**W&H and Planmeca approach the Indian market together**

By DTI

**BANGALORE, India:** European dental manufacturers W&H Dentalwerk and Planmeca have joined forces on the dental market in India. Comprising a shared office centre in Bangalore and a specially equipped customer service network, the collaboration between the two companies is aimed at exploiting synergies in offering a comprehensive and unique product portfolio to dental professionals in the country.

According to the companies, Bangalore was chosen in order to create a strong base for sustainable growth in the high-potential Indian market. Equipped with a state-of-the-art showroom and facilities for local customer support and service, the office centre, which began operating in November, will be an important contact point for Indian customers.

"With the local presence of our sales and service team we can establish a direct link to the Indian customers. This is an important basis to build up a good reputation and create confidence of our Indian users with the W&H and Planmeca products we sell," said Raghavan Radhakrishnan, General Manager of W&H India and Planmeca India.

In addition to the institutional sector, particular focus will be directed towards the private sector, as the demand for innovative, high-tech solutions for efficient patient care is currently growing in India. "This is a terrific new dawn for Planmeca in India," commented Planmeca Vice President of Sales Isako Nykänen. "We are extremely excited about the country’s growing dental market and will utilize this new kind of grass-roots partnership and partner support model to provide increasingly better customer experiences in India," he added.

Commenting on the cooperation, W&H Managing Director Peter Malata remarked: "The collaboration with Planmeca, also a family-run enterprise with advanced technology, allows for synergies of two strong brands. The purpose of establishing a subsidiary in India is to be able to learn first hand the needs of dentistry in India. The sharing of office space and infrastructure by Planmeca and W&H will allow us to offer perfect solutions for dental clinics in India. This is what we strive for."

**GC celebrates 95th anniversary at fourth International Dental Symposium**

By DTI

**TOKYO, Japan:** On 12 and 13 November, Japanese dental manufacturer GC Corporation hosted the fourth International Dental Symposium in Tokyo to commemorate the 95th anniversary of the company’s establishment and the 60th anniversary of the GC Membership Society. The two-day event, which included scientific sessions with lectures by 14 distinguished speakers, including Dr Javier Tapia Guadix (Spain), Dr Gianfranco Polito (Italy), Dr David García Baeza (Spain), Dr Sreenivas Koka (US), Prof. Bart Van Meerbeek (Belgium) and Prof. Mark A. Latta (US).

In conjunction with the scientific programme, a dental show was held on an underground level throughout the weekend. Featuring product experience booths and various seminars, the show was crowded with visitors throughout the weekend.

At the opening ceremony, FDI World Dental Federation President Dr Patrick Hescot, Prof. Jukka Meurman, President of the International Association for Dental Research (IADR), and immediate past President of the IADR Prof. Marc Heft delivered congratulatory speeches.

Next year, GC will once again celebrate both anniversaries with the MI World Symposium, which is to be held in Tokyo at the JP Tower Hall and Conference centre on 5 February 2017. The focus of the event will be future applications of MI Paste Plus, the company’s water-based, sugar-free dental topical cream containing RECALDENT and fluoride, in clinical dentistry.