AWDC attendees receive invitation to India

With Indian Dental Association President Dr Pramod Gurav addressing friends, long-term partners and guests of the FDI World Dental Federation yesterday at the Istanbul Congress Center during an official lunch, the eyes of the international dental community are slowly turning away from Istanbul to New Delhi, where the next Annual World Dental Congress will be held next year from 21 to 24 September at the India Expo Centre in Greater Noida.

It will be the second congress held by the organisation in the Asian country after the one in 2004. Gurav said that his country has become a land of opportunity for dentistry, with oral health care awareness and access to oral health care constantly increasing. He remarked that the congress, which will be held under the theme “A billion smiles welcome the world of dentistry”, is in line with its and the government of India’s ambitious goal to achieve optimum oral health for all.

“We are delighted that the FDI has once again chosen India for its landmark event—it is a wise choice,” Gurav said.

The decision to host the next congress in India was made back in May. Exactly ten years after the congress took place in New Delhi, the event will be hosted by the FDI in collaboration with the Indian Dental Association. The association currently has over 50,000 members and operates through 28 state branches, more than 350 local branches and 1 defence branch. It aims to achieve optimal oral health for every Indian by 2020.

India currently boasts the largest dental workforce in the world. In addition, an estimated 29,000 dental students graduate from the country’s 300 dental schools every year. The market there, worth around US$50 million according to industry experts, offers huge growth opportunities for dental manufacturers, especially for producers of dental implants and prostheses.

Besides an impressive scientific programme, the congress in New Delhi will feature early breakfast meetings and Meet the Experts sessions aimed at bringing together the experts in a specific subject and a small group of dentists in an interactive setting, the Indian Dental Association said. Hands-on courses supplementing the lectures will provide a more intimate and constructive learning environment designed to develop clinical skills and practices relevant to modern dental practice and today’s cutting-edge dentistry.

The Year in Review meetings, introduced at the centenary congress in Hong Kong last year will provide additional focused learning opportunities. Interactive discussions on practical cases will deal with specific cases discussed directly with prominent speakers.

More information about next year’s congress is available online at www.fdiworldental.org or at the 2014 FDI AWDC booth (B808 & B809) in the exhibition hall on Level 5. For information and news about this year’s event in Istanbul, please visit the Dental Tribune website at www.dentaltribune.com or scan the QR code at the bottom left corner of this page.
FDI: Addressing key areas of oral health and policy

By Dr Tin Chun Wong, FDI President 2013–2015

I am just at the beginning of what promises to be a very exciting two-year term as FDI President. There is much to build upon from the work of my predecessor, Dr Orlando Monteiro da Silva. We have the right projects, the means and the expertise to fulfil our ambitions. But first—and this may seem a strange question, as we are in the final stages of the FDI Annual World Dental Congress—what is the FDI, and what does it mean to be part of it? My own simple definition is that the FDI is the authoritative voice of dentistry worldwide. That is a powerful claim—and it is a powerful position in which to be.

I would go even further to say that the FDI is a truly global organisation and, as the only one serving the specific needs of dentists, it is unique. Part of what makes it unique has been in evidence during the course of the congress and the FDI World Dental Parliament, held simultaneously. The FDI represents the worldwide solidarity of dentists: if you want to reach the world, you do it through the FDI. We certainly hope that we have reached you, congress participants, during your time here in Istanbul.

Some of the sessions that participants have attended over the last few days reflect the FDI’s priorities over the last 12 months or more. For example, on 29 August, a session was held to assess what effect the Minamata Convention on Mercury may have on the dental profession. Since the convention, which will be signed in Japan in October this year, covers restrictions on the mining of, access to, and trade in mercury, it will necessarily have an impact on the future availability and use of one of dentistry’s key restorative materials, dental amalgam, an inert compound containing 50% mercury. The FDI, among other groups, successfully argued for a phase-down rather than phase-out of amalgam. The discussions here in Istanbul proved to be an inspiration in terms of the FDI’s contribution to the ongoing debate on oral health and general health within governments worldwide on aspects of oral health policy.

On the same day, we saw the launch of what is set to become the key link in the FDI’s Vision 2020 armour for 2014: the new tablet-based data-retrieval application from which the FDI will endeavour to gain deeper knowledge about the socio-economic, behavioural and literacy aspects of oral health worldwide. For the moment, this is a pilot project involving dentists and their patients in a few selected dental practices on all the continents. However, when we roll it out in full, the aim is to provide to our members the tools for analysis of the survey results in order to be in a position to support and advise governments worldwide on aspects of oral health policy.

This, like all FDI initiatives, is linked to other areas under discussion, for example at the World Oral Health Forum, which addressed oral health within the context of the United Nations’ initiative on non-communicable diseases (NCD). Readers will recall that the FDI has been a strong supporter of the NCD initiative and, along with like-minded partners, succeeded in having oral health included in the NCD agenda.

Oral disease is not, in most cases, a life and death issue, although evidence reported during the course of the FDI Science Committee session suggests an established link between oral disease and other NCDs, such as diabetes. However, even though oral disease is not generally fatal, it should not blind us to the fact that toothache equals pain, can mean time off school or work, or loss in self-confidence, or have other deleterious effects on daily life.

People in developed countries are much more aware of disease than those in developing countries are. That is why it is important for governments worldwide to be aware of oral health and adopt measures to improve the oral health of their national populations.

This congress has, we hope, proved to be an inspiration in terms of the continuing education it has offered to people from all over the world and the opportunities it has provided for exchanges with colleagues from other countries. But it has also been important in terms of its contribution to the ongoing debate on oral health and general health within governments and multilateral institutions.

I am looking forward to hearing from you, and meeting you in a year from now in New Delhi in India for what already promises to be an exciting congress.

“...it is important for governments worldwide to be aware of oral health and adopt measures to improve the oral health of their national populations.”
Whatever happens:
With W&H restoration and prosthetic instruments you are always prepared.

Visit us at FDI World Dental Congress 2013, booth C 008!
Finnish Plandent Division expands into Turkey

New distribution company to partner with Ünalı Medikal

With the FDI congress in Istanbul in full swing, Plandent Division, the second-largest distributor of dental supplies in Europe, announced on Wednesday that it is expanding into the rapidly growing Turkish market. The new Plandent Turkey distribution company will work closely with Ünalı Medikal, distributor of Planmeca’s dental equipment in the country.

With Turkey, Plandent Division is entering its fourteenth dental market. As a full-service dental supply company, Plandent Turkey will offer local dental practices and laboratories a complete selection of instruments, equipment, software and materials, as well as a full range of support services.

Plandent Division is part of the Finnish Planmeca Group, which operates in the field of health care technology in over 120 countries. The group employs around 2,500 people worldwide and is aiming at a turnover of €760 million this year. Its parent company, Planmeca, is one of the world’s leading dental manufacturers and the largest privately owned company in the field.

“Planmeca’s high-tech dental devices are already well known in Turkey, so we are now delighted to also offer Plandent’s modern service concepts and our wide selection of brands to Turkish customers. With our comprehensive all-in-one solutions and services, we are able to offer dental professionals the opportunity to order everything they need from one place. By listening closely to our local customers and by constantly expanding our product selection, we can fulfill the needs of every customer group, whether dentists, dental hygienists or dental technicians,” said Tuomas Lokki, vice-president of Marketing and Sales at the Planmeca Group.

Plandent’s mission is to offer the latest technology and materials from the world’s leading manufacturers at very competitive prices, the company stated in a press release. The company also focuses on its own brand product range.

“Plandent Turkey will be introducing to the Turkish market its world-leading brands in the field of dental supplies, including the well-known and cost-effective Orbis product range,” a Planmeca spokesperson told Worldental Daily. “The company’s wide selection of equipment and materials will be complemented by attractive and sophisticated new service concepts, such as material management, online ordering, and maintenance and support services.”

Earlier this year, the fast-growing Plandent Division acquired new distribution companies in Belgium and Russia. In addition, the division has been leading local companies in all the Nordic and Baltic countries, as well as in the Netherlands, the UK, Germany, and Austria.

Devising a comprehensive oral health education programme for Indian children

The Indian Dental Association’s partnership with Unilever Oral Care brand Pepsodent is helping children and their families in the southern cities of Chennai and Coimbatore to improve their oral health.

Initially, the partners offered free dental screenings to determine the oral health status of the patients, collecting data that will be compared with data gathered at the end of the programme to determine the impact of the partnership’s oral health-promotion activities.

The partnership’s activities have two distinct strands: one focussed on dentists, the other on schoolchildren. In the first strand, the partners train dentists in behaviour-change techniques and provide materials to help them raise awareness among their patients of the importance of brushing twice a day with a fluoride toothpaste to prevent oral disease. In the schools programme, pupils are given a personalised dental health plan with free toothbrushes and samples of toothpaste.

The ultimate aim of the partnership project is to develop an effective, comprehensive oral health education system for Indian children that could be implemented across the country.

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