University of Sharjah College of Dentistry signs MOU with Crest & Oral-B

By Dental Tribune Middle East

SHARJAH, UAE: In line with the University of Sharjah’s interest in the development of students’ academic excellence, and its belief in the importance of oral health education and promotion, the College of Dentistry, signed a memorandum of understanding (MOU) with Crest & Oral-B.

This event took place on October 27th, 2013 during a ceremony at the Medical & Health Sciences Campus, University of Sharjah. The agreement was signed by Dr. Guy Goffin, Director of Professional and Scientific Relations EMEA, Procter & Gamble and Professor Hossam Hamdy, Vice Chancellor for the Medical & Health Sciences Colleges. The signing was witnessed by Professor Richard Simonsen, Dean of the College of Dentistry and Dr. Ashhad Kazi, Professional & Academic Relations Consultant (AP) for Crest & Oral-B. The MOU includes an agreement to hold continuing educational courses, participate in research at the newly established Oral Health Center, University of Sharjah as well as supporting the undergraduate students’ education program at the College of Dentistry.

Prof. Eng. Sammy A. Mahmoud, Chancellor of University of Sharjah, delivered his address by extending his congratulations to both parties emphasizing that this agreement reflects the great need for education and training in the field of preventive dentistry in the region. Prof. Hossam Hamdy added that this collaboration with Crest & Oral-B is in line with the goals and objectives of the Center of Oral Health that will take the lead in oral health education and research in the area of preventive dentistry.

In his speech, Dr. Guy Goffin added: “The vision of Procter & Gamble Oral Care is to improve oral health of more people in more parts of the world more completely”. He also remarked that “Thanks to a strong emphasis on research and development, Crest & Oral-B became a global leader in oral health products like dentifrices, brushes, floss and mouthwash. Within Procter & Gamble (the parent company), we deliver education on the science of preventive dentistry and oral care products for dental students and populations at large. That is why this agreement with Sharjah University is so important for both partners.”

Professor Richard Simonsen Dean of the College of Dentistry, University of Sharjah expressed his enthusiasm regarding the collaboration between the College of Dentistry and Crest & Oral-B, indicating that one of the important missions of the College of Dentistry is to serve the community and reduce the burden of oral disease in the UAE population and that this agreement will support this mission towards better oral health for the community.

The signing ceremony took place in the presence of Prof. Rani Samsudin, Professor of Oral and Maxillo-Facial Surgery and former Dean of College of Dentistry, Dr. Manal Awad, Associate Professor of Community Dentistry and Director of the Center for Oral Health and Dr. Hatem El-Damanhoury, Chair of Continuing Dental Education and Professional development, College of Dentistry.

DTMEA was present to cover the event.