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Business

"This step has long been an ambition of ours"

With a full range of sophisticated dental burs on display at the 2014 FDI Annual World Dental Congress, US-based dental manufacturer Prima Dental has launched its new business in its new business-to-business operation in India. Dental Tribune Asia Pacific met with sales manager Dan Hodgson and managing director Richard Muller to discuss the relevance of this business to the company and Prima Dental's plans for its activities in the region.

Dental Tribune Asia Pacific: Why did you decide to launch your business operations in India at the FDI AWDC above all other events?

Richard Muller: The FDI congress is an event that holds international implications. As you may know, we export to 85 countries around the world. While we certainly look forward to extending our business on the Indian subcontinent, we also expect to meet relevant business contacts from overseas. The FDI congress is a particularly good event for that.

Did you have any history in India?

Richard Muller: Actually, we have been operating actively in the Indian market through presentations at trade shows, like the World Dental Show in Mumbai, since the mid-1990s. After almost 20 years, we are now here with our own business. This step has long been an ambition of ours.

What in your opinion makes your products particularly suitable for the Indian market pose?

Dan Hodgson: The core of our products is that they are reliable and very precise. They have a number of special features that add to their strength and durability. The burs we are introducing in India are particularly focused on the needs of the market. We have conducted a great deal of research with local dentists to understand their product requirements and the purposes for which they use the products. This has helped us to determine a range that really addresses the market here.

Why did you decide to launch your business?

Dan Hodgson: Here at the FDI Congress, we are launching with our northern distributors, but we are also seeking distribution partners in the south and in the east during the show. We will soon have clarity in this regard.

What is your overall market strategy?

Richard Muller: We will certainly use our new Indian base to explore the whole subcontinent. Asia has a growing share of our total market, although the predominant share is the North American and the UK markets. We also have significant business in South Korea, Japan and Indonesia, where we recently established a new distribution network. We will be concentrating our efforts on India, however.

Thank you very much for the interview.

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