visiting dental practices is increasing and confidence is returning across the industry. What are the prospects for the industry in 2016 and in the years to come?

Troy Williams: This is an exciting time for the Australian dental industry, as new products, both those manufactured locally and those from overseas, are entering the market, giving dentists and allied oral health care professionals more options for treating patients than ever before. What’s great about ADX16 Sydney is that many of these products are being launched at this event.

The industry has moved beyond the subdued business conditions that existed in recent times and there is a high degree of confidence about the prospects for the year ahead. ADIA collects and publishes a great deal of data on the market in which dental products are sold; this provides us with a unique insight into what’s happening and this data validates the positive sentiment that exists across the dental industry. For example, the ADIA Australian Dental Products Business Conditions Survey published last month shows eight consecutive quarters of growth, with businesses recording increased sales over this period. The great news is this data also shows that businesses expect this growth to continue; however, this is somewhat tempered by the fall in the value of the Australian dollar, which places upward pressure on imported products.

The same survey also showed a unique factor about ADX16 Sydney, this being that the event in itself drives business confidence. So many suppliers of dental products see ADX16 Sydney as a strong platform and sales opportunities are an important point of differentiation.

ADX16 Sydney is expected to draw a record number of dentists and allied oral health care professionals and spaces sold out quicker than ever. What feedback have you received from visitors and exhibitors?

This is an event that just keeps on growing. At ADX12 Sydney, attendance by dentists grew by around 14 per cent compared with the previous event, and at ADX14 Sydney, the number of dentists attending grew by a further 23 per cent. If there was any doubt that the ADX16 Sydney series is Australia’s premier dental event, then these figures speak for themselves.

It is important to ADIA to understand why dentists and allied oral health care professionals are coming to ADX16 Sydney and our market research has identified three key reasons. The first is that they are coming to see the largest range of dental products available under one roof. The second is that they are coming to buy the products. Finally, dentists and allied oral health care professionals are coming to learn more, through the comprehensive continuing professional development programme—some 39 seminar sessions that feature some of Asia Pacific’s best speakers.

What industry trends stand out this year?

What makes dentistry such a fascinating industry to work in is the continual evolution, in treatment pathways, something made possible by the advent of new products.

It is difficult to identify a segment that has not seen change. In the dental laboratory segment, CAD/CAM technology continues to evolve, with milling now augmented by 3D printing. Similarly, the pioneering work being done both within Australia and internationally to bring to market new types of restorative materials offers dental professionals more choices that ever before, and that is what ADX16 Sydney is all about. Similarly, there isn’t an orthodontist in Australia who wouldn’t benefit from attending ADX16 Sydney to look at the awe-inspiring advances that offer different treatment pathways.

However, some of the most interesting trends are not in the clinical area, but have come about by an understanding that dental practices, just like any business, can enhance their profitability through business improvement reform. The growth in professional services, including marketing, finance, insurance and patient management software, is amazing and will all be featured at ADX16 Sydney.

The Sydney Exhibition Centre @ Glebe Island will again host ADX this year. In your opinion, what makes the venue special?

Two words: the view! There isn’t a venue anywhere in the world that seriously challenges the Sydney Exhibition Centre @ Glebe Island as having the best view—and it’s not just that you can see the Sydney Harbour Bridge from the registration desks; if you take one
Two New Dental Mills Designed to Meet Your Needs

Whether you’re looking for a dedicated dry or wet dental mill, or to utilise both, Roland DG delivers your ideal solution with two exceptional new devices.

The new DWX-51D dental mill is designed for effortless, precision milling of dental prosthetics from copings, crowns and bridges to inlays, onlays and abutments, and is the perfect solution for labs wanting to increase production or those looking to get into digital milling for the first time. The new DWX-4W allows you to wet mill glass ceramic and composite resins with absolute precision and reliability. Backed by a comprehensive 3 year warranty and drawing on over 30 years of engineering technology, Roland DWX devices are a proven solution with over 3400 Roland dental milling devices in the market today.

Learn more at www.rolanddg.com.au/dwx
of the free ferries to the exhibition
centre, you can get up close and
personal with this iconic struc-
ture.

Feedback from visitors and
exhibitors at the last event rated
the Sydney Exhibition Centre
@ Globe Island as an ideal ve-
nue. The abundance of natural
light makes the event something
special; it creates a really posi-
tive vibe within the exhibition
hall.

What is great about ADX16
Sydney is that visitors are spoilt
for travel and accommodation
choices. Options include free
ferries that will get you to the
venue by water, free shuttle
buses, ample on-site car park-
ing and discounted accommoda-
tion.

What is this year’s focus in
the professional development
programme? Could you give us
an overview of the speakers and
topics?

The ADX16 Sydney continu-
ing professional development
programme is exceptionally
strong and offered by profes-
sional organ-
isations, including the Austri-
an Dental Association (NSW Branch),
the Royal Australian College of
Dental Surgeons, the Australian
Dental Prosthodontics Association,
the Australasian Academy for
Dental Sleep Medicine and the
Australian Association of Practice
Management, in addition to lead-
ing local suppliers.

There are 39 individual ses-
sions, which have a strong focus
on restorative dentistry, and the
presenters are recognised across
the region as leaders in the field.
A number of sessions focus on
orthodontics and implants—which
is hardly surprising given the in-
creasing interest of dental profes-
sionals in the new products avail-
able in these segments.

Reflecting ADX16’s commitment
to supporting research, the pro-
ceeds from the ADX16 Sydney
seminar programme are going to
the Australian Dental Research
Foundation.

ADX16 Sydney is an excellent
opportunity to meet with clients
and professionals in a relaxed
atmosphere. What programme
features can visitors particularly
look forward to?

In many respects, ADX16
Sydney is more than a dental
exhibition; it is an unparalleled
opportunity for dentists and al-
ligned oral health care profes-
sionals to develop new, and cement exist-
ing, contacts with their peers.

The free welcome reception on
the Friday night is typically at-
tended by some 2,000 people and
there is no better way to meet
colleagues than over a relaxing
beer or glass of wine. Throughout
ADX16 Sydney, visitors to the
event can sit in one of the cafes
in the exhibition hall and have
lunch while discussing all the
products they have seen.

A first for ADX16 Sydney is
the product showcase, which
will allow people to set back and
learn about the latest innovative
products from the businesses
that are introducing them to
the Australian market for the
first time. Make no mistake about
it, ADX16 Sydney is an event
that allows dentists and allied
oral health care professionals to
see more, buy more and learn
more.“

"The growth in professional services,
including marketing, finance, insurance and patient
management software, is amazing."