

DENTAL TRIBUNE

The World's Dental Newspaper • Middle East & Africa Edition

PUBLISHED IN DUBAI

www.dental-tribune.me

March-April 2017 | No. 2, Vol. 7

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Visit DTMEA / CAPP at IDS Cologne 2017

By Dental Tribune MEA / CAPPmea

COLOGNE, Germany: CAPP (License holder of Dental Tribune Middle East & Africa edition) will once again participate at IDS Cologne, the world's largest dental trade show as part of the global Dental Tribune Interna-

tional (DTI) family exhibiting at the cosy 100 square meter DTI Media Lounge (Hall 4.1, booth D60 F61). CAPP will play its part in delivering the latest news from and to the Middle East by providing a knowledge bridge through numerous channels supporting the activities of DTI.



Dental Tribune International (DTI) family exhibiting at the cosy 100 square meter DTI Media Lounge (Hall 4.1, booth D60 F61)

In collaboration with its German licensee OEMUS MEDIA, DTI will be publishing a new issue of its

well-established Today newspaper on each of the five days, providing comprehensive coverage of the previous day's events. For the first time, the two publishers will be setting up a lecture forum at their booth—known as the Media Lounge, a restaurant and meeting area at which leaders in dentistry conventionally gather during IDS. At the forum, which will seat up to 200 participants, DTI will be holding Dental Tribune Study Club lectures and press conferences through DTI Communication Services.

The DTI portfolio spearheaded by CEO Mr. Torsten Oemus reaches over 650,000 dental professionals worldwide in 25 different languages in over 90 countries. Live daily coverage will take place daily through multiple channels including DTI Press events, DTI Lecture Corner, daily today show publications, digital e-newsletters, e-blasts, social media and live video broadcasting. CAPP representing the Middle East publication of Dental Tribune will do its part to present the news to the large (?) following of dental professionals from the Middle East region.

The latest news and innovations from IDS Cologne will be presented at the coming 12th CAD/CAM & Digital Dentistry Conference & Exhibition in Dubai

In the quest to bring the latest dental industry novelties, products and scientific cases to MEA region as soon as possible, CAPP will ensure dental professionals who are unable to travel to Cologne will have the opportunity to see the latest news in Dubai coming May 2017. The 12th CAD/CAM & Digital Dentistry Conference & Exhibition will take place on 05-06 May 2017 at the Intercontinental Hotel Dubai Festival City - a venue now famous for hosting a Guinness World Record for 'Largest water screen projection of 893 square meters'. The two-day scientific conference and exhibition will provide more insights into the latest launched CAD/

CAM and digital techniques opening its doors to all dentists, dental technicians and other dental industry interested in these fields. One of the major themes this year will be the focus on 3D Printing in the dental field, a subject widely discussed within the dental profession. Dental Technician Intentional Meeting (DTIM) will take place as a parallel session on 05 May targeted to gathered 250 dental technicians from the MEA region for scientific lectures, hands-on presentations and table clinics. A total of 16 multidisciplinary hands-on courses are scheduled to take place between 01-08 May 2017 a falling under the umbrella of "Dubai Dental Week", the largest scientific continuing dental education programme in the region presented over 8 days. This year's exhibition will feature the latest product launches from IDS Cologne presented by the industry players: Platinum Sponsor: Dentsply Sirona, Crystal Sponsor: Ivoclar Vivadent AG, Silver Sponsor: GSK, Gold Sponsors: Planmeca OY, MAC Digital Dental Systems LLC/3 shape, VITA Zahnfabrik, Official Sponsors: Coltene Whaledent AG, Amann Girrbach AG, Carestream Dental LTD, Neoss Ltd DMCC Branch as well as Other Industry Players: Eisenbacher Dentalwaren ED GmbH, Jordan (Castel General Trading), Adentatec GmbH, Roland Dental Solutions/ Emirates Computers Co LLCr, Horico Hopf, Ringleb & Co/ SMS Medical & Dental Supl, Dubai Medical Equipment, Qualident Dental Lab, High Technology Dental Lab, Centuar Software, Bilkim Ltd Co., Dynamic Abutment Solutions, Zirkonzahn GmbH / Srl, Henry Schein, Melat Trading/ Datron, Hager & Meisiger

12th edition CAD/CAM & Digital Dentistry Conference/Exhibition

5-6 May 2017, Dubai

05-06 MAY 2017 | CONFERENCE
05-06 MAY 2017 | EXHIBITION
05 MAY 2017 | DENTAL TECHNICIAN INT'L MEETING
01-08 MAY 2017 | HANDS-ON COURSES

InterContinental Hotel
Festival City Dubai
Dubai, UAE



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CAPP

Contact Us
Mobile: +971502793711
Telephone: +97143616174
FAX: +97143686883
E-mail: events@cappmea.com
www.cappmea.com/cadcam



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GmbH, Al Thanaya Pharmaceuticals LLC, Willmann & Pein GmbH, Green Dental Lab, Sinterex Metal 3D Printing LLC, Med Door/ EVE GmbH and others.

At its 12th edition, the exhibition will provide an excellent platform for dental professionals and industry experts to network, exchange ideas and do business. During the two-day exhibition, range of latest dental products and services will be introduced for the first time in the Middle East after IDS, Cologne.

MEA Region amongst dentistry's top high potential markets

With its rapid and dynamic markets, continuously educated workforce and support from local governments, the Middle East region is amongst dentistry's top high potential markets in the world. Conducting business in the MEA region however, is far from easy unless dealing with the right partners. Meet CAPP at IDS Cologne to find out how you can expand your business in the region. Explore "Innovative Dental Solutions" the marketing concept developed by CAPP, feel welcome to visit us at the DTI Media Lounge (Hall 4.1, booth D60 F61) at the upcoming IDS Cologne (21-25 March 2017).

About CAPP

Centre for Advanced Professional Practices (CAPP) was founded in 2005 by Dr. Dobrina Mollova in Dubai, UAE with the sole purpose of delivering excellence in Dental Continuing Medical Education in the



Middle East and beyond. CAPP is an American Dental Association (ADA) C.E.R.P. Recognised Provider, specialising in Continuing Medical Education (CME) and Continuing Professional Development (CPD) dental education programmes – conferences, short and long term hands-on courses, workshops and self-instruction programmes.

CAPP is the organiser of the two leading dental scientific conferences in the region: CAD/CAM & Digital Dentistry International Conference (1st edition in 2005) and Dental Facial Cosmetic International Conference (DFCIC) (1st edition in 2009). Both these conferences are annual events.

Growth

For the past 12 years CAPP has facilitated over 410 CME programmes educating over 62,000 international participants. Ever since 2005 CAPP has experienced year-on-year growth and in 2016 alone CAPP educated 13,856 international dental professionals (lower versus 2015 due to Asia Pacific CAD/CAM & Digital Dentistry Singapore being held bi-annually). CAPP has become the leader in Continuing Dental Education programmes in the region.

Provider of professional diploma's in dentistry

In 2016, CAPP-Tipton Dental Academy and the British Academy of Restorative Dentistry (BARD) has launched the Restorative & Aesthet-

ic Dentistry Certificate and Diploma courses in Dubai, UAE. Group 1 & and Group 2 started in September 2016. Group 3 is starting on 05 October 2017. Year 1 (Certificate) is spread over 4 Modules (15 days in total) and it offers the participants a chance to obtain a Certificate in Restorative Dentistry (PG Cert Rest Dent) from the British Academy of Restorative Dentistry (BARD). After a successful completion of the Year 1 Certificate course, the participants will have the chance to sign up for Year 2 Diploma (4 Modules, 15 days in total) which will lead to Post-Graduate Diploma in Restorative & Aesthetic Dentistry from the British Academy of Restorative Dentistry (BARD). The courses will comprise of lectures, practical's and seminars. After completion of the Diploma, there is an option for delegates to take the pathway to MSc (Masters of Science) in Restorative and Aesthetic Dentistry with The University of Manchester and Healthcare Learning or Masters in Clinical Dentistry (MClinDent) Restorative and Cosmetic Dentistry with City of London Dental School (CoLDS) / BPP University.

CAPP-Tipton Dental Academy and British Academy of Restorative Dentistry (BARD) in addition launched the Clinical Endodontics Dentistry Certificate and Diploma programme in Dubai, UAE, starting on 20 April 2017.

Asia Pacific Market Opportunities

With the opening of CAPP Asia in 2012, the company's reach has expanded to the Asia-Pacific region and beyond. CAPP Asia main focus in the region is the Asia-Pacific Edition of the CAD/CAM & Digital Dentistry International Conference held in Singapore on a bi-annual basis. This year will see the 4th Asia Pacific and 15th Global Edition of the famous CAD/CAM & Digital Dentistry Int'l Conference – the world's only completely dedicated event in these fields of dentistry.

Dental Tribune MEA

CAPP is the proud owner of the Dental Tribune Middle East & Africa print and digital publication. CAPP is delivering six print editions annually to over 20,000 dental professionals (120,000 copies annually) in the Middle East and Africa region and delivers newsletters to over 41,000 active subscribers every two weeks (approx. 984,000 e-mail annually). Through its international website, the latest industry news reaches the largest dental community worldwide - an audience of over 1,000,000 dental professionals. [DTI](#)

IMPRINT

GROUP EDITOR
Daniel ZIMMERMANN
newsroom@dental-tribune.com
Tel.: +44 161 223 1830

CLINICAL EDITOR
Magda WOJTKIEWICZ
Nathalie SCHÜLLER

ONLINE EDITOR
SOCIAL MEDIA MANAGER
Claudia DUSCHEK

EDITORS
Kristin HÜBNER
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EXECUTIVE PRODUCER
Gernot MEYER

ADVERTISING DISPOSITION
Marius MEZGER

DENTAL TRIBUNE INTERNATIONAL
Holbeinstr. 29, 04229 Leipzig, Germany
Tel.: +49 341 48 474 302
Fax: +49 341 48 474 173
www.dental-tribune.com
info@dental-tribune.com

DENTAL TRIBUNE ASIA PACIFIC LTD.
Room A, 20/F
Harvard Commercial Building
105-111 Thomson Road, Wanchai, HK
Tel.: +852 3113 6177
Fax: +852 3113 6199

THE AMERICA, LLC
116 West 23rd Street, Ste. 500, New York
N.Y. 10011, USA
Tel.: +1 212 244 7181
Fax: +1 212 244 7185

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Oman Dental Society

DIRECTOR OF mCME
Dr. Dobrina Mollova
mollova@dental-tribune.me
Tel.: +971 50 42 43072

DIRECTOR
Tzvetan Deyanov
deyanov@dental-tribune.me
Tel.: +971 55 11 28 581

DESIGNER
Kinga Romik
k.romik@dental-tribune.me

PRINTING HOUSE & DISTRIBUTION
Al Nisr Printing
P. O. Box 6519, Dubai, UAE
800 4585/04-4067170



Dental Technician Int'l Meeting

5 May 2017, Dubai

Joint meeting with
12th CAD/CAM & Digital Dentistry Conference/Exhibition

The Art of Craftsmanship





Contact Us
Mobile: +971502793711
Telephone: +97143616174
FAX: +97143686883
E-mail: events@cappmea.com
www.cappmea.com/cadcam

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