**Dental Tribune** Asia Pacific Edition

### Straumann wins Asia Company of the Year award

**Daniel Zimmermann**

**DTI**

HONG KONG/LEIPZIG, Germany: Frost & Sullivan has awarded Straumann Singapore with the Asia Pacific Dental Implant Company of the Year Award. The global business consultant acknowledged the company’s focus on business fundamentals, continuous innovation and market penetration in 2009/2010. Straumann is the first dental manufacturer in Asia to receive the award.

Frost & Sullivan annually recognises companies in a variety of regional and global markets for outstanding achievement and superior performance in areas such as leadership, technological innovation, customer service and strategic product development. Straumann was chosen with regard to the company’s commitment and ongoing investments in the combined Asian markets, an industry analyst at Frost & Sullivan said.

Straumann has gained a strong position in most major Asia Pacific markets recently with products like the Straumann Bone Level Implant, Roxolid and SLActive, a dental implant surface technology that is said to significantly accelerate osseointegration and enhance healing times.

The company has also been engaging in educational activities across all specialisations in cooperation with their worldwide academic partner organisation International Team of Implantology ITI including the recently held First International Periodontology Congress in Hangzhou in China.

“This award recognises the success of our Asia Pacific headquarters in Singapore. Straumann has outperformed the global market over the past two years and has enjoyed market-share gains, particularly in the fast-growing China and South East Asia region,” said Frank Hemm, Senior Vice President of Straumann Asia Pacific during the award handover. “Our success is driven by innovative, differentiated and clinically proven products and technologies with Swiss quality. With our strengths in sales and marketing structure, we provide additional services that focus on our customers’ needs in the region. World-class clinical education, patient education and practice building support have won us the confidence of dental professionals.”

Straumann is doing business from its regional office in Singapore since mid 2008.

### Colgate ranks top among Asian customers

**Daniel Zimmermann**

**DTI**

HONG KONG/LEIPZIG, Germany: Consumers in Singapore, Malaysia and Hong Kong consider Colgate one of their favourite brands. A recent survey conducted by the Nielsen Company Singapore & Malaysia has found that Colgate, a toothpaste manufactured and distributed by US-based consumer products giant Colgate-Palmolive, is a brand preferred by the majority of consumers in all three markets. A similar survey in India also put it amongst consumers’ most trusted brands.

Colgate has ranked top amongst consumers in recent years but has had to relinquish the top spot recently to other companies, including Nokia and Internet giant Google. However, the brand was the only one to achieve top ten rankings in all four countries, Nielsen reports.

Colgate, which is based in New York, is one of the largest distributors of consumer dental products worldwide. In 2009, the company reported a record profit of US$51 million, which they said was mainly driven by increasing toothpaste sales globally. Colgate also sells manual and electric toothbrushes, mouthwash, and tooth-whitening products.

“In this time of economic uncertainties, it is even more crucial to have strong brands to retain customer loyalty and sustain business growth. Brands with the greatest equity are more likely to tide over the tough times, as customers are willing to pay higher prices for products which they have established a closer relationship with,” said Paul Richmonds, Managing Director, Consumer Group, the Nielsen Company Singapore and Malaysia.

The Nielsen reports identified over 500 brands across 93 categories of consumer products and services in Singapore, Malaysia, Hong Kong and India.

### Biomaterials and implants stimulate global demand

**Yvonne Bachmann**

**DTI**

NEW YORK, USA/LEIPZIG, Germany: The increasing demand for dental biomaterials and implants is driving the global dental equipment and consumables market. According to a report released by US market research company MarketsandMarkets last month, both segments are expected to grow at a compound annual growth rate of 6 per cent—only slightly below the 7 per cent growth rate predicted for all market segments combined. Total market volume is forecasted to reach US$827.6 billion by 2015.

According to the report, the growth of these segments is expected to be highest in North America and the EU, where the generation of ageing baby boomers can afford high-priced dental procedures, including cosmetic treatments and implants. Improved orthodontic products are also in high demand, especially by younger people.

Improvements in the field of dental biomaterials and tissue regenerative material have enabled dentists to offer more natural and long-term dental solutions. The latest technology, such as CAD/CAM, reduces the overall turnaround time for dental procedures, while improving efficiency of dental practitioners further, the report states.

(Edited by Daniel Zimmermann, DTI)
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**CAD/CAM tech thrives at world’s largest dental show**

Yvonne Bachmann

DTI

LEIPZIG, Germany: Dentists and dental technicians who visit the next International Dental Show in Cologne in Germany will have more dental CAD/CAM systems at their disposal. According to preliminary figures of the organiser Koelnmesse, the number of companies planning to showcase the latest technology in this field has increased by almost 50 per cent. The last show in 2009 only saw 89 companies exhibiting CAD/CAM related products.

Digital processes are increasing the demand for dental prosthetic devices in most Western markets. In addition, prices for high-value materials like zirconia and ceramics have fallen significantly over the last two years. A 2010 report by the Canadian Millennium Research Group predicted the global dental CAD/CAM market to grow strongly through 2014 despite the economic challenges that dentists have to face because of the recession.

Prof Albert Mehl, currently Guest Professor at the Centre for Dentistry and Oral Medicine at the University of Zurich, sees many advantages in the new technology. “The enormous potential of digital scanning has been recognised by the industry and thus is currently in heavy development,” he told Dental Tribune ONLINE. “As soon as quality and practicability have been demonstrated within clinical environments, amortisation will no longer be an issue.”

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**Q&M to invest in foreign businesses**

Daniel Zimmermann

DTI

HONG KONG/LEIPZIG, Germany: Singapore’s largest provider of private dental healthcare services is extending its reach into the Asian markets. Earlier this month, Q&M Dental Group announced to have acquired a majority stake in DWM, a privately held dental practice business in Malaysia, through its subsidiary in Kuala Lumpur. The company also announced plans to merge with Shenzhen New Perfect Exact Research, one of China’s largest providers of dental laboratory services.

Founded in 1999, Q&M currently maintains over 75 dental clinics with over 400 dentists and other dental personnel in Singapore and China. Reported total revenue of the group for the first two quarters in 2010 was $847.8 million (US$15.5 million). The DWM acquisition, which is considered as first step of achieving bigger market share in Malaysia, will cost the company shares worth $847,500 (US$51,000).

Q&M also intends to spend RM809 million (US$146 million) in cash and new shares for the acquisition of New Perfect. The transaction plan will be presented to shareholders during an extraordinary general meeting before applying to the Singapore Stock Exchange later this year, the company said in a press release.

Commenting on the Proposed Joint Venture, Q&M CEO Dr Ng Chin Siau said, “Besides generating new earnings streams for the Group, our proposed entry into dental laboratory services will provide support to our clinics in the People’s Republic of China with a wide variety of dental products. Our maiden joint ventures have raised the Group’s profile and we intend to continue identifying strategic opportunities there while integrating the operations of our new overseas companies.”

Earlier in August, the Q&M entered the Chinese market by forming joint ventures with two dental groups in Beijing and Nanjing. At the same time, the company also signed an agreement to invest in a dental laboratory company based in the country’s Zhejiang Province.