APAC dental community gathers in Manila

Asia Pacific Dental Congress to offer new products and updates in expert clinical knowledge

Dental professionals from all over Asia are expected to come and visit the 33rd Asia Pacific Dental Congress (APDC) in Manila in the Philippines. Themed ‘Advancing the Pinnacles of Dental Care’, the event will offer dental practitioners, technicians and other dental staff the latest in dental products and expert clinical knowledge. It is the fifth time the congress will be held in the Philippines. The last APDC there was in 2006 when thousands of visitors to the capital Manila.

This APDC will be one of the largest trans-national events for dental professionals in the APAC region in 2011. Besides a large number of domestic visitors, the organiser expects participants to join from other countries in South East Asia. They announced to have put together a diverse programme covering all dental specialties including implantology, endodontics, periodontology and oral surgery. In addition, pre-congress sessions on Sunday and Monday will give participants an opportunity to update their knowledge in fields like the clinical management of temporomandibular disorders or dentine hypersensitivity amongst others. The speakers list includes lecturers from Asia as well as renowned dental specialist from countries like the UK, Italy, United Arab Emirates and the US.

Over 50 companies and domestic dealers will showcase their newest products, technologies and services at the trade exhibition held from 3–7 May in the Philippine International Convention Centre. Among the highlights will be advanced filling materials, improved implant surfaces prolonging successful long-term clinical outcome as well as reciprocating endodontic systems that are said to only need one file for the preparation of root canals.

General Chairman of the 33rd APDC Congress, Dr Hermogenes P. Villanueva, said: “These activities will indeed contribute to the progress and development of dentistry in the Asia Pacific region and help to improve the promotion of oral health, as well as prevention and clinical intervention of oral diseases.”

Dentistry in Asia has rapidly developed in the last decade, mainly driven by major markets like China, India or Singapore where the rise of middle classes has increased demand for dental services. The increase in quality has resulted in the growth of dental tourism and the outsourcing of dental lab services throughout the region, particularly to countries like China, Thailand and the Philippines. According to industry sources, the US$6.8 million worth dental market in the country alone is expected to grow by 10 per cent in the next 4–5 years.

www.apdc2011.org

APDC 2011 33rd Asia Pacific Dental Congress
Theme: Advancing the Pinnacle of Dental Health Care
Date: 1–7 May 2011
Venue: Philippine International Convention Centre
Target groups:
• Dentists
• Dental technicians
• Dental Assistants
• Hygienists
• Dealers
Organiser:
Asia Pacific Dental Federation/ Asia Pacific Regional Association
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For more information:
www.dental-tribune.com

Dental Products in Focus
The Asia Pacific Dental Congress 2011 will be an excellent opportunity to see the most up-to-date technologies and achievements in the field of dental medicine. Get your focus on highlights in our section on dental products and explore what the world’s most innovative companies have to offer.

Biomaterials and implants stimulate global demand for dental products

The increasing demand for dental biomaterial and implants is driving the global dental equipment and consumables market. According to a report released by US market research company MarketsandMarkets last month, both segments are expected to grow at a compound annual growth rate of 6 per cent—only slightly below the 7 per cent growth rate predicted for all market segments combined. Total market volume is forecasted to reach US$27.6 billion by 2015.

According to the report, the growth of these segments is expected to be highest in North America and the EU, where the generation of ageing baby boomers can afford high-priced dental procedures, including cosmetic treatments and implants. Improved orthodontic products are also in high demand, especially by younger people.

Improvements in the field of dental biomaterials and tissue regenerative material have enabled dentists to offer more natural and long-term dental solutions. The latest technology, such as CAD/CAM, reduces the overall turnaround time for dental procedures, while improving efficiency of dental practitioners further, the report states.