FUTURE VISION

Launched during an international conference in Rio de Janeiro in 2009, the Global Caries Initiative (GCI) has become an important cornerstone of the FDI’s policy roadmap for 2020. Its main objective is the introduction and implementation of a paradigm shift in the classification and management of caries. We believe that there has been an increase in the prevalence of other dental conditions, tooth decay re- mains the most common dental dis- ease worldwide. Although there has been a decline in caries in industrial- ised societies in recent years through fluori- dation of toothpaste and improved dental hygiene, up to 10 percent of all non-communicable diseases in low-income countries suffer from this condition, which often remains untreated.

At this year’s congress, the new website for the GCI, developed joint- ly with Dental Tribune International (DTI), will be launched. It is the second online project that FDI has initiated this year, the first of which was the launch of the campaign website for non-communicable diseases (NCDs) in May on behalf of the World Health Organization. FDI’s goal is to bring together individuals and groups from around the world to share knowledge on caries management and the develop- ment of a new preventive par- adigm. Furthermore, it will include information and case studies on caries from FDI-member dental associations around the globe.

“We have been working on the Global Caries Initiative since 2009 and it is very heartening to see it now become a reality,” commented FDI President Orlando Monteiro da Silva. “The website will offer new oppor- tunities for communicating and ex- changing information among experts in the field and that should lead to some serious progress.”

“By extension, this will have a huge impact on our strategy for the promotion of oral health within the context of the prevention and control of non-communicable diseases,” he added.

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“By extension, this will have a huge impact on our strategy for the promotion of oral health within the context of the prevention and control of non-communicable diseases,” he added.
The FDI World Dental Federation has announced that China’s Minister for Health, Prof. Chen Zhu, will be the first recipient of the organisation’s Inaugural World Oral Health Recognition Award. The 59-year-old haematologist was selected owing to his contributions to the development of dentistry in China, the organisation said last week.

Politically independent Zhu was appointed Minister of Health of the People’s Republic of China in early 2007. Since then, he has implemented reforms of China’s health-care system, which included the expansion of basic health coverage to urban and rural areas, among other things. He also remains professor at Jiao Tong University’s School of Medicine in Shanghai, as well as a member of the Chinese Academy of Sciences in Beijing.

It is the first time that the FDI has awarded an individual for his or her contributions to dentistry. The award will be given to Zhu officially during the opening ceremony of this year’s FDI Annual World Dental Congress in Hong Kong in August.

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**Vision 2020:** shaping the future of oral health

Principles unveiled at special World Dental Parliament session

The FDI World Dental Federation will unveil its Vision 2020: shaping the future of oral health on Tuesday, 28 August, at a special panel session of the World Dental Parliament. Here, in brief, are the principal elements of the FDI Vision.

1. Meet the increasing need and demand for oral healthcare
   - Our Vision is that by 2020, inequities with regard to access to oral healthcare will be substantially reduced and the global need and demand for oral healthcare more largely met.

2. Expand the role of oral healthcare professionals
   - Our Vision is that, by 2020, oral health will be fully recognized and accepted as a crucial part of overall health and well-being.

3. Shape a responsive educational model
   - Our Vision is that by 2020, our young graduates will benefit from responsive, dynamic and modular curricula, with a focus on extensive critical thinking and analytical skills as well as public health and trans-professional education.

4. Mitigate the impacts of socio-economic dynamics
   - Our Vision is that, by 2020, collaboration and partnerships between the private and public sector will have led to the inclusion of Oral Health in all Policies and the focus will shift to models viewing promotion, prevention, and treatment as equally important.

5. Foster fundamental and translational research and technology
   - Our Vision is that, by 2020, major improvements in oral health will have been achieved and inequalities will have been reduced through research-led strategies for more effective disease prevention, with the integration of oral health into healthcare in general.

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Look out for the 30 August edition of Worldental Daily for fuller coverage!
For the first time in dental, SATELEC® features a unique Trilogic™ system which consists in customizing your PMax ultrasonic generator in three possible configurations.
FDi Hong Kong 2012: sentimental, political, visionary

By Orlando Monteiro da Silva, FDi President

The Congress is political in the sense that the latest orientation of oral health policy is also on display with the launch of the much-anticipated FDi Global Caries Initiative (GCI) website, which brings together individuals and groups from around the world to exchange, communicate and share knowledge on caries management and the development of a new preventive paradigm.

The GCI prevention paradigm dovetails with FDi’s most recent concerted effort in public and oral health in the field of noncommunicable diseases (NCDS). FDi has long advocated that oral health should be integrated into a common risk factor strategy with other NCDS, in particular cardiovascular and respiratory disease, diabetes and cancer. This principle is now, thanks in part to FDi, enshrined in public policy in the United Nations Political Declaration on NCDS, which calls for an approach based on control and prevention.

The Congress is visionary because two days before, the World Dental Parliament, meeting here in Hong Kong, saw the launch of and debate on FDi’s Vision 2020, a roadmap for the coming decade in dental medicine. This document, developed by a specially-created constituted task team in collaboration with our members, is, as its preface proclaims, inspirational and aspirational.

Oral health is an essential component of good health, and good oral health is a fundamental human right. The role of the dental profession is to help the population and decision-makers to achieve health through good oral health."

Moving forward with Live.Learn.Laugh.

By Drs Monica Carlile & Virginie Horn

Phase II of our partnership has potential for significant impact, both through its conceptual design and implementation of projects locally. Our message: “brush twice daily with a fluoride toothpaste” is powerful in its simplicity—a call-to-action based on sound science and professional support. All evidence shows that this is the best way to improve oral health globally.

This single focus enables FDi and Unilever to provide targeted support to our national dental association and Unilever partners in each country. All projects are evaluated through data collection, some over a lifetime. All projects are evaluated through data collection, some over a lifetime.

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The opening sentences contain principles with which all delegates attending this FDi congress no doubt agree: “Oral health is an essential component of good health, and good oral health is a fundamental human right. The role of the dental profession is to help the population and decision-makers to achieve health through good oral health.”

On this opening day of the FDi Hong Kong 2012, I would like to bid you all welcome and express the hope that you will have a profitable, informative and an enjoyable stay during the congress of the century!
Refocus on the relevance and importance of dental health

A short interview with Prof. Lakshman Samaranayake, Dean of the Faculty of Dentistry, University of Hong Kong

2012 is not the first time that an FDI congress is taking place in Hong Kong. Two years before the city’s handover from Great Britain to China, dentists from all over the world gathered here for the 1995 Annual World Dental Congress. Worldental Daily had the opportunity to speak with the Dean of the University of Hong Kong’s Faculty of Dentistry, Prof. Lakshman Samaranayake, about the current state of dental health care in Hong Kong and what this year’s congress might mean for HK dentistry.

I Worldental Daily: The last FDI congress in Hong Kong took place in 1995. What significant changes have taken place in HK dentistry over the last 17 years?

Prof. Lakshman Samaranayake: There have been incipient but decisive changes in Hong Kong dentistry. Particularly after 1997, when the territory was handed over to China, changes in the HK dental ecosystem could be seen both in the general provision of dental health care to the population, as well as in the education and training opportunities for dentists in Hong Kong.

As for the dental ecosystem in general, since the handover to China the executive-led HK government has paid little heed to dental health care for underserved populations and continued in the British style of administration, where an elite civil service was able to receive virtually free dental care, while the rest were exposed to the quirks of a private practice system, which the majority could not afford.

Recently, the government introduced a subsidised dental scheme, for the elderly in particular. However, the vestiges of colonial times remain, and free dentistry is still only available to civil servants. Being an exception, schoolchildren have benefited under both governments. The School Dental Service is generally well funded and regarded as a good service provider.

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I Apart from the younger population, where do Hong Kongers rank in the field of oral health?

As mentioned, the vast majority of the population is still in need of dental services, yet the demand is poor as in most Asian countries. The reasons for this may be the financial constraints of expensive dental care or general ignorance regarding the importance of dental health. Although Hong Kong does not have highly neglected oral care, compared with developed nations the dentist to population ratio of approximately 1 to 4,000 is rather low for the territory, which has long been considered a developed country.

One has to say that awareness of the benefits of good oral health is generally improving especially among the educated groups. The dentists in the territory, who deliver the major share of dental services, however, need to convey the message to the public that oral health is intimately related to systemic health and quality of life.

I What can a major dental congress like FDI Hong Kong 2012 add to the improvement of dentistry in Hong Kong?

The focus and priority of the HK government has been on the general health rather than dental health of the populace. Fortunately, the new Chief Executive and President of the Executive Council of Hong Kong, Leung Chun-ying, is a friend and an ardent enthusiast of the dental profession, and we trust that under his leadership dental services will improve vastly and be given the recognition needed. The FDI’s Annual World Dental Congress will help to refocus the attention of both the government and the public on the relevance and importance of dental health.

I Thank you very much for this interview.
Industry preview of FDI AWDC 2012

New products and technologies on display at World Dental Exhibition

With more than 300 companies and dealers from Hong Kong and around the globe to be participating in this year’s World Dental Exhibition, there will be plenty of new products to see and discover for dental professionals. In addition, participants of this year’s congress will be able to get hands-on with the latest dental tools and technologies during a daily symposium presented by the Dental Tribune Study Club inside the exhibition hall.

Among the new products will be the AIR-N-GO by the French company Acteon (Fig. 1, Booth L6b/M17). The dual purpose air polisher with direct connection to the chair was designed for ultraactive supra-gingival polishing as well as sub-gingival periodontal diseases and peri-implantitis treatment through an optional AIR-N-GO PERIO KIT.

The latest dental tools and technologies during a daily symposium presented by the Dental Tribune Study Club inside the exhibition hall.

W&H’s new Proface light probe (Fig. 2, Booth E22/26) is supposed to enable direct visual detection of caries in opened cavities and, therefore, minimise the risk of caries recurrence. According to the company, the device enables selective treatment during caries excavation based on Fluorescence Aided Caries Excavation (FACE), a method in which violet light is applied to the opened cavity where metabolic by-products, left by the bacteria in infected dentine and not visible to the human eye, fluorescence red while healthy tooth substance fluorescence green.

Diur Dental (Booth H20/I19) is presenting the latest generation of its successful compressor series. First introduced at IDS Cologne in Germany last year, both the Tornado 1 and 2 series of articulators by the US manufacturer Whip Mix (K25) offer superior quality and lifespan through the P.B.S. brazed bonding system achieved by a specially developed nickel chrome alloy.

Novolak (Booth E22/C4) from Canada is showcasing its local dental anaesthesia Posicaine that, according to the company, can be used in both simple and complex dental procedures.

Finally, orthodontic specialists will be able to get hands-on with the latest series of articulators by the US manufacturer Whip Mix (Fig. 3, Booth E22) and well its centered bite record Esthetic CrossRef which comes in packages of 20, and with two Nasion Extenders.
See four times more
The new Synea range with LED+

One light – four advantages, the perfect combination. Optimal illumination; a colour rendering index of more than 90; a perfectly positioned LED; and a small head: Four reasons why you should use the new Synea turbines with LED+. 
Floor plan, HKCEC, Hall 3C-E

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<td>Pretset Denpro Limited</td>
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<td>Procter &amp; Gamble HK Ltd.</td>
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<td>Promedica</td>
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<td>Pulpdent Corporation</td>
<td>H16/P15</td>
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<td>Quintessence</td>
<td>A19/21</td>
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<td>Returning Swans</td>
<td>P37/P39</td>
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<tr>
<td>Royal Dental Laboratory</td>
<td>J30/J32</td>
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<td>Sanyang</td>
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<td>Salli Hong Kong Ltd.</td>
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<td>Shanghai A-Dental Products Co., Ltd.</td>
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<td>Shanghai Pinru Medical Equipment Co., Ltd.</td>
<td>SHENZHEN CODENT INDUSTRY Co., Ltd.</td>
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<td>SHENZHEN Jiaohong Dental Technological Development Co., Ltd.</td>
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<td>SHENZHEN MINGHAO DENTURES Co., Ltd.</td>
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<td>SHENZHEN New Perfect Exact Dental Research Co., Ltd.</td>
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<td>SHENZHEN PLY MEDICAL DEVICE Co., Ltd.</td>
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<td>SHENZHEN XiangTong PHOTOELECTRICITY TECHNOLOGY Co., Ltd.</td>
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<td>SHOFU INC.</td>
<td>B12/C13</td>
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<td>Sino Dental</td>
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<td>Sino-Dentex Co., Ltd.</td>
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<tr>
<td>Sirona Dental Systems Hong Kong Ltd.</td>
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<td>Smile-on Ltd.</td>
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<td>SOCO Precision Instrument Co., Ltd.</td>
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<td>Soredex</td>
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<td>Sunmax Biotechnology Co., Ltd.</td>
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<td>Sivoxion Europe</td>
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<td>Suzhou Junwei Medical Equipment Co., Ltd.</td>
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<td>Takara Belmont</td>
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<td>Tenso Dental (HK) Ltd.</td>
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<td>The Indian Dental R11</td>
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<td>The Yoshida Dental Mfg. Co., Ltd.</td>
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![Image](image_url)

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World Dental Congress in Hong Kong, 29 August–1 September 2012. The congress is the world’s largest gathering of dentists, with 16,000 professionals from 140 countries participating. The congress is expected to attract over 26,000 participants, with 24,000 paying registrants. The congress will be held at the Hong Kong Convention and Exhibition Centre (HKCEC), and is expected to attract 16,000 international delegates.

DATE
The congress will be held from 29 August–1 September 2012.

LOCATION
The congress will be held at the Hong Kong Convention and Exhibition Centre (HKCEC).

GENERAL INFORMATION
The congress is the world’s largest gathering of dentists, with 16,000 professionals from 140 countries participating. The congress is expected to attract over 26,000 participants, with 24,000 paying registrants. The congress will be held at the Hong Kong Convention and Exhibition Centre (HKCEC), and is expected to attract 16,000 international delegates.

TIPS FOR VISITORS TO HONG KONG

1. **Travel**
   - **Public Transportation:** Hong Kong has an extensive and efficient public transportation system, including the MTR (Mass Transit Railway), buses, and trams. The MTR is the most convenient and fastest way to get around the city, especially during peak hours.
   - **Taxis:** Taxis are widely available and are a convenient way to get around the city. However, they can be expensive, especially during peak hours.
   - **Bicycles:** Hong Kong has a network of bicycle rental stations, and cycling is a popular way to get around the city.

2. **Restaurants**
   - **Chinese Cuisine:** Hong Kong is famous for its Chinese cuisine, which offers a wide variety of dishes. Some popular Chinese dishes include dim sum, roast duck, and Cantonese-style seafood.
   - **Western Cuisine:** Hong Kong also offers a variety of Western cuisine, including American and European-style restaurants.
   - **Street Food:** Hong Kong is known for its street food, which can be found in local markets and night markets.

3. **Shopping**
   - **Fashion and Accessories:** Hong Kong offers a wide variety of fashion and accessories, including designer clothing, bags, and accessories.
   - **Electronics:** Hong Kong is a major hub for electronics, with many stores offering the latest gadgets, including smartphones, laptops, and cameras.
   - **Antiques and Collectibles:** Hong Kong is known for its antiques and collectibles, with many stores offering rare and unique items.

4. **Activities**
   - **Attractions:** Hong Kong offers a variety of attractions, including beaches, parks, and theme parks.
   - **Nightlife:** Hong Kong is known for its vibrant nightlife, with many bars, clubs, and nightclubs offering a variety of entertainment options.
   - **Sports:** Hong Kong is also known for its sports, including football, rugby, and golf.

5. **ubble**
   - **Culture:** Hong Kong offers a variety of cultural experiences, including museums, art galleries, and cultural events.
   - **Religion:** Hong Kong is home to a variety of religious communities, including Buddhism, Christianity, and Islam.
   - **History:** Hong Kong has a rich history, with many historical sites and monuments.

6. **Health and Safety**
   - **Health:** Hong Kong has a well-developed healthcare system, with many hospitals and clinics offering top-quality care.
   - **Safety:** Hong Kong is generally considered a safe city, but visitors should be aware of their surroundings and take appropriate precautions.

OTHER RESOURCES
- **World Dental Congress:**
  - **World Dental Congress in Hong Kong, 29 August–1 September 2012. The congress is the world’s largest gathering of dentists, with 16,000 professionals from 140 countries participating. The congress is expected to attract over 26,000 participants, with 24,000 paying registrants. The congress will be held at the Hong Kong Convention and Exhibition Centre (HKCEC), and is expected to attract 16,000 international delegates.

- **FDI World Dental Federation:**
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  - **Website:** www.dentalfederation.org

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  - **Website:** www.dental-tribune.com

- **About the Publisher**
  - **Facts & Figures:**
    - 16,000 professionals from 140 countries participating.
    - 24,000 paying registrants.
    - 16,000 international delegates.
    - 24,000 paying registrants.
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WEDNESDAY, AUGUST 29

11.00 A.M.
ABRASIVE TECHNOLOGY
“PRECISION TOOLS - WHERE YOU NEED THEM MOST”
SABINE NAHME

12.00 A.M.
CHANGING THE FACE OF DENTISTRY
MYLES HOLT
DIRECTOR OF THE AUSTRALIAN ACADEMY OF DENTO-FACIAL
AESTHETICS (AADFA)

13.00 P.M.
GLOBAL CARIES INITIATIVE: EXPERIENCES OF CHANGE
MANAGEMENT
DANIEL M. MEYER
AMERICAN DENTAL ASSOCIATION

14.00 P.M.
CBCT IN AND TRADITIONAL X-RAY OUT?
DR. DAN MCOWEN
ICBI DIRECTOR OF EDUCATION

15.00 P.M.
SUCCESS FACTORS IN DENTAL OFFICES: EFFICIENT TREATMENT
PROTOCOLS
PASCAL STEICHEN
PRACTICE MANAGEMENT EXPERT

THURSDAY, AUGUST 30

11.00 A.M.
OVERVIEW AND COMPARISON OF CLINICAL AND DIAGNOSTIC
ASPECTS IN VOLUME TOMOGRAPHY
DR. DAN MCOWEN
ICBI DIRECTOR OF EDUCATION

12.00 A.M.
GCI: “HOW TO PREVENT CARIES IN THE DENTAL
PRACTICE”
PROF. ELMAR REICH

13.00 P.M.
ABRASIVE TECHNOLOGY
“PRECISION TOOLS - WHERE YOU NEED THEM MOST”
SABINE NAHME

14.00 P.M.
SUCCESS FACTORS IN DENTAL OFFICES: EFFICIENT STAFF
MANAGEMENT
PASCAL STEICHEN
PRACTICE MANAGEMENT EXPERT

15.00 P.M.
SUCCESS FACTORS IN DENTAL OFFICES: EFFICIENT TREATMENT
PROTOCOLS
PASCAL STEICHEN
PRACTICE MANAGEMENT EXPERT

FRIDAY, AUGUST 31

11.00 A.M.
ABRASIVE TECHNOLOGY
“PRECISION TOOLS - WHERE YOU NEED THEM MOST”
SABINE NAHME

12.00 A.M.
CHANGING THE FACE OF DENTISTRY
MYLES HOLT
DIRECTOR OF THE AUSTRALIAN ACADEMY OF DENTO-FACIAL
AESTHETICS (AADFA)

13.00 P.M.
GLOBAL CARIES INITIATIVE: EXPERIENCES OF CHANGE
MANAGEMENT
DANIEL M. MEYER
AMERICAN DENTAL ASSOCIATION

14.00 P.M.
GCI: TRANSFERRING KNOWLEDGE INTO ACTION - CONTINUING
EDUCATION FOR DENTAL PRACTITIONERS
NERMIN YAMALI
FACULTY OF DENTISTRY OF UNIVERSITY OF ANKARA, TURKEY

15.00 P.M.
SUCCESS FACTORS IN DENTAL OFFICES: EFFICIENT PRACTICE
MANAGEMENT
PASCAL STEICHEN
PRACTICE MANAGEMENT EXPERT

SATURDAY, SEPTEMBER 1

11.00 A.M.
SUCCESS FACTORS IN DENTAL OFFICES: EFFICIENT STAFF
MANAGEMENT
PASCAL STEICHEN
PRACTICE MANAGEMENT EXPERT

12.00 A.M.
OVERVIEW AND COMPARISON OF CLINICAL AND DIAGNOSTIC
ASPECTS IN VOLUME TOMOGRAPHY
DR. DAN MCOWEN
ICBI DIRECTOR OF EDUCATION

13.00 P.M.
GCI: THE FDI CARIES MATRIX

14.00 P.M.
ABRASIVE TECHNOLOGY
“PRECISION TOOLS - WHERE YOU NEED THEM MOST”
SABINE NAHME

15.00 P.M.
SUCCESS FACTORS IN DENTAL OFFICES: EFFICIENT PRACTICE
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Hong Kong Dental Association
8/F., Duke of Windsor Social Service Building
15 Hennessy Rd., Wanchai
HONG KONG

CONGRESS VENUE
Hong Kong Convention and Exhibition Centre
1 Expo Drive, Wanchai
HONG KONG

EXHIBITION HOURS
Wednesday, 29 August:
10:00–18:00
Thursday, 30 August:
10:00–18:00
Friday, 31 August:
10:00–18:00
Saturday, 1 September:
10:00–16:00

VISITORS ACCESS is absolutely free.

WELCOME CEREMONY
The Welcome Ceremony of the AWDC 2012 will be held on Wednesday, 29 August, in the Grand Hall at Level 3 of the HKCEC. Admission starts at 17:45.

CONGRESS REGISTRATION
Onsite registration is possible from Tuesday, 28 August, to Saturday, 1 September, 7:00 – 18:00. Fees range from CHF350 (US$337) to CHF600 (US$613) and are for the full four inclusive days. This does not guarantee a seat at any particular scientific session. Therefore, arriving early is recommended to secure participation.

OFFICIAL LANGUAGES OF THE CONGRESS
English, Mandarin

CERP
Delegates who have registered for the congress are eligible to receive continuing education points (20 points maximum) by attending scientific sessions during the meeting.

PRESS AND MEDIA
Free copies of the Worldental Daily congress newspaper will be available onsite and provide visitors with the latest news, as well as information about the congress, new products and what to do in Hong Kong.

PASSPORTS AND VISAS
Currently, nationals from over 170 countries and territories visiting Hong Kong do not require a visa for visits of seven to 180 days. If you require a visa, please visit the Hong Kong Immigration Department’s website at www.immd.gov.hk/ehtml/hkvisas.htm.

CLIMATE
Hong Kong has a subtropical climate with distinct seasons. Summer (June to August) is usually hot and sunny, with occasional showers and thunderstorms. The temperature can exceed 31°C (87°F), but high humidity levels can make it feel even hotter.

AIRPORT TRANSFER
Travellers have plenty of choices for getting to and from the airport. The Airport Express links Hong Kong International Airport directly to Hong Kong’s central business district, and buses connect the airport with most of the city. While taxis and coaches provide additional options for passengers, there are also limousines to take passengers to their destinations directly.

BANKING & CURRENCY
The legal tender is the Hong Kong dollar (HK$), which is linked to the US dollar at a rate of about 7.75 HKD (as of August, 2012). While most shops in Hong Kong accept common credit cards, vendors at open air markets will only accept cash. All goods, other than alcohol and tobacco, are tax-free. Banks are open from 9:00–16:30 on weekdays and 9:00–12:30 on Saturdays.

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