Leading dental professionals from around the Asia-Pacific region and beyond will come together in June to reflect on the latest developments and advancements in dentistry during the next Asia Pacific Dental Congress. Among the presenters who will be discussing such issues as bone biomechanics in implant dentistry are Prof. Ming-Lun Hsu from National Yang-Ming University’s School of Dentistry in Taiwan and World Health Organization Dental Officer in Global Oral Health Dr Hiroshi Ogawa. The associate professor from Niigata University’s Graduate School of Medical and Dental Sciences in Japan will discuss how to improve the oral health of a population by targeting common risk factors for non-communicable diseases. Hsu and Ogawa will be joined by a number of international clinicians, including prominent researcher and clinician Prof. Monty Duggal from the University of Leeds in the UK, who will speak on innovations in dental traumatology. Among other things, Duggal is author of Restorative Techniques in Paediatric Dentistry, a book that has been published in seven languages and sold over 16,000 copies worldwide.

Having authored 150 scientific papers and 17 chapters in various medical and dental books, as well as textbooks on physical evaluation, emergency medicine, local and general anaesthesia, and sedation, Dr Stanley Malamed from the US will also address attendees on emergency airway and cardiac management.

This year’s Asia Pacific Dental Congress, which is being held for the 38th time, will take place from 17 to 19 June at the Hong Kong Convention and Exhibition Centre. It is being organised in collaboration with the Hong Kong Dental Association and is supported by FDI World Dental Federation. The event is again expected to attract thousands of dental professionals from Hong Kong and the greater Asia-Pacific region, the organisers said. In addition to the scientific programme and workshops, there will be an industry exhibition of the latest innovations in dentistry, featuring over 60 manufacturers and dealers, including major market competitors, like DENTSPLY, Nobel Biocare and Carestream. Furthermore, participants will have the opportunity to catch up with friends and colleagues, as well as enjoy the cultural mix of modern and time-honoured traditions that Hong Kong has to offer.

"On behalf of the Organising Committee of the 38th Asia Pacific Dental Congress, I look forward to welcoming all to Hong Kong, Asia’s leading healthcare and medical research hub—and to enjoy what we have to offer—modern, state-of-the-art infrastructure, with a unique blend of the contemporary and traditional ways of life in our multi-racial, multi-cultural heritage," said President of the Asia Pacific Dental Federation/Asia Pacific Regional Organisation Dr Kuan Chee-Keong from Singapore.

More information about the event can be found on the official website, www.apdc2016.org.
Will India be the next big dental market?

Market reports highlights factors such as continued economic growth and reforms

1.2 billion had access to 180,000 dentists, including 35,000 specialists, in 2014. This number is projected to grow to 300,000 by 2018. Around 5,000 dental laboratories and 300 dental institutions currently provide basic and advanced oral health care. Expected growth in the number of dental chains will increase the share of organised dental clinics across the country. Although the vast majority of dental products are imported from Germany, the US, Italy and Japan, foreign companies continue to invest in India and establish production units.

Most importantly, patient demand for better health care facilities has increased. As a country without a unified health care system, more Indians are purchasing private oral health insurance. A rising elderly population, changing lifestyles, and increased private and public health care expendi-
ture are additional factors for the growth of the dental care market. Furthermore, dental companies are focusing on improving dental services for tourists seeking lower-cost treatment across Asia. Ken Research recommends that domestic companies focus on effective marketing strategies and attractive discounts. In addition, free dental check-ups, dental outreach pro-
grammes and mobile clinics should improve the oral health care situation in less-developed regions, as sub-
stantial differences between rural and urban areas regarding access to dental clinics remain. The current dentist-population ratio is reported to be 1:9,000 in urban and 1:200,000 in rural areas. Many Indian citizens, especially in poorer areas, have yet to be educated about preventative oral health care.

The publication, India dental care service market outlook to 2020—Increasing awareness on oral care and rising number of organized players to foster future growth, is available online at www.kenresearch.com. The report covers various aspects, such as mar-
ter size, structure and segmentation, as well as the demographics of domestic and foreign customers.

Investigating patients’ knowledge and perceptions regarding implant therapy, a Chinese study has found that an alarming number of participants had incorrect and unrealistic expectations about dental implants. Moreover, the study determined that only 38% felt confident about the information they had about the treatment.

In the study, the researchers in-
vestigated preoperative information levels, perceptions and expectations regarding implant therapy via a ques-
tionnaire. Responses from 277 patients were obtained during 2014 and 2015 in three different locations in China (Hong Kong, Shanghai and Jiangsu). The analysis established that about one-
third of the participants had mistaken assumptions about dental implants. According to the researchers, common misconceptions were that dental im-
plants require less care than natural dentition, implant treatment is appro-
priate for all patients with missing teeth, dental implants last longer than natural dentition, and there are no risks or complications with implant treatment.

Overall, younger respondents (< 45) and those with higher education (bachelor’s and postgraduate degrees) tended to have more realistic percep-
tions and lower expectations of the treatment outcome. When asked about their level of knowledge, 63 per cent of the participants said that they were generally informed about implants, but only 18 per cent felt confident about the information they had.

The study, titled “What do patients expect from treatment with dental im-
plants? Perceptions, expectations and misconceptions: A multicentre study,” was published online ahead of print on March 23 in the Clinical Oral Implants Research journal.