

# idsNews'11



*Special Edition for Cologne's Trade Show*



An outlook on European  
Dental Markets



IDS 2011: Facts and Figures



Products, Trends and  
Innovations at IDS 2011

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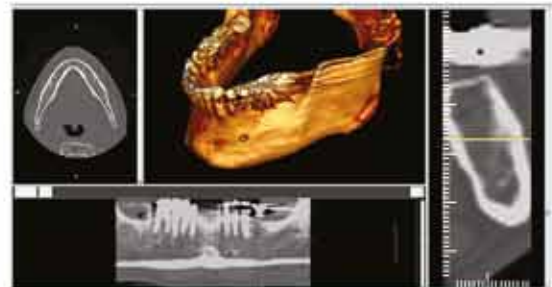
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IDS Cologne (22.03.-26.03.2011) Hall 11.3 Aisle J No. 49

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Visit us at IDS, 22-26 March 2011  
Hall 4.1, A084-a



• IDS 2011 Week: Infodent at IDS 2011



Companies that will be showcasing their products at Infodent booth at IDS 2011 [Hall 04.1-A084a](#):

**Advanced Dental Diagnostics BV** (*Netherlands*) – Diagnostic devices, Antibiotics, Pharmaceuticals/diagnostics, Periodontal remedies. [Hall 04.1-A086](#)

**Corix Medical Systems** (*Mexico*) – Radiographic devices [Hall 04.1-A084](#)

**Dentmate Technology Co., Ltd.** (*Taiwan*) – Light polymerisation devices. [Hall 04.1-B089](#)

**Hexagon International (GB) Ltd** (*UK*) – Radiographic films, Cotton rolls/tampon strips. [Hall 04.1- A088a](#)

**Hospimed MFG** (*Pakistan*) – Surgical instruments, Implantation instruments, Articulators, Tray and other container systems. [Hall 04.1- A088](#)

**L'Hygiene Express** (*France*) – Accessories for practice furniture, Implantation navigation devices, Connecting parts for supra constructions. [Hall 04.1- B089b](#)

**Micro Tech Corp.** (*Japan*) – Lighting systems & Loupes [Hall 04.1-B089c](#)

**PM Dentmedix Inc.** (*Taiwan*) – Cuspidors, Operating lights, Imaging systems, Intraoral cameras, Radiographic film viewers, Bleaching systems, Electrosurgical devices, Light polymerization devices, Powder jet devices, Ultrasonic devices, Working stools, Patient chairs, Impression materials, Adhesives, Filling materials, Temporary sealants, Pulp protection materials, Materials for crowns and bridges, Polishing materials, Handpieces, Tubes and connections, Special contra-angles, Turbines, Trays, Diamond instruments, Tungsten carbide instruments, Prophylactic equipment, Interdental brushes, Cosmetic dentistry supplies, Steel burs and grinders. [Hall 04.1- A088c](#)

**Saga Dental Supply A/S** (*Norway*) – Orthodontic supplies, Impression trays, Orthodontic instruments. [Hall 04.1- A088b](#)

**Sanitex di M. Barzaghi** (*Italy*) – Protective wraps [Hall 04.1- B089a](#)

**Satou/Mokuda Dental** (*Japan*) – Products for emergency cases, Tooth cleaning instruments, Plaque detectors. [Hall 04.1- B087](#)

**Tanchy Instruments** (*Pakistan*) – Instrument stands, Orthodontic supplies, Mixing bowls, Impression trays, Surgical instruments, Filling instruments, Injection instruments, Orthodontic instruments, Matrix systems/holders, Measuring systems, Periodontal instruments, Scalpels, Spatula, Examination instruments, Tooth cleaning instruments, Implantation instruments, Burners, Articulators, Mixing instruments, Plaster knives and saws, Modelling instruments, Laboratory pliers [Hall 04.1- B085](#)



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- Reduces the temperature rise during curing, encouraging the proper closing of the polymer chains, with significant improvement of the matrix of composites

Diagram - Italy

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HALL 3.1 – STAND J50-K51





For more than a decade, we have been providing professionals in the implantology sector with our exclusive know-how, creating certified,

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BTK dental implants ensure utmost stability, ideal tissues response and reduced recovery time. The surface of our implants is unique thanks to the exclusive Double Acid Etched Surface (D.A.E.S.) process that gives a supervised micro-rugosity, favouring the osteoblasts cellular retainer and the interaction with bone tissue.

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BTK 3D is the software you need for diagnostic and computer-assisted implant surgery: user-friendly, precise and predictable, guides you step by step from the diagnosis to the result.



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#### Enlighten, Whitening has evolved.

Enlighten is the only teeth whitening system in the world to guarantee VITA shade B1 on every case. The system is manufactured in Germany and the USA and is designed by Enlighten Research Labs in the UK. Enlighten has carried out over 60,000 B1 guaranteed bleaching procedures – with a failure rate of less than 1%.

The combination home and office treatment does not use any bleaching lights, gingival protection or dehydration whitening. The concentration of the office gels is by far the lowest on the market at 9%

hydrogen peroxide. Enlighten also manufactures Tooth Serum HydroxyApatite toothpaste for ultimate sensitivity, repair and whitening treatment

Enlighten is seeking partners in key markets who have a strong cosmetic and education based business

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We created Equadent in 2006 to bring only the most competitive, state-of-the-art products first to Poland, then to the Czech Republic and Slovakia, and now to most of Europe. Our location in Poland enables us to offer some of the

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Equadent searches the world for only the best products which our clinicians ensure will offer an optimal balance of quality, price and usability in our clients' surgeries.

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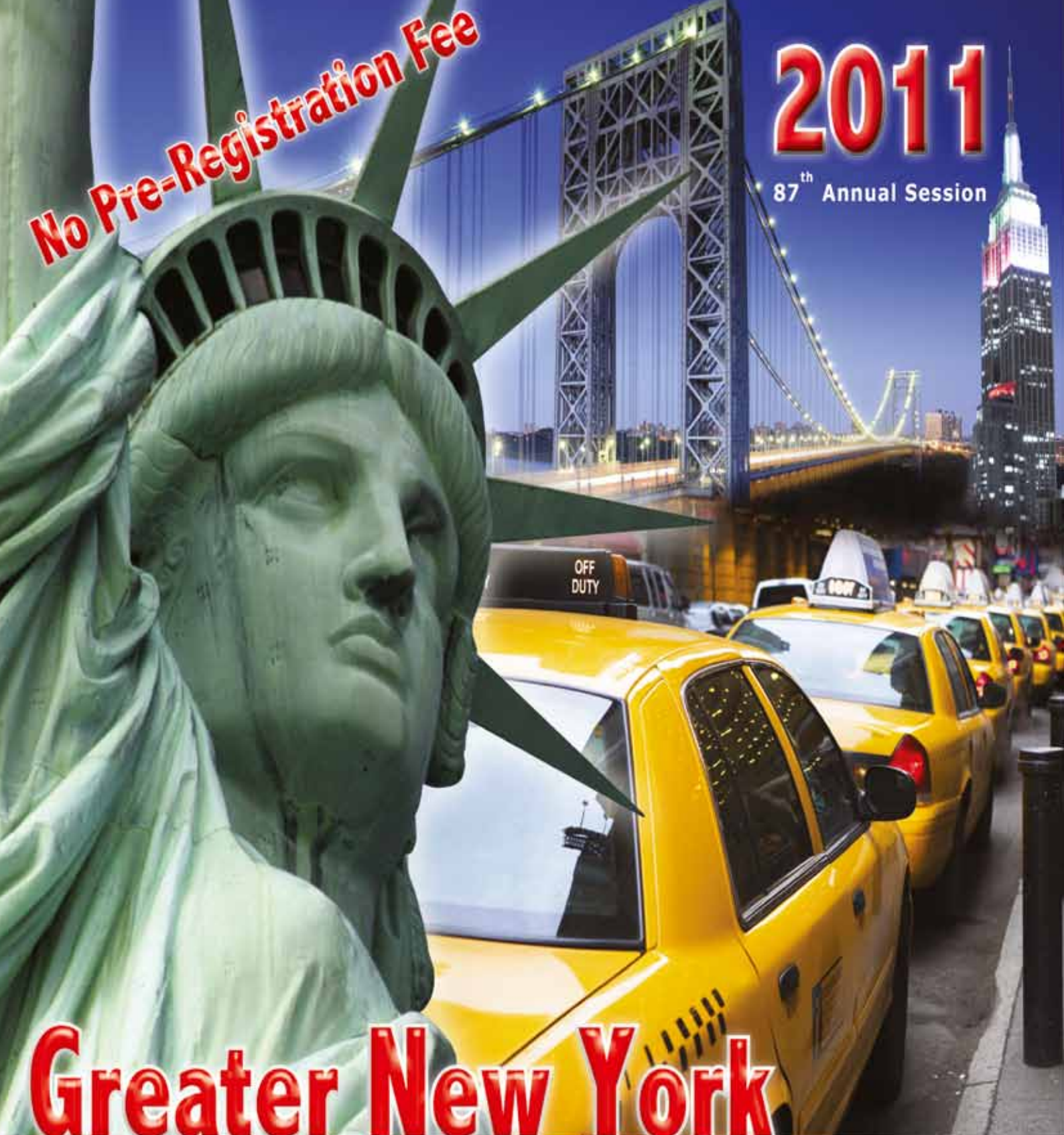
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**2011**

87<sup>th</sup> Annual Session



# **Greater New York Dental Meeting®**

Scientific Meeting:  
Friday, November 25 -  
Wednesday, November 30



Exhibits:  
Sunday, November 27 -  
Wednesday, November 30





SuperDaps are a new generation of Dappen Dishes designed to stop bond from

setting\* in the dappens dish.

This is achieved because the well design is unique in that it is very narrow and deep which restricts the light from penetrating, thus preventing the cure of the bond, plus it reduces evaporation. 1 drop of bond can last for up to 24 hours. SuperDaps prevent the wastage of bond and save you money.

The additional advantage is that any standard applicator brush can stand upright in the bond well so it is ready for use at any time. This also eliminates brush wastage and the possibility of cross contamination. SuperDaps are free standing but also come with an autoclavable base (1 per pack) that can be used to lock the legs into place and ensure a high degree of stability.

There are 4 SuperDap styles – this is because everyone has different needs, requirements and preferences during restorations:

**SuperDap 1** – a single deep narrow well

**SuperDap 2** - Combines SuperDap 1 and another deep, wide well with a separate brush holder. This well allows extra room for instruments to

be dipped into the bond, bond will still last for several hours in the wider well

**SuperDap 3** - Combines SuperDap 1, 2 and another wide shallow well. This offers more options and flexibility

**SuperDap 4** - Combines all the SuperDaps with additional bur and brush holders

Superdaps are disposable items (similar to regular dappens dishes).



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*\*applies to light cured bonds only*



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557 Turbo + dental handpiece and advancing to the more sophisticated CX No Lube family of dental handpieces; Lares has continued to innovate steadily as it develops a recognized, well respected name in the dental industry. Located in Chico, CA, the Lares manufacturing facility boasts 30,000 square feet of high technology manufacturing,

resulting in high quality state of the art dental handpieces.

As a resource for dentists worldwide, Lares dental products are backed by over 50 years of experience and a well earned reputation in the dental equipment industry.

Visit [www.laresdental.com](http://www.laresdental.com) or come to our booth during IDS 2011: Hall 4.2/Aisle K/ Booth 68



The DioProtection™ system consists of the Diosol-Generator™ and Diosol disinfection agent.

The system significantly lowers the infection risk in your practice by means of room disinfection. The goal of each hygiene management is efficient protection against infections which all parties profit from: your team, your patients and yourself. Save yourself infection-related time-loss! DioProtection™ will prevent the formation of potential sources of infection and germs. DioProtection™ offers a high measure of disinfection reliability for the ambient air and reaches into every nook and cranny.

DiosolGenerator™ produces a fine mist from hydrogen peroxide which is enhanced with silver ions to increase effectivity. This mist disinfects all surfaces. The DioProtection™-system complements conventional wiping and scrubbing disinfection which is always accompanied by imponderabilities: Were all surfaces disinfected correctly? Was sufficient disinfection agent used? Were the wiping cloths clean?

Was enough time spent to guarantee success?

The system is portable, mobile and compact, and can thus be moved from room to room easily. It automatically disperses the correct amount of disinfection agent for the preset room volume. The procedure lasts no longer than 90 min. Diosol™ is a highly effective broad-spectrum hydrogen peroxide disinfection agent enhanced with silver ions to increase effectivity. Hydrogen peroxide has been used as an effective means of killing off pathogens, viruses and fungi in the medical field for many years. Dispersed in a fine mist, Diosol™ effectively disinfects large areas and reaches even into the smallest gaps. As opposed to products based on formaldehyde or chlorine, hydrogen peroxide enhanced with silver does not leave any residue - the liquid is broken down into water steam and oxygen.

[www.diopgmbh.com](http://www.diopgmbh.com)



# HUGE DENT

**Huge Dental Material Co. Ltd., established in 1985, is the largest synthetic polymer teeth manufacturer in China that integrates research,**

**manufacturing and sales together.** Huge Dental now owns more than 300 employees and a complete range of advanced acrylic teeth manufacturing equipment in a modern 6,000 square meters facility, with an annual capacity of 30 million pieces, and it's still growing at a ratio of 50% each year. The company has acquired ISO9001 ISO13485 and JIS (Japan) quality system and European CE, American FDA certifications.

With 26 years of experience in manufacturing synthetic polymer teeth, we have an excellent understanding of our customers' needs. Taking great pride in our own teeth design and mold making capability, HUGE now is supplying:

- Acrylic teeth ranging from 2 to 5 layers
- Different Moulds and different materials for all people
- Classical 16 A-D shade system
- Private label products available

Working with the best raw material supplier in the world, we can supply teeth from general wear-resistant resin to high wear-resistant resin material. We assure every tooth quality to our customers.

Till now, our products have been sold to Germany, USA, Japan, Italy, and more than 60 countries in the world. But we need more!! Dealers are still wanted worldwide.

By 2015 we are going to become the global manufacturing and purchasing center for Synthetic polymer teeth. Are you coming with us?!!



**Feel interested? Then meet us at Hall 4.1, C-019!!  
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**Huge Dental Material Co., Ltd**

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# MOZOGRAU®

Mozo-Grau was established in Valladolid (Spain) 15 years ago to offer a service by developing, investigating, designing and launching new reliable products and solutions for the field of implantological oral surgery, based on the experience of respected professionals.

As a high-tech company, Mozo-Grau uses the latest generation of tools which facilitate adjustments finer than 0.001 mm to produce small series of parts with specifications accurate to within 0.01mm. This allows us to achieve an advanced level of individualization for each of our components.

Mozo-Grau has been audited and certified to be in conformance with ISO 9001 and ISO 13485 standards. Our high quality standards demand that 100% of the parts manufactured passes through a series of rigorous tests before shipping, to ensure our clients receive only perfect products.

Mozo-Grau seeks a close relationship with its clients and respected leaders in the field by attending trade fairs and organizing its own implantology symposia and training courses within its committed continuing-education framework.

Mozo-Grau has 2 dental implant systems in the market, the MG-Osseous and the MG-InHex brands. Both have a wide range of solutions to assist both the surgeon and the dental technician to provide the best restorative treatment to the patient.

Mozo-Grau has the capacity to support its business partners in developing its philosophy in new markets. Our global distribution partners have come to trust Mozo-Grau as a company that understands how to tailor solutions to meet the professional requirements of each individual market. Mozo-Grau welcomes distribution enquires from dealers worldwide.

**Visit us at IDS in Hall 4.1 Stand D78.**

**Mozo-Grau, S.L.**

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Laboratorios Inibsa is a pharmaceutical company with more than 60 years of experience in the R&D, manufacturing and commercialisation of dental anaesthetics.

Inibsa has a production capacity of 150 million cartridges per year and

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**For further information, please contact us:**

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**Tel.: + 34 93 860 9500 – Fax: +34 93 843 9695**

**E-mail: [international@inibsa.com](mailto:international@inibsa.com)- Website: [www.inibsa.com](http://www.inibsa.com)**

**Or visit us at IDS, Cologne-Germany, 22nd-26th March, Hall 11.2 stand no. O-039**





**Fimet Oy will be showcasing its new dental unit NEO at IDS 2011: Design meets ergonomics!** The NEO has been developed to complement the broad selection of F1 dental units currently on the market.

Fimet Oy's CEO Timo Janhunen describes the challenging development process of the NEO: "The NEO's development builds on Fimet's current F1 product family. Over the years, we have gathered several suggestions for small improvements from users, and we have included this valuable feedback in this new product. We also wanted to upgrade the visuals of the device, and we're sure that many will find the new design's modern look pleasing. The production of the current F1 dental units, known for their excellent price-to-quality ratio and ergonomic design, will continue for at least the next few years."

The NEO dental unit is designed by industrial designer Matti Hyppönen, and the unit's technical solutions are developed by Fimet Oy's own product development team. The other currently available F1 dental units are also of Hyppönen's design. The award-winning F1 chair has received, among other accolades, the Pro Finnish Design

Award as well as the Ausgezeichnet mit dem Roten Punkt für hohe Designqualität Award.

#### Fimet Oy

Fimet Oy designs and manufactures high-quality dental units for private and public sectors. The company was founded in 1981, and is fully Finnish-owned. Product design, manufacturing and product support are located in Askola, Finland.

Fimet Oy provides dental units across the world. The company has dealers in over 50 countries, and 90 percent of its products are exported. This wide network of dealers is responsible for sale, installation and maintenance. Local dealers provide quick and flexible support to customers.



Visit us at IDS: Hall 10.2, Stand U050-V051

Fimet Oy, Finland

[www.fimet.fi](http://www.fimet.fi)



**Madespa would like to celebrate its 25 years in the dental market by adopting a new logo and corporate image,** which reinforces our goal of providing a better service to our customers every day. The new

logo maintains the company's corporate colors adding a more modern image.

It is remarkable the red M with its stroke that provides the necessary touch of emotion, passion and strength with which we work. The dignified, discreet and diplomatic gray color, "goes well with eve-

rything," reflects the seriousness, adaptability and personalized service to our customers.

We want to renew the perception that our customers, suppliers and overall dental market have of our company with a more friendly, innovative and modern face.

With our product new image we are going to dress up with color your business, whether they are dealers' shelves or dental clinics. With the aim of catching the eye, we have chosen bright colors that, together with the new design, grant our image a clear trendy look.

Our intention is to boost our VENTURA products, which have been developed to meet the demands of professionals. Now it is time to dress up with color 25 years of quality, and IDS is the best showcase for it.

Pay us a visit at our booth! HALL 11.2 AISLE L STAND 51. We will be delighted to celebrate it with you.



**MESTRA®**

Once again we are very pleased to confirm that Talleres Mestraitua, S.L. will be attending IDS 2011 in Colo-

gne. This year we will have the chance to show some of the new products that MESTRA will launch to the market during the year and to contact many of our customers and collaborators from more than 40 different countries worldwide. IDS is nowadays the most important Dental Show in the world and hence a must-attend event for MESTRA.

Among the new products to be launched during 2011 we should emphasize the automatic machine for powder dosage. The machine pours the exact amount of water and plaster previously selected by the user in a vase. Afterwards you only need to mix it up and you will

prevent the characteristic dirt and waste of time of manual dosage.

We will also show the new generation of Iris vacuum-mixers with an updated design, a casting ring wax cleaner, a steam cleaning box, a new sandblaster unit and many other tools and devices that will be included in the new MESTRA catalogue.

Our staff will be very pleased to have a chat with you and show you the new products mentioned above. We will be at the 11.1 Hall, Stand F-20 G-29. Do not hesitate to visit us!





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Lakong Medical Devices Co., Ltd was founded in 1994 which is one of leading manufacturers and exporters of Dental disposables and equipments with ISO13485:2003 and ISO9001:2008 certificates in China. We offer private labeling and contract manufacturing.

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We'll attend IDS 2011 Cologne at Booth No. 11.3 L067 and Dental South China 2011 at Booth No. 15.2 B16. Sincerely invite you to join us.



**LAKONG MEDICAL DEVICES CO LTD**

Shichong Industrial Park, Shipai, Dongguan  
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LiteTouch™ is small and lightweight and easily fits into any dental clinic. Its ergonomic design allows unlimited movement within the oral cavity, mimicking the use of the turbine drill in its look and feel - enabling dental practitioners a full and free expression of their dental mastery and years of expertise.

Syneron Dental Lasers cooperates with a wide range of universities, research centers and scholars around the world in the field of Er: YAG laser dentistry.

Just as the mobile phone has freed our world from use of cables, so will the LiteTouch™ metamorphose the dentistry world from a world of optic fiber limitations to a world of the next generation Er: YAG lasers installed at every dental practice.

Meet us at IDS Show, Booth N050, Hall 4.2 , March 22-26 , Cologne, Germany

To explore cooperation opportunities please contact: [dental@syneron.com](mailto:dental@syneron.com) or visit [www.synerondental.com](http://www.synerondental.com)





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competencies in model management, precision waxing, casting technology, and CAD/ CAM materials. As a leading manufacturer of Rotary Instruments, our products are quickly gaining a strong following around the globe. As a quality contract manufacturer for companies worldwide, we urge you to contact us for OEM opportunities. As an ISO-9001 Certified manufacturer, we are confident we can meet your dealer requirements. OEM opportunities welcome.



We welcome you to visit our stand at the 2011 IDS in Koln from the 22nd – 26th of March. You can find us in HALL 11.3 STAND K048

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,makes, supplies steam cleaner generator in various models and with different characteristics. Max steam range include also a wide choice of dental machine and laboratory equipments with service assistance too. Family trade, combination of particular care for detail and quality with innovative and flexible vocation to improve the products. Passion and pride to steam application systems, our attention to customers and reliability of our products are the characteristics that identify our company. Max steam's goals is to always be a step ahead to supply high reliability product level also develop technical solution to satisfy a wide needs

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Innovative equipments are in our booth .....Visit us Hall 3.2 B48-C49!!!



Mydent International, your source for DEFEND and private label disposables, preventatives, infection control products, and impression material systems.

With over 25 years of reliable service to the dental industry, we currently manufacture over 30% of consumables used in the dental operator.

**As part of our growing product line, Mydent is proud to launch its latest in healthcare apparel – the DEFEND+PLUS disposable jacket.** Made of a soft, breathable 3-layer non-woven SMS fabric, these fire-retardant, fluid-resistant jackets meet OSHA requirements for blood-borne pathogens. Light in weight and splash resistant, these latex-free, autoclavable, washable jackets provide ultimate comfort and style, and are available in four vibrant colors (Ceil Blue, Sky Blue, Light Pink and Purple).

Featuring static free non clinging wear, these jackets come with a snap front, knit cuffs and collar, one breast pocket and two hip pockets. They provide superior, fashionable solutions for the healthcare industry.

DEFEND+PLUS Disposable Jackets are packaged 10 per bag and are available in small, medium, large and X-large sizes. They are available through most dental dealers. Mydent is dedicated to fully maintaining its brand promise: "To provide the healthcare professional with the highest quality infection control products, disposables, disinfectants, preventatives and impression material systems at affordable prices, supported by superior service and 100% Customer Satisfaction."

Come visit us at IDS to learn more about our brand new DEFEND+PLUS disposable jackets and complete line of Defend products. Plus, we are giving away free samples, raffles, prizes, and more!  
**DEFEND. Works Better. Lasts Longer. Costs Less.**

IDS Booth Information:  
 USA Pavilion, Hall 4.2, Aisle G - Booth #60

**Mydent International**  
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Fotona's LightWalker is a breakthrough in dental technology. It is the most powerful and user friendly dental laser system on the market, for gentler treatments and more effective clinical results.

The top-of-the-line 20-watt LightWalker AT model combines dentistry's two best laser wavelengths: Er:YAG and Nd:YAG for no-compromise dentistry, and groundbreaking scanner-ready technology. The dual wavelength 8-watt model DT and single wavelength 8-watt model ST-E can be used in both hard and soft tissue options. LightWalker features the ultimate in convenience and ergonomics. A color touch-screen, a new and patented OPTOflex arm, which allows

**OUIROS system is functional and practical thanks it's portability and intuitive use.**



On OUIROS the immediate image view allows a perfect communication with the patient. You've never seen before such satisfaction and involvement on your patient: a real WOW-factor!

The immediate view of the images avoids useless waste of time. You don't have to download the images on your PC before to decide if it's good for your procedure or not. With OUIROS your daily practice work will be much easier, because you're sure that you don't miss anything: all images are automatically stored. The use

**Noritake**

Noritake is ceramic specialized company from Japan. The quality of Noritake dental ceramics are known in dental field as

EX-3 since 1987.

CZR porcelain was introduced in 2002, it is recognized for superior esthetic results and excellent ease of handling. Moreover, its coefficient of thermal expansion (CTE) is an ideal match with the CTE of zirconia. Its impact resistance (or high fracture toughness) practically eliminates chipping at post-insertion of intra-oral prosthesis. This fracture resistant material is an excellent CTE matching porcelain for overlaying on major zirconia substructures. The clinical performance of PFZ as compared to PFM was presented at International Association for Dental Research (IADR) 2010 Barcelona and concluded "Survival of PFZ crowns on posterior teeth did not differ from PFM crowns in the times interval surveyed." (Abstract #134121).



The design staff at Mariotti is proud to present the new milling-machines line "Bravo" for the best precision.

This represents a real evolution in precision and lightness at the same time. Thanks to the cooperation with the milling expert dental technicians, Bravo allows optimum

working conditions for the best milling technique with the greatest precision system. Another very useful device is also the new internal light to work well without any shade.

Vertical and micrometric with 360° freedom of movement, the milling-

machine arm can be used for: milling, vertical movement, parallelometer, attachment placing. The set includes: 1000/30000 rpm micro-motor with internal light, power supply with rpm and reverse display, 90° tilting and electro-magnetic holding model-table. Approximate size: cm 25x25xh40.

a complete range of motion, interchangeable optics for the new titanium technology handpieces and an automatic Nd:YAG handpiece detection system. The combination of two wavelengths in one system enables you to perform combined, two wavelength (TwinLight™) treatments. This drastically improves the outcome to achieve supreme results.

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of OUIROS is very simple, especially for those who already are familiar with touch screens. OUIROS is very comfortable because it's WIRELESS: no more wire connections with your PC. OUIROS improves the ergonomics of your dental practice: save cost and space using OUIROS system with more x-ray tubes present in your practice. OUIROS is the perfect solution if you have more practice: take it with you always and everywhere thanks it's portability.

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KATANA was introduced in 2006, it is recognized for ultimate esthetics with high translucency & 9 shades of pre-colored zirconia material made by Noritake itself. Noritake introduces new milling machines DWX-30N, DWX-50N and zirconia disks at IDS to provide perfect zirconia milling system for individual laboratories.



Please drop in our booth H11.1 H-028 to see our new line-ups

**Noritake Dental Supply Co., Limited**  
E-mail: [info@noritake-dental.co.jp](mailto:info@noritake-dental.co.jp)  
Website: [www.noritake-dental.co.jp](http://www.noritake-dental.co.jp)

machine arm can be used for: milling, vertical movement, parallelometer, attachment placing. The set includes: 1000/30000 rpm micro-motor with internal light, power supply with rpm and reverse display, 90° tilting and electro-magnetic holding model-table. Approximate size: cm 25x25xh40.

Visit us at IDS: Hall 11.2 - R041

**Mariotti & Co. Srl – Italy**  
Tel: +39 0543 474105  
Fax: +39 0543 781811  
[www.mariotti-italy.com](http://www.mariotti-italy.com) -  
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# Dental South China 2012

International Expo 华南国际口腔展



Top Dental Show | 顶尖盛事 博览牙科  
in China

17<sup>th</sup> Dental South China International Expo

[www.dentalsouthchina.com](http://www.dentalsouthchina.com)

时间: 2012年3月7-10日

地点: 中国·广州

广东国际科技贸易展览公司



March 7-10, 2012 Guangzhou, China

Guangdong International Science & Technology Exhibition Company(STE)

Tel: 0086-20-83549150 83517122

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Tecnomed Italia Srl operates in the dental field since last 1990. At the beginning it provided technical assistance to dental surgeries and laboratories and imported small dental equipment and spare parts for service centers.

Thanks to its technical experience and the ability to select high quality spare parts at competitive prices, the company has today more than 1.500 customers among service centers and dealers

all over Europe.

In 2010 Tecnomed acquired Dentronica brand (manufacturer of dental units) expanding its product range, which goes from dental equipment and spare parts to the complete dental surgery.

For the production of equipment the company relies on selected suppliers, which operates according to appropriate standards of quality and safety. Tecnomed Italia is in close contact with its partners and its customers so that it can meet their requirements, find solutions and

#### VICTOR V200 – VALUE FOR MONEY!!!



VICTOR V200 is manufactured in Suzhou-China but by Italians!!! SUZHOU VICTOR MEDICAL EQUIPMENT Co. is a 19years old dental manufacturer leader bought in year 2006 by CEFLA s.c. group based in Imola-Italy.

With the launch of the new V200 series Victor integrates Italian up to date design features with Chinese modern electro-pneumatic very simple technologies in order to provide dentists with reliable equipment, offering dependable performance and an outstanding price-quality ratio.



dental market during the last years.

The minimally invasive treatment method restores a single missing posterior tooth within 30 minutes without placing an implant or a conventional bridge. The world's first prefabricated bridge combines all matters of state-of-the-art dentistry in one system: With the aid of an easy to use positioning device and a grinding template standardized, small cavity preparations are performed. The prefabricated, accurately fitting Slot-Bridge with its zirconium-oxide core veneered with hybrid-ceramic is inserted immediately after the preparation.

The short treatment time of just a single visit for a definitive restoration enables the dentist to increase the practice's added value enormously alongside enhancing patient satisfaction. The focus of gapless

replies, trying to shape day by day the "IDEAL" product for each customer.

The mission of Tecnomed Italia Srl is to plan technological and comfortable solutions either for professionals or for patients, creating a lasting quality for everyone.



**Tecnomed Italia Srl**

**Via Salvador Allende n.2, 61040**

**Castelvecchio di Monte Porzio (PU) - Italy**

**Tel: +39 0721 956514 // +39 0721 955146 - Fax +39 0721 955229**

**E-mail: info@dentalastec.it- Website: www.dentalastec.it**

VICTOR V200 built according to strict manufacturing standards and based on a concept of maximum quality and minimum waste, is projected and managed by Italian staff based in Suzhou. Select materials and ergonomic design features are the result of over 40 years experience of CEFLA as manufacturer of dental units.

The present Victor range comprises chair mounted equipment packages in both International & Continental versions with a choice of different instrument packages. A full twelve month manufacturer's parts warranty is standard. Every additional detail can be discussed and you'll be surprised by the speed and professionalism of our feedback!!!

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**Customer service: +39 0542 653403**

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is the development of innovative treatment methods based on the latest scientific knowledge in conjunction with using bio-compatible materials.

Headquartered in Umkirch near Freiburg gapless cooperates with Germany's most respectable universities as well as with renowned clinicians. gapless' innovative developments and outstanding materials lead to high-quality products of the very first class.



Meet gapless at IDS: Hall 4.2 Stand L029

**gapless GmbH**

**Beroldingerstr. 5a**

**79224 Umkirch (Germany)**

**Tel: +49 7665 9325108**

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**E-Mail: info@gapless.de**

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Navadha is pleased to launch complete range of Phantom Simulator and Dental Educational Models for Practice, Display and Training. The New modular-style mannequin the iSim is a good tool for teaching dental students procedural skills and techniques. Universal Articulator can accommodate most types or brand of typodont. Durably constructed and well-engineered, the iSim offers many types of available mounting options, including various table, bench, and chair mounts.

Navadha also offers Portable Simulators, Simulators designed for single student or twin seating. Simulators come integrated with Control Boxes, Lights, connection for Handpieces, AirWater Syringe etc. Customised Designs for customers possible.

Navadha offers manufacturing, designing and OEM services for producing Dental Components in Metal, Plastic, Rubber and High quality Resins all at reasonable prices. We can create Animated Films to de-

monstrate products applications. We understand Dental products and can assist better than others. Client confidentiality maintained.

Existing product **EDUCATIONAL:** Phantom Head, Simulators, Adult and Pado Typodont Jaws, Typodont Teeth, Endo Teeth, Educational Models, Implant Training Mandibles, Photographic contrasters, Crown Setters, Endo Organisers, Prophy brushes and cups  
**CLINICAL TOOLS:** Interdental Saw, Cervical Matrices, Animated Procedures.  
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[www.navadha.com](http://www.navadha.com)



Our light-curing tray material "Plaque Photo" is belonging to the highest-quality-level product which is available on the market. Through its physical properties which always remain stable the product leaves a quality-assurance you can rely on. For satisfying Implant-works a high-precised impression is required – this is guar-

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For more information visit [www.wpdental.de](http://www.wpdental.de) or write at [info@wp-dental.de](mailto:info@wp-dental.de)



the US. For the past 15 years, we have supplied quality products to a wide spectrum of domestic and international clients ranging from well-known manufacturers, distributors, public institutions to growing service providers. Our product line includes pneumatic, simple and affordable dental units and mobile carts.

U.S. MEDLINK, a California based company, formed with the objective of providing high quality, low-cost dental equipment, parts and tubing made in

the USM-4150 shown here, a 3-Handpiece Automatic Duo Cart with Vacuum Mobile Cart, having all the features expected from a quality product.

We are located at the USA Pavilion, Hall 4.2, Stand M/79.

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- They do not present changes in color nor pigmentation even when subjected to body temperatures throughout time.
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Bulgarian pavilion in Hall 3.1 / H60-J69, 34th IDS 22.-26.3.2011  
For further information and contact: info@ahk.bg

# BLUEX

BlueX Imaging is an Italian company specialized in designing, manufacturing and distributing

high quality imaging equipment for the dental community all over the world.

Since its foundation in 2000 it expanded to a renowned international company having operations in more than 70 countries. Its product range includes intraoral x-ray units as well as analog and digital panoramic equipment with the related dental software which enables you to get the most out of the captured images.

Apart of obtaining high quality images, professionals appreciate BlueX products for their reliability, ease of use and excellent price-performance ratio. These characteristics are successfully maintained and constantly improved thanks to the dedicated approach of the employees, the sensibly selected suppliers and the fruitful collaboration with Sirona, the dental company to whom BlueX belongs to. In order to learn more about BlueX and its products visit [www.blux.it](http://www.blux.it) or send an email to [blux@blux.it](mailto:blux@blux.it) – our team will be happy to provide you with all information of interest.

Visit us at IDS: Hall 13.3 Aisle J-049



Difficulties with overdenture on implants???? RHEIN'83 HAS THE SOLUTION! Rhein'83 has developed over the years the SPHERO FLEX-BLOCK abutments line for overdentures prosthesis on implants. These abutments, built in titanium, have a TiN coat that increase the hardness of the sphere, having also the function to avoid the time usuries. This line match perfectly with all the implant brands on the market and orders are shipped in few days from the requests. Sphero Block line is adaptable to all the necessary diameters and edge heights, solving all the most common problems due to the lack of parallelism among implants. Same technology applied to the spheres with the Sphero Flex the allows with his rotation to fix the retentive caps with highly precision working combined to the directional rings.

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Latest news by Rhein'83 is the OT EQUATOR LINE still on overdenture solutions. The OT Equator abutments are the perfect solution on low spaces works, combining the Sphero flex and Sphero Block technology with smaller dimensions and low profiles in addition to the reduced sizes and diameters of the caps and theirs metal housing. In addition to the OT EQUATOR PROFILE line some items are available such as the elastic SEEGER for the construction of bars on implants with a simple and functional technology. Efficient results are guaranteed on these products by the 30 years experience of the Rhein'83 company in the attachment field, with his technical research and development over the years.



For more information visit [www.rhein83.com](http://www.rhein83.com)



We are manufacturers of several dental specialties such as whole range of ENDODONTIC INSTRUMENTS, MANDRELS for

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Please check our advertisement in IDS NEWS 2011 at page 79

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**Swident presents the XP1 dental unit leaving the rest behind.** A new generation machine,

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Visit us at IDS: Hall 4.1 Stand A80

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pritidenta® bietet ästhetischen Zahnersatz von höchster Qualität, der in einem neuen, hoch innovativen und effizienten Verfahren hergestellt wird. Die pritidenta® GmbH, Stuttgart, geht aus der pritidenta® b.v. aus den Niederlanden hervor. Die pritidenta® b.v. ist ein international führender Anbieter von Prothesenzähnen aus Kunststoff und Keramik. Die Geschäftsgrundlage der pritidenta® GmbH basiert auf der vollständigen Digitalisierung des Herstellungsprozesses von Zahnersatz mittels CAD/CAM-Technologie. Eine ästhetische Zahnversorgung zuverlässiger, schneller und ökonomischer als bisher zu realisieren - das ist das Ziel des neuen priti®process. Er integriert bekannte CAD/CAM-Systeme, bietet darüber hinaus eine neue Imaging-Technologie und ermöglicht den Einsatz vorgerfertigter Glaskeramikkronen, der priti®crowns. Erleben Sie den neuen priti®process live auf unserem Stand. Wir freuen uns auf Sie.

pritidenta® is offering esthetic dental prosthetics with the highest quality standard, manufactured in a new highly innovative and efficient production process. The pritidenta® GmbH, Stuttgart, emerged from pritidenta® b.v., Netherland. pritidenta® b.v. is an internationally leading provider for denture teeth made of acrylic and ceramic. The

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Over the past 10 years it has been proven in Universities all over the world that the Photo-Dynamic Teeth Whitening system Smartbleach® is the safest and most efficient whitening system worldwide. With the SmartLight3LT device, SBI introduces a new and innovative concept in teeth whitening.

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The SmartLight3LT system comes with an innovative Illuminator which makes it possible to treat all of the teeth up to the first molar with only 1 gel application and this with hands free light activation. This way of operating makes the SmartLight3LT system a user and patient friendly system.



For more information visit [www.sbidental.com](http://www.sbidental.com)



VIPI Industries Ltd. is one of the largest companies producing acrylic teeth in the Americas, working in

the dental field since 1977 and today supplying many customers in over forty countries in six continents. Our products are all certified by the European Community (EC) and holding the CE mark 0434, The Federal Drugs Administration (FDA), the ISO 9001:2008 certificate, GMP issued by ANVISA/Brazilian Ministry of Health and complying with ISO 13485:2003.

Our main teeth lines are the well known Vipi Dent Plus ,Biolux and Trilux which is our premium brand, now with Nanotechnology raw-material ORMOCER® (Organically-MODified-CERamics)

Also a new product we have just launched is the VIPI BLOCK which is a PMMA blank for the manufacturing of dental surgical guide, temporary crowns and bridges, casting patterns, fixed single and multiple prosthesis by a CAD/CAM System.

Please visit us at our stand or visit our website [www.vipi.com.br](http://www.vipi.com.br) for more details.





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plus Smaller, faster,  
better! The new  
milling machine  
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plus combines the highest precision milling with a compact design. Our engineers created this masterpiece especially for the small high-end laboratories, which want to stay independent and on top of the market. Precise 4-axes milling facilitates milling of e.g. hybrid abutments, 16-unit bridges, Maryland bridges, veneers and much more. The automated bur measuring ensures that you will always have the same great results. A high quality spindle turbine and all the other high quality components of this system make it nearly maintenance-free. Today the system is already equipped for future products e.g. soft non-precious alloys (CoCr soft from Schütz Dental GmbH).

#### Tizian™ Creativ RT modelling system

Your imagination is the limit! The new updated Tizian™ Creativ RT modelling software is getting really close to that. Some of the new great features are the Abutment Designer or the improved inlay, onlay and Maryland tool. On top of that, you can also work with a virtual articulator now. As a company which likes to provide open systems, we offer the possibility

to work with different articulator systems. The Tizian™ Creativ RT remains an open system and is compatible with most of the scanners and milling machines that works with open STL files.

#### Tizian™ Scan 102

The improved scan software will give you an incredible resolution. This will enable you to forward higher precision data to the Tizian™ Creativ RT software. Furthermore, the new scanner can be used for the fully adjustable articulator tool. Therefore, you have the option to choose which articulator system you would like to work with, such as SAM S2/S3, artist or Artex (Carbon).

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The precursor of today's IMPLA™ implants can pride itself with a documented history dating back to 1958. Our IMPLA™ research and development team is composed of in-house engineers as well as external professional users such as implantologists, oral surgeons and dentists. Over the years, the goal of this team has always been to create an implant system that leaves nothing to be desired for beginners as well as for advanced implantologists. The system features all necessary tools and accessories, from a well-appointed surgery box all the way to platform switching, to make implantation as easy and as safe as possible for all parties concerned.



Made in Germany - Aftermarket Headgear for red Kavo Contra Angle with new Longlife Chucksystem

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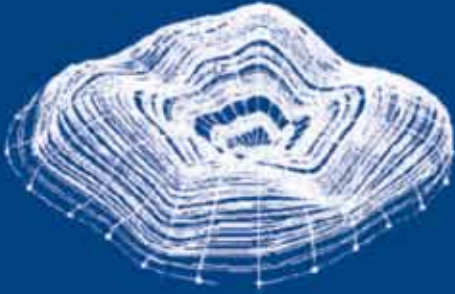


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# Germany

*The German dental industry has been able to establish a good and stable presence on the international healthcare markets.*



“According to the annual statistics for 2010 from the Association of Dental Dealers in Europe (ADDE), 296,906 dentists practice in Europe (excluding Hungary and Bulgaria) and can count on the support of 166,640 dental technicians (including Hungary and Bulgaria). People in Europe therefore enjoy good healthcare, including in the dental sector. In the 2010 Eurobarometer statistical survey, most of the people living here reported that they visit their dentist regularly, which means 2.2 times per year on average.

In addition to the free movement of persons, goods and services, the EU would also like to enable EU citizens to enjoy a personal mobility in the future. With regard to healthcare, the European strategy is aimed at further facilitating the free movement of patients and healthcare employees, simplifying procedures and improving the quality of, and access to, cross-border care. The EU also claims to be striving for greater progress in the dissemination of new medical technologies and in guaranteeing the safety of care for patients in all EU Member States.

The German dental industry has been able to establish a good and stable presence on the international healthcare markets. The 200 companies within the VDDI achieved a turnover of 3.75 billion Euros (including overseas production) in 2009, a decline of 4.3% compared with 2008. Exports amounted to 2.14 billion Euros (- 9.5%) and domestic turnover to 1.62 billion Euros (+2.5%).

The VDDI member companies report almost 18,425 employees in 2009 at home and abroad (- 1.4% compared with 2008). The number of employees fell by minus 0.3% in Germany and minus 6.2% abroad. Member companies found the course of domestic business in 2009 mainly positive, with 53% recording an increase in business. 24% reported consistent sales, while declines were reported by 23% of companies.

Despite the continuing economic crisis, the expectations of VDDI members for the domestic market in 2010 are mainly confident. 58% of companies expect rising sales, at least 40% expect constant turnover, while only 2% fear a fall in sales.

The tense situation in the global economy also affected the dental market last year. The worldwide onslaught of negative financial and economic news is affecting consumer behaviour and the willingness to invest. This stands in contrast to repeatedly good economic news of new orders and growth trends in various industries. The existing patient demand confirms people’s willingness to restore their own health, and that they are not adversely affected by the difficult economic situation. Investments in health are investments in their own quality of life - they are ultimately investing in their own future.

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Business on the dental markets presents itself as rather uneven, for not only must domestic and foreign trade be evaluated differently, but the submarkets with the various dental disciplines and dental technology showed a very differentiated course of business. The strong turbulences of last year's financial and economic crisis demanded a great effort by our industry to uphold or expand its position within international markets against competitors. The export rate of member companies traditionally operating as global players has for years been well above 50%, which again confirms the results of our annual association survey: 31% of our member companies reported revenue growth from export business, 39% reported business at last year's level, and 30% of respondents signalled falling sales.

Looking at individual markets by region, then the course of business based on our trustee survey is quite different: only 26% of our companies within the fast-growing Eastern European market reported sales growth this time. A third of respondents reported a stable course of business, but for 41%, business was significantly weaker than last year.

Western Europe is the second most important market in our industry. Sales increases were recorded this time by 35% of our members and another 38% reported steady business.

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Sales in the highly competitive market in the Far East increased for 40% of participants, 33% of companies could at least keep the sales level of the previous year.

A traditionally very important market for our member companies is North America. However, the financial and economic crisis last year was much more noticeable here than in other economic regions. Nevertheless, 28% of the respondents were able to expand their business there, another 39% were able to make revenue similar to last year. Only 33% of our companies had to accept declines in sales.

Although its market volume is of lesser importance, the dental market in the Middle East developed positively for German manufacturers. After all, 30% of the participants there achieved some growth, 46% achieved at least the previous year's sales.

The recently weaker dental market in Central and South America set a significant stimulus for growth, though still at a modest level. At least 26% of members recorded an increase in sales there. Stable revenues were recorded by 45%, and 29% of companies suffered a decline.

Evaluating our survey results in total shows that - despite different business levels in each market - the expectations for export business in the current year 2010 remains positive. At least 96% of members expect increasing or at least stable sales, only 4% expect falling sales. Despite the difficult conditions within our important German domestic market, our industry was able to achieve a slight increase of 2.52% with a total turnover of nearly € 1.62 billion in 2009, despite the declines of the previous year in 2008.

The clearly noticeable conservative investment behaviour in 2008 of dentists and dental technicians in capital equipment for laboratory and practice gave way to the realization in 2009 that investing in their own practice and laboratory was the safest investment in the future of their company. In addition, the successful IDS 2009 in Cologne was again a driving force in the domestic market, with good in-show and after-show business. The environment for our entire industry is still marked by sound and promising opportunities".

Source: Remarks by Dr. Martin Rickert, Chairman of the Association of the German Dental Manufacturers (VDDI), on the occasion of the European Trade Press Conference in Cologne on 7th December 2010, in the run-up to IDS 2011 (in Cologne from 22nd – 26th March)

*Source:*

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# Poland

## Healthcare System

Healthcare in Poland has traditionally been publicly funded at least until the early 90s, when private sources started financing increasing shares of the health system. Since the General Health Insurance Act was introduced in January 1999, funding of health expenses has been basically split between government budgets at national, regional or municipal level (covering public health services, hospital costs, specialist tertiary care and very expensive drugs), and insurance funds contracting with service providers to cover direct costs of health services.

State budget now covers public health institutions, hospitals and services for segments of the population who receive some form of social security benefit or pension, as well as basic services provided to uninsured persons. Public health insurance is mandatory for all categories of the population, including those covered by social security and its revenues go to the National Health Fund, supervised by the Ministry of Health which is responsible for funding health programs and for contracting the list of procedures covered by the service providers at a regional level.

Both public and private healthcare providers are required to contract with the National Health Fund in order to deliver their services within the general health insurance system. Some private providers who do not contract directly with the National Health Fund, are funded as well by becoming subcontractors to public healthcare providers. Every year, the National Health Fund calculates the amount of funds to be delivered to the healthcare providers on the basis of a "service catalog" listing prices of procedures.

Normally, premiums are calculated at 9% of personal income, collected and transferred by employers, social security and pensions institutions and other contribution payers, except for farmers, charged on the basis of their area of arable land. The social security system or other public authorities pay the contributions for those without income, such as unemployed and homeless. Independent workers have their premiums calculated on their income, and people receiving some form of benefits or pensions also have their premiums calculated on them. Insurance premiums are deducted from personal income tax.

All insured persons are granted a range of health benefits and treatments, including diseases prevention, diagnosis and examinations, rehabilitation, emergency services, basic dental care, except for a list of benefits and services not included in public insurance coverage which must be paid for directly by the patient. Private insurances are not common yet, while out-of-pocket payment is usual for those who choose private care. Private healthcare providers have been officially allowed to exist since the amendment to the Healthcare Institutions Act in 1991. Most companies offer corporate health plans or operate on a "fee for service" basis.

Hospitals	Number	%
General	732 (546 public)	74.6
Private	186	25.4

Source: Basic Data on Healthcare in 2008, Central Statistical Office

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### Polish Health Workforce in Figures

Doctors	131,400
Dentists	36,200
Nurses	275,100
Midwives	33,400
Pharmacists	27,000
Employed in health entities	77,479
Employed in public entities	53 762

Source: Basic Data on Healthcare in 2008, Central Statistical Office

Practices	Number	%
Medical	80,900	68
Dental	22,000	18.5
Nursing	14,200	12
Obstetric	1,700	1.5
Total	119,000	100

Source: Basic Data on Healthcare in 2008, Central Statistical Office

Comparison with 2007 data shows that the number of public hospitals has been decreasing, while private hospitals are growing both in number of units and in number of beds, which grew by 23% (over 2,300 beds) in 2008, bringing private hospitals' share to 7.4% of all beds. Public hospital patients accounted for 92.2% of the total patients treated in general hospitals in 2008, with an average stay of 6 days. However, private hospital had 7.8% of patients and their average stay was 4,9 days. Ambulatory health care facilities at the end of 2008 were 14,900, of which 22.2% public and 77.8% private

#### The private healthcare market

According to a report by Deloitte (Healthcare sector in Central Europe, 2008), the size of Polish healthcare market size is estimated at US\$26 billion, and the private market ranges between US\$6.8 billion and 8.8

billion. The universal insurance system with its list of contracted services doesn't meet the demand of all the population, and public healthcare delivery is usually integrated with private services, especially considering the changes occurred in the general perception of what quality healthcare implies and requires. In ambulatory care, particularly primary care and dental care, the private sector currently dominates over the public providers. The private insurance sector alone accounts for about US\$0,4 billion, while US\$2,6 billion is currently spent on informal payments in the public sector, which arises a reflection on the growth potentially achievable if convenient offers for private services and insurance schemes would present a viable alternative.

Despite the increase in the number of private hospitals in Poland, their role still remains limited. The above mentioned report underlines the

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fact that even if private facilities (hospitals and inpatient clinics) are currently expensive, keeping the demand for private supplementary health insurance at marginal levels, they are viewed as one of the most promising solution to meet the demand of the population which can't be satisfied by public institutions. Private insurance schemes adopted by employers might boost the use of private facilities considerably, but not only workers could be interested in benefiting from such plans. The percentage of Polish citizens interested in buying private medical insurances was estimated at 30% in surveys conducted in the period 2006-2007, so it is likely that the figure has increased by 2010. On the long period (1999-2006), private subscription registered a 24% growth and private health insurances grew by 50%, while revenues of healthcare providers are reported to have grown by 30%-40%.

Debates held before and after new presidential elections brought forward a series of issues related to the health reform, called on as a priority among the reform expected in Poland, which many fear would worsen the so-called "health divide" among the different social strata, but that on the other hand is felt as necessary to modernize the whole health system and make it more sustainable.

#### Oral healthcare

The figures provided by the Polish Chamber of Physicians and Dentists indicate that there are 34,512 dentists in Poland (2008 figure, slightly lower than the one given by the Central Statistical Office), but only 21,800 are reported to be currently practicing. Approximately 78% are women. According to a document published by the Council of European Dentists (EU Manual of Dental Practice: Poland), except for basic dental services included in the public health insurance, most of dental

treatments are not covered by the National Health Fund, so they are often paid in full by patients. Only children and young people under 18 years, as well as pregnant women until 42 days after childbirth are entitled to additional services. For instance, an insured person is entitled to a dental examination once a year, while children and young people are entitled to an additional periodical examination and a wider range of services.

Only a third of dental practitioners in Poland have a contract with the National Health Fund, each one looking after 3,500-4,000 insured persons. Public dental clinics offer both services included in the National Health Fund and services paid for by patients, and are supervised at a regional level. Dental procedures carried out in hospitals, which are almost all public, mainly regard oral maxillofacial surgery. About 400 dentists work in dental schools but many of them also work part-time privately. 18% of dentists is employed in public health entities. Some private dentists have contracts with the National Health Fund but work in their own practices, while other are employed in health centres and clinics which have contracts with the fund. All private dental practitioners are under the supervision of the physicians' chamber and if they work independently their fee is agreed with the patient.

Dental specialists work both under National Health Fund and in private practices. Oral surgeons mainly work in private practices or practices contracted with NFZ, while oral maxillo-facial surgeons work mainly in hospitals. As regards auxiliaries, they are full-time employees if working at public establishments, but in private establishments and practices this is not mandatory.

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Dental consultations (year 2008, in thousands)

<b>Total dental consultation</b>	<b>29,251</b>
Number of consultations pro-capita	0.8
Number of ambulatory dental consultations provided in urban areas	23,971
Of which in healthcare institutions	16,543
Of which public	2,736
Of which non public	13,764
Of which provided in practice	7,427
Number of ambulatory healthcare dental consultations provided in rural areas	5,279
Of which in healthcare institutions	2,465

Source: [www.stat.gov.pl](http://www.stat.gov.pl) Source: [www.stat.gov.pl](http://www.stat.gov.pl)

Dental workforce (year 2008)

Dentists	29,947
Hygienists*	2,500
Technicians*	7,000
Assistants*	9,725
Orthodontics	1,078
Endodontics & Conservation	1,622
Paedodontics	478
Periodontics	369
Prosthodontics	1,441
Oral Surgery	713
Dental Public Health	71
Hygiene & epidemiology	122
Number of dental schools	10
Student intake	855
Number of graduates	809
Percentage female	80%

\*(Figures from year 2000) Source: [www.eudental.eu](http://www.eudental.eu)

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## Profile of Dental Practices in Poland (year 2008)

Type	Urban Areas	Rural Areas	Total
Individual practices	1,858	846	2,704
Individual specialized practices	1,307	457	1,764
Group practices	124	27	151
Total	3,289	1,330	4,619

Source: [www.stat.gov.pl](http://www.stat.gov.pl)

The private sector has grown significantly during the last two decades. The high number of dentists (1 every 1,752 people), with an average number of graduates of about 860 a year, and the good quality of care available have fueled such growth. Dental clinics offering advanced treatments and quality services have increased also in consequence of the new safety regulations and standards introduced with the accession to the EU. The report from the Council of European Dentists states that about 1,500 dentists had considered the possibility of practising abroad by 2008, with the UK as one of the favourite destinations. According to the report "Basic Data on Healthcare in 2008", published by the Polish Central Statistical Office, the number of dental consultations increased from 28 million in 2007 to 29 million in 2008. The profile of patients shows that 53% of persons seeking dental consultations were women, about 30% children and young people under 18, while 13.5% were people aged over 65.

## The market for dental devices

Dental instruments alone account for about 5% of the Polish market for medical devices. Accession to the EU has improved standards and made it easier to import dental equipment into the country, but local manufacturers' competition is quite relevant especially as far as price is concerned. Imports of quality dental products are however significant, as many dentists rely on well known brands and state-of-the-art technology to satisfy an increasingly demanding clientele, supported by the substantially stable economy.

The private dentistry market as a whole is estimated to be worth €884 million, growing at a rate valued between 20% and 30% year-on-year. Dental care provision from public establishments is highly insufficient, obliging many patients to pay directly for specialised services and more advanced treatments. In addition to domestic demand, a considerable number of foreigners come to Poland to seek quality treatment at lower costs.

## Sources:

Central Statistical Office: [www.stat.gov.pl](http://www.stat.gov.pl)  
 Invest in Poland: [www.paiz.gov.pl](http://www.paiz.gov.pl)  
 US Commercial Service: [www.buyusa.gov](http://www.buyusa.gov)  
 Ministry of Health: [www.mz.gov.pl](http://www.mz.gov.pl)  
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 Council of European Dentists: [www.eudental.eu](http://www.eudental.eu)  
 Polish Chamber of Physicians and Dentists: [www.nil.org.pl](http://www.nil.org.pl)  
 UN Commodity Trade Statistics Database: [comtrade.un.org](http://comtrade.un.org)  
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# Spain

## Healthcare system and medical equipment market

The Spanish National Health System is based on the principle of granting equal access to healthcare to all citizens. It is structured on a two-level basis, with a first level of primary healthcare centres delivering basic services extensively for common health problems, and taking care of promotion and disease prevention, and a second level of specialist care involving more sophisticated diagnostic and treatment resources that is available by referral from primary healthcare professionals, both in outpatient centres and hospitals.

Every Spanish citizen has a Personal Health Card allowing access to healthcare services. General taxation provides about 94% of healthcare financing, together with additional private funds, and is mainly distributed to the Autonomous Communities, with only small percentages to the central government and local councils.

Total expenditure on health in Spain accounts for about 8% of GDP. Public health expenditure accounts for 70% of the total expenditure on health and private expenditure for 30%, mainly coming from household tax contributions with minor shares from private health insurances and non-profit organizations.

According to the Ministry of Health and Consumer Affairs, Spain has 2,913 primary health care centres facilities and over 10 000 medical centres in small towns, mostly in rural areas, served by health professionals from primary care centres, to provide basic services to the local population. 72% of the 131,310 hospital beds belong to the National Health System, with 301 hospitals. Figures provided by the Ministry of Health show that the NHS employs 20% of its workforce in primary care and 80% in specialist care. The primary healthcare network has about 33,500 doctors, over 80% out of which are general practitioners (family and community medicine) and the remaining are paediatricians. A total of 61,958 specialist doctors work in the NHS hospitals and specialist care centres. 27% work in internal medicine and other specialised medical fields, 21.4% in other departments (clinical laboratory, microbiology, radiodiagnosis, etc.) and 16.8% in general surgery and surgical specialties.

According to a report published by the Spanish Institute for Foreign Trade ("The medical equipment and healthcare technology sector in Spain", 2008, ICEX - Instituto Espanol de Comercio Exterior), the Spanish market for healthcare technology is valued €7.4 billion, employing about 32,000 people either directly or indirectly. There are about 720 medical equipment companies, 520 of which are manufacturers. Small and medium enterprises represent 90% of the companies, and have been standing out in recent years in high-tech sectors such as electromedicine and surgical instruments, but a small number of large companies account for 57% of total production value.

### Registered Healthcare Professionals in Spain (2007)

	Total number	Density per 1,000 population
Doctors	208,098	4.6
Dentists	24,515	0.5
Pharmacists	61,300	1.4
Nurses	243,000	5.3

Source: National Institute of Statistics (INE)



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**Dental workforce (year 2008)**

Total inhabitants	46,200,000
Total number of practicing dentists (public and private)	24,000
Number of new graduated dentists (state examined) in 2008	1,300
Number of dentist training institutions	17
Number of active dental offices (public and private)	18,300
Total number of dental laboratories (dentists' and commercial laboratories)	5,000
Number of active dental technicians (laboratory owners & employees in dentists' and commercial laboratories, etc.)	7,500

Source: FENIN

Manufacturing activities are concentrated in the areas of Catalonia (42%), Madrid (30%), Valencia (11%) and the Basque Country (6%). The above mentioned report lists diagnostics, orthopedics and consumables as the most important sectors in the Spanish medical market, accounting for 70% of its value. Electromedical equipment and medical and dental furniture also account for a great share.

As it happens in many other European countries, the Spanish percentage of aged population is growing although the high number of young people, and this has an influence on the present and future demand for medical services. Spanish large population and its high life expectancy make Spain is the 5th largest market for medical equipment in the EU and the 9th in the world. Foreign companies contribute for about 80% to the supply of healthcare products in Spain, either through subsidiaries of multinationals (especially German and American) or through importers and distributors. The Spanish market for instruments, electromedical equipment and dental equipment is mainly supplied by Germany, France, Netherlands and the US.

The domestic production of medical equipment is mainly export-oriented, focusing on x-ray equipment and disposables. Importation of medical products and equipment is regulated by the EU directives. According to a market analysis conducted by the US Commercial Service, larger distributors usually cover the whole Spanish territory and also Andorra and Portugal, while smaller enterprises operate mostly at regional level.

**The Dental Sector**

Oral health in Spain is almost completely provided by private practitioners under payment of a fee covering the total cost of treatment. A limited dental coverage is offered in primary healthcare units regionally managed, providing emergency care such as extractions or drugs prescriptions and referral to specialist care such as oral surgery. Prevention and paediatric dentistry programs are also principally run by regions.

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There is a national insurance scheme for government employees covering examinations, extractions and prophylaxis, and private insurance companies provide similar plans adding x-ray diagnostics to this package. Some of them offer comprehensive dental care for higher premiums, but these plans are only chosen by about 18% of the population. According to the most recent data provided by FENIN, the Spanish Federation of Healthcare Technology companies, the total number of practicing dentists in both public and private sector is 24,000. About 1,300 new dentists graduated in 2008, in 17 training institutions throughout the country.

Dental services are provided through a network of 18,300 public and private dental offices. Moreover, 5,000 dentists' and commercial laboratories are active, with 7,500 dental technicians operating either as owners or employees.

As regards the latest dental market figures available, registered in 2008, total sales value for dental equipment reached € 65 million, while the total sales value for sundries and consumables, excluding precious metals, was € 130 million for sales to dentists and € 33 millions for sales to laboratories. More specifically, total sales of teeth delivered to both dentists and laboratories was € 9.8 million, while metal implants reached € 80 million. The total value of after-sales technical services, including spare parts, amounted to € 7 million. The distribution network consists of 350 dental dealers, of which 70 are full service dental dealers providing also technical services; 18 are mail order houses; 70 are specialized dealers concentrated on particular segments such as implants or orthodontics.

Considering the total dental business in Spain (including both dentists and laboratories), 30% of dental supplies is delivered by solely full service dealers, 25% is supplied through mail orders, tele-sales and catalogue houses, 12% by specialized dealers, 15% directly by manufacturers and 17% by other unspecified suppliers. Only 1% of dental and laboratory consumables and equipment are supplied from outside Spain directly to dentists, bypassing the local dealer net.

As the Spanish market is fragmented in different regional markets joined by the two hubs of Madrid and Barcelona, most of the dental companies wishing to appoint their representative in Spain focus on these two areas.

**Contact information:**

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Juan Bravo, 10 - 3º 28006 Madrid

Tel: +34 91 575 98 00 - Fax: +34 91 435 34 78 - Website: [www.fenin.es](http://www.fenin.es)

**Other sources:**

The EU at a glance ([http://europa.eu/abc/european\\_countries](http://europa.eu/abc/european_countries))

Invest in Spain - State Department for Trade of the Ministry of Industry, Tourism and Trade ([www.investinspain.org](http://www.investinspain.org))

Spanish Institute for Foreign Trade ([www.spainbusiness.com](http://www.spainbusiness.com) // [www.icex.es](http://www.icex.es))

Ministry of Health and Social Welfare ([www.msp.es](http://www.msp.es))

Ministry of Health and Consumer Affairs ([www.msc.es](http://www.msc.es))

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# Portugal

## Basic Facts:

**Total area:** 92 072 km<sup>2</sup>

**Population:** 10.6 million

**Political system:** Republic

**Capital city:** Lisbon

**Year of EU entry:** 1986

**Currency:** euro

**GDP:** €159,771 million (2009)

**GDP per capita at current prices:** €15,800 (2009)

*Source: Eurostat*

Portugal joined the European Union in 1986 and registered, since its accession, a rapid growth of GDP and a series of transformation in its economy. Nowadays, Portuguese economy is widely based on the services sector, which employs alone almost 60% of the working population. Technology had an important role in reshaping manufacturing activities, developing the automotive industry, ICT and electronics, plastics working, renewable energy and biotechnologies, bringing Portugal on the forefront for innovation-driven sectors.

The general economic downturn that affected global markets didn't spare Portugal, that experienced a GDP contraction by 2.7% following the drop in domestic demand, investment and exports.

The estimated GDP growth of 0.7% in 2010 and 1.4% in 2011 follows the modest signs of recovery of the second part of 2009, but according to OECD's "Economic Outlook 87" (May 2010), growth will be very moderate considering the weak internal demand, lower investments and the forecasted rise in the unemployment rate. A serious issue is the Portuguese budget deficit, only recently targeted by a series of measures aimed at strengthening financial stability. The European Commission report "Impact of the crisis in 2009 and policy response" underlines the importance of reducing the large external deficit to allow Portugal keep competitive on the European and international scene. External trade, of which Spain accounts for about a quarter, is crucial to the Portuguese economy in this period of basically stagnant private consumption and investment, especially in a framework of tighter access to credit.

Portugal applies EU norms on foreign trade, so trade within the EU is free from customs duties but an "intrastat declaration" is required to exporters introducing goods into Portugal. Goods from non-EU countries are subject to an ad valorem custom duty calculated on the CIF value, according to the Common Customs

## Oral Health:

General healthcare statistics (2006)

Health expenditure: €15,436 million

% of this spent by government 70.6%

Health expenditure as % of GDP: 9.63

Health expenditure per inhabitant: € 1,458

Number of hospital beds: 35,762

*Source: Eurostat*

**Dental workforce (Year 2009):**

Dentists, stomatologists & odontologists: 7,514  
 Dentists (medicos dentistas) registered with the OMD: 6,595  
 Dentists to population ratio (active workers): 1 : 1,611  
 Dentists in active practice: 5,700  
 Percentage female: 55%  
 Qualified dentists practicing overseas: 892  
 Stomatologists: 698  
 Odontologists: 666  
 Specialists (Year 2007)  
 Orthodontists: 38  
 Oral Surgeons: 4  
 OMFS (Oral and maxillofacial surgeons): 90  
 Hygienists: 500  
 Technicians: 546  
 Source: CED, OMD

**Dental Practice (Year 2008):**

General (private) practice: 6,974  
 Public dental service: 43  
 University (2004 data): 200  
 Hospital: 90  
 Armed Forces: 31  
 General Practice as a proportion: 95%  
 Source: CED

Extract from the OMD (Portuguese Dental Association) report "Official Data 2010":

- The number of OMD members has been increasing at an annual rate of 8.2% since 2002, and is expected to rise till 2015; the estimated projection for the number of dentists in 2015 indicates that there will be about 10,607 dentists in Portugal.
  - Most of the dentists are women, and more than half of the dentists are under 40 years old, which means that dentists can be considered a young professional class.
  - The dentistry school where most of the dentists graduated was ISCS Egas Moniz, followed by ISCS Norte and FMDUP, and the lower number of graduates came from the UCP.
  - Center and Alentejo regions are those that present higher necessities of dentists. Lisbon, Porto, Ave, Dão-Lafões and Lower Mondego regions are those that present lower necessities of dentists.
  - When compared to the national median, it was observed higher saturation of dentists in the municipalities of Porto, Coimbra, Lisbon and Viseu.
  - When compared to the national median, it was observed lower saturation of dentists in the municipalities of Cinfães, Lagoa (São Miguel), Alcanena, Grândola, Miranda do Corvo and Ansião.
  - Currently, there are 43 municipalities without any dentist clinical, which represents 14% of the Portuguese municipalities. In these municipalities, the mean of the resident population is 5,789.
- Full report: <http://doc.omid.pt/docs/numeros/omid-numbers2010.pdf>

Healthcare provision in Portugal is delegated by the Minister of Health to the district level (cities and towns). Each District has an appointed President who is often a Public Health Doctor. A Regional Administration is responsible for large Hospitals and Health Centres where

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primary and secondary care is delivered, and Clinics which only have primary care facilities. A Public social security tax is paid by all working population (11% of earnings for employees, 23.75% for employers) and on general terms the National Health service provides free care to the population.

According to the "Manual of Dental Practice 2009" released by the Council of European Dentists, in Portugal the National Health Service runs the public oral health care system, which employs only a small number of stomatologists and dentists (medicos dentistas). Oral health promotion and prevention is under the responsibility of the General Directorate of Health through the employment of Local Medical Centres or Centros de Saude in actions targeting individuals, families and schools. However, oral healthcare is excluded from the Public Health System, as it is delivered under payment of a special fee, except for groups such as people aged 65 or more, unemployed persons, blood donors, pregnant women, firemen and low income households. In 2005, the "National Programme for Oral Health Promotion" (PNP-SO) was introduced, aimed at implementing oral illness prevention among children and teenagers from 3 to 16 years.

The first official assignment of a percentage of the public budget specifically to oral health dates back only to 2008, when the PNP-SO was extended to pregnant women and elderly people with lower incomes, with benefits and contributions to access dental treatments by adherent private practitioners. €21 millions were destined to these programmes and has by now, according to figures provided by the General Directorate on Health, benefited about 50,000 children per year.

Before EU accession in 1986, oral healthcare in Portugal was provided by stomatologists, after 3 years of dental training post their medical degree. Stomatologists work in hospitals and in private practice. Dentists are a separate category named "medicos dentistas" and together with stomatologists, they can work in other countries of the EU in the framework of "acquired rights" legislation. This is instead not permitted to Odontologists, a category created to regularise dental practitioners who lacked adequate training. Until the late 1990s dentists trained in Brazil were allowed to practice in Portugal under a bi-lateral agreement, but since the new EU Directives came into force, they are treated as any other dentist from non-EU/EEA countries and must have their diplomas recognised through the public universities. Currently, of the 695 members of other nationalities, 68% are Brazilian.





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Dental care is mainly provided in private practices, while only a few hospitals and health centres from the National Health Service are staffed with dentists. Most of practices are located in Lisbon and Porto (1,698 and 1,496 working dentists respectively).

Private insurances covering dental expenses can offer reimbursement or convention: in a reimbursement scheme, the treatment is paid out-of-pocket by the patient who then gets reimbursed, while most commonly, the dentist earns a certain amount for each treatment defined by the insuring company, while the patient makes a copayment to the dentist according to what is agreed in the contract.

Dentists may contract one or more public, social or private funds. If a dentist is contracted to a Private Sick Fund, the insuring company pays the fee without any participation from the patient except for care that is not covered, though some funds require some form of copayment. Even dentists who are not contracted accept patients from Sick Funds, but the patient pays out-of-pocket and gets partly reimbursed from the fund. Stomatologists also work within a similar system, but not Odontologists, as the types of treatment they are allowed to perform is limited.

In Portugal most of the dentists work in private practice, where patients pay full fees, and also work with patients included in sick fund schemes. Each sick fund sets fees and the list of eligible treatments independently from OMD or other authorities. Practices are mainly single-handed but mixed practices are not uncommon, including a dentist, a stomatologist or even an odontologist.

As regards publicly employed dentists, the number of dentists working in health centres or clinics is low, even though the national promotion and prevention programs need more salaried professionals to deliver dental care to the targeted groups.

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*Sources:*

AICEP Portugal Global - [www.portugalglobal.pt](http://www.portugalglobal.pt)

OECD - [www.oecd.org](http://www.oecd.org)

European Commission, Economic and Financial Affairs – <http://ec.europa.eu>

Confederation of the Portuguese Industry - [www.cip.org.pt](http://www.cip.org.pt)

CED Council of European Dentists – [www.eudental.eu](http://www.eudental.eu)

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# Bulgaria

## Dental market profile

The Bulgarian healthcare system is based on mandatory health insurance under the provisions of the Health Insurance Act, designed as a state monopoly. Dental care is included in the National Health Insurance Fund, under signature of an annual National Framework Contract between the NIHF and the Bulgarian Dental Association (BgDA). Treatments included in the contract can vary depending on age.

According to the "Bulgarian National Report" published by the ERO (European Regional Organization of FDI), there are 7,859 active dentists in Bulgaria as of 2008 data, with an average density of 1 dentist every 1,140 people. Almost 98% of dentists in Bulgaria work in general liberal practices. 5,500 dentists are contracted with the NHIF, the other provide dental services privately. According to the BCCI, there are about 4,000 practices and 500 laboratories in the country.

The state budget allocates annually the resources for financing dental services through the NHIF, but these funds cover roughly 70% of the cost, the remaining 30% being left to out-of-pocket payment. On a limited extent, some dental services for children are free. Forms of financing the dental equipment procurements are private dentists' expenditure, supplementary medical insurance, subscription contracts and donations.





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Most of the demand for dental equipment and supplies in Bulgaria derives from dentists working in private practices, while only a small percentage is generated by public and university hospitals. The Agency "Invest Bulgaria", in its report "Bulgaria: Medical & Pharma Sector", individuates the end-user market of dental equipment and devices as follows:

- Medical Universities (three dental faculties of Varna, Sofia and Plovdiv): 10%
- Dental clinics or departments in regional hospitals: 1%
- Private dental clinics: 89%

The main drivers of the growth registered in the period between 1989 and 2003 marked by economic deregulation and liberalization were equipment such as x-ray systems, dental mechanical tools and instruments, surgical tools, dental units, ultrasound equipment, photopolymer equipment, abrasive tools, maxillary surgery, anesthetics, sterilizing equipment, dental laboratory equipment including fittings, appliances, metal, ceramic and plastic workplaces and miscellaneous materials. These products still enjoy good prospects supported by the spreading of the private dental practice throughout the country.

According to a 2009 report by the US Commercial Service, about 150 foreign dental companies operate in Bulgaria, many as direct importers such as agents, distributors or representative offices and just a few as sub-distributors. The main countries of origin of dental equipment and products imported in Bulgaria are Germany, Czech Republic, Slovenia, Switzerland, France, Japan and Pakistan. Local production is limited to the sectors of operative dentistry, endodontics, light curing devices, diagnostics, physiotherapy and laser devices, overall accounting for only 3% of the market.

According to the above mentioned report, besides traditional categories such as dental consumables and services, the Bulgarian dental market is slowly opening up to new high tech products, for instance laser instruments, MRI apparatus and computerized systems for cosmetic, aesthetic and restorative dentistry.

Dental imports aren't subject to either tariff or non tariff barriers, regardless of whether products come from EU or extra-EU countries. The basic requirement is of course compliance with EU directives on medical devices and CE marking, plus registration with the Bulgarian Drug Agency (in few cases with the Ministry of Health) and a valid certificate of importation. Local agents, distributors or representatives are required to have distributor wholesale warehouse of their own or sign a contract with a licensed warehouse. All imports of dental equipment are charged a 20% VAT (value added tax) at the time of customs clearance.

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*Useful links:*

National Statistical Institute: [www.nsi.bg](http://www.nsi.bg)

Bulgarian Chamber of Commerce and Industry: [www.bcci.bg](http://www.bcci.bg)

Invest Bulgaria Agency: [www.investbg.government.bg](http://www.investbg.government.bg)

European Regional Organization of FDI - ERO: [www.erodental.org](http://www.erodental.org)

Bulgarian Dental Association: [www.bzs.bg](http://www.bzs.bg)

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# Hungary

## Healthcare

Healthcare in Hungary is largely financed through the country's social security system and federal budget, provided through a National Health Insurance Fund Administration (NHIFA). It has branches at county level, to administer contracting and payments to local healthcare providers, but budgets are controlled by central government. There are also voluntary private health funds, some of which are subsidized by employer contributions, but their share of the health market is quite small.

Provision of healthcare is organized on a local basis, as municipalities are responsible for delivering primary care either by contracting general practitioners working in private practices (about 80%) who receive per capita fees from the National Health Insurance Fund according to the registered patients, or by employing the remaining 20% of GP on fixed salaries. A small percentage of practitioners run independent practices without contracts and receive fees from insurance only if they have more than 200 patients.

General outpatient care is provided upon family practitioner referral (or referral by another physician providing continuing care to the patient), or upon patient self-referral, single or occasional specialist health care, involving continuous specialist care not requiring inpatient care, is organised for the treatment of diseases that require special expertise or special financial, material and professional skills (special diagnostic background).



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Secondary care includes municipal hospitals with basic departments, available for everyone within a 25-30 km range from their place of residence. The next level consists of county hospitals which, together with several Budapest hospitals, operate as regional centres for some disciplines, and of national institutes and university clinical departments which operate as tertiary care facilities in their special areas. The national government owns a variety of clinics and institutes dedicated to both acute and chronic care, rehabilitation or specific diseases. Of all the hospital beds in Hungary, local governments own 77%, university clinical departments 9.5%, national institutes 7%, various ministries nearly 4% and churches about 2%.

Hungary has traditionally invested much in public sector and social services. Government expenditure accounts for 70% of all health costs, with inpatient treatment taking the largest share, and it spends on medical services about 8% of GDP. Although this injection of public resources, the health system is not efficient, and geographic distribution of medical services is quite uneven, concentrated in Budapest and surrounding areas. The density of physicians per 100,000 population is 320, below the EU average. Per capita expenditure on health is about US\$18,000, but life expectancy at birth is rated at only 73. Hungarian health system is recognized to be in need of structural reforms, but the tentative of reform conducted in recent years didn't get much consensus and with recent elections won by the conservative party, the new reform agenda is still to be determined.

### The dental sector

In Hungary there are nearly 6,000 practising dentists and 2,800 dental technicians. Besides the centre in Budapest, the other three universities in the country provide dental education.

The market for medical and dental equipment in Hungary was valued at US\$ 695 million in 2009, roughly 60% of which is supplied by imports from western European countries and particularly from Germany. Domestic production is focused on low-end medical products and x-ray equipment, but it is mainly destined to export, as several companies from Hungary supply dental devices and materials to about 60,000 dentists, 30,000 technicians and many dental trade partners in the region that goes from Croatia, over the Czech Republic to Ukraine.

Hungary is also a favored destination for dental tourism, especially from bordering Austria and also from Germany, Switzerland, France, Italy and UK. The sector is becoming increasingly organized, with specialized clinics offering multilingual staff, modern equipment, instruments and materials. Western Hungary is preferred by German, Austrian and Swiss dental tourists mainly travel to Western Hungary to get cheaper treatments at convenient distances.

### Sources:

Ministry for National Development and Economy: <http://nfgm.gov.hu>

Hungarian Investment and Trade Development Agency: [www.itdh.com](http://www.itdh.com)

Ministry of Health: [www.eum.hu](http://www.eum.hu)

World Health Organization – Regional Office for Europe: [www.euro.who.int](http://www.euro.who.int)

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# Slovenia

## Government and oral healthcare

The Republic of Slovenia lies at the heart of Europe, bordering the Alps and the Adriatic Sea. There are four neighbouring adjacent countries: Austria, Italy, Croatia and Hungary. Slovenia was formerly part of the Republic of Yugoslavia (until June 1991), and proclaimed its independent constitution in December 1991. The country is a EU member since 2004. The constitutional system is a parliamentary democracy and the population of 2 million people (2008) comprises 88% Slovenes, 0.2% Italians, 0.4% Hungarians and 11.4% others. The official Language is Slovene. The majority of Slovenes are Roman Catholic.

The majority of the oral health services are organised in the same way as the general healthcare system. The dental services are delivered through the system of public clinics, municipal health centres or by private dentists. Public compulsory health insurance provides dental cover for all patients of 0 to 18 years of age, all removable and fixed appliances, and for adults, surgical items, some basic prosthodontic treatments, periodontal and conservati-

ve treatment such as fillings and endodontics. Some cover for this treatment is borne by the non-compulsory health insurance. Some treatments – such as for cosmetic treatments, porcelain crown and bridge and implants have to be paid for in full by the patient. There is no annual limit of treatment range for an individual patient. A full-time working dentist would normally have a list of 1,800 patients attending regularly. Oral re-examinations would normally be carried out for most adult patients every 9 months. In Slovenia about 7.6% of the public healthcare budget is spent on dentistry, although it is estimated that about 1.9% is paid directly by patients for non-obligatory insurance, for dentistry, in addition.

## Market outlook

Slovenia is one the best economic performers in central and eastern Europe, with a GDP per capita in 2007 of 17,200 € equivalent in PPP of 22,000 €. Slovenia has enjoyed healthy growth figures for the past 8 years, averaging 4.2% annual GDP growth. GDP grew by 6.5% in 2007. Slovenia's economy is highly dependent on foreign

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Dentists	Year of data: 2008
Total Registered	1,637
In active practice	1,296
Dentist to population ratio*	1,563
Percentage female	63%
Qualified overseas	63

*The dental workforce is said to be decreasing as a high proportion of practising dentists are over 50 years of age.*

trade. About two-thirds of Slovenia's trade is with the EU. Additionally, the country has successfully penetrated markets to the south and east, including the former Soviet Union region. Today, Slovenia is faced with growing challenges.

Much of the economy remains in state hands and foreign direct investment (FDI) in Slovenia is one of the lowest in the EU on a per capita basis. Taxes are relatively high, the labor market is often seen as inflexible, and legacy industries are showing signs of increasing competitive pressures from China, India, and elsewhere. The current center-left government, elected in September 2008, announced that its priorities include passing measures to reduce the impact of the global financial crisis and a social reform. Privatization is a lower priority. Slovenia is extremely sensitive to economic conditions in its main trading partners and changes in its international price competitiveness. Keeping labor costs in line with productivity is a key challenge for Slovenia's economic well-being. Services contributed the most to

the national output in 2007, accounting for 63% of GDP. Industry and construction comprised 34.7% of GDP; and, agriculture, forestry, and fishing accounted for 2.3% of GDP.

#### Distribution channels

Several distribution channels are open on the Slovene marketplace, including wholesaling and retailing, as well as franchising, joint ventures, and licensing. There are a large number of merchants, agents, intermediaries, wholesalers, and retailers available in Slovenia. Any firm may carry out both foreign and domestic trade. Slovenia's major distribution centers are located in Brnik and Koper. The port of Koper is Slovenia's only port and is located in the western part of the country on the Adriatic Sea. Airport Jože Pučnik is the nation's largest commercial airport and is located in the center of the country, 20 kilometers north of the capital and largest city Ljubljana. Smaller distribution centers can also be found in major cities such as Ljubljana and Maribor, the second largest city.

#### Dental Association:

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*www.poslovniportal.si/*

*www.investslovenia.org/*

*http://eur-lex.europa.eu/en/index.htm*

*http://ec.europa.eu/index\_sl.htm*

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# Norway

Norway is located in Northern Europe, surrounded by the North Sea and the North Atlantic Ocean and borders Sweden, Finland and Russia. Half of its territory lies north of the Polar Circle. A peculiar characteristic of Norwegian landscape are the fjords and about 50,000 islands lying along the coastline.

The total population is 4,8 million, of which about 510,000 live in the capital, Oslo.

Norway is rich on petroleum, gas, minerals and forests (covering 27% of the territory, while only 3% is arable land), and the technology-intensive raw materials industry contributes to a significant share of exports (oil and gas alone account for a third of exports).

The government of Norway is a constitutional monarchy with a parliamentary democratic system of governance.

Norway enjoys high per capita GDP (€ 61,915 in 2008) and even wealth distribution among the population.

Gender equality is among the highest in the world, with many women working in top government and executive business positions.

## Economy

The Norwegian economy has grown almost uninterrupted during the last 40 years, boosted by the discovery and exploitation of offshore oil and gas reserves. Growth has also been enhanced by investments focused to create knowledge-based, highly technological production and industrial processes, as well as the broad education and skilled workforce.

The Norwegian economy is often described as a welfare capitalism or mixed economy, namely a free market economy with an important role assigned to government's intervention in economic planning and regulation of the private sector in fields such as taxation, working environment, pollution etc.

The government controls the oil sector, railways and the postal services, but its role in industry is declining, and the largest part of agricultural and activities are private. Industries are mainly concentrated on food processing, shipbuilding, pulp and paper products, metals, chemicals, timber, mining, textiles, aquaculture and fishing.

Taxation is based on indirect taxes (VAT, personal income tax and corporate tax, including employers' social security contributions).

Norway is not member of the European Union (EU), but signed the European Economic Area (EEA) Agreement and participates to the common European market, with an open and export-oriented economy. Foreign trade is estimated to account for 37% of GDP, primarily in sea-food, oil and maritime services sectors.

Industry contributes only to around 30% of exports, while services in shipping sector and commercial and financial services account for 25%, growing at a slower pace than oil exports.

## Healthcare System

Norway's public health system is financed by tax revenues and a national insurance scheme, covering all citizens. The country has one of the highest public financing of health services per capita in the world. Public expenditure on health is 7,6% of GDP, and private expenditure amounts to 1,5%. The largest part (more than 80%) of public health expenditure is related to care and hospital services.



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The number of health professionals registered in 2006 was 30,300 doctors, 122,700 nurses, 3,400 pharmacists, 6,200 dentists.

Healthcare is provided on a decentralized model, but the state determines policies and budgeting. Regional health authorities and municipalities plan autonomously the provision of public health services according to the available resources. Primary care is delivered at the municipal level, including both preventive and curative services.

#### Oral Health and Dental Market

Public Dental Health Services (PDHS) in Norway are organised by the county administrations. Children under 18 year olds are entitled to free public dental treatment (excluding orthodontic treatment), as are the mentally disabled, chronically ill and people receiving home nursing assistance. The Public Dental Service is free of charge, except for orthodontic treatment. However youth between 19 and 20 years must pay 25% of the costs. The elderly/disabled group pay reduced fees. Private practitioners provide services for the rest of the population under payment of a fee, as there is no subsidy program for adults.

A few companies offer subsidized dental treatment to their employees.

In 2007, the total cost of dental treatment in PDHS and the private sector combined was EUR 1,285 million. The total cost included EUR 175 million spent in the PDHS, and a further EUR 122 million refund from the State Insurance System to adults for dental treatment as well as orthodontic treatment for children.



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Out-of-pocket spending on dental care for adults was thus about EUR 1 billion.

The dental workforce is composed by approximately 5,735 dentists (source: Council of European Dentists, 2008). Approximately 30% of all active dentists work full-time in the public sector, while 68% work in private practice. In addition, there are about 700 dental technicians and 1,300 dental nurses in Norway, while about 280 private practitioners operate in the following certified dental specialties: endodontics, orthodontics, oral surgery and oral medicine, radiology, pedodontics, periodontics, prosthetics and bite functions.

The Norwegian dental market has grown from \$260 million in 1984 to just over \$1.6 billion in 2007.

Private sector now covers 80% of dental treatments, supported by a steady demand for dental services. The tendency of the public sector dentists to focus on prevention rather than on expensive treatments also contributes to the extensive use of private care, as about 80% of adults see a dentist on a regular basis even though they may have to pay the full cost of the treatment. The average frequency is once a year, 90% of this regular care is delivered in private practices.

High quality dental supplies and materials, especially advanced technical and electronic equipment such as digital x-ray have a good market in Norway. All equipment sold in Norway has to be registered with the Department of Health and Care Services and bear the CE Mark. Norway applies EU product requirements, methods of conformity assessment and duty rates. From January 1st 2008 amalgam has been

forbidden, due to regulations implemented by the Ministry of Environment, banning the use of mercury in all products.

The most important trade event in Norway is NorDental, held in conjunction with the Norwegian Dental Association National Convention.

*Useful contacts:*

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*Sources:*


[www.norway.org](http://www.norway.org)

[www.oecd.org](http://www.oecd.org)

[www.helsedirektoratet.no](http://www.helsedirektoratet.no) (Norwegian Directorate of Health)

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## Dental CAD/CAM systems continue their advance

The continued development of CAD/CAM technology has been accomplished by years of intensive research and development work on the part of science and the dental industry. In the meantime, digital design and manufacturing processes have firmly established themselves in most practices and laboratories and have leant important momentum to the disciplines of prosthetics and implantology in particular. Dentists, dental technicians and surgery staff can optimally acquaint themselves with the state of the art in digital technology and receive advice from manufacturers at the International Dental Show (IDS), which takes place in Cologne from 22nd to 26th March 2011.

The CAD/CAM supported manufacture of dental restorations involves appropriately preparing the surfaces of the teeth involved for the materials to be used, then digitally acquiring a three-dimensional image of the surfaces of these teeth and possibly also neighbouring and antagonist teeth so that the data can be processed using computer support. This can alternatively be accomplished by means of intra-oral digitisation, in which case a conventional impression of the clinical situation is not required.

Over the last years, the dental industry has developed innovative opto-electronic equipment systems for the non-contact intra-oral acquisition of the surfaces of the teeth. These systems can combine a large number of individual measurements of spatial coordinates of the preparations or

Digital high-technology processes increasingly determine the day-to-day work in dental practice and laboratory. This is especially true where the precise design and production of classic or implant-supported dentures are concerned. In the case of high-value full-ceramic restorations the number of cases since the beginning of this millennium is in the high tens of millions — undoubtedly a success for modern CAD/CAM technology. "Today, this scientific and technological progress incorporates all of the disciplines of dental medicine. The importance of digital processes for the opportunities of the team of dentists and dental technicians can be characterised without exaggeration as revolutionary," explains Dr. Martin Rickert, Chairman of the Association of German Dental Manufacturers (VDDI). Today, users have available digital methods that enable the precisely fitting and economic design and manufacture of crown and bridge frameworks up to and including complex implant-supported superstructures.



teeth taken from different angles under the special, particularly difficult conditions of the oral cavity to create a complete model dataset. Such model calculations sometimes also require corrections — due to the individual soft tissue status or because of the different translucence of the tooth surfaces — to be applied in order to ensure the necessary measurement accuracy.

• Products, Trends & Innovations at IDS 2011: CAD/CAM

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The classical route to a digitised model via impressions taken using high-quality materials continues — today and in the future — to offer an alternative to the non-contact intra-oral processes. A master model is created extra-oral from the impression and then optically scanned to acquire the three-dimensional image. Nowadays, a wide range of precision laser scanners and purpose-developed CAD software is available for this task. These systems can also be optionally linked to and expanded using new developments in imaging processes.

Today, the practitioner has available an entire range of powerful imaging techniques and user-friendly software which, thanks to the international DICOM standard, is compatible and interoperable between manufacturers. Computer tomography and digital volume tomography, which can for example be used for carrying out implant planning precisely on-screen, are particularly worthy of mention here. Current digital planning methods strengthen the already close cooperation between dentist and dental technician in prosthetic or implantological therapeutic measures.

Modern CAD programs calculate complex clinical situation surfaces from the digital data on tooth stumps, implant posts or plaster models. Occlusal features of antagonists or neighbouring teeth can also be created on the computer — all the way to complete contact point patterns. Individual functions such as an undisturbed free glide space can be elegantly designed and implemented in crown and bridge frameworks by means of CAD/CAM and CNC milling technology.

The CAD/CAM technology has available a constantly growing palette of materials including the oxide ceramics — primarily zirconium dioxide — and titanium and cobalt-chrome alloy, both of which are increasingly being used for milling frameworks. The division of labour between the dental laboratory which handles the design and the external industrial milling centre suitable for the technically demanding processing of the metal materials has proven itself in this area. Specialised dental companies now even offer the design and manufacture of complex post or bridge

supported superstructures, in which case the commissioning laboratory can then concentrate entirely on the subsequent finishing work in ceramic or plastic.

In addition to these subtractive, indirect processes which use CAD/CAM to manufacture dental prostheses from material blanks by removing material, additive, direct processes are also used in dental prosthetics. So-called rapid prototyping technologies enable a cast to be made in various ceramic, plastic, or metal materials directly from the CAD program. Modern processes such as laser sintering, stereolithography or fused deposition modelling can build up the necessary layers of material successively and with high precision until the final form of the restoration has been reached without the need to manufacture a mould in advance. Dentists and dental technicians will have a unique opportunity to gain a comprehensive overview of the latest concepts in dental CAD/CAM technology during their visit to the IDS 2011.

“From 22nd to 26th March 2011, the International Dental Show in Cologne, the world’s largest trade fair for dental medicine and dental technology, will provide trade visitors from dental practices and dental laboratories an ideal opportunity to talk to specialists from the exhibiting companies, experts and experienced users. Here, they will be able to address the whole spectrum of modern CAD/CAM processes and current developments in dental digital technology,” says Dr. Markus Heibach, President of the VDDI. IDS takes place in Cologne every two years and is organized by the GFDI Gesellschaft zur Förderung der Dental-Industrie mbH, the commercial enterprise of the Association of German Dental Manufacturers (VDDI) and staged by Koelnmesse GmbH, Cologne.

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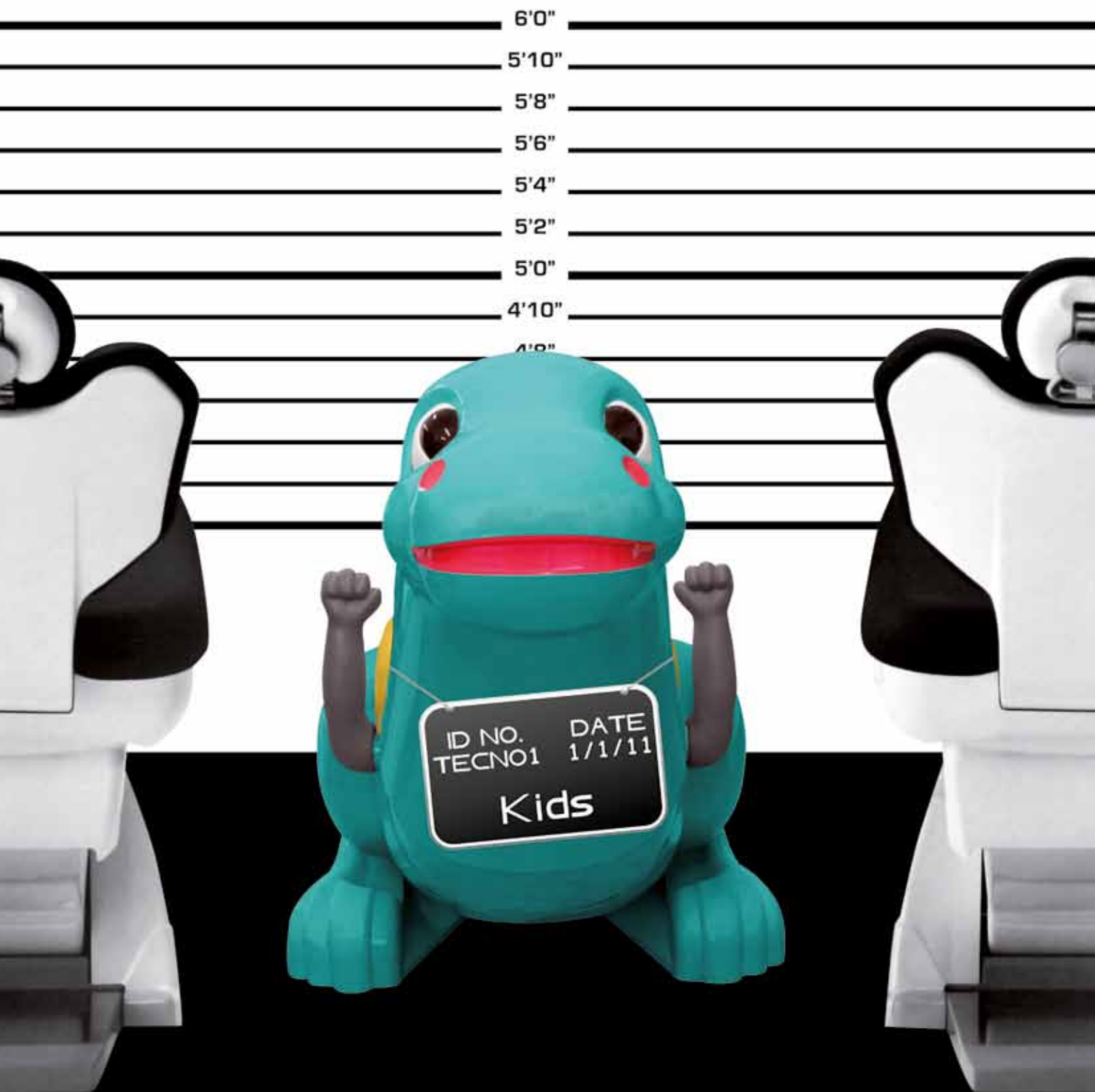
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## Dental implantology: A force for innovation in dentistry

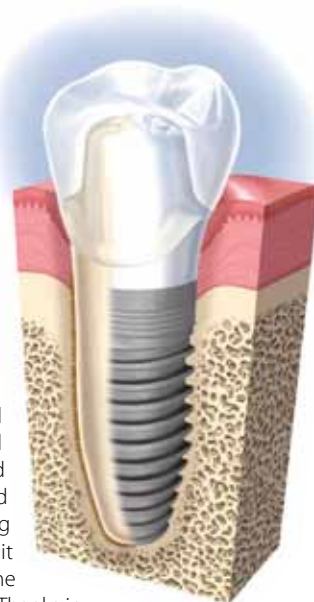
There, dentists and dental technicians will have the unique opportunity to gain a comprehensive overview of the latest concepts in implant geometries and materials as well as the superstructures possible today.

Endosseous implants are now available from many manufacturers and in many variations, with the result that an implant-supported prosthetic solution can be realised for almost every dental indication. Zirconium oxide ceramic is gaining in importance alongside the classic implant material titanium. Completely ceramic implants, mesostructures and crowns, peg-supported and bridge-supported superstructures can be manufactured from the material by means of CAD/CAM.

The case numbers over recent years confirm the trend toward the broad use of prosthetic implant therapy. Considerably more than 800,000 implants were implanted by German dental practices during 2009, which corresponds to an increase of almost ten per cent on the previous year. This explosive growth reflects the continuing demand from patients who have decided in favour of an implant-supported prosthetic — which is also easier on the residual dentition. Implantology has been accompanied by intensive research and development work on the part of science and the dental industry for years. Dentists, dental technicians and surgery staff can optimally acquaint themselves with the state of the art in this innovative specialisation and receive advice from expert manufacturers at the International Dental Show (IDS), which takes place in Cologne from 22nd to 26th March 2011.

Standardised abutments are also prefabricated from titanium or zirconium oxide and can be used for cementable or telescopic restorations. Thanks to modern digital milling processes, an alternative to these prefabricated items that enables the increasing individualisation of superstructures is about to gain ground. Today, one and two-part abutments can already be individually designed at acceptable cost and adapted to the gingival margins in a beneficial manner. Individual implant superstructures are increasingly being manufactured using industrial milling centres as well as in-house at the dental laboratory. Specialist companies in the dental industry are now even offering to design and manufacture complex peg or bridge-supported superstructures. This provides the commissioning laboratory with increased freedom and makes it possible, for example, to invest more effort in the subsequent finishing work in ceramic or plastic. Thanks in part to the increasing networking of its team members — therapeutic personnel, dental technicians and industry — implantology is significantly boosting quality management at all process levels.

External manufacture of implant-supported superstructures can offer logistical and financial advantages. As far as the laboratory is concerned, considerably lower investment volumes are required. For example, it is no



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longer necessary to use suitable scanners and corresponding design software, both of which are used by dental technicians to digitalise the finished model and perfectly plan the implant prosthetic. The latest variants of CAD/CAM-supported processes for manufacturing implant-supported prosthetics are opto-digital processes that have been developed in such a way that (plaster) models are no longer required. These variants are on show at IDS. Here, the implant prosthetic is calculated directly on the basis of a digital scan and subsequently manufactured using a milling process. However, the error-free tuning of the entire digital process chain — which is an essential precondition for a model-free prosthetic restoration — requires special care.

Nowadays, implantological progress is also closely bound up with diagnostic developments. Three-dimensional X-ray navigation processes combined with laser scans of plaster models and special design software enable the dentist to optimally and reliably plan implantological measures. Even in difficult cases, exact 3D images of the osseous structures can be created — particularly using digital volume tomography, which has, in the meantime, also become affordable for smaller practices. Using this technique in combination with modern planning and design software, implantologists can obtain extremely precise stereolithographic guide templates. With these templates, it is possible to achieve previously unheard of precision when it comes to implant bed preparation and implant insertion. Today, the dental industry makes available to the practitioner an entire pallet of powerful imaging techniques and user-friendly software which, thanks to the international DICOM standard, is compatible and interoperable between manufacturers.

New developments in the area of implantological instruments will also be on show at IDS. Renowned manufacturers will, for example, be showing atraumatic dental forceps which reduce stress on the alveolar tissue, or modern cylinder osteotomes, efficient bone mills or complete surgical units for oral and maxillofacial surgery. Optimised processes for retaining the alveolar process, for augmentation or for alveolar distraction osteogenesis will also be presented. Another topic at the International Dental Show is current biotechnological strategies for osseogenesis — up to and

including adult stem cell technology. New developments in bone marrow stem cells will be presented as will bone replacement materials or other osteogenic factors. Carrier membranes and biologically resorbable bone pegs — partly of collagen or mucous membrane material — form additional important implantological themes.

The specialist implantological associations, which will, of course, be represented at IDS, will present their latest curricular projects. They offer interested dentists optimal opportunities with regard to introductory and continuing training in these disciplines, which are becoming ever more important. Current topics, such as implant prosthetics in senior dentistry, digital navigation as well as new approaches to solutions for periimplantitis or perimucositis, are tackled as part of the advanced training. Both new practitioners and experienced dentists — possibly accompanied by their dental technicians — will thus find it worthwhile to visit the stands of the implantological associations as they move around IDS. Such a visit will enable them to discover for themselves the best way to gain access to this fascinating area.

“From 22nd to 26th March 2011, the International Dental Show in Cologne — the world’s largest trade fair for dental medicine and dental technology — will provide trade visitors from dental practices and dental laboratories an ideal opportunity to talk to specialists from the exhibiting companies, experts and experienced users. Here, they will be able to address the whole spectrum of modern implant concepts and current developments in this rapidly expanding discipline of dental medicine,” says Dr. Markus Heibach, President of the VDDI.

IDS (the International Dental Show), which takes place in Cologne every two years, is organized by the Gesellschaft zur Förderung der Dental-Industrie mbH (Society for the Promotion of the Dental Industry), the commercial enterprise of the Association of German Dental Manufacturers (VDDI). The trade fair is staged by Koelnmesse GmbH, Cologne.

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The advertisement features a collection of dental instruments including a tray of various probes and explorers, several dental mirrors with different colored handles (red, purple, blue), and various types of pliers and forceps. The background is a dark green with a subtle geometric pattern.

## More individual and more organic revention in the dental practice

An important task for dentists and their dental practice teams is to provide patients with extensive and individualised information that is relevant to their age, as well as ensuring that this information is put into practice. In addition to supporting dental care at home, dental practices also provide regular professional tooth cleaning, which, thanks to modern methods and supporting diagnostic treatments, creates the basis for sustainable oral health.

Every form of dental prophylaxis is supported by intensive research and development conducted by the dental industry. The latest concepts of prevention therefore also enable the continuous improvement of hygienic dental aftercare, for instance after prosthetic, implant or endodontic surgery. In general, a wide range of professional preventive measures are now becoming available to dental practices. These measures can be used by dentists, dental assistants, dental prophylaxis assistants and dental hygienists to successfully specialise and supplement the range of services their dental practice provides. The 34th IDS (Cologne, 22nd to 26th March 2011) will therefore be a particularly valuable source of comprehensive information on the topic of preventive care.

In order to meet the growing demand for effective individual prophylaxis, the dental industry is developing suitable instruments, diagnostic processes and concepts. This contributes towards the optimal management of the oral biofilm and promotes successful prevention at home as well as in the professional field.

### Modern aids improve prophylaxis at home

Effective plaque control through daily oral care at home is an important part of prophylaxis and is carried out today with the help of very functional and ergonomic aids for brushing teeth, as well as for other hygienic measures. These include both modern manual toothbrushes and the highly

effective electric toothbrushes. The latter may also feature external motivational displays and other helpful tips for the user. And the special snap-on brushes can perform a number of different tasks.

At IDS 2011, the whole spectrum of current toothpaste formulations will also be introduced. These new formulations contain scientifically developed recipes designed to address different specific needs and help provide a good basis for the daily prophylaxis of individuals in all age groups. It may amaze some to know that the correct combination of a toothpaste and an electric toothbrush can significantly raise the effectiveness of the latter. They are assisted by effective mouthwashes, which are also important for preventive care at home. These are supplemented by special interdental brush systems, dental floss and sticks, as well as many other products. In addition, special gels to combat dryness of the mouth are becoming increasingly important — especially with an aging society. Growing numbers of patients suffer from xerostomia, which, among other things, can be caused by the use of different medications, especially those prescribed for senior citizens.

### Professional prophylaxis and diagnostics are essential

The desire to maintain one's natural teeth for as long as possible requires the help of a dentist. Only professional preventive measures in the dental practice can enable patients to control and avoid caries, gingivitis and other common oral diseases. Here the focus is on the development of age-specific individual preventive care concepts for the maintenance of oral health.

Preventive measures, such as professional tooth cleaning and minimally invasive ultrasound-aided periodontal treatment and maintenance therapy, are of central importance and are carried out by dentists or dental technicians.

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The dental industry currently provides holistic treatment systems in this area. These can completely prevent additional infections, which would particularly benefit patients with an increased risk of caries, inadequate oral hygiene or many dental restorations. In the areas of orthodontic procedures and surgery, aftercare of implant treatments and other dental measures, these treatment systems can be a deciding factor in the success of the whole procedure.

A highly developed diagnostic procedure is also important for successful prophylaxis. Today, modern analytical and imaging processes in dental practices are used. Thanks to modern diagnostic tools, oral diseases such as enamel caries, root caries, peri-implantitis, gingivitis and periodontitis can be diagnosed in their initial stages. In addition to traditional procedures, these tools include high-resolution intraoral cameras, camera-supported fluorescence methods and digital X-ray systems. Furthermore, some manufacturers also offer molecular-biological and biochemical diagnostic systems, which can help to identify oral illnesses by means of their respective germ spectrums and analyse the risks involved. Current scientific research results show that nearly one third of the human genome is involved in gingivitis! In other words, the importance of "biologising" dental prophylaxis can hardly be overrated.

Patients are becoming increasingly aware of the relationship between oral hygiene and systematic health. Accordingly, there is a lot of interest in treatments that maintain tooth structure and periodontal structures over

the long term. Prevention based on individual needs, which also offers concepts for all age groups, is therefore increasingly becoming the key to the sustainable success of dental practices. Dentists who focus on preventive treatments are now already receiving assistance from the dental industry, which has for many years now been experiencing a paradigm shift from restorative treatments to individual preventive treatments, and has supported the integration of prophylaxis into everyday processes in dental practices through its scientifically developed technical innovations.

This provides dental practices with an excellent opportunity to specialize in a specific field. A prophylaxis team that has received the latest training can assess the individual risks from the very first examination and, as a result, greatly improve the health of the individual patient. This in turn will also raise the expertise, and thus the reputation, of the practice. It will also

improve the patients' willingness to return for follow-up appointments, as well as to implement oral hygiene correctly at home.

At the next International Dental Show (IDS) in Cologne (22nd to 26th March 2011), the solutions presented by prophylaxis specialists from many renowned companies in the dental industry will show how these preventive measures and specialization opportunities can be integrated into the day-to-day routine of a dental surgery. These specialists will be available throughout the trade fair to share their knowledge and experience with the trade visitors. Of course, visitors will also have the opportunity at IDS

Health is highly valued by the general public — not least because of our ageing society. Oral prophylaxis has therefore become a focus of modern dental practices and is an important step toward preventive solutions, also in the area of general medical problems. "Young patients as well as increasingly old groups of patients want to, if possible, maintain their teeth throughout their lifetimes and prevent oral diseases. The German dental industry offers a continuously growing variety of products and aids for professional and domestic oral care — from toddlers right through to the very old," explains Dr. Martin Rickert, Chairman of the Board of Directors of the Association of German Dental Manufacturers (VDDI).

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to ask questions and discuss problems with the experts. A unique international forum will be set up where trade visitors can talk to specialists about every aspect of modern prophylaxis. Therefore, IDS is the ideal opportunity for dentists and dental technicians to find out all the latest information on dental hygiene and how to implement prophylaxis in their dental practice — as well as discovering how to integrate complete treatment systems for the prevention of oral diseases.

“From 22nd to 26th March 2011, the International Dental Show in Cologne — the world’s largest trade fair for dental medicine and dental technology — will be the best place for dentists and their assistants to talk to specialists from the exhibiting companies and experienced users about the whole spectrum of modern prophylaxis concepts and current trends in preventive treatments and diagnostics,” says Dr. Markus Heibach, President of the VDDI.

IDS, which takes place in Cologne every two years, is organized by Gesellschaft zur Förderung der Dental-Industrie mbH (GFDI — Society for the Promotion of the Dental Industry), the commercial enterprise of the Association of German Dental Manufacturers (VDDI). The trade fair is staged by Koelnmesse GmbH, Cologne.

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***Hygiene and QM in  
the dental surgery:***  
*Requirements for safety  
and quality*

In addition to the latest recommendations of the Robert Koch Institute (RKI), which reflect current scientific findings, the dental surgery will now also be required to follow a confusing conglomerate of hygiene norms and standards:

the Medical Devices Act (MPG), the Medical Products Operator Ordinance (MP-BetriebV), the Protection against Infection Act (IfSG), and the occupational health and safety regulations of the employer's liability insurance association. The terms of these regulations must be integrated into surgery hygiene plans. The hygiene plan and its implementation will also become components of an integrated QM system, which with the help of complete documentation will provide the necessary legal certainty for a dental surgery and help safeguard its future existence.

Fortunately, the dental surgery is not without help in implementing these requirements: Consistent hygiene management in the dental surgery is mainly supported by the relevant specialized companies of the dental industry, which will be presenting their latest products and services in Cologne at the International Dental Show from 22nd to 26th March 2011. Here, dentists and their surgery staff will have the unique opportunity to gain a complete overview of the disinfecting of hands, surfaces and instruments. The latest hardware and software products, as well as a variety of high quality dental supplies will allow for effective and safe implementation of

hygiene plans and their QM compliant documentation, which conform to the legal requirements and controls.

The specialised dental industry now also offers effective products to disinfect hands, which are produced free of colorants and fragrances. This is an important development particularly for dentists and staff members who are allergic to colorants and fragrances. Effective special products are meeting the many demands in the area of disinfecting surfaces. These products work fast and safe, ensuring state-of-the-art hygiene in the dental surgery.

Implementation of the latest hygiene requirements is of central importance for every dental surgery. This is true not only in terms of professionalism, but can also increasingly have legal relevance. In sensitive matters, such as a shifting of the burden of proof in a liability situation, for instance, in connection with claims made by a third party against a dentist, the required documentation of hygiene measures can be a deciding factor for the survival of a practice. This is why dentists who have their own surgeries will be required by law to integrate surgery hygiene in a quality management system in their everyday work, and the system must be established by 1st January 2011.

The complex area of hygienic instruments, which according to the recommendations of the RKI are differentiated in the risk analysis, can be easily managed thanks to the latest generation of standardised equipment systems. The latest autoclaves and thermal sterilizers already have the interfaces required to provide QM-compliant online documentation, which is time-saving, clear and secure. Similarly, this also applies to modern ultrasonic cleaners, which provide an ideal addition to conventional immersion disinfection.

The dental industry also provides top-class solutions for safe packaging and labelling of sterile goods. Efficient rotary sealers ensure improved filling and removal of instruments. Some professional sterile goods cartridges already have integrated sterile filters, which help to considerably

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increase the shelf life of the products. And the unsafe, manually written labels on packaging are increasingly being replaced by automated labelling equipment, which document all the required parameters set by the recommendations of the RKI in label form, thus becoming another important part of the QM system of a dental surgery.

The creation of an up-to-date quality management system is supported by a number of consulting services that specialise in the needs of dental surgeries. Here, through its "created by a team of dentists" approach, the German dental industry agreeably differentiates itself from the far too general, abstract and top-heavy QM systems on offer. The spectrum also includes coaching sessions and training courses at the actual dental surgery, which means everything from A to Z can be realised more quickly and with an overall reduction in costs.

Dentists and surgery staff can find out the latest developments in all areas of surgery hygiene and QM and receive expert advice from competent manufacturers in Cologne at the International Dental Show (IDS) from 22nd to 26th March 2011.

"From 22nd to 26th March 2011, the International Dental Show in Cologne — the world's largest trade fair for dental medicine and dental technology — will be the best place for trade visitors from surgeries and laboratories to talk to specialists from the exhibiting companies and experienced users about the spectrum of modern infection prevention and the legally required quality management systems soon to be introduced," says Dr. Markus Heibach, President of the VDDI. IDS takes place in Cologne every two years and is organized by the GFDI Gesellschaft zur Förderung der Dental-Industrie mbH, the commercial enterprise of the Association of German Dental Manufacturers (VDDI) and staged by Koelnmesse GmbH, Cologne.

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# Endodontics Enables Tooth Preservation into Advanced Age

The long years of intense collaboration between a large number of endodontics specialists with companies in the dental industry have resulted in the mature instrument and material systems available today for the improved diagnosis and, above all, improved treatment of root canal lesions. Modern imaging techniques, for example, allow the precise visualisation of the root canal and thus enable both endometry up to the apex and also the exact determination of the file position during preparation. Digital x-rays and digital volumetric tomography are also becoming increasingly important in endodontics. High-resolution intraoral cameras can be used for the time-saving online documentation of the treatment as well as for diagnostic purposes.

Another important trend is the increased use of mechanized root canal preparation. In particular, computer-designed file geometries with their optimised conicities and cutting edges result in greater safety and efficiency here. Modern materials, such as nickel-titanium or titanium-niobium alloys,

have vastly improved the durability of rotating preparation files and of revision files, thus virtually revolutionising endodontic treatment options. These enable an evenly conical preparation even in the case of severely curved root canals. High-performance, electronically controlled drive units with torque control help to largely eliminate fracturing when using the mechanized files.

Technological process has also been made in other areas of endodontics. The working length is determined either by means of x-rays or with the help of modern electrometric measuring methods, with the latter causing no additional exposure to radiation. Effective chemical preparations, the action of which can be enhanced via ultrasound-supported or hydrodynamic methods, are used for root canal irrigation, which frequently decides the success of the procedure. Modern sealer adhesives and cements based on composites are available for bacteria-tight obturation. Classic methods, primarily gutta percha techniques, can also be used. There has





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been significant progress here, too. For example, new equipment systems for warm vertical condensation ensure better adaptation of the thermally plasticized gutta percha to the canal walls. The 34th IDS (Cologne, 22nd to 26th March 2011) will therefore be a particularly valuable source of comprehensive information for anyone wanting to get acquainted with the entire spectrum of new developments in endodontics.

Besides routine tasks that can also be performed by a general dentist, endodontics also offers a challenging field of work for specialists that includes complex revision work, root end resections and the restoration of teeth with fractured crowns and roots. The experts have another tool available to them for this task: loupe systems or surgical microscopes that permit minimally invasive microsurgical endodontic surgery.

At the next International Dental Show (IDS) in Cologne (22nd to 26th March 2011), the solutions presented by the endodontic specialists on hand from many renowned companies in the dental industry will show how standard endodontic services and specialization opportunities can be integrated into the day-to-day routine of a dental surgery. Interested trade visitors can take advantage of their expertise and experience during the fair. Of course, visitors will also have the opportunity at IDS to ask questions and discuss problems with the experts. A unique international forum will be set up where trade visitors can talk to specialists about every aspect of endodontics.

IDS is the ideal opportunity for dentists and dental technicians to find out all the latest information on endodontics and how to implement it in their dental surgery — as well as discovering how to integrate complex treatment systems at an expert level. A successful endodontic treatment increases the chances of tooth retention, makes for satisfied patients and ultimately enhances the image of the dentist's surgery.

Endodontic measures provide important foundations for long-term and lasting tooth retention. In light of an aging society, this dental discipline is becoming increasingly important. With evidence-based success rates of up to 85 per cent for treatments performed lege artis, endodontics have long been an established fixture in the range of therapies offered by general dentists, while at the same time offering a rich field of work for specialists. The latest methods employed in the conservation therapy includes manual or mechanized root canal preparation, efficient rinsing methods during disinfection and modern instruments and materials for obturation. Even the treatment of front teeth with fractured crowns and roots is possible today through the use of advanced root pin systems, among other techniques. And if a root canal revision should become necessary, the endodontic specialists have a range of minimally invasive microsurgical concepts up to the treatment of complex endo-periodontal lesions available to them. The impressive scientific and technological progress in the field of endodontics has improved the odds of long-term tooth retention tremendously and puts this speciality at the centre of a prophylactic-conservationist approach to dentistry," says Dr. Martin Rickert, Chairman of the Board of the Association of German Dental Manufacturers (VDDI).



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"From 22nd to 26th March 2011, the International Dental Show in Cologne — the world's largest trade fair for dental medicine and dental technology — will be the best place for dentists interested in endodontics and their assistants to talk to specialists from the exhibiting companies and experienced users about the whole spectrum of modern endodontic concepts and current trends in treatments and diagnostics," says Dr. Markus Heibach, President of the VDDI.

IDS takes place in Cologne every two years and is organized by the GFDI Gesellschaft zur Förderung der Dental-Industrie mbH, the commercial enterprise of the Association of German Dental Manufacturers (VDDI) and staged by Koelnmesse GmbH, Cologne.

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• Products, Trends & Innovations at iDS 2011: Endodontic

## All-Ceramic Restorations Are Gaining Ground

Digital high-tech methods are becoming ever more widely used in the procedures of aesthetic dentistry, both in dentist's practices and dental laboratories. This applies especially to the precise forming of ceramic or metallic foundations for crowns and bridges, as well as to implant prostheses and associated ceramic or plastic veneers. "This subspecialty has in recent years continued to gain in importance, since ever more patients ask their dentist how their teeth can be restored to both functional and aesthetic perfection," explains Dr. Martin Rickert, Managing Board Chairman of the VDDI (Verband der Deutschen Dental-Industrie / Association of German Dental Manufacturers). To meet this strong demand for the latest in high-tech dental care more efficiently, users can now resort not only to conventional but also to digital methods, making CAD/CAM-supported ceramic veneer technique possible for the first time.

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Digital technologies have been the focus of research and development in dental science and industry for years, and now they are increasingly shaping the daily working routines in dentists' practices and dental laboratories. Aesthetic dentistry has made significant advances thanks to electronic colorimetric systems and digital methods for making intraoral moulds. In particular, the diverse methods of CAD/CAM-supported design in dental restorations — especially with the use of zirconium high-strength ceramics — and layered or pressed ceramic veneers are now providing excellent solutions for aesthetically and functionally superb dental prosthetics. Dentists, dental technologists and dental practice employees can now look forward to the International Dental Show (IDS) from 22nd to 26th March in Cologne as the very best source for information about the current status of aesthetic dentistry and for the opportunity of discussing issues with knowledgeable manufacturers' representatives.

Among the latest versions of digital workflow are all-ceramics monoblock processes using CAD/CAM methods to make anatomically complete restorations from lithium disilicate or zirconium dioxide ceramics. And the dental industry supplies modern CAD/CAM veneer systems in which the restoration is first created virtually with all anatomical details and then subdivided into two partial data records. One of these datasets represents the foundation and is used for its fabrication from zirconium dioxide; the other dataset is used to mill the pre-sintered veneer ceramic. Then the milled veneer is attached on top of the foundation, coloured and sintered. Similar methods can also be used with lithium disilicate ceramics. At the IDS 2011, dentists and dental technologists have the opportunity of being introduced to the latest digital concepts in aesthetic dentistry by manufacturers' specialists.

In addition to a comprehensive presentation of high-tech in dentistry, this unique globally leading trade fair also provides a thorough overview of proven traditional technologies. Conventional treatments using ceramics, precious metals or NEM alloys in their veneers — either processed in layer

or in laminated forms — continue to be very useful in dental prosthetics. At the same time, plastics technology has also made progress in developing aesthetically pleasing plastic veneers: Innovative composite materials provide unprecedented abrasion resistance as well as the required colour fidelity for the creation of high-quality structural designs.

"Professional visitors from dentist's practices and dental laboratories can look forward to the International Dental Show, the world's largest trade fair for dental medicine and dental technology in Cologne from 22nd to 26th March 2011 as an excellent opportunity for gathering information from the exhibiting companies' specialists, other experts and experienced users about the whole spectrum of aesthetic dentistry and especially the latest CAD/CAM methods for making perfect ceramic veneers and substructures," asserts Dr. Markus Heibach, CEO of the VDDI.

IDS takes place in Cologne every two years and is organized by the GFDI Gesellschaft zur Förderung der Dental-Industrie mbH, the commercial enterprise of the Association of German Dental Manufacturers (VDDI) and staged by Koelnmesse GmbH, Cologne.

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## Success Story Continues

As long ago as during classical antiquity, people began to make dental prosthetics from metallic materials. Today, modern dentistry can resort to an enormously diverse range of well over 1,000 industrially produced alloys. Depending on their specialized properties, they meet virtually any prosthetic requirements. "In dental prosthetics it is important to extend the range of possible applications of clinically proven alloys. And there is a constant demand for new developments to suit further indications and to provide technical alternatives in making dentures," explains Dr. Martin Rickert, Chairman of the Association of German Dental Manufacturers (VDDI).

Despite the increase in all-ceramic dental prosthetics, metal-ceramic treatments still account for the largest share of dental prosthetics today. Conventional precious metal alloys with a high gold content continue to play an important part in casting and lately also in CAD/CAM-based milling techniques for making substructures for individual crowns and bridges. High-quality metal-ceramic restorations in particular are usually made using special, exceptionally biocompatible precious metal alloys. These are particularly advantageous in treating allergic patients as well as those with especially critical requirements for biocompatibility. These biocompatible alloys typically contain no palladium or copper but a high proportion of gold and platinum, which provides excellent functionality in compounds with other chemical elements.

This approach is complemented by gold reduced alloys, which are experiencing increasing international demand since they help reduce the financial burden of prosthetic therapy. As an alternative to the traditional casting technique, the dental industry offers the choice of getting precious metal alloys fabricated in its specialized milling centres — in addition to the base-metal approach.

Another new alternative for making high-strength alloys is Selective Laser Melting (SLM). Dental technologists and dentists can look forward to the International Dental Show (IDS) from March 22 to 26 in Cologne as the best opportunity to learn about these and other current developments in dental alloys and to consult experienced manufacturers about these specialties.

Currently dominant in base-metal applications are cobalt-chromium and titanium alloys as well as commercially pure titanium. In this context especially, state-of-the-art milling technology offers a real advantage because it precludes casting-related problems such as expansion-related distortions or crack formation. The harder alloys containing no precious metals, especially cobalt-chromium alloy materials, require higher-performance and preferably stationary milling and polishing equipment. These requirements are met by equipment capable of convenient and economical processing, which has been developed by the dental industry specifically for this application. However, SLM technology also offers specific advantages in the processing of high-strength base-metal alloys: The special cobalt-chromium alloys usually employed in this technique can be used for making very large components, up to and including full arch 16-unit bridge structures.

Base-metal alloys, especially titanium alloys and commercially pure titanium, are now also the preferred approach for implant prosthetics. For some time now, most bone implants have been made from titanium materials, and base metals and titanium are now also becoming more important in the CAD/CAM-supported fabrication of implant superstructures. "Implant prosthetics opens up another

large area of applications for special alloys," says Dr. Markus Heibach, Executive Director of the VDDI. "The entire range of alloys and their diverse processing alternatives will be on show for trade fair visitors in Cologne to provide them with a comprehensive overview for their laboratory or practice."

Tooth-coloured restorations with metal foundations meet high esthetic standards. For all of the alloys suitable for ceramic firing — now much more widely used than conventional casting alloys — ceramic or plastic based veneering materials are available with compatible coefficients of thermal expansion. In particular the characteristics of ceramic veneers, which are available in high and low melting-temperature versions, are perfect for high-quality aesthetics. A wide variety of state-of-the-art veneer ceramics is available both for layering and for press-over techniques, providing an ideal alternative to metal alloys for high-quality substructures.

Professionals from dental laboratories and practices will find the International Dental Show an excellent opportunity for obtaining the latest information on the entire range of currently available dental alloys in direct conversation with specialists from the exhibiting companies and experienced users. IDS, the world's largest trade fair for dental medicine and dental technology, will take place from March 22 to 26, 2011 in Cologne.

IDS takes place in Cologne every two years and is organized by the GFDI-Gesellschaft zur Förderung der Dental-Industrie mbH, the commercial enterprise of the Association of German Dental Manufacturers (VDDI) and staged by Koelnmesse GmbH, Cologne.

### Source:

Koelnmesse GmbH  
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# The market for aesthetic dentistry

The market for dental devices as a whole, according to several reports released in the last few months, is forecast to grow by over US\$ 12,9 billion by 2016. Aesthetic and cosmetic dentistry will play a leading role, driven by the increasing demand both in traditional and emerging markets and the availability of technologically advanced treatments offered to patients who are more aware and sensitive to the importance of taking good care of their smiles, on account of both health-related and social reasons.

On general terms, the trend among patients is to keep natural teeth for as long as possible through improved diagnostics and minimally invasive treatment methods, and to look for natural-looking dental restorations.

Tooth whitening, veneers, porcelain-covered or full-ceramic crowns or bridges, tooth-colored composite-fillings, implants, bonding, teeth-straightening solutions, gum surgery are only a few of the most popular cosmetic dental treatments that are set for growth in the next five years. Implantology and prosthetics are particularly benefiting from the spreading of computer-aided design and computer-aided manufacturing (CAD/CAM) systems, and digital-based dental processes.

According to industry analysis made by major companies such as Nobel Biocare or Ivoclar Vivadent, all-ceramic individualized products based on CAD/CAM currently enjoy the fastest growth in aesthetic dentistry. Nobel Biocare highlights the rising the number of minimally invasive surgeries received by patients of all ages and individuates dental crowns and laminates as the faster increasing product segments. Heraeus Kulzer reports that nanotechnology is giving an essential contribution to the improve-



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ment of materials used dental aesthetic treatments allowing the creation of durable, natural-looking composites. Prosthetics alone generated 17% of Dentsply sales revenues last year.

Sirona emphasizes the growth potential of CAD/CAM systems, which accounted for 35% of company revenues in 2009. According to the annual company report, ceramic restorations based on CAD/CAM systems represent a growing portion of the out-of-mouth restoration market and the number of dental practitioners and dental laboratories using CAD/CAM technology has increased. Two examples brought forward are US and Germany where, as of end of 2009, the market penetration for in-office CAD/CAM systems had grown to approximately 10% and 12% respectively.

An outlook to the geographic distribution of the market shows that Western Europe and USA are the longer-established and largest markets for aesthetic dentistry, with ageing population, rooted links between oral and medical health and growing attention paid to prevention. Japan, even if smaller, also has a consistent market for high-end aesthetic solutions. Russia, India and China all have large growing middle classes and private dental clinics are spreading considerably, adding to the expectation of double-digit growth in these countries in the next few years.

The Asia-Pacific market is registering the faster increase in middle-income classes, estimated to reach 3 billion people by 2020, with demand for professional aesthetic and preventive dental services following this expansion.

Latin America and Eastern Europe, on the other hand, are emerging as protagonists of the dental implant markets in particular, as many patients opt for getting cosmetic and implantology treatments in countries of

these regions attracted by the lower prices available. This, however, puts forward an important issue in dental cosmetic tourism, as reported by the British online dental journal "Dentistry", dentists abroad performing procedures at very low prices are not always compliant with the safety regulations and standards required in the home country. In order to avoid that the search for the perfect smile brings instead to teeth damage and extra care and costs to repair the mischief, patients looking for aesthetic dental treatments abroad need to carefully screen and select the dentist or clinic they are going to choose, investigating their credentials and safety guidelines and practices.

#### Useful contact:

International Federation of Esthetic Dentistry (IFED)  
(Mrs. Laura Kelly, Secretary)  
3420 Fostoria Way  
Suite G202  
San Ramon CA 94583  
Tel: +1 925 901 0262  
Fax: +1 925 901 0108  
E-mail: laura@kdentalstudio.com  
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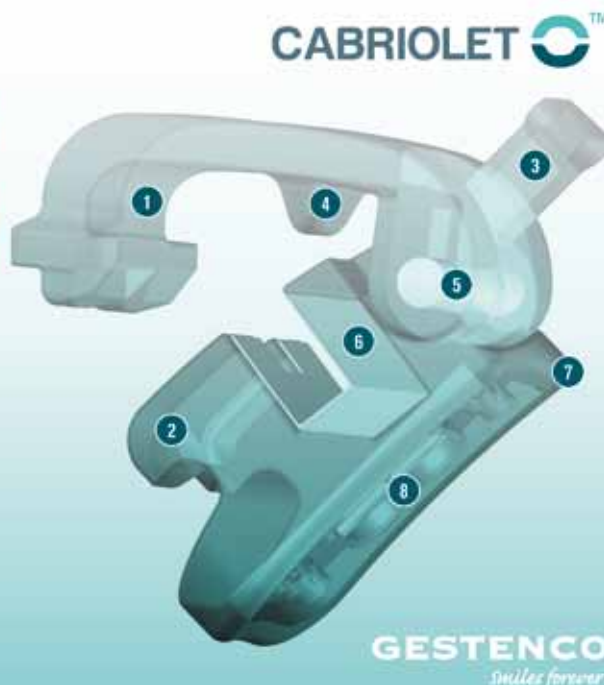
#### Sources:

Nobel Biocare: <http://corporate.nobelbiocare.com>  
Ivoclar Vivadent: [www.ivoclarvivadent.com](http://www.ivoclarvivadent.com)  
Heraeus Kulzer: [www.heraeus.com](http://www.heraeus.com)  
Sirona: [www.sirona.com](http://www.sirona.com)  
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# Facts and Figures

Trade fair	IDS
Sub-heading	International Dental Show
Date of the event	22 to 26 March, 2011
Organizer of the fair	The IDS is held every two years in Cologne and is organized by the GFDI Gesellschaft zur Förderung der Dental-Industrie mbH, the commercial enterprise of the Association of German Dental Manufacturers (VDDI) and staged by Koelnmesse GmbH, Cologne.
Venue	Koelnmesse
Opening times	Exhibitors: 8.00 a.m. - 7.00 p.m. Visitors: 9.00 a.m. - 6.00 p.m.
Admission fees	Online-Shop      1-Day ticket: 13,00 EUR      2-Day ticket: 17,00 EUR Season ticket: 21,00 EUR 1-Day ticket for students/Special ticket for children accompanied by adults 7,50 EUR Box-Office      1-Day ticket: 15,00 EUR      2-Day ticket: 19,50 EUR Season ticket: 25,00 EUR Day ticket for students / Special ticket for children accompanied by adults 8,50 E
Stand rental fees/sqm	6,50 EUR / sqm UR
Flat rate energy costs/sqm	238,00 EUR / sqm
Catalogue	15, 00 EUR
Product segments	Dental practice, Dental laboratory, Infection control and maintenance, Services, information, communication and organization.
Fair profile	The International Dental Show in Cologne is the world's leading trade fair for the dental sector. In 2011, at the 34th IDS, the fair will once again generate momentum while paving the way for pioneering advances, demonstrating its role as a successful presentation platform and meeting place for all decision-makers in the dental-medicine market.
Mailing of registration forms to exhibitors	from the end of January 2010
Hall occupancy	Halls 2, 3, 4, 10, 11
Construction and dismantling periods	Construction period: March 15 - 21, 2011 / Dismantling: March 26 - 29, 2011
Access rights	Only for trade visitors
Target groups: Exhibitors	Manufacturers, importers, service providers, associations and institutions directly related to products and systems for dental medicine and dental technology.
Target groups: Visitors	Dental trade, dentists, dental surgery staff, dental laboratories, industry, service provider, research and development, apprentices / students.
- Figures for the previous event (2009):	
Exhibitors	1.823
Gross exhibition space	138.000 m <sup>2</sup>
Visitors (Visits)	106.147
Project Management	Thomas Maxein    t.maxein@koelnmesse.de
Website	www.ids-cologne.de

Source: Koelnmesse GmbH - [www.koelnmesse.de](http://www.koelnmesse.de)

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# Cultural, musical and literary highlights all around IDS 2011

From 22nd to 26th March 2011 not only the 34th International Dental Show will be presenting numerous highlights for the worldwide dental industry. The city of Cologne will also be attracting visitors with a cultural programme for music, theatre and art lovers. Be it the Philharmonie, Theatre, LANXESS Arena or museums in terms of culture Cologne will definitely have something to offer at the end of March. Anyone who prefers to enjoy culinary delights and the night life after a long day at the fair, will also be spoiled for choice, because with around 4,000 bars, brewery taverns, pubs and restaurants, the cathedral city has an extremely large range of eating, wining and dining options. Created especially for the dental sector, a social event will also be on the agenda on Friday, 25th March 2011: then in Hall/Gate 2, a Cologne cult location, the legendary "Strictly Dental Night" will get under way. With all this on offer, in March 2011 the IDS participants can look forward to an entertaining, complete experience at the Cologne Exhibition Centre.



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### From ancient to modern and once around the world

The fact that Cologne is one of the world's top travel destinations when it comes to art is well known. The collections presented by the numerous museums from some of the major attractions.

During IDS, the Museum Ludwig, famous for its outstanding Picasso and Pop-Art presentation, is showing special exhibitions from Lucy

### Mc Kenzie and Joel Shapiro.

The Wallraf-Richartz-Museum with works from Stefan Lochner through to Rembrandt up to Renoir and van Gogh is for the first time dedicating a separate exhibition to one of the most important French artists of the 19th century, Alexandre Cabanel.

At the same time, the Romano Germanic Museum (Römisch-Germanisches Museum), which is providing an insight into Cologne's Roman history through select finds, is presenting "Magic in Amber" ("Zauber im Bernstein"). The exhibition will show multi-member necklaces, magnificent diadems, precious belts or enchantingly carved lucky charms, created by jewellery artists as early as the 8th century B.C.

Also worth a visit is a newly built Cologne museum. The Cologne Kulturquartier opened its doors as recently as the end of October 2010. Located in the new museum complex is the Museum

Schnütgen, one of the most significant museums housing medieval art in Europe, along with the Rautenstrauch-Joest-Museum, which features the cultures of the world.

### Napoleon in the Bonn Kunsthalle

Above and beyond this, the Art and Exhibition Hall (Kunst- und Ausstellungshalle) of the Federal Republic of Germany) in neighbouring Bonn is focusing on a piece of European history, because during his reign, Napoleon Bonaparte cast a lasting influence on the foundations of European history in the 19th and 20th century. Based on top-class art items on loan from galleries all over Europe, the "Napoleon and Europe. Dream and trauma" exhibition exclusively presents a comprehensive picture of the life and times of Napoleon.

### A literary treat – the 11th lit.COLOGNE

During IDS 2011, lit.COLOGNE, Europe's largest literary festival, will also be held in Cologne. lit.COLOGNE is an established major player on the Cologne literature scene and invites you to well over 100 events between 16th and 26th March 2011. Many of those involved are well-known national or international artists and authors, who, at very different locations of the Cathedral city, will be presenting readings, discussions and narrations and making literature a tangible experience. In this connection for example, as the literature festival draws to a close, Elke Heidenreich will be hosting the great gala on 26th March in the Cologne Philharmonie with literature and music.

### Mozart, Threepenny Opera and Chris de Burgh

Music lovers can definitely look forward to a broadly structured programme. At the Kölner Philharmonie (Cologne Philharmony) the Gürzenich Orchester Cologne will be performing Mozart and Tchaikovsky on 22nd March, and on 23rd March soloists from the Mahler



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30 Gauge medio lungo Gauge extra-short	0,30	16	Giallo/Yellow
30 Gauge medio molto lungo Gauge extra-extra-short	0,30	12	Giallo/Yellow
27 Gauge lungo Gauge long	0,40	38	Grigio/Grey
27 Gauge medio Gauge short	0,40	25	Grigio/Grey
27 Gauge medio lungo Gauge extra-short	0,40	16	Grigio/Grey
27 Gauge medio molto lungo Gauge extra-extra-short	0,40	12	Grigio/Grey
25 Gauge lungo Gauge long	0,50	38	Arancio/Orange



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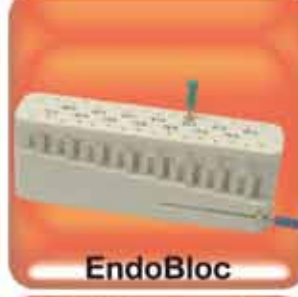
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Chamber Orchestra will be presenting a musical potpourri featuring among others works by Chopin and Hector Berlioz, while on 25th March the WDR Big Band will take to the stage.

In contrast, as far as opera and theatre are concerned, the artistic collaboration between Bertolt Brecht and Kurt Weill will be on the agenda: the theatre aspect is provided by the Threepenny Opera (Dreigroschenoper), while the opera side features "Aufstieg und Fall der Stadt Mahagonny" (Rise and Fall of the City of Mahogany). Due to the restoration and redevelopment of the opera district, you can however also experience operas in an exceptional setting. In this connection, the "The Turn of the Screw" opera from James Britten will be performed on 24th and 26th March in the Trinitatiskirche (church) and in actual fact - what is pleasing news for the many international guests at IDS - will be performed in English with German supertitles.

In addition, on 26th March in the LANXESS Arena, Chris de Burgh & Band will be presenting the MOONFLEET Tour 2011 - another option for the visitors to the world's largest and most significant fair for dental medicine and dental technology to bring IDS 2011 to a close.

You will also get tickets at [www.koelnticket.de](http://www.koelnticket.de)

Source:

Koelnmesse GmbH  
Messeplatz 1 50679 Köln  
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50532 Köln Germany  
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# Cologne on-line: interesting websites

- **Cologne city maps:** [www.hot-maps.de](http://www.hot-maps.de)
- **City of Cologne:** [www.koeln.de](http://www.koeln.de)
- **German National Tourist Board:** [www.deutschland-tourismus.de](http://www.deutschland-tourismus.de)
- **LANXESS arena - Cologne's biggest location for concerts and hockey:** [www.lanxess-arena.de](http://www.lanxess-arena.de)
- **Information about the Cathedral:** [www.koelner-dom.de](http://www.koelner-dom.de)
- **Kölner Philharmonie:** [www.koelner-philharmonie.de/home/](http://www.koelner-philharmonie.de/home/)
- **Ordering Tickets:** [www.koelnticket.de](http://www.koelnticket.de)
- **The museums of the City of Cologne:** [www.museenkoeln.de](http://www.museenkoeln.de)
- **Concert Hall - Night Club – Restaurant:** [www.stadtgarten.de](http://www.stadtgarten.de)
- **City tours off the beaten track:** [www.stattreisen-koeln.de](http://www.stattreisen-koeln.de)
- **Welcome to Cologne - The City - Traffic - Tourism - Events+Media:** [www.willkommeninkoeln.de](http://www.willkommeninkoeln.de)
- **Kunst- und Ausstellungshalle der Bundesrepublik Deutschland (und Veranstalter von Open-Air-Konzerten auf dem Museumsplatz) in Bonn:** [www.bundeskunsthalle.de](http://www.bundeskunsthalle.de)





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# The Technical File of Medical Devices

## What is a Technical File?

The Directive on Medical Devices (Dir. 93/42/CEE revised by Dir. 2007/47/CE) often mentions in its annexes the “documentation” which the manufacturer has to prepare to demonstrate that the Medical Device (MD) complies with the Essential Requirements imposed by the Directive. The content of such documentation depends on the type of MD and on what the manufacturer considers necessary, from a technical point of view, to prove such compliance.

The Directive’s articles, though, do not provide a definition for this group of documents, thus they are conventionally referred to as “Technical File” (TF) or “Technical Documentation”.

Indications on the content of the TF are available in the Recommendation NB-MED/2.5.1/Rec5 “Technical Documentation” by the Co-ordination of Notified Bodies Medical Devices (NB-MED) on Council Directives 90/385/EEC, 93/42/EEC and 98/79/EC.

## What should a TF include?

As a general rule, the TF should at least provide indications on design, manufacturing and intended use of the MD, but it usually includes several other characteristics about installation, preparation for use, pre-usage checks as well as maintenance and calibration according to the peculiar type of MD involved. The description of the MD, engineering drawings, technical specifications, materials used and methods of manufacturing play an essential role in the documentation of the TF.

It is also crucial to define the intended use, classification, functional features, shelf life and/or expiration date of the MD, as well as the exact indication of models and compatibility, the description of interfaces with other connectable devices and of packaging and instructions for use. Moreover, the TF should include schemes of design and of component parts, engineering drawings, methods of manufacturing, manufacturing processes and procedures involved.

These aspects do not make a TF complete, since it varies according to the type of MD and to what the manufacturer holds as necessary to demonstrate its compliance with the Essential Requirements.

## How is conformity guaranteed?

The essential safety requirements that any MD must meet are listed in Annex I of the Directive. For reasons of completeness, the manufacturer fills out a Table of Correspondence with the Essential Requirements where all requirements are proved to be fulfilled. Such demonstration lies on argumentations that can only be provided by the manufacturer given its better acquaintance with the MD. The manufacturer often issues a rationale and/or declares the application of “harmonized” technical norms, allowing to presume the compliance of the MD with the requirements of the harmonized norm without no need of any further argumentations.

## If the manufacturer demonstrates the conformity of the MD to the Essential Requirements, is the device supposed to be considered safe?

Conformity to the Essential Requirements of the Directive is mandatory for the manufacturer, but it does not guarantee that there aren’t any risks for patients’ health or safety of the operator. The ma-

nufacturer must, in fact, prove to have evaluated and eliminated – or at least reduced to an acceptable level – the risks involved in the use of the MD compared to the benefits it produces. On this purpose, the manufacturer issues a further document, included in the TF, known as “Risk Assessment” where he individuates, estimates, evaluates and demonstrates to have kept under control the risks carried by the MD. The manufacturer also has to set up a procedure to update the Risk Assessment as part of a “Risk Plan” by taking into consideration the information coming from the market after the MD has been launched.

## Does the Directive 2010/37/CE on MD introduce some novelties as far as the preparation of the TF is concerned?

Directive 2007/47/CE became mandatory from 21st March 2010, without any provision for a transitional period. Therefore, MDs put in commerce or in service after this date must already satisfy the requirements of the revised directive. Amendments made to the directive relate to the Essential Requirements to be met by the MD in order to be legally put on the market, to the corresponding procedures of conformity assessment and to the classification of the devices.

For example, the requirement to specify the final user of the MD has been introduced. Manufacturers are required to prepare detailed instructions for use for their devices, considering competences and know-how of the final users. This is particularly important for MDs intended for non-professional use.

The new directive underlines the need to provide clinical evidence for all devices, included Class I devices. This means more strict requirements as for what constitutes a “clinical evidence”. Annex X on clinical evaluation has been revised: manufacturers now have to check the clinical evaluation report in their TF to find any features of the MD that need further investigation from a clinical point of view. This check is to be included in the Risk Assessment document both at the stage of design but also after the device has been placed on the market, in order to keep technical data up-to-date with the “state of the art”. In fact, demonstration of conformity of a MD also requires to apply a procedure for re-examination of the product after its sale on the market, with mandatory report of accidents or calling in of the device to the authorities. Clinical data may come, for instan-



# IDS 2011

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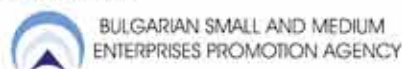
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Directive 2007/47/CE also indicates that the software, when specifically intended by the manufacturer to be used for one or more of the medical purposes included in the definition of MD, must be considered as a MD. So the software must be approved according to the state of the art, with regards to the principles of the development cycle, risk management, validation and verification. Moreover, software that is considered as a MD must be classified according to the classification rules defined by the directive 93/42. Stand-alone software is considered as an active MD (Annex IX, rule 1.4). For instance, software operating on PCs or Smartphones, allowing to make diagnosis (tele-medicine application) or intervening on a therapeutic level (such as simulation of surgical implants) are now considered as active diagnostic or therapeutic devices. Consequently, stand-alone software must bear CE mark to prove its compliance with the provisions of the directive in order to circulate without limitation within the European Community

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## Dentaid: Latest news for the UK oral health charity

Since the charity began in 1996, Dentaid has supplied refurbished dental surgeries to 210 projects in 58 countries around the world. Hundreds of smaller shipments have also been despatched, including instrument kits to equip health workers provide dental care in remote rural communities.

UK dentists and dental companies generously donate equipment, the majority of which is second hand. The equipment is transported to our workshops near Salisbury for full testing and refurbishment. The refurbished equipment is packaged into complete surgeries, which are then sent to charitable projects all over the developing world.

### In the pipeline... Back to Bunawona!

The Bunawona Voluntary Dental Programme is a not-for-profit scheme based in Uganda's capital, Kampala. In 2006, Dentaid supplied the Bunawona Medcare clinic with a complete dental surgery and instrument kit, enabling the dental volunteers to provide a fully comprehensive affordable service to the poor and underprivileged community.

In Uganda the cost of dental treatment is high, and most people live below the poverty line and cannot afford adequate oral health care. Although officially illegal, dangerous cultural practices such as Infant Oral Mutilation are still performed across Uganda, without anaesthetic or sterilisation, and reports of fatalities received.

**dentaid**  
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The Bunawona Voluntary Dental Association is now seeking to expand and improve its outreach programmes and has requested five of Dentaid's specially designed portable dental chairs and full instrument kits including ART and OHE modules. They hope to treat 800 people each week with the new facilities, and expand their oral health education programmes within the schools and underprivileged communities. The total cost of this project including crating and shipping to Uganda is £5,350.

### Help for the Sseese Archipelago in Uganda needed...

Uganda's Kalangala District consists of 84 islands that make up the Sseese Archipelago in Lake Victoria. The immigrant population have a diversity of culture and languages with fishing their main livelihood. Kalangala District has a 34% prevalence of HIV/AIDS compared to the national average of 6.1%, and the majority of people live at landing sites in slums amidst very poor sanitation conditions. Over 3,000 children are engaged in forms of child labour, including bar maids, prostitutes and fishing.

### Help is coming...

In 2004, some concerned local community members established Sseese Health Effort for Redevelopment (SHED), initially with the major objective of addressing the poor sanitation, but over the years its scope was broadened to include other pressing issues such as oral health care, HIV/AIDS and human rights.

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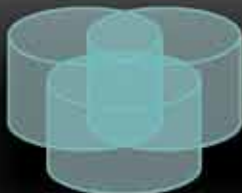
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SHED is now operating a private dental service with two dentists doing simple extractions and oral health education. Out of the 76 inhabited islands just eleven have health units, of which only two provide dental services. But as there is no regular inter-island public transport, oral health facilities are beyond the reach of the majority. The District has no dental unit which can offer conservative treatment or scalings; there are only three government trained dental personnel to treat a population of around 50,000.

#### ...thanks to Dentaïd!

Dentaïd is looking to supply SHED with twelve sets of portable dental chairs and instrument kits, to be used in dental outreach services to the six sub counties (each comprising up to 27 islands), at present without any hope of treatment.

SHED has engaged twelve volunteer dental officers, some of which hold diplomas in dentistry, the others being dental students. Two will be assigned to each sub county. It plans to establish community-based nursing aides in each area who will be trained in simple extraction, diagnosis and referral.

#### But first...

The entire project has to be funded at an estimated cost of £12,600. This can be divided into smaller sponsorship amounts viz:

A portable chair - £500

An instrument kit - £550

Equipping a sub-county - £2,100

If you would like to help with sponsorship or by donating dental equipment and/or instruments, please contact Andy Jong, Dentaïd's CEO, at 01794 324249 or [andy@dentaïd.org](mailto:andy@dentaïd.org)

#### Autoclaves for Cambodia

Arising from Dentaïd's contacts with the Global Child Dental Health Taskforce – Cambodia, the charity has been asked to help re-equip hospital and dental clinics throughout the country with autoclaves. An initial request for thirty from Cambodia's Dental Officer was quickly expanded as other Taskforce members heard about the project. We are asking for help to obtain about 90 donated autoclaves, plus funds to cover transportation, to fill a container for shipment to Cambodia. This photo of a Cambodian clinic illustrates the current sterilisation equipment they are using...

Do look at our website  
You will find full details of current and completed projects; how to donate equipment; opportunities for fundraising and much more on [www.dentaïd.org](http://www.dentaïd.org)

EDITOR: This is compiled and sent by Dr. Rosemary Longhurst BDS.  
For further editorial details please call 01395 274959 or email [rosemary@dentaïd.org](mailto:rosemary@dentaïd.org)



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• **07-09/04/2011 FDM 2011-7th Edition the Forum Dental Mediterráneo (Barcelona - Spain)**



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• **25-28/04/2011 Dental-Salon 2011-The 29th Moscow International Dental Forum - International Exhibition (Moscow - Russia)**

Organized by: Dental Expo Ltd. / JSC "DE-5"  
 Bolshaya Yakimanka 38A  
 119049 Moscow -Russia  
 Tel/Fax: +7 495 921 40 69  
 International Affairs Manager:  
 Ms. Savchenkova Maria  
 E-mail: international@dental-expo.com  
 Website: www.dental-expo.com  
 Exhibition Venue: Moscow, Crocus Expo  
 Pavilion 2, Halls 5 and 8

• **27-30/04/2011 Stomatology Uzbekistan 2011 (Tashkent - Uzbekistan)**

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 Ms. Shakhnoza Nizamova, Sales Director  
 E-mail: shakhnoza\_nizamova@ite-uzbekistan.uz  
 Mr. Timur Gulyamov, Technical Manager  
 E-mail: timur\_gulyamov@ite-uzbekistan.uz  
 Venue: UZExpocentre

May '11

• **04-08/05/2011 AMIC 2011 - 55th International Expodental , UNAM's Dental School International Congress (Mexico City – Mexico)**

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 Amic President: Dr. Ayub Safar Boueri  
 Contact Person: Maria de la Luz Ramirez  
 Tel. +52 55 5639 1073 // 0324  
 Fax. +52 55 5639 9069  
 E-mail: expodentalamic@prodigy.net.mx  
 Website: www.amicdental.com.mx  
 Exhibition Venue: Mexico City World Trade Center-WTC

• **16-18/05/2011 Stomatology St. Petersburg 2011- 14th International Dental Exhibition & Conference (St. Petersburg – Russia)**

DENTALEXPO  
 Contact Person: Tatiana Frolova  
 Bolshaya Yakimanka 38A  
 119049 Moscow - Russia  
 Tel/Fax: +7 (495) 921 40 69  
 E-mail: region@dental-expo.com  
 Website: www.dental-expo.com  
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•• 17-20/05/2011 **Bulmedica - Buldental 2011- 46th International Specialized Exhibition (Sofia – Bulgaria)**



Project Manager: Gabriela Lyubenova  
Tel: +359 2 9655 279  
Fax: +359 2 9655 231  
E-mail: glubenova@iec.bg  
Website: www.iec.bg // www.bulmedica.bg  
Venue: Inter Expo Center

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Tel: +55 11 3897 6199  
Fax: +55 11 3897 6191  
E-mail: internacional@hospitalar.com.br  
Venue: Expo Centre Norte, Sao Paulo, Brazil

Website Odontobrasil: www.odontobrasil.net  
Website Hospitalar: www.hospitalar.com

•• 26-28/05/2011 **54th Congress Amici di Brugg (Rimini – Italy)**



Associazione Amici di Brugg  
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16149 Genova  
Italy  
Tel/Fax: +39 010 6451539  
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Exhibition Information: PROMUNIDI S.r.l.  
Contact Person: Mr. Luigi De Vecchi  
Tel: +39 02 7006 1220-9

Fax: +39 02 7000 6546  
E-mail: l.devecchi@unidi.it  
E-mail: segreteria@amicidibrugg.it  
E-mail: fiere.italia@unidi.it  
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•• 26-29/05/2011 **Salon Dental Chile 2011- 8th International Dental Trade Show (Santiago de Chile – Chile)**

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Fax +56 11 562 793 9686  
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E-mail: mwm@salondentalchile.cl  
International Sales Manager Senior Exhibition Coordinator: Alejandra Gutiérrez  
E-mail: a.gutierrez71@salondentalchile.cl  
Venue: Espacio Riesco  
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