At the 2013 FDI Annual World Dental Congress, manufacturers from around the globe and Turkey will come together to compete as well as to do business with each other. While the country at the edge of Europe is considered to be one of the fastest-growing economies in the world at the moment, there is little reliable data about its dental market, especially since the Dental Manufacturers and Dealers Association of Turkey (DISSIAD) left the Federation of the European Dental Industry several years ago.

According to DISSIAD president and chairman of Öncü Dental Yuksel Akyol, who spoke to members of the press about last year’s IDEX in Istanbul, the Turkish dental industry currently exports dental equipment worth US$50 million. The majority of dental equipment used in the country is imported and, with a few exceptions, most foreign manufacturers operate through local partners. The size of the overall market, including equipment and dental consumables, is estimated to be €500 million, which is significantly lower compared with other countries in Europe, such as Germany, which boasts a market worth over €3 billion. With rates of 6 to 7 per cent per year, however, the Turkish dental market is currently growing faster than all major markets on the continent combined.

Products most in demand are imaging devices, dental lasers and implants. In fact, Turkey has become one of the fastest-growing markets in the implant segment, congruent with strong economic growth that weathered the recession far better than the US and nearly any region in Europe. According to a report by Canadian market research provider iData Research published by Dental Tribune last year, the Turkish dental implant, final abutment and computer-guided surgery segment is expected to grow at a compound annual growth rate of 20.4 per cent from 2008 to 2018.

In order to benefit from low labour costs and growing demand for tooth replacements, among other factors, foreign implant companies, such as Swiss implant specialist Thommen Medical, who recently signed a distribution agreement with BioPort in Istanbul, have begun to establish domestic subsidiaries or local distribution partners, which are constantly expanding consumers’ options.

Implants are also developed and manufactured in the country. Istanbul company AGS Medikal Ürünleri was the first to start domestic production of fixed tooth replacements in 2011. Meanwhile, other companies, including Dental Implant KA, have followed in its footsteps and have begun manufacturing their own implant solutions. According to market experts, they will be able to compete internationally in the long run owing to their price advantage.

Demand for dental equipment will also be fuelled by an increase in public health spending, as well as dental tourism, which will require dentists, particularly in private practice, to update their equipment and technical knowledge in the next few years. According to reports by Turkish newspaper the Hurriyet Daily News, who spoke to President of the Health Tourism Board Dr Dursun Avdin last year, Turkey currently generates revenues of €5 billion from foreign patients, with most people coming from the US and countries in Europe with high treatment costs, such as Germany and the UK. Market observers currently estimate the potential size of this market to be €3 billion.
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Dental Tribune Study Club at the 101st FDI Congress in Istanbul 28-31 August 2013

THU, 29.08
11:00 – 12:00 | Dr. Kosmas Tolidis

12:00 – 13:00 | Dr. Andrey Akulovich
Maintaining the results of non-invasive teeth discoloration treatment

13:00 – 14:00 | Sabine Nahmeh
CBCT in and traditional X-ray out?

15:00 – 16:00 | Dr. Adel El Lababidi
Componeer® Direct Composite Veneers – Innovative and amazingly easy restoration of anterior teeth

16:00 – 17:00 | Dr. Derek Mahony
Specialist in orthodontics and dentofacial orthopaedics

FRI, 30.08
11:00 – 12:00 | Dr. Kosmas Tolidis

12:00 – 13:00 | Sabine Nahmeh
Overview and comparison of clinical and diagnostic aspects in volume tomography

13:00 – 14:00 | Dr. Maria Gabriella Grusovin
Questionable teeth: what can be achieved with periodontal regeneration

14:00 – 15:00 | Dr. Didem Atabek
Bulk-Fill Technology in Restorative Dentistry

15:00 – 16:00 | Dr. Armin Nedjat
MIMI®-Flapless Surgery

16:00 – 17:00 | Dr. Gianfranco Berrutti
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SAT, 31.08
11:00 – 12:00 | Dr. Armin Nedjat
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12:00 – 13:00 | Sabine Nahmeh
CBCT in and traditional X-ray out?

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APRIL 4 - 6, 2014
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- Regenerative Endodontics - Making "Real World" Dentistry Productive and Enjoyable
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- Multidisciplinary Approach to Periodontal Therapy
- Adult Orthodontics Today

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Ken Hargreaves
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Hon. Professor of UCL and Hon. Consultant, Eastman Dental Hospital, UK

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Professor, University of Louisville School of Dentistry, USA

John O Burgess
Professor, Asst. Dean of Clinical Research, University of Alabama at Birmingham, USA

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in full colour. With the addition, clinicians can now choose from two Sirona intra-oral cameras and three milling units according to their individual needs. More options for dentists are also available with the new version of the CEREC software, CEREC SW 4.2, which now has a virtual articulator for simulating jaw movements to allow dentists to determine the dynamic contact points in addition to the static ones. Furthermore, ORTHOPHOS XG 3D offers high-definition quality in both 2-D and 3-D. Depending on the imaging device type, the Panorama CSI Sensor is integrated into the product or can be purchased separately. Especially when combined with ASTRA (Anatomically Structured Reconstruction Algorithm), it provides high-contrast, low-noise panoramic imaging, according to Sirona.

EQUIA by GC Corporation (C023–025) is a self-adhesive restorative system that is claimed to provide impressive clinical results in the posterior region. The new concept combines the clinically proven EQUIA Fil high-viscosity glass ionomer material with EQUIA Coat, a light-cured, wear-resistant highly filled resin coating, for a strong restorative material that, according to the company, takes glass-ionomer technology to a new level. GC will also be exhibiting a newly developed fibre-reinforced composite, everX Posterior, which it said provides new possibilities for restoring extensive cavities and preventing crack propagation into filling materials and tooth structure. The material addresses the growing demand for an economical alternative restorative for extensive cavities, and can be used for restoring enamel and dentine when combined with a conventional composite, such as G-ænial Posterior.

The new Tornado 1 and Tornado 2 — recent winner of a red dot design award — air compressor units from Dürr Dental (C031–034) are more efficient and economical than their predecessors. Running at only 64 dB(A), they are also less noisy. According to the German manufacturer, the new units can supply up to three treatment rooms. According to the German manufacturer, the new units can supply up to three treatment rooms and can be equipped with a membrane-drying unit, if required, for uninterrupted operation around the clock.

For professionals planning to enter the field of dental CAD/CAM, Finnish equipment manufacturer Planmeca (C034) will be showcasing its full range of open CAD/CAM solutions in Istanbul, including scanners, software and milling units. Classic Sovereign, the new version of the company’s flagship dental unit, with a slim, user-friendly design and intelligent infection-control systems, will also be on display. Moreover, visitors will be able to try out the Planmeca ProMax 3D X-ray unit, which can now combine CBCT images, 3-D facial photographs and 3-D model scans to create a virtual patient for various needs.