Nobel Biocare World Tour launched in Shanghai
Singapore next Asian city to host a three-day event in June

GOTHENBURG: Chinese dental health professionals recently met in Shanghai to participate in this year's Nobel Biocare World Tour Conference. The event, which took place in late April, offered a number of workshops, hands-on courses and one-on-one sessions on the latest technologies in aesthetic and restorative dentistry. Dental students and dental professionals also participated in a Poster Awards Programme that gave them the opportunity to share their experiences using the company's products and solutions.

In China, 11 per cent of the population is dentulous (approximately 145 million people) and growing. "With China's fast-developing economy, there is a huge demand for dental care. The World Tour Conference is a great opportunity for Nobel Biocare to show our commitment to China's and Asia's dental professionals," said Dr Robert Gottlander, Executive Vice President of Marketing and Products for Nobel Biocare.

"It's a great pleasure to have our Chinese colleagues join Nobel Biocare's ideas, professional skills and experience with Chinese dental professionals," said Dr Robert Gottlander, Executive Vice President of Marketing and Products for Nobel Biocare.

The company has announced to hold a total of 14 of its three-day conferences in Asia, Europe and Latin America throughout the year.

"We are pleased to report this past quarter's results reflected the new tendency of dental patients to keep their wallets in their pockets.

Small-cap Birner Dental Management Services has seen a growth of more than 10 percent reduction in demand for crowns and bridges this year, said board member Brooks O'Neil, also an analyst for Dougherty & Company.

At DANAHER, where dental products excluding equipment accounted for about 8 per cent of the company's US$11.05 billion in 2007 revenue, first-quarter dental revenue for existing businesses was flat as patients postponed these treatments or downgraded to cheaper alternatives.

"Therefore, patients tend to postpone these treatments or downgrade to cheaper alternatives in an economic downturn," said Dr Matthew Messina, owner of a general dental practice in suburban Cleveland, Ohio. "In dentistry, it's less the economy than the perception of the economy," he said. "If people are confident about their future, their job, then they're willing to invest in more elective procedures."