The organiser of DenTech China has announced a forum solely dedicated to dental CAD/CAM to be held at its upcoming show in October this year. It will feature internationally renowned experts and cover several fields related to digital dentistry, including digital imaging, digital impression taking and image-guided implant surgery, representatives of Shanghai UBM ShowStar Exhibition said.

The forum will be held alongside the industry exhibition and other specialty forums on topics like implantology. In addition to leading providers of dental CAD/CAM, International Dental Products for China, a Chinese dental technology magazine published by German publisher Röser, is supporting the event.

While the penetration of dental CAD/CAM is still considered to be low in China, industry sources estimate that the market will grow by double digits in the next five years owing to a large influx of outsourced lab work from other countries and a higher demand for all-ceramic CAD/CAM-manufactured prosthetics by the rising Chinese middle class. According to the Canadian market research provider iData Research, this segment is currently the fastest growing in the country, with an annual growth rate of approximately 4.2 per cent each year.

Major market players offering dental CAD/CAM systems and solutions in China include Sirona Dental Systems, KaVo and AmannGirrbach.

First held in 1994, DenTech China has become the second-largest dental showcase in China, after Sino-Dental in Beijing, having attracted more than 65,000 visitors last year. Since March 2012, the show has been organised by Shanghai UBM ShowStar Exhibition, a joint venture between UK-based B2B communications provider UBM and the previous owner of DenTech, Shanghai ShowStar Exhibition Services.

The 17th exhibition is scheduled for 23 to 26 October 2013.