ADX14 Sydney
Date: 21–23 March, 2014
Organiser: Australian Dental Industry Association
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Strategic Partner:
• National Dental Foundation

Partner Associations:
• Australian Academy of Dental Sleep Medicine
• Australian Association of Practice Managers
• Australian Dental Association, NSW Centre for professional development
• Australian Dental & Oral Health Professionals Association
• Australian Dental Prosthodontics Association
• Oral Health Professionals Association
• Royal Australian College of Dental Surgeons
• Therapeutic Goods Administration

Media Partners:
• Dental Tribune International
• Dental Asia
• Bite Magazine
• Australasian Dentist

ADX booms in challenging times
Record numbers expected for Australia’s largest dental exhibition in Sydney

Despite another decline in sales of dental materials and equipment in Australia last year, the organisers of the country’s largest dental exhibition have reported that they have sold out all available booth space for this year’s ADX14, one month before the event. They also said that they expect a record number of dental professionals to attend the show, which will be held at the Sydney Exhibition Centre at Glebe Island from 21 to 23 March 2014.

Exhibitors will be showcasing the latest dental products from Australia and overseas at ADX14, including new materials and solutions for an improved world in dental practices and laboratories. According to the Australian Dental Industry Association (ADIA), which stages the biennial event, many of these products will be available to dentists in Australia for the first time.

In focus will be Dental CAD/CAM and new digital practice solutions, which have become common in many dental practices. Visitors will be eligible for discounts offered by several manufacturers for on-site purchases.

In addition to the industry showcase, the event will feature an extensive continuing professional development programme, which is supported by dental associations and suppliers of dental equipment from Australia and abroad. These seminars are free to visitors and will cover a wide range of dental topics, including oral surgery, implant dentistry and practice management. Well-known oral health care professionals from universities in Australia and other countries will give presentations on issues in aesthetic and preventive dentistry, such as restoration with new ceramic materials, over the course of three days.

“There is no mistake about it: this is the event that provides dentists and allied oral health care professionals with the best opportunity to see more, buy more and learn more,” ADIA CEO Troy Williams commented.

According to him, the upcoming ADX14 is shaping up to be the largest edition ever in the short history of the event, which has seen increasing two-digit participation since it was first held in 2008. The latest show in 2012 in Sydney attracted slightly more than 6,000 visitors, according to ADIA figures, which the association expects will be exceeded this year by a 17 per cent increase in attendees. In order to make it easier to join the event, discounted airfares, hotel rooms and car hire are on offer for interstate and international visitors, Williams said.

Dental equipment manufacturers and dealers in Australia currently face a challenging environment, as sales of dental products declined in the last fiscal year for the third consecutive year. The market value of consumables and laboratory products in particular suffered from the effects of the global financial crisis and cuts to public dental services made by the previous Australian government, a recently published report by ADIA states. Significant growth was only observed in the over-the-counter product segment, such as toothpaste and toothbrushes, which grew by almost 4 per cent in 2013. The total market for dental products, including over-the-counter products, was worth almost A$2 billion, according to the document.
An industry in transition

ADIA Chief Executive Officer Troy Williams on ADX14 and the state of the dental industry in Australia

The upcoming ADX14 in Sydney will offer dentists from Australia the opportunity to get hands-on with the latest dental materials and technologies available on the market. Today international had the exclusive opportunity to speak with Troy Williams, Chief Executive Officer of the Australian Dental Industry Association (ADIA) about this year’s show and the state of the dental market in Down Under.

today international: Sales of dental materials and equipment in Australia were reported to have declined in 2012. Has the situation changed in 2013 and what are the prospects for the industry this year and the years to come?

Troy Williams: Last week, ADIA released the latest edition of the Australian Dental Industry Business Conditions Survey which shows that the state of the dental industry in Australia is highly sensitive to currency fluctuations. A significant drop in the Australian dollar relative to the United States dollar and the Euro is one of the most discussed issues in recent years which was procurement, previously overseen by the Therapeutic Goods Administration (TGA), the proposed successor to supporting ANZTPA as it offers a pathway for realising the vision of Australia’s premier dental event.

One of the most discussed issues in recent years was product regulation, previously overseen by the Therapeutic Goods Administration (TGA), the proposed successor to ANZTPA as it offers a pathway for realising the vision of Australia’s premier dental event. At the end of January, ADIA held yet another meeting with the new Minister for Health, the Honourable Peter Dutton MP. As a result of this engagement, I believe that the Minister shares ADIA’s commitment to a regulatory framework for dental product that is based on a risk management approach designed to ensure public health and safety, while at the same time freeing industry from any unnecessary regulatory burden.

At ADIA, our focus has been on driving underpinning demand for dental services as a means of supporting our members. Our work with government and professional stakeholders is showing results, and we welcome the news that the Australian Government’s commitment to retention of new programmes to provide public funding of limited dental services to children. If the Australian Government’s programme is a success, it will add around 7 per cent to the nation’s total expenditure on dental services, with obvious secondary benefits for the ADIA member businesses that supply quality dental products.

It is an industry in transition, emerging from three difficult years and looking to the future with confidence. The ADIA Dental Industry Business Conditions Survey reflects this, showing that the decline has been arrested and that businesses across the dental industry are generally positive about the year ahead.

There are some challenges which will need to be carefully managed. Given that around 95 per cent of dental products in Australia are imported, the industry is highly sensitive to currency fluctuations, so the fall of the Australian dollar from historical highs is likely to test the industry’s resilience.

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Over the coming twelve months, a major priority for ADIA is to support the transition to the new Australian Therapeutic Products Agency (ANZTPA), the proposed successor to the TGA which will administer medical device regulatory standards in Australia and New Zealand. At its last meeting, the ADIA Board recommitted to supporting ANZTPA, as it offers considerable scope for dental product suppliers to grow their business.

ADIA is also actively engaged in negotiations to support the Trans Pacific Partnership (TPP) free trade agreement, viewing this as a viable pathway for realising the vision of a free trade area of the Asia-Pacific region. For manufacturers and suppliers of dental products, the TPP negotiations are exciting as it includes five of Australia’s top ten trading partners including the United States of America, Japan, Singapore, New Zealand, and Malaysia. Australia’s participation in the TPP negotiations will further strengthen the dental industry’s relationship with these key trading partners. That the new Australian Government has committed to continuing the TPP negotiations is welcomed by ADIA.

What dental products are currently in high demand in Australia and is ADX going to reflect these trends?

The ADX Sydney dental exhibition enjoys a long-standing reputation as Australia’s premier dental event given that is serves as a springboard to launch many new products into the Australian/New Zealand market.

The interest in the dental laboratory pavilion, a first for this series of exhibitions, allows dentists to review the work from the leading laboratories that manufacture their products in Australia. This pavilion will also show what will be the main topics discussed there?

Attention in the latest digital imaging products are seeing specialists from around the nation book their flights and accommodation to attend ADX14 in Sydney, Australia’s premier dental event.

You reported high interest in booth space last year. Can we expect more exhibitors to attend ADX this year and, if so, where do they mainly come from?

The answer to that question takes only two words—skill shortage. Australia’s largest dental exhibition attracts more exhibitors than any other event in the region, however this event is shaping up to be something special with all of the nearly five hundred booths sold.

Local requirements generally require businesses supplying dental products to have an existing presence in Australia, in naturally that’s where most exhibitors come from. That said, businesses from New Zealand to the Netherlands are represented, as those from Peru to Poland.

Owing to the reconstruction of the Sydney Exhibition Centre until 2016, ADX will be held in another venue this year. Will this have any impact on visitors or exhibitors?

ADX14 Sydney will be held at the new Sydney Exhibition Centre @ Glebe Island, the new home for Sydney’s major trade shows. After renovations of the Darling Harbour entertainment precinct, getting to the new venue is easy for all. The Sydney Exhibition Centre @ Glebe Island is ideally located close to the heart of Sydney’s central business district making it a quick trip by road. Visitors can also enjoy the beautiful waterfront of Sydney on a short but scenic ferry ride. For those travelling by train, there are also shuttle services to take you directly to the venue.

For those coming from outside of Sydney, ADIA have partnered with Canbus to offer visitors discounted airfares plus the major hotels for discounted accommodation close to Sydney Exhibition Centre @ Glebe Island. These can be booked through the ADX website.

Visitors from outside of Sydney can also take advantage of their visit to ADX14 Sydney and use it as an opportunity to see the harbour city and take part in activities such as climbing the harbour bridge, seeing a show at the opera house or going to the many beautiful beaches Sydney is famous for.

Will there be also opportunities for professional development and what will be the main topics discussed there?

The ADX Sydney dental exhibition is supported by an extensive free seminar program that includes free CPD and practice improvement speakers. To make it convenient for visitors to participate, the program has been organised into topics of interest with seminars under each topic to be run in grouped times. These topics include implants, orthodontics, practice optimisation, prevention and a number of other dental topics. Visitors are sure to be interested in activities in the dental industry. They have been designed with dental professionals in mind with topics that will engage and inform, making it easy for everyone in the dental team to meet their CPD obligations and to expand their clinical and non-clinical professional skills.

Thank you very much.
Useful information

Congress venue
Sydney Convention & Exhibition Centre
Darling Dr, Darling Harbour
NSW 2000
AUSTRALIA

On-site registration
Registration for ADX14 is free.
Visitors can register online in advance through the ADX website.

Official languages of the congress
• English

Continuing education
The Continuing Education Programme at ADX14 has been assessed by the programme sponsor and deemed to be clinically/scientifically based in accordance with Guidelines On Continuing Professional Development published by the Dental Board of Australia. Delegates who have registered for the programme can earn 60 minutes worth of CDP hours for each session they attend during the meeting.

Press and media
Free copies of the today international congress newspaper will be available daily during the congress, and will provide visitors with the latest news from the congress, information about new products, and what to do in Sydney. Additional coverage will also be available on DTI’s news website, www.dentaltribune.com. You can also access the news feed directly by scanning the QR code below.

Passports and visas
All travellers other than Australian and New Zealand citizens need to present a valid travel document, a visa as well as a completed and signed Incoming Passenger Card, including health and character declaration, to officers in immigration clearance. Anyone who arrives with out a valid travel document, visa or authority to enter Australia, may be refused entry to Australia or delayed until their identity and claims to enter Australia have been confirmed.

An online form for requesting an invitation letter is available on the ADX website. For more details and immigration requirements, you may also visit the Australian Government Department of Immigration and Border’s website at www.immi.gov.au.

Weather and climate
In late March, temperatures can still exceed 25 °C during the day in Sydney. The chance of rain is highest at that time of year, and the air can be very humid. Light and breathable clothing is highly recommended. Air conditioning is common in most public places.

Banking and currency
The legal tender is the Australian Dollar (AUD), which has an exchange rate to the US dollar of about AUD1.11 (as at 10 February 2014). Most shops in Sydney accept all major credit cards. Banks are open from 09.30 a.m. to 4.00 p.m. on weekdays.

Foreigners are entitled to a tax refund for certain purchased items through the Tourist Refund Scheme, which can be collected at the customs offices at the airport.

Airport transfer
A taxi ride to Sydney’s city centre is approximately AUD45 - 55. While it may be the easiest way to get around, there are plenty of other transport choices, like the Airport Link, which takes travelers to the city centre in only 13 minutes. It departs from the Domestic Terminal train station located directly between T2 and T3 Terminals and is accessible from within the terminals from the Arrivals level. A one-way ticket currently is AUD16.40 (price can be subject to change).

ADX14 Sydney — See more, buy more and learn more
Australia’s premier event for all with an interest in dentistry is ADX14 Sydney. Over three days, it offers all dentists and allied and healthcare professionals the opportunity to visit a world-class dental exhibition, and also take part in a dental skills program full of practical solutions and vital insights into the latest innovative products and patient care options.

ADX14 Sydney Key Features —
• World-class exhibitions featuring suppliers of quality dental products.
• Anticipated attendance of around 7,500 professionals from the dental community.
• Representatives from government, universities and other stakeholders within the Australian healthcare sector.

International visitors have access to tailored support services to help you apply for a visa and finalize your travel arrangements. Visit the ADX14 Sydney website to check out exclusive offers on airfares and accommodations.

Use your attendance at ADX14 Sydney as a chance to visit the Sydney Opera House, check the Harbour Bridge and visit the world-famous Bondi Beach. Why not take a quick trip to a national park to see Kangaroos, Koalas – all less than two hours away.

The ADX14 Sydney dental exhibition is organized by the Australian Dental Industry Association (ADIA), the nation’s peak body for suppliers of quality dental products.

ADX14 Sydney — See more, buy more, learn more.
www.adx.org.au

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Request for further information —
Simply complete this form to learn more about the exciting opportunities at the ADX14 Sydney dental exhibition.

Contact person —
... ...

Business —
... ...

Website address —
... ...

Telephone —
... ...

Email —
... ...

Please return this form to —
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