The first review-driven health care community in Asia

CompareClinic.com presents a whole new way of connecting patients to clinics

Compare Clinic is a review-driven community that aims to help people connect with trusted medical specialists, both locally and overseas. Recently Dental Tribune International co-founders Henrik Petersen and Virginia Chan about the concept of Compare Clinic and its benefit to the dental community.

- How does CompareClinic.com facilitate communication between patients, dentists and manufacturers using Web 2.0 technology?

Henrik Petersen: Using Web 2.0 technology, Compare Clinic facilitates three-way communication between dental manufacturers, dental surgeons and patients, and helps people make informed decisions about dental and medical treatments. The ultimate goal of Compare Clinic is to connect patients with trusted dental professionals. To this end, our community also helps dental clinics reach out to more patients and build a trustworthy reputation.

Medical tourism is on the rise in Asia, according to Reuters. It is estimated that it will reach over one million by end of this year. In the past, medical tourists came primarily from the US and Europe looking for cheaper treatment alternatives owing to high costs in their home countries or a lack of dental insurance. In recent years, affluent Asians have become the driving force behind the advanced medical centres in Korea, Singapore, Thailand, the Philippines and India. It is common for people to live in different places throughout their lifetime and consequently they will seek dental and medical treatment in an environment that is entirely new to them. Compare Clinic will be able to connect patients around the world to quality dental treatment.

Virginia Chan: Being a practice management consultant, I understand many dental clinics are looking for a cost-effective way to market their services.
In this series of reports in Worldental Daily, FDI and Unilever have sought to highlight the achievements of their landmark Live.Learn.Laugh partnership. The partners said that they were looking forward to reporting to delegates at FDI Istanbul 2013 on further progress around the globe and demonstrating once again the partnership’s role in achieving their joint vision of improving people’s lives through better oral health.

In Dalian, China, Unilever’s Zhong Hua brand and the Chinese Stomatology Association are currently working together with central and local government to improve oral health care standards in young mothers and their children by integrating oral health into the standard maternal and child health care system. Oral disease in young children in China is a common problem, with half of children enrolled in kindergarten showing signs of tooth decay. Recent studies have found the prevalence of caries in three-year-olds was 50.1 per cent in Beijing to be 50.1 per cent, whilst the percentage in five-year-olds is 73.3 per cent.

The project aims to improve the oral health of 700 children by raising awareness of oral health problems among mothers with young children through oral health education, encouraging the use of mothers who brush their teeth twice a day with fluoride toothpaste, and increase the proportion of mothers who practise healthy feeding habits and take responsibility for the oral hygiene of their children, thus reducing the incidence of caries in young children. The project uses a dental pass to promote regular visits to the dentist and teach young mothers that oral health is as important as general health in bringing up a healthy, happy child.

Please remember to visit the Live.Learn.Laugh partnership stand to find out more about the exciting oral health improvement projects taking place around the world.

Dental assistants demonstrating effective oral hygiene measures on a model to a Chinese mother.

Virginia Chan: Our public promotion will start from October 2012. To benefit from it, any clinic or dental facility can visit CompareClinic.com to receive a free basic profile, with the option of upgrading to a premium account, which will allow them to showcase their services and engage with our users. For manufacturers, they can contact us at enquiry@CompareClinic.com for discussing how to become a more integrated part of our community.

Thank you very much for the interview.

Now people can simply use CompareClinic.com for the information they need from three different angles.

What inspired you to start Compare Clinic?

Henrik Petersen: I am foreign to Singapore and it was not easy to find out where to go for medical and dental treatment. I used to browse different websites and forums for the best treatment and identify the best service provider. There were mainly web directories of clinics but not much information of actual patient experience. Once I was sitting at Starbucks with Virginia, and we were discussing the nice places to be able to go to one place, you can get information for the latest treatment options, from clinical aspects and patients’ peer review, and be connected with the right clinics directly. My technology background and Virginia’s industry experience made it an easy choice to launch. We are launching now in Hong Kong and Singapore, and will soon be ready to expand to other countries in the Asia Pacific region.

How can dentists and dental manufacturers benefit from Compare Clinic?

Virginia Chan: The Kick-Off Seminar in Beijing was a huge success, it was a great experience for discussing how to become a more integrated part of our community. Thank you very much for the interview.
An action document for global oral health

“Vision 2020” report released at FDI congress

Members of the Vision 2020 Task Force yesterday reissued a new report that discusses oral health problems and ways to address the crisis on a global scale for the first time. The document, available as a download from the FDI’s website, recommends expanding the role of existing oral health care professionals and access to care, among other measures, in order to improve oral health worldwide by 2020.

Stanley Bergman, CEO of Henry Schein, a company that also participated in the drafting of the document, remarked that although accomplishing the goal of 2020 will be a huge challenge, the blueprint will set an unprecedented example for private-public partnerships in tackling health problems.

According to Da Silva, oral diseases, including tooth decay, periodontal disease and oral cancer, affect large parts of populations worldwide. “We must act now if we hope to deal with the crisis by 2020,” he said.

Oral health in the PRC

Ministry of Health official visited FDI congress

In a special session held yesterday, Dr. Lingzhi Kong, Deputy Director-General of the PRC’s Center for Disease Control and Prevention, discussed her country’s latest strategies to improve oral health.

Kong stated that treatment is still significantly lacking owing to insufficient resources and inadequate capacity in primary health care. To improve the situation, therefore, the PRC government is seeking to improve access to oral care by increasing dental care services in primary health care centres throughout the country by 2015. Efforts to improve oral health education and promotion in schools will be strengthened as well, she explained.

In recent years, the ministry has increased funding for dental health care services and launched a number of oral health campaigns, like the Healthy Teeth, Happy Family health-promotion project in 2011. The PRC has also celebrated National Teeth Day in September for the last 21 years.

Kong said that a recent National Oral Health Survey will probably be conducted in 2013. According to the latest evaluation, dental caries was observed to be highly prevalent in all age groups, particularly in young children and the elderly. Only between 22 and 35 per cent of people were found to be brushing their teeth at least twice a day.
Opinion

The surveillance of patients is a dentist’s duty

An interview with Prof. Newell Johnson, Australia

FDI. Are we in danger of losing the battle against the disease? Prof. Newell Johnson: There is some good news. In countries that have long had the reputation of having very high rates of oral cancer, such as parts of France, India and Sri Lanka, the rates of alcohol and tobacco-related oral cancer are indeed falling. The same is true of the US, much of Western Europe, and Australia. Here rates are falling from a lower base. In those countries or populations with traditionally very high rates, however, hundreds of thousands still die of oral cancer every year. In parts of Eastern Europe and the former Soviet republics, rates of those cancers are rising, we think, because of still high tobacco use, abuse of alcohol and a poor diet.

The other piece of bad news is that the incidence of cancers of the oropharynx (as opposed to the lip and in the mouth itself) is also increasing worldwide.

I HPV has been identified as a growing risk factor for oral cancer. What part does the sexual transmission of the virus play in the development of the disease compared with more commonly known factors like smoking or drinking?

Certain types of the human papillomavirus are indeed strongly associated with cancers of the upper aero-digestive tract, particularly of the tonsils and base of the tongue, rather than in the mouth itself. These are the same viruses that we know cause cancers of the uterine cervix, penis, and anus. It is generally thought that sexual transmission is involved. The evidence is largely circumstantial; that is, these cancers are more likely among younger adults, and there are associations with the number of sexual partners.

Fortunately—if that is an appropriate word—these cancers are more sensitive to radiotherapy, and the survival rates/treatment outcomes are better than for most other head and neck cancers.

For the past decade, there have been extensive immunisation programmes against these particular papillomaviruses delivered to girls in many countries. These are intended to prevent cancer of the uterine cervix in later life. It will be very interesting to observe, in another 20 years or so, whether this has had an impact on upper aero-digestive tract cancers too. Fortunately, we are beginning to see boys now included in the immunisation programmes in some countries.

I Some forms of oral cancer have a patient survival rate of only 50 per cent. What makes it so difficult to achieve a more successful therapeutic outcome?

The average survival at five years after diagnosis of oral cancer has hovered around 40 to 50 per cent for decades in most countries. In the high-volume specialised treatment centres, patients are indeed doing better, in terms of long-term survival and quality of life/minimisation of disability and side-effects. The major reasons that we are not doing even better is because so many cases are diagnosed and treated too late, and/or patients have severe co-morbidities such as diseases of the cardiovascular system or cancers at other sites.

I Dentists can play a vital role in the identification of early signs of oral cancer. Is the profession sufficiently prepared for this role?

Well, of course one cannot generalise. Many dentists and other members of the oral health team carry out excellent surveillance of each patient. This is indeed our duty. It might be called “opportunistic screening”. Many national dental associations, and the FDI, vigorously promote such behaviour. There are many excellent training programmes for the detection of patients and lesions at risk. This should go hand in hand with support from dentists for tobacco prevention/cessation, moderation of alcohol consumption, promotion of healthy diets and good hygiene (oral and sexual) for all their clients.

On the other hand, the prevalence of potentially malignant disorders, and certainly of overt oral cancer, is low in many countries, so maintaining a high level of awareness and interest among general practitioners is difficult. Some are discouraged because cancer screening may not be a remunerative activity.

In South Asia, and emigrant communities therefrom, potentially malignant oral disorders are common...

“In South Asia, and emigrant communities therefrom, potentially malignant oral disorders are common...”

I What are your views on this re-search and what are other promising therapeutic approaches?

There are very many bioclinical/ molecular pathways involved in cell division, maturation, migration and metastasis, and death of thetissues. Many are targets of investigation and manipulation. Some will prove irrelevant—or at best ephemeral.

An attraction of this particular work is that we understand pathways critical to stem cells—those cells that provide the basis for continued cell renewal. At the moment, the observations on this pathway in human cancers have been explored in experimental animals. It is some way from human treatment trials, though there are many human studies of other putative biological treatments for oral and other cancers. In principle, this is the way forward.

I There are a number of oral cancer-screening systems available on the market but their penetration is still very low. Why is this technology not yet part of dental practice?

For cancers, and for potentially malignant disorders, in the mouth itself, direct visual inspection and palpation, followed by referral or biopsy, is the best approach. Adjunctive screening tests have not been demonstrated to have utility beyond this and commercialisation can be counterproductive.

You have already mentioned genetics. What role will it play in the evaluation of oral cancer in the future?

Well, cancer is, of course, a genetic disease. There is a small component of inherited genetic susceptibility, but nothing as important as breast cancer, for example. There is a large component of acquired genetic abnormality, which is being gradually unravelled. So genetic testing is of increasing importance, perhaps for susceptibility, more so for early changes in the tissue during carcinogenesis, the latter perhaps detectable in saliva or blood too.

However, every cancer is a unique biological event in an unique individual. Detecting the spectrum of genetic abnormalities in the individual, and targeting these with particular designer drugs, or gene therapy or immunotherapy is exciting: we are in the era of personalised medicine.

Extensive surgery, radiotherapy and chemotherapy have not brought the improved outcomes we so desperately need. For the afflicted, the future will be individualised biotherapies. For the world, the future must be primary prevention.

I Thank you very much for this interview.
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1911 - 2012

Come visit us at FDI Hong Kong Booth E02/04
POSICAINE

With Posicaine, the Canadian company Novocol, presents a local dental anaesthesia that can be used in both routine (Posicaine 200, Articaine with Epinephrine 1:200,000) and complex procedures (Posicaine 100, Articaine with Epinephrine 1:100,000) when improved visualization of the surgical field is needed. According to Novocol, its formula offers predictable anaesthesia of 60 minutes for infiltration injections and 120 minutes for nerve blocks. Posicaine does not contain methylparaben or latex in order to avoid allergic responses from patients that are sensitive to these compounds. Dental clinicians benefit from the neutral colour-coded glass cartridges by minimizing the risk of wounds in case of cartridge breakage during use.

Additionally, the glass cartridges are siliconised to allow for smoother injections. Novocol manufactures its product in Canada according to the highest quality and safety standards. Lot and Expiration dates are imprinted on the case label, as well as on the box and cartridge label. Both formulas are available in terminally sterilized boxes of 50 cartridges each.

POVICAIN LACQUER

When US manufacturer Aribex introduced the first handheld dental X-ray system in 2005, the aim was to create an inherently safe X-ray device that could be held during radiograph exposure. Two models exist that are available to clinicians around the world (varies by jurisdiction).

NOMAD Dental weighs 4 kg and features a pistol-grip design, with rechargeable NiCd battery. It generates sharp, clear images with digital sensors, conventional film, or phosphor plate systems.

The next generation NOMAD Pro, available since 2008, has a rechargeable Li-poly battery in the handle. It also features a full-colour LCD user interface, preset exposure settings, and additional time-saving features in a sleek design. Each model is capable of taking hundreds of diagnostic-quality radiographs with a single charge.

According to Aribex, the NOMAD allows the operator to remain chairside with the patient during radiography. With the handheld X-ray system, not only can the operator stay in the room, they can also reassure anxious patients (including children). This makes the device a first choice for the treatment of special needs or sedated patients. It also shortens procedure time and reduces mistakes and retakes, the company said.

More than 30 independent evaluations and scientific studies have concluded the Aribex systems are both effective and safe – made possible by patented shielding on the X-ray source and the leaded acrylic backscatter shield on the collimator cone, which protects the operator from reflected radiation.

“The NOMAD has forever changed the way that dental radiography is performed,” said Dr Clark Turner, Aribex founder and CEO. “With over 10,000 units now currently in use, it has become a staple in dental operato ries everywhere.”

ARIBEX, USA
www.aribex.com

TWL DENTAL
Booth E04
Behind every successful implantologist is an Implantmed

With the new Implantmed you perform implant procedures with maximum precision. The unit is easy to operate and guarantees longer working without fatigue – thanks to the lightweight, yet powerful motor and the ergonomically-shaped contra-angle handpiece. And the integrated thread cutter function helps you with especially hard bone.

wh.com
**Whitefox**

Satelec’s Cone Beam Computed Tomography system WhiteFox allows practitioners to choose between five fields of view (from Ø200 X 170 mm to Ø60 X 60 mm) for minimised patient exposure to radiation. Owing to the Housefield units calibration, a feature previously used primarily in medical CT imaging, the device is said to provide higher quality images as well as precise measurements of tissue density. Both the primary reconstruction FDK algorithm and visualization software have been developed in-house and therefore conform perfectly to the Whitefox scanner which results in images of outstanding and software easier to handle for DMF radiology and surgery, the company said.

According to Acteon, Whitefox currently offers the most complete and precise diagnostics in fields like cephalometry, orthodontics and gnathology, endodontics, TMJ analysis, implantology, planning, as well as oral and maxillofacial surgery. The system includes the WhiteFox scanner and workstation with “inclusive” software.

**Straumann Bone Level Implants**

The Straumann Dental Implant System includes the new generation Bone Level Implant which is now available all over Asia, including China, Taiwan and Japan.

According to the company, these new implants, developed in close collaboration with internationally renowned experts and confirmed through clinical studies, combine new and innovative concepts with well-documented design elements to provide dental professionals with aesthetic flexibility.

Bone Level Implants feature Straumann’s novel Bone Control Design, a concept which follows the five fundamental biological principles to optimise bone preservation and stabilising soft tissue. While the SLActive implant surface offers unparalleled implant surface osteoconductivity, the conical implant-abutment connection provides a strong and tight joint in all cases of loading. In addition, the biomechanical design of the implant and thread optimises the transmission of the chewing forces to the bone, provide high primary stability and make the basis for crestal bone preservation, Straumann said.

The biological distance is respected by the horizontal distance between the microgap and the bone. Moreover, the transition of the rough to the smooth surface is optimally positioned at the level of the crestal bone to provide the maximum surface for osseointegration and soft tissue growth.

The Straumann Bone Level Implant is available in three endosteal diameters and four lengths and comes with a comprehensive prosthetic portfolio. According to the company, they can be placed with the same surgical kit and procedure as the other implants in the company’s current range, thus providing even greater flexibility, broader treatment options and higher reliability.

**Colgate® Sensitive Pro-Relief™**

For your patients with hypersensitivity, recommend the Colgate® Sensitive Pro-Relief™ at-home regimen, clinically proven to deliver 2 TIMES the sensitivity relief vs a potassium-based regimen after 2 weeks.¹

Results from an 8-week, examiners-blind, parallel group study of 118 subjects comparing a Colgate® Sensitive Pro-Relief™ regimen and a potassium-based regimen, both consisting of a toothpaste, mouthwash, and mouthrinse at 2 weeks.

This product tries to raise the bar for restorative glass ionomers by outperforming conventional materials in stress bearing posterior restorations with notably higher compressive strength (more than 340 MPa in 24 hours), very low creep and dimensional stability for long-lasting performance. Special micronised zirconia fillers were included in the glass component of ZIRCONOMER with the aim to reinforce the structural integrity of the restoration and impart superior mechanical properties for the restoration of posterior load bearing areas, where amalgam is commonly used.

The combination of outstanding strength, durability and sustained fluoride protection makes ZIRCONOMER suitable for the restoration of Class I and II cavities, repair of fractured amalgam, as well as in providing a strong base under amalgam and composite restorations. It can also be used for all classes of cavities where radiopacity is a required, as well as the build-up of a structural core and on root surfaces where overdentures are placed. Long-term temporary replacement for cusps, minimal intervention treatment and ART techniques are other fields of application, the company said.

ZIRCONOMER is available in a set with 12 g powder and 5 ml liquid.

SHOFU INC., SINGAPORE
www.shofu.com.sg
Booth B12/C13

For more than four decades, Abrasive Technology has been recognised as one of the world’s leading manufacturers of super-abrasive grinding wheels and tools but perhaps nothing defines the company’s commitment to precision more than its dental products—most notably its Two Striper diamond dental instruments. In fact, the company says to have taken extra steps to ensure that these products are not only safer, but better balanced and easier to use.

AT’s founders developed a unique diamond bonding process called P.B.S. that makes it possible to manufacture grinding tools that are superior to other products on the market, the company said. The process is said to increase productivity and part consistency simply because it will last longer, cut faster, run cooler and load less.

According to the company, the process is one of the most effective and innovative bonding processes in the industry. It’s a science that the company said to have helped to transform itself—and a craft that it’s working every day to perfect.

Through continuous innovation, product development and enhancement, Abrasive Technology aims to meet the most demanding specifications and solve the most challenging applications. From disks and trimming wheels to instruments and files, its dental products epitomise high quality, attention to detail and superior craftsmanship and makes them a number one choice in the industry.

For more information about the company’s line of products, FDI visitors are invited to a Dental Tribune Study Club Symposium session at booth K30 inside the exhibition hall.

ABRASIVE TECHNOLOGY, USA
www.abrasive-tech.com
Booth K31

Scaling has never been so relaxing and easy.

The new W&H Tigon+ is a piezo scaler without equal: the warm irrigant spray protects even the most sensitive teeth, making treatment more comfortable. The three different power modes and five present programmes allow you to work even more safely and efficiently.

w&h.com
The German company VITA has lately added more options to its assortment of high-quality materials for CAD/CAM processing that include ceramics as well as polymers in the form of different types of monochromatic and multichromatic milling blanks in various basic shades and geometries. Besides in the shades 1M2C, 2M2C and 3M2C, the VITABLOCS RealLife, for example, are now available in 0M1C, 1M1C and 2M1C as well as the multichromatic VITABLOCS TriLuxe and TriLuxe forte, that come in sizes 12 and 14 in the Classical shades A2C, A3C and A4C.

Owing to the VITA Rapid Layer Technology, the veneer structure can not only be milled from VITABLOCS TriLuxe forte blocks but also from the monochromatic VITABLOCS Mark II in the XXL block geometry, the company said. VITA DISCs with a diameter of 98 mm including the circumferential groove have also been launched especially for the fabrication using open CAD/CAM systems. This assortment includes VITA In-Ceram YZ DISCs in five different material thicknesses and VITA CAD-Temp DISCs for provisional restorations in monoColor and multiColor layering, as well as three different shades. In addition, VITA CAD-Waxx DISCs allow for an efficiently manufacturing of investible casting, pressing objects and drilling templates.

VITA ZAHNFABRIK, GERMANY
www.vita-zahnfabrik.com
Booth G16/H19

The new Proface light probe is supposed to enable direct visual detection of caries in opened cavities and minimise the risk of caries recurrence.

According to the Austrian company, it enables selective treatment during caries excavation based on Fluorescence Aided Caries Excavation (FACE).

This method works in the way that violet light is applied to the opened cavity where porphyrins, metabolic by-products left by the bacteria in infected dentine and not visible to the human eye, fluoresce red while healthy tooth substance fluoresce green.

Diagnostic goggles with special filters also enhance this effect, the company said.

With Proface, dentists will also have more information in regard to treatment decisions in Caries Profunda.

Access to the treatment site is optimised by the probe’s new slender design which was developed to guarantees flexible and painless application. W&H said that with ProFace success of caries excavation can be assessed at a glance and at any stage of the process.

W&H AUSTRIA
www.wh.com
Booth G25/26
Suni’s digital radiography offering

At its ISO-certified facility in San Jose, CA, in the US, Suni Medical Imaging manufactures two lines of digital x-ray sensors, SuniRay and Dr. Suni Plus, as well as a broad line of OEM sensor products and components. In addition, the company distributes SuniCaim II, a lightweight, ergonomic intraoral camera.

According to Suni, the SuniRay digital x-ray sensor offers high flexibility owing to an integrated USB module and a powerful software package that allows practitioners to use it with any Windows or Mac OS computer and all practice management systems. It has rounded corners for increased patient comfort and is available in two sizes for different anatomic requirements.

Since its creation in 1995, Suni Medical Imaging has gained a leading position in the digital radiography market, pioneering the development of digital sensor technology for dental clinical applications, and is best known for designing and manufacturing sensors for many of the early leaders in this field. In 2002, however, the company added its own brand of high-quality sensors and intraoral cameras to its product portfolio.

Suni says that its corporate culture is built on three basic principles—technological innovation, continuous improvement and exceptional customer service. Headquartered in Silicon Valley, the company’s team of design engineers is credited with a number of firsts, including the world’s thinnest intraoral sensor and the “best overall value for price” in the sensor marketplace.

Looking to the future, Suni announced that it will continue to focus relentlessly on developing products that simplify the lives of dental practitioners while providing the ultimate in clinical care for their patients.

SUNI MEDICAL IMAGING, USA
www.suni.com
Booth F11

UltiRock Die Stone

With its UltiRock Die Stone, the US manufacturer Whip Mix is showcasing a premium die stone that allows the production of precision models and dies with excellent detail reproduction and high abrasion resistance for fixed restorations.

According to the company, its low setting expansion makes it ideal for implant and complex cases.

It’s easy handling properties provide a very creamy mix that is easy to pour, and its smooth non-reflective surface scans readily, Whip Mix added. UltiRock Premium Die Stone is Type 4 and available in Golden Brown, White and Ivory.

The company also has its Esthetic CrossRef centered bite record as well as its Denar Mark 300 articulators on display in Hong Kong. Based in Louisville, Ky, in the USA and Dortmund in Germany, the company has been manufacturing and distributing products for dental practices and laboratories since 1919.

WHIP MIX, USA
www.whipmix.com
Booth E06

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More information on www.straumann.com

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FDI Hong Kong 2012 — Exhibitors List

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<td>Suzion Europe</td>
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<td>Suzhou Junwei Medical Equipment Co., Ltd.</td>
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<td>Takara Belmont</td>
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<td>Tesco Dental (HK) Ltd.</td>
<td>G16/H19</td>
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<td>The Indian Dental</td>
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<td>The Yoshida Dental/Milg. Co., Ltd.</td>
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There is probably no other date in Hong Kong’s recent history as significant as 1 July. On a stormy Tuesday night back in 1997, millions of people took to the streets in unprecedented celebrations when the People’s Republic of China finally took over control of the territory after 156 years of British rule.

While the handover was considered a fresh start by many Hong Kongers, it definitely marked Britain’s final act as a colonial superpower. In the joint declaration signed with China already in 1984, however, both parties had agreed to leave the colony’s existing economic system untouched for another 50 years. Owing to this component of the Sino–British declaration, Hong Kong was able to become the economic powerhouse we know today.

With a populace of slightly over seven million people, the former colony now produces a gross domestic product higher than those of states like Denmark and Portugal. It is also considered one of the most important international financial centres. According to global management consulting firm McKinsey, its stock exchange, already among the world’s top ten when it comes to capitalisation, attracted the most capital in the world for the second consecutive year in 2011. While the government recently had to cut growth forecasts owing to the global economic slowdown, consumption in the city remained stable owing to a sound job sector and increases in income.

Similar to its economic success, the city has transformed itself into a first class travel destination, making tourism a major source of income. Boosted by attractions like Hong Kong Disneyland, which was opened in 2005, and major events like the recently held International Dragon Boat Championships, it sees 42 million visitor arrivals per year, a number currently only exceeded throughout the Asia Pacific region by Malaysia and mainland China.

“These results certainly underline Hong Kong’s status as a preferred international travel destination and as Asia’s world city,” said James Tien, Chairman of the Hong Kong Tourism Board, in August. “We have already planned the launch of a series of mega events in the coming months to..."
FDI connects with the future of dental medicine

FDI Global Caries Initiative
“Leading the World to Optimal Oral Health”

www.GlobalCariesInitiative.org

Connect with the future: visit booth K29

FDI’s Global Caries Initiative (GCI), launched in 2009, seeks to unite a broad alliance of key influencers and decision makers behind a common goal: to effect fundamental change in health systems and individual behaviour to realize the overarching vision to stop caries by 2020.
Further enhance Hong Kong’s appeal and provide our tourist partners with different business platforms.” According to Tien, highlights this year will include the Hong Kong Mid-Autumn Festival, which will take place in September/October and will see a giant lantern erected at Victoria Park on Hong Kong Island, among other things.

Owing to increasing competition from Hong Kong’s bigger brother in the North and countries like Taiwan, the board which operates under the HK government, already began strategising Hong Kong’s development as a tourist destination in the late 1990s. As a first step, travel restrictions within China were eased through the Individual Visit Scheme almost a decade ago. Since then, travel between mainland China and Hong Kong has skyrocketed to over 15 million visitors per year.

Funding for the Mega Events Fund has also recently been extended until 2014. The financial assistance scheme, worth hundreds of millions of HK dollars, was established in 2009 in order to give non-profit organisations the means to host their meetings and events in Hong Kong.

As well as its large share of Chinese visitors, the city attracts millions of visitors from around the globe, of which many have decided to stay. Therefore, the city’s cultural and culinary scenes is as diverse as in any other major city in the world. With two 3-star and seven 2-star restaurants, Hong Kong now offers greater culinary excellence than London or San Francisco. Just last month, two Michelin-starred French-Italian chef Philippe Leveille announced the opening of a new Italian restaurant called l’Altro in the Central District.

Hong Kong is also the third largest art market after the US and China, drawing thousands of visitors to its International Art Fair held every year in May.

Despite its receptiveness to foreign influences, however, the city has never forgotten its Chinese roots, which will become important in 2047, when Hong Kong’s guaranteed autonomy expires. Although relations with the motherland are close, observers are questioning whether the city, which is largely dependent on trade, can maintain its economic vitality over the next 30 years alongside a prospering China.

Until then, at least Hong Kong is likely to remain Asia’s premier global destination.

The Hong Kong Tourism Board provides more information on city tours, sights and events. Its main visitor centres are located at the airport (arrivals level, Terminal 1) and at the Peak Piazza (between The Peak Tower and The Peak Galleria).

RESOURCES

1. www.discoverhongkong.com
2. www.timeout.com.hk
6. www.dianegraeingboy.com (HK food blog)
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**What’s on 31 August–1 September**

**FDI SOCIAL PROGRAMME**

**FUNDRAISING GALA DINNER**

Located on the top floor of Hong Kong’s oldest surviving market building, the Grand Stage is known for its excellent Cantonese cuisine and open structured ceiling. Friday’s gala evening will be an unforgettable experience, and offer attendees a traditional Chinese banquet, as well as stunning performances. Dress code is tuxedo and cocktail dress. Transfer coaches leave from the Hong Kong Convention and Exhibition Center at 18:30. For more information, please visit the FDI pavilion in the exhibition hall.

**SIGHTSEEING**

**VICTORIA PEAK**

www.thepilik.com.hk

You can’t say you’ve been to Hong Kong without having visited the Peak. Located in the western half of Hong Kong Island, it clearly offers the best views over the city. Besides being a tourist trap with its large offering of restaurants, shops and other attractions, like the Madame Tussauds wax figure exhibitions, the top of the mountain is the starting point for a number of nature walks that allow visitors to explore the wilder side of Hong Kong.

**TEMPLE OF TEN THOUSAND BUDDHAS**

Venue: Off Pui Tou St., Sha Tin, New Territories, Entrance to the temple is free

Located in the central New Territories, this temple exhibits 13,000 Buddha figures donated by Buddhist worshippers since the 1950s. In order to reach the site on the foothills of Sha Tin, one has to climb a few hundred steps, but the temple’s breathtaking interior makes the effort worthwhile.

**SHOPPING**

**ARTS AND CRAFTS FAIR**

Venue: Hong Kong Cultural Centre Piazza, Salisbury Rd., 14:00 – 18:00

Share in the creativity of local artists at this unique display of Hong Kong craftsmanship. The Arts and Crafts Fair, held on Sundays and public holidays, offers live photography, painting, portraits, sketching, silhouette cutting, calligraphy and stalls selling handicrafts.

**MUSIC AND THEATRE**

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**Useful information**

**ORGANISERS**
- FDI WORLD DENTAL FEDERATION (BOOTH K16/125)
  Avenue Louis Cozil 84, Casa Postale 1
  1216 Genève-Cointrin
  SWITZERLAND
- HONG KONG DENTAL ASSOCIATION
  8/F., Duke of Windsor Social Service Building
  15 Hennessy Rd., Wanchai
  HONG KONG

**CONGRESS VENUE**
- HONG KONG CONVENTION AND EXHIBITION CENTRE
  1 Expo Drive, Wanchai
  Hong Kong

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

**VISITORS’ ACCESS** is absolutely free.

**CONGRESS REGISTRATION**
Onsite registration is possible from Tuesday, 28 August, to Saturday, 1 September, 7:00 – 18:00. Fees range from CHF330 (US$337) and CHF600 (US$613).

**FDI PAVILION**
At booth K16/125 in the exhibition hall, visitors will be able to find more information about the FDI, its 112-year history, as well as its diverse programmes and activities.

**OFFICIAL LANGUAGES OF THE CONGRESS**
- English
- Mandarin (specific sessions only)

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

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

**EMBASSIES AND CONSULATES**
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