EvEnTs

arrangements for ids 2017 are well underway

By Dental Tribune International

C OLOGNE, Germany: From 21 to 25 March 2017, the 37th International Dental Show (IDS) will be held in Cologne. After a record result last year, preparations for the world’s largest and most important trade fair for the dental industry are already in full swing again. The organisers have announced that the application deadline for exhibitors has been moved forward to 31 March 2016, as hall planning will begin in April.

Over 2,200 companies are expected for next year’s IDS, with strong international representation. Organiser Koelnmesse has already received many inquiries from potential new exhibitors from abroad.

In 2015, 2,199 exhibitors from 59 countries and around 150,000 trade visitors from 152 countries attended the show. According to a representative survey, about 90 per cent of the exhibitors from IDS 2015 are planning to participate at IDS 2017,” said Dr Martin Rickert, Chairman of the Association of German Dental Manufacturers, which co-organises the event.

Koelnmesse announced further results of the independent exhibitor and visitor survey in 2015, according to which 99 per cent of the participating German suppliers had reached their key customers in their domestic market and 82 per cent their key accounts from abroad. Of the foreign exhibitors, 98 per cent had made contact with their international customers and 95 per cent with their German key accounts. About 95 per cent of the exhibitors established new contacts with potential German buyers during the show, while 70 per cent of the German and 98 per cent of the foreign suppliers acquired new international contacts.

Moreover, more than three-quarters of visitors interviewed indicated their intention to visit the 2017 IDS. About 80 per cent of German and foreign attendees rated the exhibition as either very good or good, mainly owing to the comprehensive product range and numerous new products showcased. Overall, 95 per cent of the visitors surveyed would recommend visiting IDS to business partners.

As in previous years, Dental Tribune International (DTI) will be keeping its readers around the globe up to date by providing the latest news from the show. In addition to a daily issue of its IDS today newspaper, which will be published in collaboration with DTI’s German affiliate OEMUS MEDIA, regular e-newsletters will be sent out during the five-day show to ensure comprehensive coverage. Exhibitors interested in print and online advertising for IDS 2017 may consult the DTI media Kit or contact the DTI sales team directly for special offers.

More than 2,200 exhibitors are expected to attend IDS 2017. (Photograph: IDS)
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*Love your teeth
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the SWISS DENTAL EDUCATION WEEK makes it possible

By MediAccess AG

MediAccess AG invites you and your family from July 10 to July 14, 2016 to Zurich, Switzerland’s international metropolis, to participate in a unique training event exclusively designed for dentists from the Arab world. Attendees can look forward to a selected range of prominent and engaging speakers addressing topics such as aesthetic restoration, endodontic treatment methods as well as CEREC, the CAD/CAM system. The SWISS DENTAL EDUCATION WEEK offers you a one-of-a-kind opportunity to broaden your professional horizon while discovering Switzerland’s many and varied attractions. The course venue, the Zurich Marriott Hotel, is situated in the heart of the city of Zurich and offers an array of amenities such as 24-hour room service and professional catering provided by Mangosteen Catering.

MediAccess AG has been providing internationally recognized and certified dental training programs for more than a decade. The company’s wealth of experience guarantees high quality specialist events in great ambience for participants to relax and network with one another, gain expert knowledge and enjoy the event’s proceedings. As a practicing dentist, company owner and Swiss native Dr. Nils Leuzinger, knows the issues at the heart of the profession. This enables him to closely respond to emerging trends and choose current issues as well as the profession’s finest speakers for the events’ selected programs.

Situated in the heart of Europe, the small and yet immensely diverse country of Switzerland offers breathtaking sceneries, a well-established and highly efficient infrastructure as well as a broad range of cultural activities that attracts millions of tourists every year. Zurich in particular, as Switzerland’s largest city and the country’s most important economic centre, draws an ever increasing number of visitors from all over the world. The city’s sights and attractions, such as the Old Town, Grossmünster church and Lake Zurich are all centrally located and easy to reach.

In December, Henry Schein also announced a donation of $250,000 in health care products over the next two years to the America’s Dentists Care Foundation. Through its Missions of Mercy clinics, the foundation provides free oral health care to underserved American citizens. Henry Schein’s donation is to include examination gloves, surgical masks, gowns and medical gauze.
toothpaste) alongside the oscillating/rotating power brushes continue to demonstrate greater oral care.”

In August 2015, Oral-B held its first MEA Dental Consensus. The unique event included a panel of MEA leading dental academics and gathered for a two-day scientific consensus based on the Delphi methodology of achieving unanimity. The research proved several interesting factors with a highlight on evidence suggesting that oscillating-rotating power brushes improve oral health by reducing plaque and gingivitis in the short-term and long-term. As a parallel event, Oral-B further held the second annual Emirates Pediatric Dental Club meeting facilitating a standing ground for the UAE’s pediatricians to develop further the dental profession in the region. Dr. Kazi on the EPDC meeting, “Looking at the current dental challenges of our region, pediatric dentistry needs development and stimulation starting at university level. We are proud to be able to contribute through the support we offer yearly to the EPDC— a great initiative for the region.”

Throughout the fourth quarter in 2015, Oral-B actively participated in the Beirut International Dental Meeting organized by LDA in Lebanon with two lectures by current president of the LDA Prof. Carlos Khairallah ‘A Systematic Approach for Long Lasting Veneers’, Prof. Moumita Doumit ‘Panorama sur 25 ans de santé dentaire publique au Liban’ and a workshop on prevention using power brushes by Professor Khaled Balto. The education then continued at the 7th Dental Facial Cosmetic International Conference organized by CAPPmea (in cooperation with EMA, AAID, IAS SDS and LDA) with a module on Preventive Dentistry and Aesthetics with lectures given by Dr. Samar Mashabi, KSA and Dr. Asim Al Ansari, KSA on ‘Breakthrough Strategies for Preventing Early Childhood Caries’ and ‘Evidence-Based Dentistry: is it for me?’ respectively.

Dr. Kazi further comments “Prevention and an evidence based approach to dentistry is key for performing successful and long-term dentistry. It is always better to keep your teeth than having them replaced. No matter how good any treatment is, it is never like your own teeth and a preventive approach towards dentistry is the best way of keeping your own teeth in your mouth for as long as possible” December 11-14th was yet another milestone in the activities of Oral-B in the region. The Up To Date scientific exchange seminars took place for a four day road show through the cities of Jeddah, Riyadh, and Dammam in Saudi Arabia as well as Abu Dhabi in the UAE. With a main focus on prevention and oral health maintenance several keynote speakers lectured including Prof. Avijit Banerjee, UK (Kings College London), Dr. Hassan Balawani, KSA (Riyadh Dental College) and Prof. Khaled Balto, KSA (King Abdu-1Aziz University Jeddah). With 2015 just behind us, Oral-B already has another education event planned at the upcoming UAR International Dental Conference & Arab Dental Exhibition– AEEDC organized by In- dex Conference & Exhibitions, where the Oral-B Symposium will take place with the theme of “The Caries Journey; to Identify, Restore & Prevent” featuring Asst. Prof. Elias Berdoues, UAE, Prof. Colin Murray, Prof. Constantine Oulis, Greece, UAE, Prof. Dimitrios Tziadas, UAE, Dr. Ajay Juneja, UAE, Prof. Crawford Bain, UAE. This will take place in Conference Hall-C from 9am-3.45pm on the 3rd of February 2016.

Further in 2016, the Oral-B has an extensive line up of educational events coming up which will soon be announced for the region on the website: www.cappmea.com/uptodate