Sino-Dental in Beijing does it again

Greater New York Dental Meeting represents U.S. dental trade at opening ceremony

By Jayme S. McNiff, GNYDM Education Coordinator

■ The Greater New York Dental Meeting (GNYDM), with the approval of the U.S. Department of Commerce, sponsored and assisted in obtaining trade fair certification for the June 2010 Sino-Dental meeting in Beijing.

Having achieved this special recognition for the third consecutive year, the GNYDM hopes to help increase sales opportunities for U.S. dental manufacturers and distributors.

Dr. Robert R. Edwab, GNYDM’s executive director, said he is always seeking ways to find new and expanded markets for the exhibitors.

“This year’s 15th Sino-Dental Exhibition and Congress was held in the recently expanded National Conventional Center — the same headquarters that housed the press and media for the 2008 Beijing Olympic Games. In addition, the GNYDM was given a unique honor in the introduction section of the program guide along with only three other dental trade organizations: Germany, Japan and Korea. Sino-Dental organizers met with officials of the U.S. Department of Commerce from the U.S. Embassy in Beijing and discussed ways to expand the business opportunities of U.S. companies in China.

Dr. John R. Halikias, general chairman of the GNYDM, said, “Not only do we help our exhibitors find sales opportunities abroad, we also encourage potential attendees who visit our booth to come to New York and attend our annual meeting. An even larger growth in registration numbers ... should hopefully increase exhibitors’ sales.”

Commercial Service offers free, interactive export seminar

■ If you’re an exhibitor, you’ll want to come explore the tools of the trade and learn about the different markets represented by international commercial specialists at the Commercial Service Export Seminar, being held today.

Once again this year, the GNYDM has been selected by the U.S. Department of Commerce to participate in the International Buyer Program (IBP), a service that significantly enhances the ability to make the show a truly global marketplace.

Through this program, the Commercial Service offers a number of services to help attendees make the most of their show experience and assists small- and medium-sized U.S. businesses in exporting their products and services.

The Commercial Service staff — located at U.S. embassies and consulates throughout the world — works to recruit foreign buyer delegations and helps organize their business plans for the show.

During the show, Commercial Service trade specialists will manage the International Business Center. At the center, buyers can negotiate with sellers, use the meeting rooms provided — free of charge on a first-come, first-served basis — and take advantage of the facility to plan visits to the exhibit floor.

Exhibitors are encouraged to visit the International Business Center for export counseling by staff and to meet with international buyers.

The Commercial Service staff members managing the International Business Center are Michael Grossman, Jutta Denend, Carol Rudman, Jeanne Townsend, Dina Vulpis and Gerry Zapaint. Please see the IBC staff to sign up for a meeting room.

The GNYDM hopes to help increase sales opportunities for U.S. dental manufacturers and distributors. Dr. Robert Edwab, second from right, representing the Greater New York Dental Meeting and the U.S. trade, stands with other international trade representatives at the opening ceremony of the Sino-Dental meeting. (Photos/Provided by the GNYDM)

Inside the 2010 Sino-Dental meeting, held at the National Conventional Center in Beijing.
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Endodontics comes to Greater N.Y. Dental Meeting

By Jayme S. McNiff, GNYDM Education Coordinator

Attendees now have something more to love about the Greater New York Dental Meeting (GNYDM). This year, the 86th annual event welcomes professionals for five days of endodontic programs, including workshops, seminars, essays and live demonstrations.

The endodontic program began on Saturday morning with speakers who discussed research and ideas on pain control, irrigation and the most important developments in the field of endodontics today.

On Sunday, professionals learned the fundamentals of safe, predictable, efficient and cost effective endodontics with Dr. Barry Musikant.

Later, Dr. John Olmsted presented a two part workshop on rotary instrumentation in the morning and resin bonded obturation in the afternoon.

Today, Musikant will present two half-day workshops. These hands-on tutorials will introduce endodontic instrumentation and advanced endodontic techniques.

“Educating more than 1,000 professionals at the endodontic seminars and workshops proves that attendees are the key to success,” says Dr. Robert Edwab, executive director of the GNYDM.

With clinicians visiting from across the United States and around the world to perform actual endodontic surgical procedures in real-time, the GNYDM delivers a second live dentistry arena right on the exhibit floor.

The live dental procedures in endodontics will be held today through Wednesday.

“These programs provide a one-of-a-kind opportunity for professional growth,” said Dr. John Halikias, general chairman of the GNYDM. “Clinicians from all over the globe meet face-to-face to teach and learn new techniques within a specialty as well as locate companies with the latest equipment and materials for exportation.”

This year, Drs. Robert Roda and Aviad Tamse, representing the New York State Association of Endodontists, will present half-day seminars exploring endodontic diseases, including differential diagnosis of vertical root fractures, extraction, non-surgical re-treatment, peri-radicular surgery and intentional replantation.

These seminars are scheduled for 9 a.m. and 2 p.m. on Wednesday.

Dr. Alex Fleury’s two half-day workshops are on Wednesday. The morning hands-on activities will focus on the use of current science to improve the clinicians’ techniques in endodontics with the introduction to new bioceramic technology.

The afternoon session focuses on teaching clinicians the full meaning of an endo-restorative continuum.