German company Sirona repositions itself in Asia

SINGAPORE: Owing to its advanced business infrastructure and central location in the ASEAN region, Singapore has become an attractive corporate haven in recent years for dental manufacturerers from around the globe. With its new regional office, the German full dental equipment provider Sirona is the latest addition to the country’s already large number of local dental businesses.

The new office was opened on 24 October to improve both technical and sales support for the W&H product range. More than 20 local partners and distributors from the region were invited to the new office building with the aim of strengthening partnerships. Overall, the company’s Chinese subsidiary currently has more than 25 partners and distributors throughout the country. W&H hopes to increase this number in the future and to introduce many of the new products presented at DenTech China to the market.

In addition to this increased representation, local seminars and lectures supported by national universities and local dental associations will be offered.

Located in the Standard Chartered Bank Building, now called 8 Battery Road after its address in Singapore’s financial district, the company’s newest subsidiary is intended to serve Sirona customers all over the South-East Asia region. In addition, it will provide hands-on training through a fully equipped showroom, where lectures and workshops led by clinical experts from around the world will be held on a regular basis, the company said.

Executive Vice-President of Sales, Walter Petersohn, recently told Dental Tribune Asia Pacific that the first workshops have already been scheduled for this year. “In our showroom, customers and partners can gain a personal impression of our products and see how they can be cross-linked and integrated,“ he said. “We would like the training facilities to be used as much as possible and to create a platform for the professional exchange of information. Therefore, we will actively offer our facilities to dental associations and study groups of dentists.”

Sirona is not new to the region. The company and its predecessor, Siemens, have been operating through a large network of dealers in both developed and developing markets in Asia for more than 40 years. In Japan, China, South Korea and Australia, the company has also been marketing and selling equipment through its own subsidiaries in recent years.

The main reason for establishing an office in Singapore, however, is the increasing significance of the ASEAN region as a core growth market with significant potential, Petersohn explained.

“We have had particular growth in the Asia Pacific region in recent years and see even more potential for growth,” he said. “Dentists in these countries have high standards, are open to new products and are willing to invest in quality that is made in Germany. With our new office, customers from the entire region can now easily con-