Bangkok has plenty to celebrate today as the Annual World Dental Congress (AWDC) of the FDI World Dental Federation marks its premiere at the Bangkok International Trade and Exhibition Centre this morning. The prestigious dental event, held for the 23rd time and in partnership with the Dental Association of Thailand, will see thousands of dental professionals converging over the next four days to discover the latest trends and developments in dentistry, as well as to discuss ways to improve oral health on a global scale.

It is the first time that an edition of the AWDC is taking place in Thailand, which boasts a workforce of approximately 10,000–12,000 dentists, according to the latest figures. Owing to significant investment in the country’s health care infrastructure, the South East Asian country has developed into an important hub for dental tourism in recent years. The decision to make it the host country for the 2015 AWDC was announced in 2013 when the congress took place in Istanbul in Turkey. It followed a successful edition in New Delhi in India in 2014.

While the first business meetings, including a session of the FDI General Assembly, took place on Monday, delegates will have the opportunity today to day to learn about the latest clinical trends and developments in dentistry when the official conference programme commences. The organising committee has invited a number of prominent local and international speakers to Thailand, who will lecture on a variety of topics, including regenerative endodontics and the use of new materials in digital dentistry. Hands-on workshops, poster presentations and free communication sessions are also being offered. Complementing the official programme is a full-day lecture programme organised by the Dental Tribune Study Club and held at booth B077 inside the exhibition hall.

Innovative products and solutions are on display at the World Dental Exhibition held on the center’s ground floor. Approximately 300 manufacturers and dental equipment dealers are participating.

In addition to the scientific programme and industry showcase, the FDI has announced the launch of a number of new initiatives this year that aim to improve oral health on a worldwide scale, including the next phase of its partnership, previously known as Live.Learn.Laugh., with dental consumables manufacturer Unilever, and two more collaborations with SC and Ivoclar Vivadent. A new edition of the organisation’s Oral Health Atlas will be launched in Bangkok as well.

Furthermore, the congress will see the takeover of the FDI presidency from Dr Tin Chun Wong to president-elect Dr Patrick Hescot from France. He will lead the Geneva-based organisation for the next two years.

For information about this year’s event, please visit the official website at www.fdi2015bangkok.org. Daily updates and news from Bangkok are also available on the Dental Tribune website at www.dental-tribune.com.
**FDI–Unilever partnership moves into Phase III**

“The key objective will be to empower children to become advocates for improving oral health. By sharing their knowledge, children can engage their peers or guardians so they too can be more aware of the importance of tooth brushing and fluoride. Brush Day and Night grants will support programmes targeting schoolchildren in Chile, Greece, Indonesia, Morocco, Myanmar, Nigeria, the Philippines, South Africa, Turkey and Vietnam, with several schools envisaged per project. In addition, the partnership’s global team will continue to work with other national dental associations on World Oral Health Day events and activities in 2016.

“The partnership uses a novel yet realistic approach, based on family interaction as a key element in educating both adults and children about oral health,” said FDI President Dr Tin Chun Wong. “This will have a favourable impact on the long-term sustainability of the messages and resulting impact on oral health.”

The FDI–Unilever partnership has been a resounding success to date, enabling the vision of a focused, global oral health promotion programme to become reality, with individual projects adapted locally for lasting impact in their communities. Brush Day and Night builds on the strong foundations of Phase I (2005–2009) and Phase II (2010–2015), which were known as Live.Learn.Laugh.

Under Phase III, for example, 29 projects implemented across 27 countries saw our “brush twice daily with a fluoride toothpaste” message reach more than 4,000 people directly, including over 33,000 children. This is particularly encouraging given the importance of establishing effective oral hygiene behaviour early in life for improved oral health over a lifetime.

More information is available online at www.fdiworldental.org/ fdia-at-work/fdi-unilever-brush-day-night-partnership.

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**FDI launches 2016 World Oral Health Day campaign in Bangkok**

Since 2013, World Oral Health Day (WOHD) has sought to spread the key message of good oral health being relevant to general health among the public worldwide. The new campaign, launched this morning at the National Liaison Officers’ Forum here at the FDI Annual World Dental Congress (AWDC) in Bangkok, will offer more tools and applications than ever to help dental associations around the world to promote this important event, FDI Executive Director Enzo Bondioni said.

In addition to the customisable poster application first introduced in February, this year’s campaign will be supported by a promotional video featuring individually recorded messages from dental professionals around the world explaining why they think good oral health is important. For this, attendees of the AWDC in Bangkok are invited to visit the WOHD stand on the second floor in the Bangkok International Trade and Exhibition Centre to have their message recorded. Individual messages can also be sent to the organisation via e-mail. The best of these will be included in the final product.

Furthermore, a smartphone game is in development that will be available for iPhone and Android platforms later this year, Bondioni said.

Originally held in September, WOHD is now celebrated on 20 March every year. In addition to public awareness campaigns and sponsored oral health-related events, the FDI’s member national dental associations, schools, companies and other groups worldwide celebrate the day with individually organised events to inform people everywhere in the world about oral health issues and the importance of oral hygiene. Last year saw over 100 countries around the world participating in the effort. As a highlight, the campaign’s key message was broadcast to the world via the giant NASDAQ screen in Times Square in New York in the US.

More information about WOHD is available online at www.worldoralhealthday.com.
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Education for caries prevention: FDI’s new Caries Prevention Partnership

The CPP will feature a white paper on caries prevention and other planned CPP initiatives, such as an advocacy toolkit, webinars and a dedicated website.

The Caries Prevention Partnership (CPP) is a new initiative to enhance oral disease prevention through effective communication materials and activities regarding caries education that target dental professionals, patients and the general public. Partnership members are the FDI World Dental Federation and Colgate.

One of the first CPP activities is the FDI Smile Award, which will be given to FDI Regular or Associate members for innovative and sustainable community outreach programmes in their countries. Under the CPP, any FDI Regular or Associate member can submit their existing prevention outreach activities for review by an expert panel.

A prize amount of US$4,000 will be awarded for the most effective projects. There are two categories: most innovative project and best sustainable community outreach programme. For more details, please visit fdiworldental.org/caries-prevention-partnership.

Project submission is ongoing, with a deadline of 15 November 2015 for all applications. After expert review, the FDI will announce the winners of the FDI Smile Award by the end of 2015. The award ceremony will take place during the FDI 2016 Annual World Dental Congress (AWDC) in Poznan in Poland (7–10 September).

“Healthy teeth are an asset to everyone. We want caries prevention to be easy, accessible and inexpen- sive: but we need to get the caries prevention message across,” said Dr Marsha Butler, Vice President of Global Oral Care at Colgate-Palmolive. “What we are rewarding in the Caries Prevention Partnership is the most innovative ways and the ones that have the most impact in the commu-nity.”

Dr Alkaro Roda, FDI councillor representing the Asociación Odontológica Uruguay (Uruguayan dental association), said, “International consensus on best practice is key to the FDI’s operations. The prize-winning projects will serve as models for future activities in education and prevention.”

Other CPP activities include the CPP Caries Management Summit and Workshop, which took place yesterday here at the FDI AWDC in Bangkok. The proceedings will be published at a later date. The CPP will feature a white paper on caries prevention and other planned CPP initiatives, such as an advocacy toolkit, webinars and a dedicated website.

More information about the partnership is available online at fdiworldental.org/caries-prevention-partnership.

Activities launched yesterday with Caries Management Summit and Workshop

The CPP will feature a white paper on caries prevention and other planned CPP initiatives, such as an advocacy toolkit, webinars and a dedicated website.

The symposium is supported by dental manufacturers SHOFU and 3Shape, the medical fashion label CROIXTURE, as well as by the IAOCI and ICBI.
FDI and GC Corporation collaborate

FDI and GC Corporation’s new ‘Oral Health for an Ageing Population Partnership’ comes at particularly opportune time when governments worldwide are under pressure to integrate new demographic trends into policy making, especially in health. For oral health, the issue came under intense debate at the highly successful World Congress 2015: ‘Dental care and oral health for healthy longevity in an ageing society’, held in Tokyo in March this year with the backing of the government of Japan, sponsored by the World Health Organization (WHO) and supported by FDI.

The FDI-GC partnership responds to specific items of the declaration from that Congress, notably as regards raising awareness of National Dental Associations on oral health for an ageing population, assessing, sharing outcomes globally and addressing issues at national and global level related to the current state of national and regional dental healthcare policies—and devising solutions to the identified problems.

Based on the role that a healthy mouth plays in maintaining key functions such as ability to chew, nutrition, hence mobility and independence, the FDI–GC partnership will seek to establish the fundamental role of oral health professionals in healthy longevity. It will further study opportunities for improved oral disease prevention and treatment of elderly patients and actively promote awareness of research on oral health in an ageing populations. One of the partnership’s elements will be to organize a conference dedicated to the subject once every two years, with first one-day session envisaged in Lucerne, Switzerland, in 2016.

“Governments around the world are acutely aware of the impact of an ageing population in their public health policy,” commented FDI President Dr Tin Chun Wong. “Our partnership with GC Corporation will allow us to firmly place ageing and oral health on the public policy agenda.”

“FDI is an excellent partner for GC to work with in this field due to its real and potential contribution to health policy making at international level through WHO and at national level through its member national dental associations,” said GC Chairman Makoto Nakao. “We look forward to excellent and enlightened cooperation in this key area.”

More information about the partnership is available online at www.fdiworldental.org/ageing.

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The FDI World Dental Federation and dental manufacturer Ivoclar Vivadent AG are joining forces in "Smile around the world", a project to promote oral health and prevention among disadvantaged children with limited access to oral health care in Brazil and India.

The aim is to raise awareness of oral health in disadvantaged rural and urban communities through cultural and educational programmes that directly involve and entertain. The rationale is that good oral hygiene learned at an early age will help ensure good oral health throughout the life-course.

"Smile around the world" is conceived as a participatory project involving dental teams, schoolteachers and schoolchildren. Dental teams selected by in Brazil by the Brazilian Association of Dental Surgeons (ABCD) or in India by the Indian Dental Association (IDA) will visit schools to raise teachers’ awareness of the importance of oral health and discuss with them how best to implement project components in a classroom setting.

"We are very excited about this project and look forward to launching it in Brazil," said ABCD President Dr Silvio Jorge Cecchetto. "The course materials are great because they tell a serious story but use humour as well—and that is a great way to learn."

"I’m delighted to be involved in this FDI-Ivoclar Vivadent project: It is well thought out and responds to a real need in India," commented Dr Ashok Dhdole, IDA Hon. Secretary General. "We are particularly impressed with the course materials, which manage to say a great deal in very few words."

"Smile around the world" seeks to positively engage the children by involving them in the process through their own creative work so they both understand and participate in the oral health messages. The teacher-training component will ensure the long-term sustainability of the project.

FDI President Dr Tin Chun Wong said: "Prevention throughout the life-course is essential for FDI to achieve its vision of ‘Leading the World to Optimal Oral Health’. This is just the kind of project FDI encourages: working closely with children to teach them good oral hygiene is the best way to put them on the path to lifelong oral health."

"We have a responsibility to work to improve global oral health and we know that patient knowledge will form the basis of our mission," stated Robert A. Ganley, CEO of Ivoclar Vivadent.

More information about the project is available online at www.fdiworldental.org/smile-around-the-world.
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Like never before, the world of dentistry is currently experiencing the effects of the digital revolution. Computers and digital devices are making previously labour-intensive manual tasks easier, faster, cheaper and more predictable.

Digital dentistry refers to any dental technology or device that incorporates digital or computer-controlled components. Technologies based on these components are rapidly advancing in dentistry. New materials including zirconia or lithium disilicate and new devices such as intra/extraoral face scanners and cone beam computed tomography (CBCT) have increasingly found their way into the field.

Predictions are that scanners will be an integral part of the dental office and lab workflows in the near future. In particular, intraoral scanners (IOS) will allow to standardise impression taking procedures, thus increase comfort for the patient as well as reduce working time and consequently costs. The overall majority of dental labs already use lab scanners routinely and it can be expected that many practitioners will follow this trend. One benefit of this development will be better communication between dental office and lab, in order to optimise the digital workflow.

Computer aided design/computer aided manufacturing (CAD/CAM) and innovative fabrication procedures such as 3D printing and layered manufacturing are also changing the way we treat our patients. They are an essential part of digital dentistry and their improvement is essential for reaching a wide penetration of new technologies in daily practice.

New materials with high aesthetic value were recently introduced into the market and by now are used by many practitioners to fabricate ‘white’ restorations. Owing to their chemical and mechanical characteristics, they can be used in a lot of indications. However, it must be noted that they have contraindications and limits. A deep knowledge on these aspects is highly desirable for the practitioners in order to get the best results from each available aesthetic material.

In the coming months and years there will be a huge inflow of new and improved materials and devices. However, digital technologies have already begun to dramatically change the world of dentistry, changing patients’ expectations towards dental treatments.

Accordingly, dental professionals need to change the way they think, communicate and work, to adapt to a new challenging scenario that is increasingly driven by the abstract world of digital bits. For them to wait in adopting or integrating these technologies would leave them decades behind.

Marco Ferrari is a professor at the University of Siena’s Department of Prosthodontics and Dental Materials. This afternoon, he will be presenting a paper on the impact of new ceramics and digital workflows on dental practice as part of the 2015 AWDC congress programme.

New materials and techniques advance digital dentistry

By FDI 2015 presenter Prof. Marco Ferrari, Italy

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FDI, Bangkok, BITEC, 22–25 September 2015 — Floor plan

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**FDI, Bangkok, BITEC, 22–25 September 2015 — Exhibitors list**

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**DENTAL TRIBUNE STUDY CLUB SYMPOSIUM**

FDI BANGKOK 22.–24. September 2015

**BOOTH B 077**

### TUESDAY, SEPTEMBER 22, 2015

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<td>11.00</td>
<td>VIDEO PRESENTATION</td>
<td>Dr. David Botond Hangyasi</td>
<td>Soft tissues are back to the roots</td>
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<td>12.00</td>
<td>VIDEO PRESENTATION</td>
<td>Stephane Browet</td>
<td>Fibre-reinforced composites — A real breakthrough</td>
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<td>1.00</td>
<td>VIDEO PRESENTATION</td>
<td>Dr. Jan Paulics</td>
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<td>2.00</td>
<td>VIDEO PRESENTATION</td>
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<td>Fibre-reinforced composites — The future of new technologies and their impact on oral health</td>
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<td>3.00</td>
<td>ICBI</td>
<td>Sabine Nahme</td>
<td>3-D imaging solutions for powerful diagnostic value without guesswork</td>
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<td>4.00</td>
<td>SHOFU</td>
<td>Dr. Przemyslaw Grodecki</td>
<td>Dental digital camera EyeSpecial C — A new option for dental photography</td>
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<td>VIDEO PRESENTATION</td>
<td>Dr. Jean Chaves</td>
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<td>VIDEO PRESENTATION</td>
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<td>VIDEO PRESENTATION</td>
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<td>VIDEO PRESENTATION</td>
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<td>3.00</td>
<td>ICBI</td>
<td>Sabine Nahme</td>
<td>3-D imaging solutions for powerful diagnostic value without guesswork</td>
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<td>4.00</td>
<td>VIDEO PRESENTATION</td>
<td>Dr. Ana Pucar</td>
<td>Prosthodontic restorations and oral mucosa: Do we know how to prevent and treat possible complications?</td>
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<td>11.00</td>
<td>SHOFU</td>
<td>Dr. Przemyslaw Grodecki</td>
<td>Dental digital camera EyeSpecial C — A new option for dental photography</td>
</tr>
<tr>
<td>12.00</td>
<td>DT Study Club</td>
<td>Dr. Ricardo Faria-Almeida</td>
<td>How to treat soft-tissue recessions around dental implants</td>
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<tr>
<td>1.00</td>
<td>VIDEO PRESENTATION</td>
<td>Dr. Robert Levine</td>
<td>One-step fabrication ceramic implants for optimal aesthetics in immature crown and root conditions and clinical situations</td>
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<td>2.00</td>
<td>VIDEO PRESENTATION</td>
<td>IAOCI</td>
<td>Clinical advancements and progresses before, during and post-implant treatment to investigate the root morphology in 3-D</td>
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<td>3.00</td>
<td>ICBI</td>
<td>Sabine Nahme</td>
<td>3-D imaging solutions for powerful diagnostic value without guesswork</td>
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- Non-precious dental alloys on nickel-chrome base System KN and System NH
- Non-precious dental alloys on cobalt-chrome base System NE and System Duro
- Partial alloy System MG
- CAD/CAM discs on cobalt chrome base System NE Blank and System Soft-Blank
- CAD/CAM disc on titanium base System Ti6-Blank
- Investment for crowns and bridges ADENTA-VEST CB
- Investment for partial denture ADENTA-VEST PA

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**Adentatec GmbH**
Konrad-Adenauer-Str. 13
50996 Koeln-GERMANY

Phone +49 2 21 - 35 96 - 100
Fax +49 2 21 - 35 96 - 170
info@adentatec.com
www.adentatec.com

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**booth no. AG4**
The discomfort while treating patients was so debilitating, Dr. Henderson nearly quit dentistry. After years of suffering—*and expense*—caused by poor ergonomics, he found a solution in A-dec. The rest is history. Dr. Henderson transformed a life of chronic pain into sustainable good health.

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“I was a few years away from not being able to practice at all. In some ways, A-dec saved me.”

—Keith Henderson, D.D.S.

No pain, All Gain
Protection against infection is a number one priority for dental sur- gery. Every procedure involves the hazards of microbial contami- nation and its potential risk of in- fection for both patients and staff. There can thus be no compromise when it comes to hygiene.

Complete surgery hygiene en- compasses systematic instrument preparation, fastidious hand and surface disinfection, as well as comprehensive cleaning and disinfection of water-conveyance systems. But it is no secret that “to err is human”, which includes dental surgeries. The wrong disinfectant, an insufficient application time for hand disinfection, and biofilm in suction units—hygiene mistakes can be extremely serious. For this reason, Dürr Dental has colour coded its preparations with a spe- cial four-colour system to provide users with greater clarity.

It conveniently classifies over 30 products into their area of ap- plication: green for surfaces, blue for instruments, yellow for special areas and suction units, and pink for skin and hands. Dürr Dental con- centrates for instrument disinfection ID 213 or drill disinfection ID 220, for exam- ple, are coded with the colour blue. Both prep- arations are bac- tericidal, fungicidal and fully virucidal and enve- loped and non- enveloped viruses. They meet all re- quirements of the Robert Koch Insti- tute.

Pink is for hand disinfection and fea- tures products such as the rub-in preparation HD 410. Application time for hygienic disinfection is cut in half from 30 to 15 seconds, and sur- gical hand disinfection requires only 1.5 minutes as opposed to the normal 5 minutes. It is also moisturising and gentle on skin, the company said.

Green is the Dürr System Hig- hlight colour for disinfec- tion of contaminated surfaces. The wipe disinfectant FD 322 boasts a 15-second application time, and fully virucidal quick disinfectant FD 333 an application time of one minute. Preparations such as FD 366 sensi- tive, in combination with imitation leather cleaner FD 360 helping to pre- vent brittle and cracked surfaces, are suited to the gentle disinfection of im- itation leather. FD 300 (full virucidal) and FD 312 have a prolonged effect for floor disinfection and cleaning.

The ability to use an angulated screw channel (ASC) allows the screw access hole on the FCZ Im- plant Crown to be placed anywhere between 0° and 25° in a 360° radius. This means it can be angled towards the front of the mouth or easy ac- cess, even in the posterior. It also helps avoid placing the access chan- nel on the crest of a tooth, where it could affect occlusion. The associ- ated Omniprop Screwdriver further simplifies work on the restoration. Its effective pick-up function and se- cure grip on the screw help the clinici- an work to safely and efficiently.

Nobel Biocare, Switzerland www.nobelbiocare.com and bringing innovation back Booth A21
Planmeca Romexis® Smile Design

DESIGN SMILES IN A MATTER OF MINUTES

• A powerful software program for efficient smile designing, communication and treatment planning
• Increase case acceptance and improve information sharing
• Become a smile designer today – try free for 30 days

Visit us at Booth A145
GC exhibits a whole new level in glass ionomer technology

With EQUIA, aesthetic bulk placement is now possible in posterior restorations, according to dental manufacturer GC. EQUIA is an advanced restorative system that features a new generation of glass particles (EQUIA Fit Capsules) and a highly-filled resin coating material (EQUIA Coat). This way, it combines quick and easy handling with good physical properties and aesthetics.

As a biomimetic filling material, EQUIA enhances remineralization by allowing diseased dental tissues to heal through the release of fluoride. Owing to the unique secondary maturation effect attributed to saliva, it also provides increased strength for the glass ionomer over time. A single layer of nano-filled EQUIA Coat not only protects the restoration against moisture contamination and acid erosion but also exponentially increases the physical properties of the EQUIA filling, including wear resistance and fracture toughness.

EQUIA is routinely used as part of treatment strategies for deeper lesions, caries stabilization and general restorative care of higher caries risk patients, geriatric and paediatric patients. Over the last five years, the clinical performance of EQUIA has been highly appreciated by clinicians worldwide. Together with various ongoing clinical studies, EQUIA is proving itself as a long lasting posterior restorative alternative for daily routine practice (in the given indications).

GC ASIA, SINGAPORE
www.idem-singapore.com
Booth A237

Planmeca FIT

The open Planmeca FIT system for chairside CAD/CAM provides dental clinics with a completely digital workflow. According to the dental manufacturer, it offers all the necessary tools for designing perfectly fitting restorations within the first patient visit. Instead of two visits, patients can be treated in one hour, without requiring temporary crowns or physical dental models.

Planmeca FIT system seamlessly integrates intraoral scanning, 3D designing and chairside milling into one system, allowing clinics to treat patients in a single appointment. Since the Planmeca PlanScan intraoral scanner can be integrated with any digital Planmeca dental unit, it can be used just like any other instrument and easily shared between different users. Live scanning data can be constantly accessed from a dental unit’s tablet device, while sound guidance further ensures optimal data capture.

The Planmeca PlanCAD Easy design software is ideal for a wide range of prosthetics planning. It provides the perfect tools for sophisticated 3D designing at dental clinics, ensuring the precise placement of restorations. Completed designs can either be sent to a lab in an open STL file format, or manufactured on-site with the Planmeca PlanMill 40 milling unit. Packed with refined power, this digital Planmeca dental unit can be used just like any other instrument and easily shared between different users. Live scanning data can be constantly accessed from a dental unit’s tablet device, while sound guidance further ensures optimal data capture.

All steps of the Planmeca FIT workflow can be controlled and accessed through the Planmeca Romexis software platform. In addition, the software provides remote real-time usage information on the Planmeca PlanMill milling unit, allowing clinics to locate resources and monitor ongoing milling processes.

PLANMEXA, FINLAND
www.planmeca.com
Booth A145
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22 September '15 (Tuesday) 16:00 – 17:00
24 September '15 (Thursday) 11:00 – 12:00

*Find us at booth A162, FDI '15 – Bangkok for more information!*
At the FDI Annual World Dental Congress, SOREDEX, a Finnish manufacturer of high-quality imaging products, is presenting easy-to-use solutions aimed at improving patient care and clinic efficiency. With its CRANEX 3Dx three-in-one imaging system, SOREDEX is now able to offer a 2-D or 3-D imaging solution for a wide variety of diagnostic tasks in the dento-maxillofacial, head and neck, and ENT regions. 3-D imaging is fast becoming indispensable in diagnostic work.

SOREDEX is showcasing its most advanced CRANEX extraoral imaging device to date. The CRANEX 3Dx system combines panoramic and cephalometric imaging with advanced CBCT imaging. It features five fields of view (from 5 x 5 cm to 13 x 15 cm) with a selection of resolutions, including high, standard and a low-dose programme called Minidose. Minidose 3-D programmes are recommended for radiation dose-sensitive cases, such as children, for implant planning, sinus imaging, and follow-up imaging, to name just a few applications. In addition, CRANEX 3Dx provides a specific endodontic programme, ensuring accuracy and detailed diagnostic information for challenging cases.

At Booth A286, SOREDEX is also exhibiting CRANEX Novus e, a 2-D digital panoramic unit with a new sectional panoramic programme. Moreover, congress attendees can view the MINIRAY intra-oral radiographic unit and well-known DIGORA product family at the booth. Launched in 1994, DIGORA was the world’s first intra-oral imaging plate read-out system. DIGORA, which comes in two models, continues to be the industry benchmark.

Dental imaging has never been as exciting as it is today, and 3-D imaging is rapidly changing the way clinicians perform diagnosis and determine subsequent treatment. More information about diagnostic imaging and optimising the imaging workflow can be found at www.soredex.com.

ADENTATEC, GERMANY
www.adentatec.com
Booth A64

Based in Cologne in Germany, Adentatec is a global provider of non-precious dental alloys on cobalt-chrome and nickel-chrome base, as well as CAD/CAM discs on cobalt-chrome and titanium base. Its SYSTEM SOFT-BLANK is a nickel- and beryllium-free cobalt/chrome disc for use in CAD/CAM processes. Furthermore, it is suitable for soldering.

SYSTEM SOFT-BLANK is especially soft, good tensile and homogeneous owing to special heat treatment and features high corrosion resistance and biocompatibility. According to the company, it is available in many diameters and measurements, for almost every type of machine.

Established in 1997, Adentatec offers a high-quality range of products for dental laboratories.

All medical devices distributed by the company are exclusively produced in Germany and are certified to the highest standards (CE marking and US Food and Drug Administration), as it is committed to the strict implementation of the quality and process requirements of DIN EN ISO 13485 and DIN EN ISO 9001 for its entire manufacturing process.

Soredex:
Right tools for the job

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SOREDEX, FINLAND
www.soredex.com
Booth A286

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Growing CAD/CAM abutment adoption vs increasingly popular discount implants

Opposing pricing trends to influence Asia Pacific dental implant market. By Dr Kamran Zamaniyan & Celine Mashkoor, Canada

The various countries in the Asia Pacific region are all expected to demonstrate an increasing demand for dental implant treatments as a result of growing consumer awareness, the ageing population, growing accessibility (such as through the National Health Insurance Service coverage in South Korea), as well as greater product availability and other influencing factors. Traditionally, premium implant companies have dominated the dental implant market globally. However, in recent years, discounted implants have become increasingly popular, especially in the Asia Pacific region.

The growth of the discount implant segment will emerge at the expense of the premium segment and as a result is set to limit market growth for dental implant fixtures by lowering the market’s overall average selling price (ASP). In contrast, the final abutment market is set to experience an increasing ASP owing to the growing adoption of CAD/CAM abutments in the place of stock abutments. While commoditisation of stock abutments has greatly depressed the ASP of the final abutment market, growing adoption of CAD/CAM abutments is set to stimulate the final abutment market by pulling the ASP upwards. Therefore, the dental implant market is set to grow in all four countries included in the Asia Pacific region in this report, namely Australia, South Korea, Japan and China, despite varying pricing trends.

In the Asia Pacific dental implant market, consumer awareness, cultural tendencies and domestic regulations vary greatly. South Korea represents the most highly developed dental implant market as a result of being home to a number of global leading dental implant companies. This in turn has led to a high level of consumer awareness and early accessibility to a variety of dental implant products. However, the dental implant market in South Korea is also highly discount dominant and led by domestic implant producer OSSTEM IMPLANT, which collectively held over 70% of the domestic market. Consequently, Australia demonstrated the highest dental implant fixture ASP in the region at US$ 345 in 2014. An increasing number of general practitioners in the market, consumer preferences are shifting towards discounted solutions. Discount implant companies from the US and South Korea have recently been gaining market share in Australia. Throughout the forecast period, the premium segment of the market is expected to grow at far lower annual growth rates relative to the discount and value segments in Australia. By 2021, it is expected that discount implants will represent 47% of the overall units in the Australian market.

In contrast, the Australian market remains highly dominated by leading premium implant companies, which collectively held over 70% of the domestic market. Consequently, South Korea have recently been gaining market share. CAD/CAM final abutments are set to grow at far lower annual growth rates relative to the discount and value segments in Australia. By 2021, it is expected that discount implants will represent 47% of the overall units in the Australian market.

The Japanese and Chinese markets for dental implants are also dominated by premium companies. In recent years, OSSTEM IMPLANT has had a significant impact on the Chinese market, however, especially as a result of the training programme offered by the company’s Advanced Dental Implant Research and Education Center. All segments of the dental implant market in China are expected to demonstrate double-digit annual growth. However, the discount market is set to grow far more dramatically throughout the forecast period. By 2021, discount implant fixtures are set to represent over 50% of the overall units in the Chinese dental implant market.

The shift towards discount implants in Japan is expected to be far less dramatic, especially owing to cultural barriers that limit the success of Korean dental implant companies. The premium implant segment is expected to remain the dominant dental implant market throughout the forecast period. Unit representation of discount implants is expected to increase slightly from 12.5% currently to 14.6% by 2021.

The growing acceptance of discount implants has been driven by Korean companies. The regional market leader, OSSTEM IMPLANT, held a 21.9% share of the total dental implant market for the Asia Pacific region in 2014. The company has invested significantly in marketing efforts, which has led to the growing popularity of its products. Throughout the forecast period, OSSTEM IMPLANT and other discount implant companies, such as MegaGen, Dentium and Neobiotec, are expected to capitalise on the growing popularity of discount implants. In contrast, premium implant companies, such as Straumann and Nobel Biocare, are expected to face increasing competitive pressures, especially in China and Australia.

EMPHASIS ON CAD/CAM

In the dental implant market, the final abutment market is undergoing an opposing pricing trend relative to dental implant fixtures. CAD/CAM abutments are being increasingly utilised in the place of cheaply produced stock abutments. CAD/CAM development has been relatively rapid in the Asia Pacific region in recent years. A growing number of CAD/CAM milling centres have emerged to produce CAD/CAM abutments for the dental implant market. The overall region is set to demonstrate significant growth in the CAD/CAM segment for final abutments. In contrast to the dental implant fixture market, where discount products are gaining share, the overall final abutment market is set to demonstrate an increasing ASP. CAD/CAM final abutments are relatively more expensive than stock abutments, which have traditionally dominated the market. The shift towards CAD/CAM abutments is set to be most significant in China. For the overall region, units of CAD/CAM abutments are set to grow at a compound annual growth rate of 22.1%. By 2021, CAD/CAM abutments are forecast to represent 30% of the overall unit abutments in Asia Pacific.

CONCLUSION

Overall, the dental implant market, including fixtures and abutments, is set to grow at a compound annual growth rate of 11.5% for the Asia Pacific region. The unit growth will far outweigh the ASP effects, and the dental implant market will grow to reach a higher penetration ratio for the overall Asia Pacific region.
THE APPROVED TRIBUTE TO THE BLUES BROTHERS
Starting time: 7.30 p.m.
Venue: Thailand Cultural Centre
www.bangkokfestivals.com
Take a trip back to 1980 and re-live Jake and Elwood's musical road trip from the cult movie The Blues Brothers. This live theatre production, created by one of the original Blues Brothers, Dan Aykroyd, has been a huge success for over two decades, travelling stages worldwide, from London’s West End to Los Angeles, and features all the greatest songs from the movie, such as “Everybody needs somebody to love”, “Gimme some lovin’” and “Jailhouse rock”. Tonight, the tribute show will rock Bangkok’s 17th International Festival of Dance and Music, one of the city’s cultural landmarks that offers a platform to international artists from various genres every year.

REDISCOVERING FORGOTTEN THAI MASTERS OF PHOTOGRAPHY
Times: 9 a.m. – 7 p.m.
Venue: Bangkok University Gallery (City Campus)
www.photobangkokfestival.com
The photographic exhibition “Rediscovering Forgotten Thai Masters of Photography” has been initiated and curated by Manit Sriwanichpoom, a Bangkok-born photographic artist and special photography lecturer. His aim is to shed light on the distinctiveness of Thai photography by seeking out its main influencers. As part of the first international PhotoBangkok festival, the Bangkok University Gallery is currently presenting the results of Sriwanichpoom’s search that features selected works of seven Thai masters of photography, who have influenced the country’s photographic art throughout the last century.

NANTA THEATRE
Starting time: 8.p.m.
Venue: RCA Plaza Building
nanta.i-pmc.co.kr
The non-verbal Korean stage show NANTA is one of a kind: combining inventive percussion music with a comical theatre performance, it has thrilled audiences worldwide since 1997 and even made it to Broadway in 2004. The comic chefs of the NANTA theatre company present an interactive play in a culinary setting that incorporates traditional Korean rhythms, as well as unconventional percussion instruments, including cooking utensils, such as chef’s whisks and carving knives. Two years ago, the Korean company opened a theatre in Bangkok and entertains both national and international guests weekly from Tuesday until Sunday.

SUNDOWNER
Times: 5–7 p.m.
Venue: Octave Rooftop Lounge and Bar, Bangkok Marriott Hotel Sukhumvit
www.marriott.com
What could be better than enjoying a cold drink after a busy congress day while watching the sun go down behind the skyline of Bangkok in one of the best rooftop bars in town? The Octave Rooftop Lounge and Bar is located on the 45th floor of the Bangkok Marriott Hotel Sukhumvit and features a restaurant, private dining room, bar and signature rooftop lounge. Every day from 5 to 7 p.m., the Octave holds its prolonged happy hour, the Sundowner, offering two cocktails for the price of one.

MUAY THAI LIVE
Starting time: 8.p.m.
Venue: Asiatique The Riverfront (Warehouse No. 4)
www.muaythailive.com
If you are fascinated by martial arts and would like to know more about the evolution of Thai boxing, then you should pay a visit to Muay Thai Live. This spectacular stage show presents the history of the Thai sport — from its origins in ancient Siam to present-day Thai boxing fights. With impressive live fights and a stirring theatrical performance, the show introduces the ancient art of Muay Thai and gives an exciting insight into Thai culture.

COME AND SEE US! BOOTH-A217
FDI LECTURE PROGRAM ON THE GC BOOTH

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<td>Tue 22-Sept</td>
<td>9:30-10:30am</td>
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<td>11am-12pm</td>
<td>Prof. Marco Ferrari</td>
<td>Direct Composite Restoration</td>
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<td>12:30-1:30pm</td>
<td>Prof. Eric Reynolds</td>
<td>Scientific Evidence for CPP-ACP Remineralisation and Recommendations for Use</td>
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<td>2-5pm</td>
<td>Dr. Douglas A. Young</td>
<td>Caries Management by Risk Assessment (CAMBRA) and Glass Ionomer: Treating Caries Chemically</td>
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<td>Wed 23-Sept</td>
<td>9:30-10:30am</td>
<td>Prof. Martin Tys</td>
<td>‘Posterior’ Direct Resin Composite Restorations</td>
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<tr>
<td></td>
<td>11am-12pm</td>
<td>Prof. Eric Reynolds</td>
<td>Scientific Evidence for CPP-ACP Remineralisation and Recommendations for Use</td>
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<td></td>
<td>12:30-1:30pm</td>
<td>Dr. R. Cestio</td>
<td>Workshop — How to Do a Class III Fast and Easy</td>
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<td>Prof. Marco Ferrari</td>
<td>Adhesion and Selective Etch</td>
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<td>3:30-4:30pm</td>
<td>Prof. Douglas A. Young</td>
<td>Caries Management by Risk Assessment (CAMBRA) and Glass Ionomer: Treating Caries Chemically</td>
<td>English</td>
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<td></td>
<td>9:30-10:30am</td>
<td>Prof. Hien Ngo</td>
<td>How to Minimise Postoperative Complications with Posterior Restorations</td>
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<td>Thu 24-Sept</td>
<td>11am-12pm</td>
<td>Dr. Brett Dorney</td>
<td>Guidelines for Incorporating an Oral Health Program for All Ages into Your Dental Practice</td>
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<td>12:30-1:30pm</td>
<td>Prof. Eric Reynolds</td>
<td>Scientific Evidence for CPP-ACP Remineralisation and Recommendations for Use</td>
<td>English</td>
</tr>
<tr>
<td></td>
<td>2-5pm</td>
<td>Prof. Prathip Pramutmanit</td>
<td>SMART Preventive Restoration in Primary Dentition</td>
<td>English</td>
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<tr>
<td></td>
<td>3:30-4:30pm</td>
<td>Prof. Prathip Pramutmanit</td>
<td>SMART Preventive Restoration in Primary Dentition</td>
<td>Thai</td>
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<tr>
<td>Fri 25-Sept</td>
<td>9:30-10:30am</td>
<td>Dr. R. Cestio</td>
<td>Workshop — How to Do a Class III Fast and Easy</td>
<td>English</td>
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<tr>
<td></td>
<td>11am-12pm</td>
<td>Prof. Hien Ngo</td>
<td>How to Minimise Postoperative Complications with Posterior Restorations</td>
<td>English</td>
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<tr>
<td></td>
<td>12:30-1:30pm</td>
<td>Dr. Brett Dorney</td>
<td>‘Today’s Lifestyle and its Impact on Dental Disease’</td>
<td>English</td>
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<tr>
<td></td>
<td>2-5pm</td>
<td>Dr. Sirikan P. Arunyanik</td>
<td>Why do we need ‘Periodontal Dressing’?</td>
<td>Thai</td>
</tr>
<tr>
<td></td>
<td>3:30-4:30pm</td>
<td>Dr. Anwuth Klaerin</td>
<td>GIC Material Update</td>
<td>Thai</td>
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</tbody>
</table>
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