THE YEAR IN REVIEW: 2015

CAPP and its partners redefine the dental world

Dubai, UAE

By Dental Tribune MEA | CAPPmea

Dubai, UAE: Last year marked the 10th year anniversary of Centre for Advanced Professional Practices (CAPP). In 2015, CAPP has enjoyed its most successful year of its existence starting 11 years ago – achieved via the hard work of its employees and a true customer focused approach. CAPP is proud to have served the dental community of thousands: from dentists, dental technicians, dental assistants, to corporate business, entrepreneurs and governmental organizations. In 2015, CAPP organized and managed three major events which were rated with an average score of 88% by the participants.

10th CAD/CAM & Digital Dentistry Int'l Conference

The 10th edition of the CAD/CAM & Digital Dentistry International Conference took place in Jumeirah Beach Hotel on the 06-07 May 2015. It once again claimed the space as the most significant scientific conference in the Middle East. The event was visited by 1,825 (+15% vs 2014) elite dental professionals and industry players coming from 22 countries, 17 international speakers, 59 sponsors and exhibitors brought the latest developments from the dental industry to the participants. The scientific program provided the international multitude of dentists interesting up-to-date presentations with the latest opinions, techniques, trends and developments from renowned key opinion leaders. The meeting, with its friendly atmosphere provided an excellent networking place.

Additionally, on the eve of the 10th CAD/CAM & Digital Dentistry Int’l Conference, CAPP celebrated its 10 year anniversary with its friendly atmosphere and exhibitors brought the latest developments from the dental industry to the participants. The scientific program provided the international multitude of dentists interesting up-to-date presentations with the latest opinions, techniques, trends and developments from renowned key opinion leaders. The meeting, with its friendly atmosphere provided an excellent networking place.

Over 2,463 delegates attended the 7th DFCIC on the 'Arena' grounds of Jumeirah Beach Hotel in Dubai.

The 11th edition of the conference will take place in Jumeirah Beach Hotel on the 06-07 May 2016.

3rd Asia Pacific, CAD/CAM & Digital Dentistry Int’l Conference

The 3rd edition of the Asia-Pacific, CAD/CAM & Digital Dentistry International Conference was a true success. It took place at the Suntec, Singapore on the 04 and 05 of December 2015. Positive feedback was received from over 600 (+15% vs 2013) dental professionals and industry leaders who attended the conference. Additionally, held during the conference Dental Technicians and Lab Owners.

The event provided Dentists the latest in the dental industry, brought together the most renowned key opinion leaders. The meeting, with its friendly atmosphere provided an excellent networking place.

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The 4th Asia Pacific, CAD/CAM & Digital Dentistry International Conference will take place in Jumeirah Beach Hotel on the 04-05 November 2016.
ABOUT CAPP

Centre for Advanced Professional Practices (CAPP) is an American Dental Association (ADA) C.E.R.P Recognized Provider, specializing in CME and CPD dental programs – conferences, hands-on courses, workshops and self-instruction programs. For the past 11 years CAPP has facilitated over 590 CME programs educating over 59,000 international participants. Ever since 2005 CAPP has experienced year-on-year growth and in 2015 alone CAPP educated nearly 15,000 international dental professionals.

With the opening of CAPP Asia in 2012, the company's reach has expanded to the Asia-Pacific region and beyond.

In 2012, CAPP joined the global family of 96 publishers by becoming the proud owner of the Dental Tribune Middle East & Africa edition, and has since been delivering six print editions annually to over 20,000 dental professionals (120,000 copies annually) in the Middle East and Africa region and delivers a newsletter to over 41,000 active subscribers every two weeks (approx. 984,000 e-mail annually). Through its international website, the latest industry news reaches the largest dental community worldwide—an audience of over 1,000,000 dental professionals.

WHAT DOES CAPP DO

CONFERENCES
• CAD/CAM & Digital Dentistry Int’l Conference | Dubai & Singapore
• Dental-Facial Cosmetic Int’l Conference
• Dental Technicians Int’l Meeting
• Dental Hygienist Seminar
• Various Dentistry Awards

CONTINUING DENTAL EDUCATION
CAPP offers over 60 hands-on courses per year across a broad spectrum of subjects. Classes vary in length from one-day seminars and short courses to weekly classes and degree programmes. All programs are certified from the authorized accreditation entities.

DENTAL TRIBUNE MEA
Dental Tribune Middle East & Africa is part of the globally renowned Dental Tribune International Publishing Group – a combined network including more than 100 trade publications that reach more than 1,000,000 dental professionals in more than 98 countries in 29 languages. The unique publishing platform combines print and online media, offering a multitude of marketing channels to reach the largest dental community worldwide.

mCME SELF INSTRUCTION PROGRAM
CAPP together with Dental Tribune provides the opportunity with its mCME: Self Instruction Program, a quick and simple way to meet your continuing education needs. mCME offers the flexibility to work at one’s own pace through the material from any location at any time. The content is international, drawn from the upper echelon of dental medicine, and also presents a regional outlook in terms of perspective and subject matter.

CORPORATE MARKETING, PR & EVENTS
CAPP offers multi-faceted collaborations with leading brands in dental industry such as Orsi-B (P&G), Philips, Colgate, Wrigley’s and GSK (just to name a few) to engage with the community of dental professionals. CAPP supports the companies by helping them to establish accredited year-round programs for dental professionals. In addition, CAPP’s database of 41,000 dental professionals in MEA, provides the opportunity to every company to reach the majority in the region.

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