Dubai, UAE: DFCIC and AAID together welcomed over 1,358 world experts in Aesthetics and Implantology from 30 countries on 09th - 10th November 2013 at Jumeirah Beach Hotel, Dubai. With the excellent ambiance and cozy atmosphere the conference again provided warm exceptional networking opportunities, connecting the leaders in the field of Aesthetic Dentistry & Implantology – practitioners, researchers and industry players. The organizers, CAPP, AAID and Emirates Dental Society with the support of Saudi Dental Society and Lebanese Dental Association achieved one more time a great record of attendance and established a reputation as the industry’s leading international conference.

Bringing together industrial leaders and professional practitioners, the conference not only delivered extensive scientific knowledge but gave way for an excellent opportunity to present the latest advancements and developments within Aesthetics and Implantology.

The sponsors included Sirona, Ivoclar Vivadent, 3M ESPE, Crest & Oral-B, GSK, Phillips

Excellent ambiance and cozy atmosphere at Jumeirah Beach Hotel Dubai, UAE

Dr. Munir Shiwadi (left) and Dr. Andreas Kurbad (right) discussing questions

Scientific session at 5th DFCIC

Dental Tribune Middle East Nov-Dec edition presented to Dr. Elie Maalouf (President LDA)

Demonstrations at the product display area by Dr. AbdelAziz Yehia, Sirona Middle East - Business Development Manager CADCAM

USS - Silver Sponsor at the 5th DFCIC

Dental Tribune Middle East Nov-Dec edition presented to Dr. Elie Maalouf (President LDA)
DUBAI, UAE: For the month of November ‘Mouth Cancer Awareness Month’ runs throughout the UK. In support of ‘Mouth Cancer Awareness Month’ Dr Roze & Associates Dental Clinic, began the evening with a lecture on ‘Mouth Cancer Awareness’, followed by Dr Peter Cruse from CPS, who lectured on ‘The Pathology of Oral Cancer’.

In reference to publications from the British Dental Health Foundation 400,000 cases of mouth are diagnosed worldwide every year. In the UK research reveals there has been a 50% increase in Oral Cancer since 2000. The prevalence in youngsters is increasing, Early diagnosis is key, and can increase survival rate by 90%.

The key message is ‘in doubt, get checked out’. Any ulcers, white patches, red patches, lumps, swellings that don’t go within 2-3 weeks, visit your doctor or dentist. Create awareness of the main risk factors associated with mouth cancer. The main risks are smoking, alcohol, poor diet, HPV (Human papillomavirus), smokeless tobacco (betel nut, naswar, paan, gutka, areca nut). Due to recreational

By Victoria Wilson, Dental Hygiene Therapist

DUBAI, UAE: DTMEA readers and e-followers are being updated with the brilliant PR which is behind Sirona. Constant updates, tweets and Facebook likes reveal the latest Research & Development of The Dental Company from Germany. We interview Dr Amro Adel – Area Sales Manager GCC & Pakistan Country Manager Saudi Arabia - Private Sector

Well in 2015, the level of Dentistry in the GCC took a real tour towards quality products and services and such detour believing that our products are not just a dental equipment but an innovative technology that we need all our customers to make the benefit out of, so product Knowledge, continuous educational programs are goals everyone in Sirona would deliver anytime anywhere.

What is your impression of the dental industry in Middle East?
Looking at the dental industry in the ME in the past 10 years, I can only have one impression...HERE is Future!
Sirona is amongst the largest providers of dental products and solutions on the market. What role does digital dentistry play in your portfolio?

As a market leader or we say market in Sirona, CEREC Connect will always cherish such products and we will always be keen that Sirona role in digital dentistry will reflect the power of the company in this sector but the trust by our customers will be retained for years and years.
What is the impact Sirona and Digital Dentistry have had on dentists and dental technicians in the Middle East?

Well a question can be asked to the customers and I will be so happy to hear their feedback!! But anyhow in general we invest in our products, invest in our customers (allow me to call them Friends) either dentists or Technicians, they in us and I assume the profit both ways is Trustable.

Recently you have launched CEREBC Connect in the Middle East, could you emphasize on this new system?

Adding to what we mentioned earlier, Sirona will always invest to reach each and every customer, CEREBC connect will be one of such tools, a CEREBC software that will allow all dentists and Technicians to communicate and get their digital impressions sent via email generating a new era of Dental office / Dental Lab communication.

Successfully launched in Kuwait two months ago, with a real positive results and customer satisfaction, soon in Saudi, UAE and Qatar.

Would you like to share anything else with the readers?

Just to conclude, our commitment in Sirona is trust and we are there to gain it and we will work hard to maintain it as well.

Wish you all a happy New Year 2014.

By Dental Tribune Middle East

Sirona booth presentation, Platinum Sponsor at the 5th DFCIC in Dubai

Sirona has always been the leader in producing surpassed innovative products”

Sirona

By Victoria Wilson, Dental Hygiene Therapist

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