makes it ideal for implant and complex cases.

Its easy handling properties provide a very creamy mix that is easy to pour, and its smooth non-reflective surface scans readily, Whip Mix added. UltiRock Premium Die Stone is Type 4 and available in Golden Brown, White and Ivory.

The company also has its Esthetic CrossRef centered bite record as well as its Denar Mark 300 articulators



on display in Hong Kong. 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

AD



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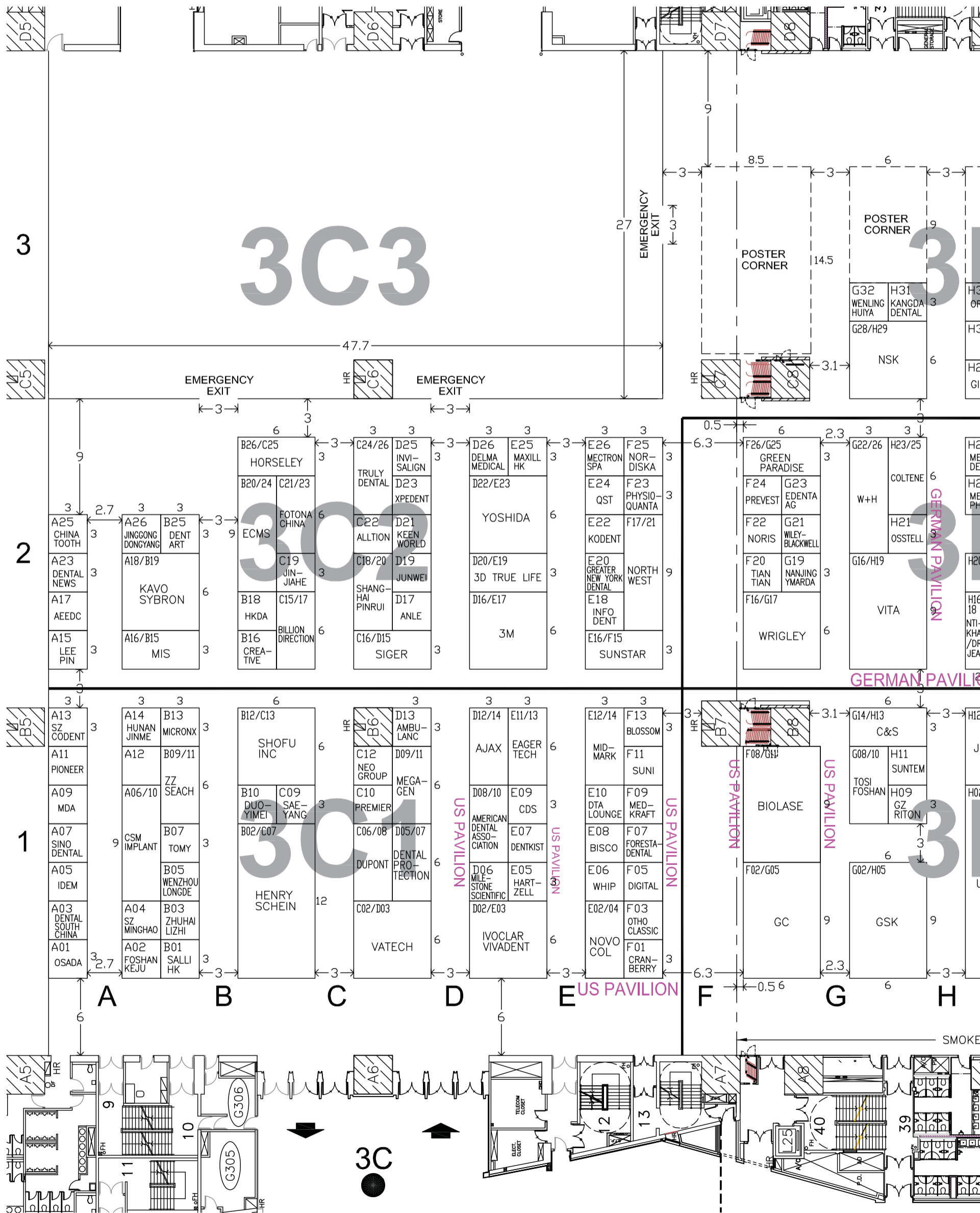


¹ Ganeles et al. Clin. Oral Impl. Res. 2008;19:1119-1128
² Barnstein et al. J Periodontol. 2010 Jun;81(6):809-819
³ Oates et al. The International Journal of Oral & Maxillofacial Implants. 2007;22(5):755-760
For more details see summary SLActive® Scientific Studies.

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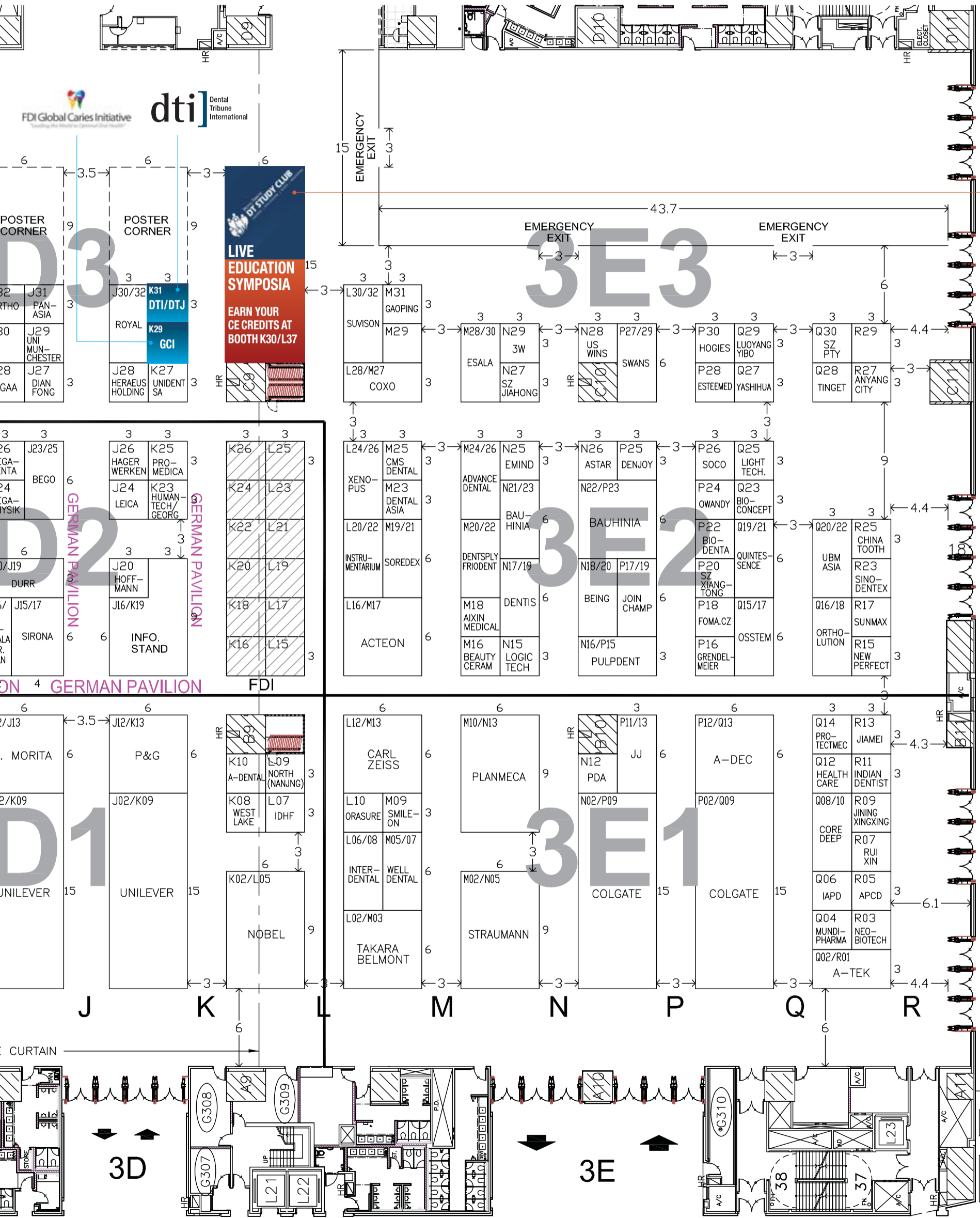
FDI Hong Kong, 29 August–1 September

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

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FDI Hong Kong 2012 – Exhibitors List

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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	

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Dental News (Pakistan)	A23	Forestadental Group		Hunan Jinme	
Dental Protection	Do5/o7	Technology	F07	Dental Handpiece Co., Ltd.	A14
Dental South China	Ao3	Foshan Anle Apparatus		IDEM Singapore	A09
Dental Tribune International GmbH/		Co., Ltd.	D17	IDHF (The International	
DT Study Club	K31, K30-L37	Foshan Core Deep Medical		Dental Health Foundation)	L07
		Apparatus Co., Ltd.	Qo8/10	Infodent	E18
		Foshan Duoyimei Medical		Institute Straumann AG	Mo2/No5
		Instrument Co., Ltd.	B10	Instrumentarium Dental	L20/22
		Foshan Joinchamp		Interdental Ltd.	Lo6/o8
		Medical Device Co., Ltd.	P17/19	International Association for	
		Foshan Keju Medical		Paediatric Dentistry (IAPD)	R17
		Apparatus Co., Ltd.	Ao2	Invisalign Hong Kong Ltd.	D25
		Foshan Suntem Medical		Ivoclar Vivadent AG	Do2/Eo3
		Apparatus Co., Ltd.	H11	J. Morita	H12/J13
		GC Corporation	Fo2/Go5	JADA/ADA	D10
		Georg Schick Dental GmbH	K23	Jinan Jiamei Dental Material	
		German Federal Ministry		Company	R13
		of Economics	J16/K19	Jinan Yashihua Dental	
		GlaxoSmithKline Ltd.	Go2/Ho5	Materials	Q27
		Greater New York		Jining XingXing Medical	
		Dental Meeting	R21	Equipment Co., Ltd.	Q28
		Green Paradise		Johnson & Johnson	P11/13
		International Ltd.	F26/G25	Kallmanexpo	E10
		Guangzhou Ajax Medical		KaVo Sybron China	A18/B19
		Equipment & Co., Ltd.	D12/14	Keenworld Technology Ltd.	D21
		Guangzhou Riton Biotech		Kodent Trading Co., Ltd.	E22
		Co., Ltd.	Ho9	Latin America Dental News	
		Hager & Werken	J26	(CMP Medica-UBM	
		Hangzhou Westlake		Medica Asia)	Q20/22
		Biomaterial	Ko8	Lee Pin Enterprise Co., Ltd.	A15
		Hanzhong Rui Xin Precision		Leica Microsystems Ltd.	J24
		Tools Manufactory	Q30	Logic Tech HK Ltd.	N15
		Hartzell & Son	Eo5	Luoyang Yibo Precision	
		HealthCare Dental Ltd.	Q12	Bearing Co., Ltd.	Q37
		Henry Schein Inc.	Bo2/Co7	Maxill HK Ltd.	E25
		Heraeus Holding GmbH	J28	Mectron s.p.a.	E26
		Hoffman Dental		Medkraft Othodontics	F09
		Manufaktur GmbH	J20	Megadenta	H26
		Hogies Australia Pty Ltd.	Q26	Megagen Hong Kong	Do9/11
		Hong Kong		MEGA-PHYSIK Germany	
		Dental Association	B18/24	GmbH	H24
		Horseley Company Ltd.	B26/C25	Micronx Co., Ltd.	B13
		HumanTech		Midmark	E12/14
		Germany GmbH	K23	Milestone Scientific	Do6
				MIS Hong Kong Ltd.	A16/B15
				Monitex Industrial Co., Ltd.	H30
				Mundipharma	
				(Hong Kong) Ltd.	Qo4
				Nanchang Light Technology	
				Exploitation Co., Ltd.	Q25
				Nanjing Jin Jiahe I./E. Co., Ltd.	C19
				Nanjing Ymarda	
				Optical Instrument Factory	G19
				Neo Group Ltd	C12
				Neobiotech	Ro3
				Nobel Biocare	
				Services AG	Ko2/Lo5
				Nordiska Dental AB	F25
				Noris Medical Ltd.	F22
				North (Nanjing) Instrument	
				Technology Industries Group	Lo9
				North Henan Anyang City Dental	
				Material Limited Company	P37


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/Ko9
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)
WENZHOULONGDE 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 MEDICALEQUIPMENT Co., Ltd.	B09/11
ZHUHAI LIZHI DENTAL INSTRUMENT Co., Ltd.	B03
Zhuhai Siger Medical Equipment Co., Ltd.	C16/D15



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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

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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 Sutsaiy 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)

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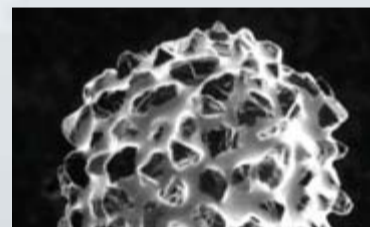
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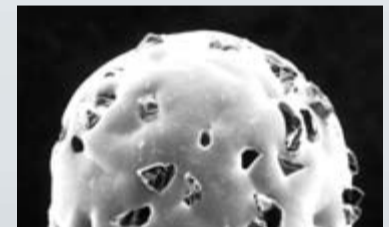
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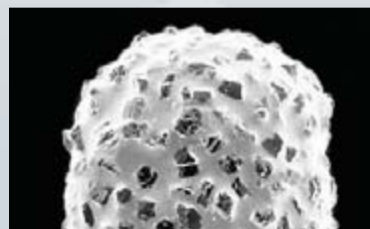


New Two Striper[®] bur tip

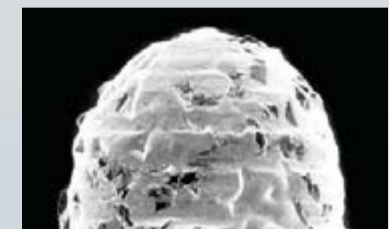


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What's on 31 August–1 September

FDI SOCIAL PROGRAMME

FUNDRAISING GALA DINNER

Venue: *The Grand Stage, 18:30–23:00*

Located on the top floor of Hong Kong's oldest surviving market building, the Grand Stage is known for its excellent Cantonese cuisine and open structured ceiling. Friday's gala evening

will be an unforgettable experience, and offer attendees a traditional Chinese banquet, as well as stunning performances. Dress code is tuxedo and cocktail dress. Transfer coaches leave from the Hong Kong Convention and Exhibition Center at 18:30.

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

SIGHTSEEING

VICTORIA PEAK

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 the starting point for a number of nature walks that allow visitors to explore the wilder side of Hong Kong.

TEMPLE OF TEN THOUSAND BUDDHAS

Venue: *Off Pai Tau St., Sha Tin, New Territories, Entrance to the temple is free*

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, one has to climb a few hundred steps, but the temple's breathtaking interior makes the effort worthwhile.

SHOPPING

ARTS AND CRAFTS FAIR

Venue: *Hong Kong Cultural Centre Piazza, Salisbury Rd., 14:00–18:00*

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, offers live photography, painting, portraits, sketching, silhouette cutting, calligraphy and stalls selling handicrafts.

MUSIC AND THEATRE

CINDERELLA, BALLET

Venue: *The Grand Theatre, Hong Kong Cultural Centre, 19:30*
hkballet.com

This classic folk tale is newly interpreted by the Hong Kong Ballet. With over 40 dancers, the group is considered one of the premier classi-



cal ballet companies in Asia, having performed a repertoire that combines 19th- to 21st-century classical masterpieces, as well as acclaimed contemporary works and newly commissioned ballets. Critics have praised their recent performances of *Firecracker* and *A Room of Her Own*.

AD



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Didier Dietschi



Francesco Mangani



Panos Bazos

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Clinical Masters:

Didier Dietschi, Francesco Mangani, Panos Bazos



Mauro Fradeani



Urs Brodbeck

Session II: 24 - 27 April 2013 (4 days)

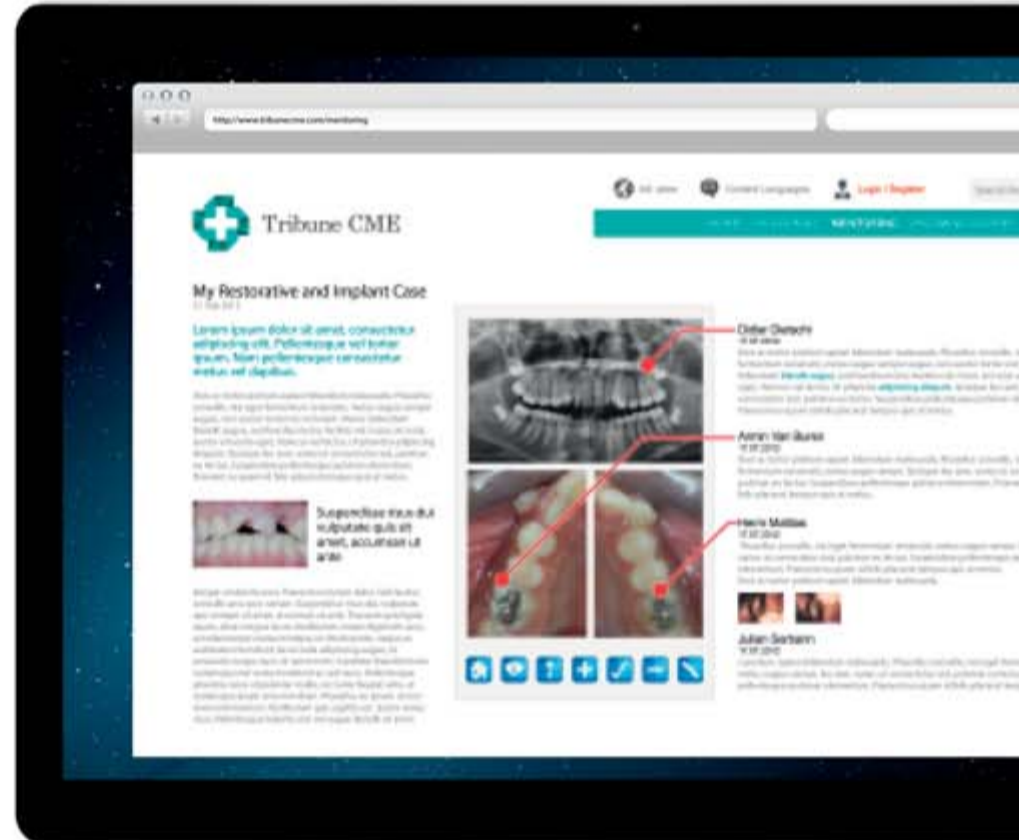
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Clinical Masters:

Mauro Fradeani, Urs Brodbeck

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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>

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Useful information

ORGANISERS

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Avenue Louis Casaï 84
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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.

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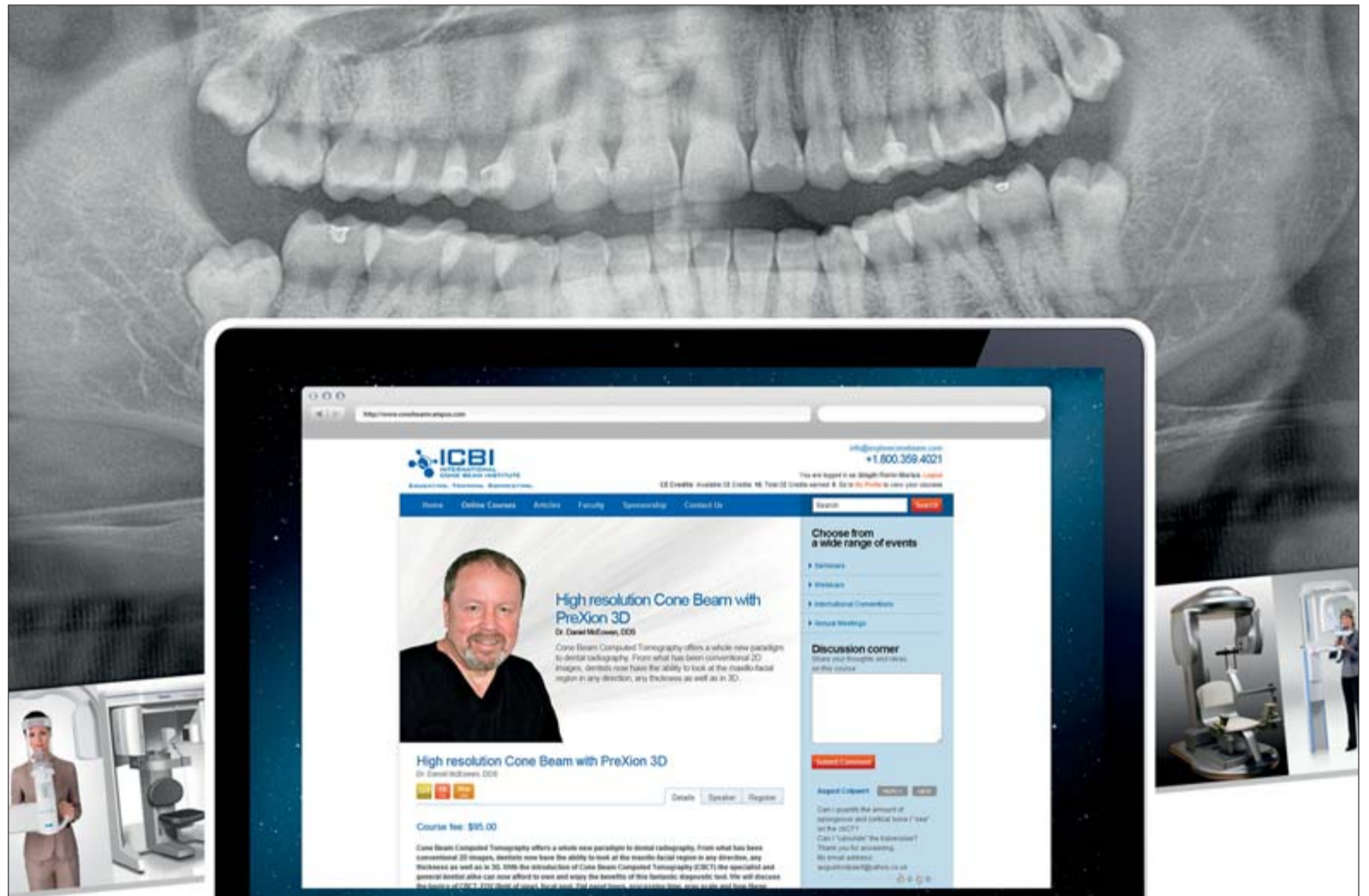
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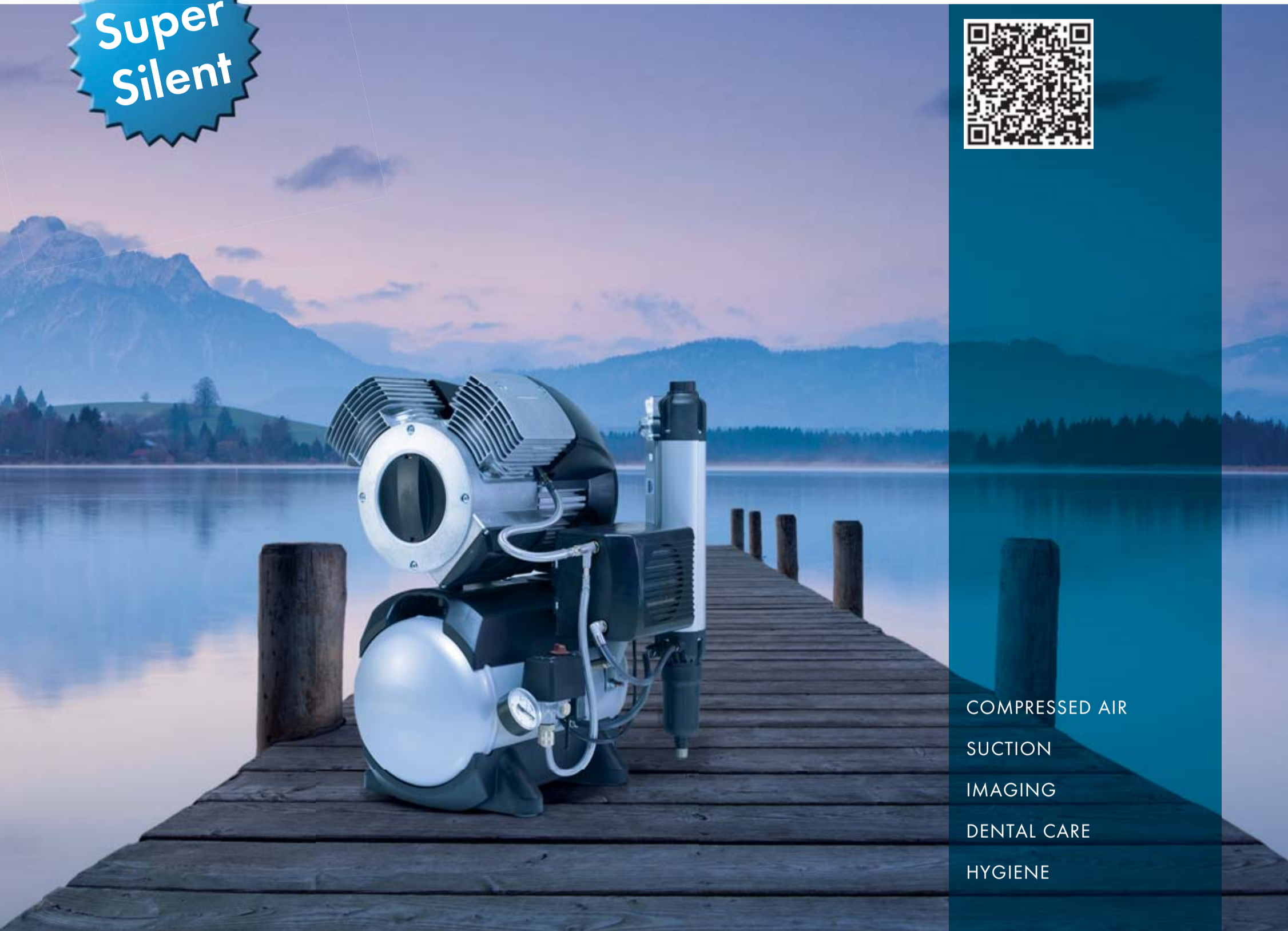
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