Fritz Dittmann: The main plan is obviously growth. You have to grow sales and services side by side. With our huge install base in the Middle East we are represented in most countries in the region so our distribution channel is set, running and effectively working. We are working on constantly helping our dealers to facilitate better training and provide easier access to training to the end customer. That was the purpose of setting up the training centre here at Ajman University. The future looks fantastic, we have a product pipeline which is really exciting. Next year we are launching three new products of which one is very exciting, launching three new products a product pipeline which is very exciting. Fortunately the technology of which one is very exciting. 

Dave Pullen: When I first arrived to Ajman University I had no idea about its super organization. When I first arrived to Ajman University I said I was very impressed and that was even before meeting the people behind the magnificent organization. If you see the facilities and then meet the people, it is a great pleasure to work with such great people. It is not easy to invest in a training centre and we look forward to working with the University to improve the needs of the dentists.

Fritz Dittmann: Initially the concept was to train the technicians here but we are extending this new due to the technological advancement and the demand for the dentist to be trained. When you talk about three dimensional imaging, dentists do not learn about this subject at university so there is a real need for training them.

Dave Pullen: The new system of Carestream is about restorative dentistry, taking digital dentistry and expanding it as we all know the future is digital. Making restorations and crowns is a big future for us. We are excited to be able to take an existing product like the CBCT image and turn it into an image from which you can make a crown. Recently our Research & Development team just passed the CSS500 which is the powder free scanner allowing dentists to scan the teeth without taking impressions. The future is very exciting. Our scanner is much simpler than other products available, we have seen the other products and the main goal of our R&D in Shanghai was to improve it and make it a smoother restora- tion in 10 clicks. We have a couple of doctors in Florida, USA who are testing our answer some of the story which allows us to use the full spectrum and answer some of the more clinical questions of our existing users.

Xavier Cherbavaz: Director for France and Emerging Markets, Ormco

“First Ormco MENA Symposium attracts 250 loyal users to Dubai, UAE”

DUBAI, UAE: The 1st Ormco MENA Sym- posium took place from 1st to 3rd December 2015 at the Emirates Toraves in Dubai, U.A.E. Dental Tribune Middle East covered the historic event and caught up with Xavier Cherbavaz, Director for France and Emerging Markets.

DTME: Xavier Cherbavaz, a pleasure to meet you here today. What can you tell us about Ormco here today?

Xavier Cherbavaz: Ormco is an orthodontic manufacturer existing over 60 years already and today we are proud to be one of the most innovative companies in orthodontics. Our product portfolio ranges from traditional orthodontics to the high end digital orthodontics with Insignia and this is what we are presenting here starting from the traditional and going towards the high end such as DAMON which is one of the main products used in orthodontics today.

How do you make sure the orthodontists pick your system with the highly competitive industry in the region?

Innovation is one of the major parts, for example DAMON is not a bracket but a system, an association of different appli- ances, brackets, wires, tubes and more which shows our system approach but at the same time we deliver not only products but total solutions.

Our aim is to provide prod- ucts and solutions that help doctors to achieve better clinical outcomes for the patient and to improve their profession- al life in the office. Our vi- sion and our mission is “Your Practice is Our Priority” which centres on our products but also education. One of the core advantages of Ormco is our education and we are showing it here today, more than 250 people with over 100 participants and more than 10 speakers from 5 different continents.

What support do you provide to your clients?

Education is the main driver. This symposium is a snapshot of workshops where we have experienced and achieved. We have a large number of users of our products and we are showing presentations with stats pointing out to our current DAMON users how they can leverage the technology and system to hig-her extents in order to achieve greater clinical outcomes.

Why did you choose Ajman University as your partner?

Fritz Dittmann: We had three options, either use our office at Safa Park, Dubai, Renting a new facility or work with a university. Considering our op- tions we had to think about in- vesting in the expensive equip- ment, have easy access for our customers and we needed to have a led room with legislation to be able to take shows. Ajman University was the perfect choice and once we knocked on the door it happen- ed immediately. Ajman is very close to Dubai, a thirty minute drive and once we met the people and visited the location we were convinced this was the place for our Centre. The university also was plan- ning to further enhance their Research & Development so the vision is a good fit for both parties. What we certainly did not want to have were our units just standing around in a room, invest a lot of money and just use them during training courses. This is a great joint venture and the univer- sity gets very high technologi- cal equipment which they can use as their own and we at the same time can showcase it to potential customers and market us as our education centre and we are showing it here today, more than 250 people with over 100 participants and more than 10 speakers from 5 different continents.

“the first MENA symposium was a great success.” - Dr. Dalia El-Bokle

It dealt with the latest advances in Orthodontics. - Dr. Dalia El-Bokle
What are your plans for the coming year 2014?

It started in 2013 with the opening of our Dubai office where we hired Tarek Haneya in the capacity of Area Sales Manager for the region of Middle East & Turkey. We are planning more resources for the area and momentarily we are in the final stages of planning our education program for the full year. The program will include courses on different levels and here at the 1st MENA Symposium we have made a start to a long number of symposiums to come in the near future. Ormco worldwide applies the same strategy which has proved to work successfully and corresponds to what orthodontists are looking for today. The orthodontist does not just want to buy brackets but learn about them, “It was great event for the Middle East and North Africa Orthodontist.”

Dr. Faraj Behbehani

How do you plan to create awareness for Lythos in the coming year for the region?

Education using journals and newspapers such as the Dental Tribune, being present at the main conventions and meeting customers, that's why we are here. I think it is one of the first occasions in the history of Ormco in the region where we are really starting to show what we are best at.

What about competition in the region? How do you compare yourself to them?

I would say Ormco started really to be present one year ago when we opened the office; you have to work and feel every day in the region if you want to be successful here. We have several competitors from low-end to high-end. One of their advantages is the fact they have been present here for a long time but our strengths is if you look at our market share worldwide and how we perform in Europe, Asia or in the USA, we apply a working strategy which delivers to the expectations of the customers and we firmly believe that the middle east orthodontists will be pleased to work with us. Ormco is known as a brand, we do not have any issues with brand loyalty, we are one of the companies which is very well known in Orthodontics so we just need to make the things happen here.

Do you plan any activities with students in the region?

Of Course! Part of the business strategy is part of the business strategy.

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Do you plan any activities with students in the region?

Of Course! Part of the education is going to universities, partnering with universities like we are doing with most of the countries where we have partnerships, trainings, we are bringing speakers to the universities so we are currently getting in touch with some of the key dental colleges in the region and it is a process so we are working on that. It is part of the business strategy.

What else would you like to share with the readers?

We are really happy and proud to be here. Like we said in the symposium, we had a dream 12 months ago to be here in front of the 250 orthodontists from the region that came to our show and this dream became a reality thanks to the big teamwork including our local partners, some of the local orthodontists and speakers we have here and the team of Ormco that made it possible. I think it is a great achievement so we are very happy to be in this nice region.