

# Interview: "Giving a hand to Oral Health"

By Dental Tribune MEA / CAPPmea

Dental Tribune MEA/CAPPmea had an opportunity to ask Aboubakr several questions about plan of Kulzer here in Middle East region.

**Can you tell us what is the story behind Kulzer?**

**Aboubakr Eliwa:** The company was first known as Heraeus Kulzer, then changed to "Kulzer" from July 2017. In 2013, the Japanese Mitsui Chemicals Group took over the Heraeus Holding dental division "Heraeus Kulzer", which includes the Division Technique. By changing the name, we are now completely separated from our previous owner.

Even with a new name and a new look, "Kulzer" remains your reliable partner! Kulzer is one of the world's leading dental companies with its headquarters in Hanau, Germany. As a trusted partner, the company supplies dentists and dental technicians with an extensive product range, covering cosmetic dentistry, tooth preservation, prosthetics, periodontology and digital dentistry. More than 1,500 employees at 26 locations worldwide are driven by their expertise and passion for the dental market and embody what the name Kulzer stands for: service, quality and innovation.

Kulzer has been part of the Japanese Mitsui Chemicals Group since July 2013. Mitsui Chemicals, Inc. (MCI) is based in Tokyo, and has 137 affiliates with more than 14,300 employees in 27 countries worldwide. Its innovative, practical chemical products are as much in demand in the automotive, electronics and packaging industries as they are in other fields such as environmental protection and healthcare. Since many decades, Kulzer is leading in the development and production of resin-products on highest quality level for the medical as well as the technical area.

Our wide and stable product portfolio, our service orientation and our know-how in development of high performance resins bring us closer to the aim of being the most favored partner of our customers.

#### Our Mission

As a preferred partner to dental professionals, we help our customers restore patient's oral health and well-being in a safe, more convenient and cost-effective way. Our mission is to develop and provide best-in-class quality products and services that create reliable solutions.

#### Our Vision

Our Vision is to be "The Lifetime Partner of our Customers". We will achieve this by deeply understanding the evolving needs of dental professionals and their patients in-order to create a unique value proposition.

**"Giving A Hand To Oral Health", could you explain this slogan and what does it mean for the dental professionals?**

We are a global supplier of dental consumables and a specialist in highly aesthetic dental solutions for the international dental world. We are also a single-source provider of systems for conserving and restoring natural teeth, as well as dental



Aboubakr Eliwa is the Area Manager responsible for Middle East (Photograph: private)

prosthetics with a strong focus on trends in aesthetic dentistry, tooth retention and periodontics, and prosthetic digitization.

Kulzer is dedicated to provide the best solution to Dentists, Dental technicians as well as to patients. Accordingly, Kulzer provides Innovative products that ensure safe and efficient processes which combined give rise to the slogan "Giving A Hand To Oral Health". This provides the dentist with great help and support to find best healing solution and to the patients a pleasant experience and the brightest smiles.

**At the end of the day it is all about improved patients' care. How do your products benefit patients?**

The world health organization declared, Dental caries and periodontal diseases have historically been considered the most important global oral health burdens. Accordingly at present, Kulzer is ready with a wide range of our restorative materials that cater to this need and leave the patient with a pleasant experience and the brightest smile.

**Why is Middle East important for Kulzer's development?**

Middle East is a high growth market. A region with more than 130 dental schools graduating thousands of dentists every year along with a great increase in the patient's oral health awareness. This combination makes the Middle East a very interesting region for any dental company. The market is getting wider and it's potential is increasing year over year which triggers a great challenge to our R&D department to drive innovation and cope with the potentiality of the market.

**What are the key product categories that Kulzer is focusing on in Middle East?**

1. CAD/CAM and lab lines.
2. Restoratives.
3. Dental Pharma.

**What are your expansion plans for the region?**

The sky is the limit, we established our Kulzer office in the Middle East based out of Dubai with very optimistic and consistent plans to hire professional Kulzer associates, marketers, product specialists and sales professionals to provide the best ser-

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vices and ensure sustainable satisfaction within the upcoming 2 years.

Our plan also includes developing a state of the art innovation / training center. We are also planning to invest in scientific education programs because we truly believe that the Middle East as a region deserves the best services and dedicated efforts to position Kulzer as an industry pioneer.

One of these initiatives is the upcoming 9th Dental Facial Cosmetic International Conference & Exhibition on 03-04 November 2017 where Kulzer will be Official Sponsor as well as supporting the educational events organized by CAPP throughout the 01-05 of November 2017 at InterContinental Hotel Dubai Festival City.

**In terms of innovation, what are the key areas of focus in the coming years for Kulzer?**

Digital dentistry is playing an important role in the current industry trend and is helping develop future trends such as CAD/CAM. With our state-of-the-art Cara Production Centers and our extensive product portfolio covering all elements of CAD/CAM, we offer the dentist precisely the solutions that he/ she require. With customized, high-quality aesthetic results

Scientific and educational programs will be our focus in the coming period, as we believe this will differentiate us and assure our products quality and edge among the competition

to help convey our message to our customers. We expect a strong presence in the upcoming AEEDC Feb 2018 [DT](#)

Thank you very much for the interview.

#### Aboubakr Eliwa

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