Schein Dental expands into Asia
Dental equipment provider also buys US ortho and lab biz

Left: Stanley M. Bergman (DTI/Photo Henry Schein, USA) — Right: View of Bangkok’s business districts. (DTI/Photo Natapong Paopijit)

BANGKOK, Thailand: In a recent acquisition spree, Henry Schein has bought a major share in dental products provider Accord from Bangkok. While finer details of the deal were not disclosed, the Thai company is expected to add US$15 million in sales to Schein’s global dental business and expand its position in the growing Asian dental markets.

In addition to its purchase of Accord, the world’s largest supplier of medical and dental products has bought Ortho Technology, a provider of orthodontics supplies, to facilitate the growth of its orthodontics offering. In a third buy, Henry Schein also acquired medical laboratory service provider MLS in Bakersfield, California.

The partial takeover of Thailand’s largest dental dealer may come as a surprise for some, as Henry Schein had earlier announced that it was pursuing growth opportunities in Asia but mentioned expansion into India and China as its first priority. Chairman and CEO Stanley M. Bergman said in a statement that the latest acquisition of Accord will not only give his company the opportunity to establish its presence in the fifth largest dental market in Asia, but also serve as an anchor for further expansion into South-East Asia.

According to figures from the US Commercial Service in Bangkok, the heavily import-driven dental market in Thailand was estimated to be worth more than US$120 million in 2008.

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CAD/CAM systems market in Japan to gain momentum

TORONTO, Canada: Manufacturers of dental CAD/CAM systems will have to look towards the East, as growth in this industry segment in countries like Japan is expected to outpace traditional markets in Europe and North America, a report by Millennium Research Group predicts.

According to the paper released by the Canadian market intelligence provider in July, CAD/CAM markets in Europe will not show improvement before 2014, while Japan will see dramatic growth in this segment owing to under-penetration in dental offices and increasing interest by dentists in investing in the technology. In addition, decreased reimbursement for conventional metal restorations by national health insurance is expected to increase the competitiveness of new materials for manufacturing prosthetics like dental ceramics, the report states.

Despite its recent economic troubles, Japan is currently the largest market for dental CAD/CAM technology from abroad, the field is largely dominated by European and US manufacturers, such as Sirona, Nobel Biocare and 3M ESPE.

A few domestic companies have launched their own systems in recent years, such Kuraray, Noritake Dental’s KATANA system, which is now distributed worldwide. Millennium Research Group predicts that the global market for dental CAD/CAM will exceed US$540 million by 2016, to constitute over one tenth of the overall market for dental equipment. With over 60 per cent, chairside systems like intra-oral scanners will have the largest share in this segment, the company said.

DTI signs new partners in Vietnam and South Korea, sees visit by FDI executive

BERLIN, Germany: The FDI World Dental Federation and DTI have announced the strengthening of their efforts to lead the world to optimal oral health. During the eighth Dental Tribune International Publishers’ Meeting in Berlin, joined by FDI Executive Director Jean-Luc Eliez, they discussed joint strategies to address changes and future challenges in dentistry, including the FDI’s Global Caries Initiative.

With this campaign, launched in 2009, the dentists’ organisation aims to facilitate the development and implementation of a new universal approach with regard to caries classification and management. The Dental Tribune International Publishing Group will support these efforts through an exclusive media partnership and educational materials produced via the Dental Tribune Study Club, which will be presented for the first time to 190 members of the World Dental Parliament at the upcoming Annual World Dental Congress in Hong Kong.

“With these efforts, Dental Tribune and the FDI will again lead the change in dentistry,” DTI president and CEO Torsten Oeurner said.

Both organisations have been collaborators since 2005, when Dental Tribune was appointed official media partner for the FDI’s Annual World Dental Congress in Montreal in Canada. Since then, the German-based dental media company has published the FDI’s official daily congress newspaper, WorldDental Daily, at its congresses in Dubai, Stockholm and Singapore, among others.

This year marks the eighth time that international partners of the Dental Tribune International network have gathered for the annual licence partner meeting since the group was founded in 2002. It saw the launch of new projects in markets like South Korea, Australia and the Middle East. DTI’s global operations have grown significantly in the last decade and now include media businesses in 50 countries around the world. Besides a large portfolio of general and specialised dental publications, the company also offers dental education through its sister company DTI Study Club in various markets.

The next meeting is to be held during IDS Cologne in March 2015.
Surgical trade between Pakistan and Malaysia increased by agreement

Dental Instruments from Pakistan and Malaysia: New sources have reported that dental and surgical instruments provider Care & Cure Surgico from Sialkot in northern Pakistan has recently closed a multimillion-dollar distribution deal with AM Medicare, a supplier of medical and dental products from Kuala Lumpur. Under the agreement, the Malaysian company will market and distribute Care & Cure’s instruments under the new name AM Surgical in the South-East Asian country for the next two years, the reports said.

Founded only two years ago, AM Medicare is currently one of Malaysia’s largest distributors of medical and dental implants. It also sells surgical instruments and hospital equipment and furniture. Care & Cure Surgico currently manufactures and distributes a wide range of instruments for use in medical and dental surgery worldwide, including scalpels, scissors, probes and forceps.

The deal between the two companies, valued at PKR9 million (US$2.8 million), is considered a major achievement for the Pakistani surgical supplies industry, developed under British rule, that already exports a large quantity of its equipment to developed markets like the US, Japan, Germany and France. According to the former Federal Bureau of Statistics in Islamabad, total exports of surgical equipment accounted for US$280 million in 2011.

Until now, Malaysia has not been a major buyer of medical or dental surgical equipment from Pakistan. Even though the country exported goods worth US$250 million last year to Malaysia, these were mainly in the form of agricultural goods like rice, cotton fiber and fruit.

Total bilateral trade has increased significantly between both countries since a free-trade agreement was signed in 2008.

New ortho planning tool for Romexis

HELSINKI, Finland: The Finnish manufacturer Planmeca has added a new Cephalometric Analysis module to its Romexis software that is intended to bring benefits to orthodontic planning and treatment by providing flexible and easy-to-use features for creating cephalometric analyses and composing superimpositions of 2-D cephalometric images, facial photos and images of the dental arch.

According to the company, the Planmeca Romexis Cephalometric module renders routine analyses fast and easy. An analysis can be performed in minutes and the results are displayed and shared effortlessly, they said. During a treatment process, superimposing patient images from different time points can be used for follow-up purposes.

The novel concept also offers possibilities for customising the analysis and software properties in order to meet different professional needs and requirements.

Launched in dental markets in Planmeca Romexis is a comprehensive software used by medical and dental professionals for acquiring, viewing and processing 2-D and 3-D images.